

Impact Of Location Decision On Patronage Of Eateries In Ilorin Metropolis, Kwara State, Nigeria

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ABSTRACT

The eatery business operation in Nigeria is now facing heavy competition simply because of the growing number of eateries in the country, where restaurants spring up nearly every week. This spread is not unrelated to the general increase in social and economic activity and the entrepreneurial tendency of university graduates in the face of rising unemployment. Despite the alleged acceptance of eateries in Nigeria, however, consumers are now being selective at these eateries' locations. Thus, this paper examined impact of location decision on patronage of eateries in Ilorin metropolis. To this end, cross sectional survey method was adopted, while twenty functional eatery outlets were purposely selected and 355 customers of the selected eateries were sampled. Primary data were sourced through questionnaire and the hypotheses tested using regression analysis with the aid of SPSS (version 22.0). The results indicate that the R-square value was 0.722 (72.2%) posits that the two independent variables of proximity of eatery location and convenient accessibility of eatery location contribute to variation in the dependent variables. The study concluded that eatery location has significant effect on customer repeating purchases. Thus, management of eatery business must be strategic in making location policies, which must conform to the needs and preferences of the customers so as to maximize customer's patronage as could be seen in increased sales and marginal profit.

Keywords: eatery location, repeat-purchases, proximity of outlet location, customer satisfaction.

Jel Classification codes: M 520, M 500; and M 590

INTRODUCTION

As a reflection of global trend, eating out from home have become an important part of people's everyday lifestyles, and offers a place to settle down and enjoy the company of family and friends, colleagues, and business associates (Longart, 2015; Walker, 2014). Thus, there has been increasing demand for eating food away from home as a result of some factors including increased disposable incomes, changes in household composition, changes in consumers'

consumption patterns, the time pressures created by dual working couples (Adiele & Anyahie, 2018), and the entrepreneurial tendency of graduates from Universities in the face of unemployment.

Mustapha, Fakokunde and Awolusi (2014) asserted that the number of fast food outlets in Nigeria is increasing at a geometric rate and it is expected to double in five years. This suggests that the sector is gaining acceptance among the

populace (Salami & Ajobo, 2012). This may be due to the fact that eating at an eatery is convenient and readily available, which has made it become the choice of many young adults, students and upwardly mobile individuals (Moses, Moses & John, 2015).

However, the operation of eatery business is now faced with the challenge of strong competition. One of the reasons is the upward increase in the number of eateries in countries like Nigeria, where restaurants are springing up almost every week. Thus, in spite of the alleged acceptance of eateries in the Nigeria environment, customers are now beginning to be selective in the location of these eateries (Mustapha, Fakokunde & Awolusi, 2014). With growing competition among restaurants in Nigeria, attracting new customers can no longer guarantee profits and success, but retaining existing customers is of more importance (Norshahniza, Nora & Rohani, 2012). Thus, to have a competitive edge in the industry required that eateries operators understand the relative importance of factors influencing customers' decision in selecting where to eat.

It is very important for restaurant owners to understand specific decision-making criteria customers use for restaurant selection in order to be able to affect customers' purchase behavior (Haghighi, Dorosti, Rahnama & Hoseinpour, 2012). One of the strategic decisions eatery's owners and managements must surely make to ensure long term success is on location of their outlets. It is obvious that appropriate assessment of the market area in which the

eatery is situated is an important strategic decision, so as to attract good customers' attention and encourage their continuous patronage. It could be argued that location of eatery outlet is a major factor that could influence customers' decision to patronize the outlet per time.

An important aspect of location decision involves the high cost of changing eatery location as a result of unsuitability and inaccessibility to target customers. This is because it represents a long-term fixed investment, unlike other marketing-mix elements that may be easily changed and adapted to in respect to changing business environment.

In planning a restaurant location, it should be done in such a way to appeals to some certain target customers so as to ensure continuous patronage. The eatery location must be convenient and accessible for the potential customers. If an eatery location is not appealing to respective customers or is not competitive, another eatery outlet will take away its customers. Thus, the settings of an eatery outlet should fit the location and reach out to appeal to its target customers. This signifies that rational location decision attracts favourable opportunities to the eatery outlet operators, long term success and goal achievement of the business (John, Ejikeme & Alfred, 2015).

This study is motivated by the debate that the location of a business has good or ominous consequences to its profitability, growth and survival, thus, a decisive priority point to be adapted into the business policy and cogent decisions. Also, there has

been mixed results among scholars as to the effect of retail outlet location on customers' patronage (Nezakati, Kuan & Asgari, 2011), thus it is not yet clear whether or not location of eateries could moderate customer's patronage.

The paper contributes to new body of knowledge in respect to the restaurant industry in a developing economy like Nigeria, given the progress in trend of eating out in the country, and in view of the scarcity of empirical research describing the restaurant selection among Nigerian customers on the basis of location. In view of the gaps and mixed research findings, the aim of the study is to examine the impact of location decision on patronage of eateries among customers in Ilorin Metropolis of Kwara State, Nigeria.

The specific objectives of the study are thus; to determine the effect of eatery location on customer repeat-purchases and to examine the effect of proximity of eatery outlet location on customer satisfaction. To achieve these objectives, the study addressed the following research questions: i. what is the effect of eatery location on customer repeat-purchases? ii. Does proximity of eatery outlet location have significant effect on consumer satisfaction? The following hypotheses are therefore generated from the research questions: H₀₁: Eatery location does not have significant effect on customer repeat-purchases. H₀₂: Proximity of eatery outlet location does not have significant effect on consumer satisfaction.

LITERATURE REVIEW

Conceptual Clarifications

Location Decision and Eatery's Patronage

Location is an important feature of food business that affects consumer patronage behaviour (Hyun, 2010), thus, location decision is an essential point that must be prioritized in the overall marketing strategy. According to John, Ejikeme and Alfred (2015), it is essential for business operators to put location at the top of their minds. They further argued that if business operator is preparing to open a retail outlet with a storefront, putting the business outlet in the appropriate location might be considered the most important factor during startup process.

Location decision is based on asking the right questions and securing appropriate information regarding the target market. The location of eatery outlets could have significant influence on the success or otherwise of the business enterprise. This is essential because business success is premised on being in the right place at the right time (Tabassum & Rahman, 2012). For eatery outlets, to be in the right place usually means being in a location that is convenient and easily accessible by customers. This corroborates a study carried out by Olabanji and Tafadzwa (2014) which found that 46.82% of the sampled respondents affirmed that the convenient location of the fast food outlets was influential in their choice of fast food. This posits that convenience of the location of the fast food outlet was an influential

factor in the choice of restaurants by consumers.

Factors prominent in the location decision for eatery business operation involve decision relating to proximity to customers, availability of parking area, analysis of number of competitors in view, accessibility to raw materials source, labour availability and government regulations. However, an essential factor that must be considered before locating a service retail facility is proximity to customers. Thus, it is important that a restaurant outlet be near the customers it serves and it intended to serve.

Selecting an eatery location require definite planning and research, surveying and analyzing the demographics of the market, analyzing sources of material supplies, doing competitors' appraisal, being abreast of community issues, understanding the state laws and taxes, and upstanding the basic workings of the external environment (John, Ejikeme & Alfred, 2015; Akekue-Alex & Kalu, 2016; Mhlanga & Tichaawa, 2016). Criteria for citing an eatery outlet equally include demographics of the location such as targeted customers' age, religion, race, average income of individuals and families, occupation, family size, educational level, and number of existing and potential competitors.

John, Ejikeme and Alfred (2015) opined that in planning for location, it is expected that the enterprise looks out for location that could attract considerable customers' patronage, posit increase in revenues and reduce costs because high

revenue and low cost will result in high profit. Customers place a high value on a pleasant location, which is an essential success factor that should be considered by eateries' operators. A relaxed environment with good selection of music, attractive decor all go to make up the good atmosphere that customers look for. A great atmosphere would likely keeps the customers happy and it would make them repeating purchase (Deivanai, 2016).

Location decision is vital to patronage because despite the apparent acceptance of eateries in the Nigeria environment, customers are now beginning to be choosy in terms of restaurant patronage (Adiele & Anyahie, 2018). According to Eze, Odigbo and Ufot, (2015), a better location gives enterprises better chances of attracting favourable environmental opportunities, faster goal achievement, profitability, successful operations and overall growth

Restaurant perceived image is considered a major factor influencing patronage in the food services sector in most Nigeria cities (Hyun, 2010; Akekue-Alex & Kalu, 2016; Adiele & Anyahie, 2018). Adiele and Anyahie (2018) equally stated that the location, price, assortment, fast checkout, friendly and courteous service, and pleasant shopping environment are critical predictors of restaurant patronage and these factors are essential antecedents to restaurants' patronage. On factors influencing customer selection of restaurants, Akbar and Alaudeen (2012) opined that the consumers evaluate factors such as surroundings, customer turnover, location, price,

quality of food, quality of service, and type of food in selecting a restaurant.

Many scholars argued that customer patronage behavior can be measured by a number of factors including patronage intention, shopping enjoyment, satisfaction, time spent, number of items bought, repeat purchase, money spent, share of wallet, patronage action and repeat purchase or re-patronage (Mhlanga & Tichaawa, 2016; Nwulu & Asiegbu, 2015). This study considered repeat purchase as a basis of measuring customer patronage of eatery outlet.

Customer satisfaction

Customer satisfaction refers to a customer's sum total assessment of the performance of a product or service offering at a particular time. Customer satisfaction is regarded as the heart of all marketing activities. According to Norshahniza, Nora and Rohani (2012), customer satisfaction provides a foremost indicator of consumer purchase intentions in a restaurant business. Machleit and Mantel (2001) asserted that the principal purpose of marketing in services is to satisfy customer needs wants. It is well-established that satisfied customers are the key to long-term business success (Gilbert & Veloutsou, 2006). Kivela, Inbakaran & Reece (1999) in a study examined twenty-eight restaurant attributes and reported a positive correlation between satisfaction of expectations and willingness of customers to return for repurchase.

The ability to satisfy customer is an important issue in the service

industry in general and restaurant business in particular due to the fact that satisfied customer will reward the firms with favourable behaviours. Customer satisfaction can be used as a proxy to ascertain whether or not a customer will return to a restaurant; and whilst it is very difficult to guarantee repurchase, it is apparent that dissatisfied customers will not return (Ribeiro-Soriano, 2002). In particular, enhancing customer satisfaction increase consumers' willingness to pay a higher price, make a positive word of mouth and develop customer loyalty (Fornell, 1992).

Empirical evidences have suggested that customer satisfaction plays an essential role in generating long-term benefits for firms in terms of sustained customer loyalty and profitability (Homburg, 2006). Longart (2010) found that satisfaction with the attributes that the customer ranks higher would leads to positive word of mouth (PWOM). That is, the consumer anticipates satisfaction derived from a restaurant attribute such as eatery location and that anticipation may influence their choice (Longart, 2015).

Customers also measure whether the product or services' perceived performance matches their expectations. If the product's performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted (Kotler & Armstrong, 2010). In addition, customer satisfaction is a key to building profitable relationships with consumers; to keeping and growing customers and reaping customer lifetime value.

Satisfied customers purchase a product or service over and over again, pay less attention to competing brands and are motivated to buy other products from the company.

Most studies show that higher levels of customer satisfaction lead to greater customer loyalty, which in turn results in better company performance and is also related to bottom line results (Gilbert and Veloutsou, 2006). Moreover, it has been estimated that attracting a new customer is three to five times costlier than retaining an existing customer (Jang & Mattila, 2005).

Theoretical Approaches to Location Decision and Customer patronage

Central Place Theory

The theory of central place postulates that consumers have the inclination to patronize an outlet that is convenient, central and easily accessible (Fox, Postrel & McLaughlin, 2007), but conditional upon the utility of his desired product (Akekue-Alex & Kalu, 2016); and particularly when it brings about a decrease in his travel cost (Eze, Odigbo & Ufot, 2015). This theory predisposed that consumers would prefer restaurant outlets that are easily accessible and convenient in respect to standard desired service quality.

Spatial Interaction Theory

The theoretical origin of spatial interaction is attributed to the work of Ullman (1980), an American geographer who considered spatial interaction as the dynamics of flows of people, freight, services, energy, or information between locations

generated by economic activities. The theory is regarded as a demand-supply relationships expressed over a geographical space, and usually refers to a variety of movements such as tourism, commuting, migration, international trade, and the transmission of information or capital (Wang, 2017). Invariably, the spatial interaction theory states that remarkable physical environment around a retail shop can counteract the incentive of a reduced transportation cost, therefore, playing an important role in the choice of a retail location (Fotheringham & O'Kelly, 1989). Of equal importance is the fact that due to complementary relationships between demand and supply, spatial interactions may occur even over long distances. This theory is applicable to the extent that customers would seek out a location that could satisfy his demands over a short period of time.

Theoretical Approaches to Customer Satisfaction

The study assessed two basic theoretical approaches that have been proposed under the umbrella of consistency theory relating to customer satisfaction.

Disconfirmation Theory

Mattila and O'Neill (2003) opined that amongst the most popular satisfaction theories is the disconfirmation theory, which argues that satisfaction is related to the size and direction of the disconfirmation experience that occurs as a result of comparing service performance against expectations. The disconfirmation theory postulated that a product or

service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under-or over-fulfillment (Ekinci & Sirakaya, 2004).

Essentially, satisfaction is the result of direct experiences with products or services, and it occurs by comparing perceptions against a standard (e.g. expectations). Research also indicates that how the service was delivered is more important than the outcome of the service process, and dissatisfaction towards the service often simply occurs when customers' perceptions do not meet their expectations (Mattila & O'Neill, 2003).

Stimulus-organism-response Theory

One of the basic frameworks that help to understand how customer behaviour is impacted by the physical environment is the stimulus-organism-response theory, which in a hospitality environment states that the physical environment acts as a stimulus while customers are the organisms that respond to stimulus, and the behaviour directed towards the environment by customers is a direct response to the stimulus (Mattila, 1999).

METHODOLOGY

The central aim of this study is to examine the impact of locational decision on patronage of eateries in Ilorin Metropolis, Kwara State, Nigeria. The study being exploratory in nature, made use of a descriptive research design, using cross sectional survey method, to examine whether or not the independent variable-locational decision has significant

impact on the dependent variable-patronage of eateries. The survey design research method was considered apposite for the study because it is suitable in measuring respondents' opinions and attitudes towards the subject under consideration.

The study population comprised of customers of eateries in Ilorin Metropolis, Kwara State, Nigeria. The eatery outlets considered in the study were 20 purposely selected functional eateries, which were enlisted in the Yellow Pages of Kwara State Ministry of Commerce & Industry and registered with the Association of Fast Food and Confectionary of Nigeria (AFCON) Kwara State Branch, and which domiciled in Ilorin Metropolis, Kwara State, Nigeria. The sample size for the study was 355 customers of the selected eateries which were determined using the Krejcie and Morgan (1970) table for determining sample size for a finite population and to secure representative responses.

Primary data were sourced for the study through questionnaire. The questionnaire was administered to eatery patrons within the selected eatery outlets using purposive sampling method. The questionnaire was structured to focus on questions related to the subject under discussion. Likert rating scale of five points, ranges from strongly agreed (5 points) to strongly disagree (1) was constructed to enable the respondents give their opinions to items in the questionnaire. Based on the sample size, three hundred and fifty-five copies of questionnaire were administered to the respondents.

However, the response rate for the questionnaires was 323/355.

The face validity of the research instrument was ascertained by experts in the Department of Business Administration, University of Ilorin and other experts in the field of measurement and evaluation. They evaluate the relevance of each item, in relation to the specific objectives of the study, research questions and the hypotheses to be tested and how satisfactory the items are in respect to evaluate the constructs that they are designed to measure as well as the ease with which each item could be scored for use in data analysis.

Model 1:

$CusRePur = f(ProEaLo, CoAss)$

$CusRePur = \beta_0 + \beta_1 ProEaLo + \beta_2 CoAss + E$

Model 2:

$CusSat = f(ProEaLo)$

$CusSat = \beta_0 + \beta_1 ProEaLo + E$

Where:

CusRePur=Customer repeat purchase (dependent variable)

CusSat= Customer Satisfaction (dependent variable)

ProEaLo= Proximity of eatery location (independent variable)

CoAss=Convenient Accessibility of eatery location (independent variable)

β_0 = Intercept of the model.

β_1 = Estimate of the parameter of the independent variable in the model of the slope.

E= Error term.

RESULT AND DISCUSSION

The data gathered from the field were analysed to test whether or not location decision have significant impact on eateries patronage using multiple regression analysis with the aid of SPSS 22.0. The responses to the questionnaires administered posit 323 of the 355 copies of questionnaire

H0₁: Eatery location does not have significant effect on customer repeat-purchases.

The regression results to evaluate whether or not eatery location have significant effect on customer repeat-purchases were presented in table 1-3.

Cronbach's Alpha reliability technique was employed using 'SPSS' version 22.0 to ascertained reliability and internal consistency of the instrument. The alpha values for the different scale items were reliable and valid as they are above 0.7 thresholds (Nunnaly, 1978).

The data generated were analyzed using descriptive statistics and the hypotheses tested with multiple regression analysis and univariate linear regression for hypothesis 1 and 2 respectively, with the aid of SPSS Statistics (version 22.0). The variables adopted for the study were statistically modeled as:

administered, representing approximating 91% were returned and considered suitable for the study. This depicts that a larger percentage of the respondents positively responded to the questionnaire, making it relevant for the study.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.722	.720	.792

Source: Researchers' Computation, 2020

a. Predictors: (Constant), CoAss, ProEaLo

The model summary depicted in table 1 revealed that eatery location have significant effect on customer repeat-purchases. The multiple correlation coefficient (R) value of 0.849 (84.9%) represents a significant and strong relationship between the dependent variable (customer repeat purchase) and the independent variables (proximity of eatery location and convenient accessibility of eatery location). This implies that the cumulative effect of the independent variables of proximity of eatery location and convenient accessibility of eatery location combined together is able to explain the dependent variable of customer repeat purchase up to 0.849 (84.9%). The R-square

value of 0.722 (72.2%) posits that the two independent variables of proximity of eatery location and convenient accessibility of eatery location have a combine effect of 0.722 (72.2%) on the dependent variable of customer repeat purchase. The R² adjusted value of 0.720 (72.0%) indicates that proximity of eatery location and convenient accessibility of eatery location (independent variables) actually contribute to variation in the level of customer repeat purchase. This is good enough in determining the goodness of fit for the model. The regression model proved to be very useful for making predictions since the value of R² is close to 1.

Table 2: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	519.770	2	259.885	414.736	.000 ^b
	Residual	200.521	320	.627		
	Total	720.291	322			

a. Dependent Variable: CusRePur

b. Predictors: (Constant), CoAss, ProEaLo

Source: Researchers' Computation, 2020

Table 2 revealed that the calculated P-value is 0.000 (positive) and is less than the tabulated P-value of 0.05 at 95% level of confidence. The calculated F-statistic value of 414.736 is greater than the tabulated F-

statistic value of 3.41. This indicates that the model of the study is well fitted. Thus, the null hypothesis is rejected which called for the adoption of alternative hypothesis to established that eatery location does have significant effect on customer repeat-purchases.

Table 3: Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients	T	Sig.
	B	Std. Error	Beta			
	(Constant)	1.104	.158		6.978	.000
1	ProEaLo	.812	.029	.857	28.003	.000
	CoAss	-.032	.035	-.028	-.928	.354

a. Dependent Variable: CusRePur

Source: Researchers' Computation, 2020

The estimated equation of the model is expressed as $CusRePur = \beta_0 + \beta_1 ProEaLo + \beta_2 CoAss + E$

Table 3 depicts that customer tendency to repeat-purchases equal to 1.104 when all other variables are held to zero. However, it would increase by 0.857 and -.028 when there is an increase in proximity of eatery location (ProEaLo) and convenient accessibility of eatery location (CoAss) by one unit, while other variables remain constant.

As revealed in the in the table, the beta coefficient in respect to proximity of eatery location (ProEaLo) was 0.857 with T-value of 28.003 at 0.05% level of significant. This signifies that proximity of eatery location is a positive predictor of customer repeat purchase. But in respect to convenient accessibility of eatery location (CoAss) the beta coefficient is -0.028 with T-value of -

.0928 at 0.05 level of significant. This posits that convenient accessibility of eatery location is a not positive predictor of customer tendency to repeat-purchases. This means that while customers may significantly value proximity of eatery location in making repurchasing decisions, they place less value on convenient accessibility of eatery location.

Therefore, since the summary of the regression analysis results indicate that the calculated p-values is less than the critical/tabulated p-values of 0.05, therefore the Null hypothesis is rejected, while Alternative hypothesis which established that eatery location have significant effect on customer repeat-purchases is adopted. This means that customers will consider distance of location of an eatery when selecting outlet to patronize per time and eateries' that are easy to locate will bring high responsiveness from customers.

H0₂: Proximity of eatery outlet location does not have significant effect on consumer satisfaction.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.142 ^a	.020	.017	1.468

a. Predictors: (Constant), ProEaLo

Source: Researchers' Computation, 2020

The model summary depicted in table 4 revealed that proximity of eatery

outlet location does not have significant effect on consumer satisfaction. The correlation coefficient (R) value of just 0.142

(14.2%) indicates a weak relationship between proximity of eatery outlet location and consumer satisfaction. The R-square value of 0.020 (2.0%) signifies that proximity of eatery outlet location (independent variable) have a combine effect of only 0.020 (2.0%) on the consumer satisfaction (dependent variable). The adjusted R² explains the actual effect of the independent variable on the dependent variable. The adjusted R²

value of 0.017 (0.017%) shows proximity of eatery outlet location (independent variables) contributes 2% to variation in the consumer satisfaction (dependent variable). For the goodness of fit test, the R value of 0.020 posits that the regression line is very poorly fitted as only 2.0% of the variation in customer satisfaction is explained by proximity of eatery outlet location.

Table 5: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.285	1	14.285	6.632	.010 ^b
	Residual	691.399	321	2.154		
	Total	705.684	322			

- a. Dependent Variable: CusSat
 b. Predictors: (Constant), ProEaLo

Source: Researchers' Computation, 2020

It is shown in the table 5 that the calculated P-value is 0.010 which is greater than the tabulated P-value of 0.05 at 95% level of confidence. This indicates that the model of the study

is not well fitted and thus, the null hypothesis is accepted which established that proximity of eatery outlet location does not have significant effect on consumer satisfaction.

Table 6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error			
1	(Constant)	3.320	.200		16.625	.000
	ProEaLo	.134	.052	.142	2.575	.010

- a. Dependent Variable: CusSat

Source: Researchers' Computation, 2020

The estimated equation of the model is expressed as $CusSat = \beta_0 + \beta_1 ProEaLo + E$

As shown in the table 6, consumer satisfaction is equal to 3.320 when all other variables are held to zero. However, customer satisfaction would increase by 0.142 when there is an

increase in proximity of eatery outlet location (ProEaLo) by one unit, while other variables remain constant. As depicted in the table, the beta coefficient in respect to proximity of eatery outlet location [SA] was 0.142 with T-value of 2.575 at 0.05% level

of significant. This signifies that proximity of eatery outlet location is a positive predictor of customer satisfaction. The summary of the regression analysis indicates since the calculated p-values is greater than

CONCLUSION

The main objective of this study is to examine whether or not their location decision has significant impact on eateries patronage. From the results of findings, the study concludes that eatery location has significant effect on customer repeat-purchases but proximity of eatery outlet location does not have effect on customer satisfaction. Since the study revealed that proximity of eatery location does not significantly affects customer satisfaction, thus, for eatery outlets to enhance customer satisfaction, it is required that they must be concerns with everything that affects how customers view a particular eatery outlet in terms of the location surroundings, its exterior décor, the staff, the music, the menu and the food coupled with manner of its presentation.

IMPLICATION OF THE STUDY

In view of the findings of the study, this research has implications that

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the critical/tabulated p-values of 0.05, therefore the Null hypothesis which established that proximity of eatery outlet location does not have significant effect on consumer satisfaction is accepted.

could be beneficial to fast food and restaurant firms within the metropolis of Ilorin, Nigeria. One of which is the knowledge of the fact that with growing competition among restaurants in Nigeria, attracting new customers can no longer guarantee profits and success, but retaining existing customers is of more importance. Thus, restaurants need to secure a better location to promote customer's patronage and enterprise sales. However, proper attention to the decision on the location of the enterprise is essential to enhance higher customer's patronage. This study focused on the private restaurant enterprises. Therefore, it is required to embark on related researches in other areas like manufacturing sector in other to make comparisons among the findings. This study centered on the impact of location decision as well as the proximity of eatery outlets on patronage eateries in Ilorin metropolis, Kwara State, Nigeria

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