



Using Marketing Mix Strategies to Influence Customer Patronage in an Indigenous Restaurant

Oyenuga Michael Oyedele¹, Labiyi Opeyemi²

¹Department of Marketing, Woxsen University, Hyderabad, India

² Department of Business Administration, Entrepreneurship and Marketing, Veritas
Email: oyenuga.michael@woxsen.edu.in, dorinkenny@gmail.com

Abstract: *Organisations will always strive to ensure that customers come back for repeat purchases and this cannot be achieved if they were not satisfied in the first place. Ensuring customer satisfaction is a prerequisite to customer patronage yet the latter cannot be achieved if there were no conscious efforts by the organization to put in place a blend of strategies that can be effectively measured. This research was carried out to examine the effect of marketing mix strategies on customer patronage in an indigenous restaurant in Abuja, Nigeria. A cross-sectional descriptive study was adopted as the research design. The participants were customers of a restaurant in Abuja, with sample data of 353 collected through a questionnaire. The link between the dependent and independent variables was determined using regression analysis, and data analysis was conducted using the Statistical Package for Social Sciences (SPSS 24). The results of the regression model show that price has a positive but not significant effect on customer patronage while physical facilities are also established to have a significant impact on customer patronage at Amala Spot, Abuja. This study, therefore, concluded and recommended that restaurateurs, especially indigenous ones must provide customers with logicity of perceived price. One management approach is to offer the appropriate quality of physical environment to customers.*

Keywords: *Customer patronage, Employees, Marketing mix, Physical facilities, Price, Product Quality*

I. Introduction

Organisations exist because they want to solve friction. Friction in this case can mean that there are needs of customers that should be met; when those needs are met, customer patronage is likely to increase. Increasing customer patronage can be a very challenging task but the correct blend of marketing mix may be of help.

In the context of marketing, patronage is a type of exchange in which one accepts a service or product of a business in exchange for money or other benefits. When a person purchases products and services for personal consumption or use, it is called customer patronage (Adiele, 2015). As compensation for the money paid to the business, the customer purchases products or services and expects to receive benefits or satisfaction from the same. Customer patronage could be dependent not only on the outstanding character of the brand but may also be determined by other considerations (Oyenuga et.al, 2019), such as the appearance of the organisation, the quality of the service rendered by the employees, the quality of the product, the physical environment of the organisation and the price of the products or services, which is why the marketing mix of a business is fundamental to the delivery process.

According to Kotler et.al (1999), the marketing mix is the collection of marketing instruments the company uses to pursue its marketing goals in the target market. Planning to sell a product at the right time, at the right price, and in the right place is the core of the marketing mix. The phrase "marketing mix," according to Cengiz and Yayla (2007), refers to

the assortment of strategies a business uses to effectively sell its goods and services to a particular target market segment to accomplish its objectives. The four Ps that comprise the marketing mix are product, pricing, place, and promotional activities.

In the commercial world, brand managers devise a marketing strategy that incorporates all four Ps. The 7Ps concept is a marketing framework that builds on the 4Ps concept. Since the 4Ps of the marketing mix are becoming outdated, and today's marketing industry requires a deep understanding of modern technologies and concepts, three new Ps were introduced to the old 4Ps model to provide a deeper understanding of the marketing mix definition. These 7 Ps may be used by a business as a marketing strategy to achieve customer patronage.

Huddleston (2004) found that businesses need to build strategies which identify customer loyalty as a multidimensional and complex structure that affects consumer choice and decision-making. They stressed the fact that businesses that create high-quality strategies will have more loyal satisfied customers, who are more likely to re-patronize the business again in the future. Additionally, research has shown that the marketing mix helps identify the marketing components for a successful marketing offering (Cengiz & Yayla, 2007; Shah et.al 2011; Suprihanti, 2011). Additionally, they claimed that the Four Ps in the marketing mix are one of the most well-known models and that the marketing mix encourages pleasure.

A customer may want to patronize a business if the product or service being offered is of good quality; (Oyenuga et. al 2020); if the price of the product or service is favourable to the customer and if there is value in what they are paying for; if the employees of the business treat them well and deliver the service properly and efficiently; lastly, if the physical facilities and environment are of good quality and aesthetically pleasing to the customer and there are customers who can testify and share their experiences with the product or service of the brand(Oyenuga et. al 2021).

Also, managers use customer satisfaction to predict brand loyalty (Oyenuga et.al., 2019), which leads to repurchases. On this basis, customers of restaurants are expected to choose suppliers that fulfil their quality and value expectations over those that do not. The product, price, people and physical evidence seem to affect customers' decisions to patronise a business. The price of a product or service may determine if the customer will be willing and able to purchase the product or service.

The product may also determine the customer's final decision to patronise the business, if the product or service being offered is of good quality, the customer may patronize the business. The people also known as the employees in Amala Spot, get to interact and communicate with the customers directly and whatever they say to the customer and their behaviour will determine the customer's decision(Marcus et.al 2020) to patronize. Lastly, the physical environment and testimonies will play a vital role in the customer's decision.

Marketing mix strategies are critical in any management practice because they help evaluate sales output in businesses. Attracting and maintaining customers through the application of marketing mix strategies could be one of the ways to increase customer patronage. To buttress this, Al Badi's (2018) research found that gaining competitive advantages significantly depends on the components of the marketing mix and that marketing mix strategies as a potential tool can be utilized by businesses in Africa to increase customer patronage and by extension business sustainability (Ameur et. al. 2015).

Abdullah et.al (2018) posited that food quality enhances satisfaction, service quality increases customer satisfaction, and price fairness influences customer satisfaction. The authors also mentioned that customer satisfaction has an impact on re-patronage intent. Thus, customer satisfaction could be a significant factor that determines customer patronage behaviour inclusive of family businesses in the hospitality industry.

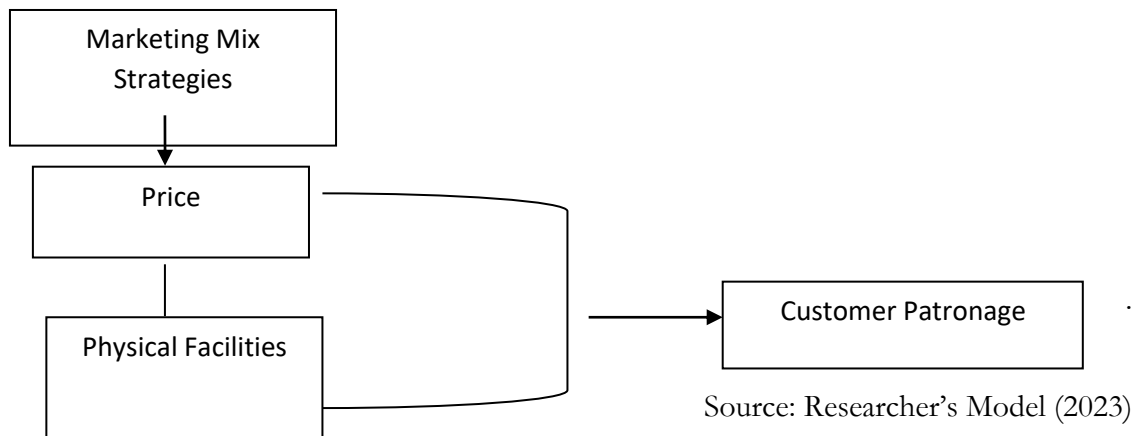
Wahid et al. (2016) noted that many organizations, including those in the hospitality industry, are experiencing numerous obstacles and, as a result, require a large amount of patronage to remain viable and competitive. Owen (2014) pointed out that little or no application of a marketing mix leads to ineffective management, deficient customer service delivery and poor accounting in the hospitality industry.

Aghaei et.al. (2014) examined the influence of marketing mix sub-variables on brand equity and encouraged more research on customer loyalty in other industries. Furthermore, Kwon (2011) conducted a study on the relationship between marketing mix and customer retention in Malaysia and suggested further studies in other countries. Similarly, Al Badi (2018) pointed out that research on marketing mix theories and competitive advantage in Oman's SME sector is lacking, and he recommended expanding the scope of these studies to include more dimensions in other nations. Hence, this study will examine the influence marketing mix strategies have on customer patronage in Amala Spot in Abuja, Nigeria looking at the following objectives:

1. To find out the effect of price on customer patronage of Amala Spot, Abuja.
2. To determine the effect of physical facilities on customer patronage in Amala Spot, Abuja

II. Review of Literature

2.1 Conceptual Framework



2.2 Concept of Marketing Mix

In addition to being a scientific theory that outlines the main decision-making processes managers use to put together offerings in response to customer wants, the marketing mix is also a conceptual framework. Raewf & Thabit (2018). Therefore, the marketing mix can be a tool for creating both short- and long-term tactical plans. The marketing mix is the collection of the most important marketing phrases. It is the area of marketing that handles regular business operations. According to Al-Debi & Ashraf (2014), marketing is a targeted series of actions and procedures that consumers remember, that fosters relationships with them, and is advantageous to the companies. It offers the optimal combination of all marketing elements to assist companies in reaching their goals, including profit, sales volume, market share, and return on investment, among others (Singh, 2012). Businesses and organizations can persuade their current clients to continue doing business with them and become devoted patrons by comprehending the components of the marketing mix (Nduji et al., 2023).

By applying the marketing mix, businesses can increase sales to non-member markets and more effectively cater to the needs of their members (Mostaani, 2005). The first study on marketing mix was conducted in 1929 at Harvard University (Jersey, 1991), and since 1940,

the industry has been dominated by the marketing mix management paradigm. This idea was first proposed by McCarty in 1964, and it was further developed into the modern 4Ps principles (Beckwith, 2001).

Four components make up the marketing mix: product, price, place, and promotion (Singh, 2012). Because every choice made on one element must be compatible with the other three, the term "marketing mix" was chosen (Bhatt, 2001). The marketing mix is a collection of variables that may be controlled that a business uses to sway a customer's decision regarding a good or service (Kotler, 2000).

The traditional marketing mix elements were updated and expanded by Booms and Bitner (1981) from four to seven by adding three new Ps: people, process, and physical evidence. These new marketing variables are crucial to the success of any service organization. Akroush (2011).

2.3 Price in Marketing Mix

A key component of the marketing mix concept is price. In essence, the price of a product is what a customer must pay to be pleased with the good or service. Price is the most crucial component of a marketing strategy because it impacts a company's income and sustainability.

Additionally, a minor alteration in the product's pricing has a big impact on the marketing plan, sales, and market demand for the goods. When determining the pricing of a good or service, a business owner should take into account several aspects, including the product's cost, the market for it, the prices of competitors, and governmental regulations.

Prices could be viewed as attributes that should be made simpler to acquire specific goods or services (Kushwaha & Agrawal, 2015). For a customer to be willing and able to complete these tasks, the pricing of a service should be more in line with their capabilities. Additionally, pricing decisions are crucial to service marketing strategies since they must take into account a variety of criteria, such as market share, product life cycles, and sales targets (Ameur et al. 2015).

Literature is not clear as to whether customers really care about pricing when visiting local restaurants, we therefore posit that:

H1: Perceived pricing does not affect customer patronage of local restaurants in Abuja, Nigeria.

2.4 Physical Facilities in Marketing Mix

Physical evidence proving the service was provided in the service sector should always be present knowing fully well that consumers use tactile clues to evaluate products before making a purchase. Consequently, advertising produces what we refer to as physical evidence to remove these bodily indications from a service.

It is the marketer's responsibility to produce and implement certain concrete proof. The physical surroundings in which clients are placed when receiving a service provide physical proof of that service; for instance, the restaurant serves as the physical evidence of a meal. The ambient conditions, the spatial arrangement and functionality, and the signs, symbols, and artefacts comprise the physical environment (Zeithaml, 2000). Physical evidence could also be the testimonies of customers who have tried the product or service of a business, these testimonies and experiences can affect a potential or new customer's decision to patronize a business.

To create a marketing strategy that will be used to achieve customer patronage (Oyenuga et al., 2023), a business has to evaluate its marketing mix which consists of the 7 Ps. For this project, I will be looking at how the product, the price, the people and the physical evidence can be used as a marketing strategy for customer patronage. This component, according to Muala & Qurneh (2012), includes the setting in which the service is provided as well as any

tangible features or tools that support the provision and exchange of the service. This is crucial since the customer typically looks at tangible proof to determine the calibre of the services received. Moreover, this element concerns the surroundings in which the services are generated. In a similar vein, the surroundings may affect how well people perceive the quality of the services they receive.

A customer's happiness with a service experience can be greatly influenced by the "servicescape," which consists of the ambience, background music, ease of seating, physical design of the facility, and look of the staff. The décor and style of the space have an impact on the expectations of the consumer regarding service. Services are rarely displayed, thus companies should provide a suitable environment to highlight this feature but there is no clear evidence from the literature on what role physical facilities play in encouraging patronage in local restaurants. We therefore posit that:

H2: Physical facilities do not affect customer patronage in local restaurants in Abuja, Nigeria

2.5 Customer Patronage

In service sector contexts, the physical environment has an impact on customer patronage (Ali & Amin, 2014; Andrew & Kyunghye, 2019). Furthermore, customer patronage may be defined as an individual's desire to purchase products and services (Schiffman & Kanuk, 2000). Granger (1994) defined customer patronage as "the reason customers pick one business to purchase over another." In marketing terms, patronage is the process of exchanging money or other considerations for the receipt of a good or service. A client or a business that buys goods and services from a vendor is said to be engaging in customer patronage. Customers want to be satisfied with the goods or services they acquire in exchange for their money and such expectations of satisfaction raise the possibility that a particular brand will be purchased (Anderson & Sullivan (1993), Oyenuga & Fredrick (2023), Njelita et al., 2020). They underlined that companies with a track record of providing high-quality goods and services will have happier clients who are more likely to return for more of the same thereby generating higher revenue than their rivals Kivela et al. (1999). Managers frequently utilize consumer happiness to predict brand loyalty, which leads to repurchases (Njelita et.al 2020). The re-patronage intention was described by Hellier et.al (2003) as an individual's decision to return to the same business or service provider. When a consumer is pleased with a service provider, the likelihood of them using the service again is high. Good customer feedback can impact consumers' deliberate behaviour, according to Abdullah et.al (2016). Positive emotions (Oyenuga et. al. 2023, Mohammad et.al 2024) were also detected when customers were happy with the service offered, according to researchers. It leads to positive behavioural intentions such as re-patronage and the desire to suggest to others, which is commonly referred to as word-of-mouth marketing (Hambali, et al., 2016; Kamal et al., 2016).

2.6 Theoretical Underpinnings of Patronage

Several categories of elements are put forth by Sheth's (1983) integrated theory of patronage preferences and behaviour to define patronage. It focuses on how people understand and perceive different stimuli that influence their attitudes and behaviour, such as elements connected to the market, companies, and products. According to the stimulus-organization-response hypothesis, research postulates that a collection of characteristics influences the consumer's perceptions, which are outside of the customer and serve as the catalyst for the consumer's behavioural reaction (Mazursky & Jacoby 1986). These ideas are frequently used in retail (restaurant) settings to try to understand what influences customers' perceptions of the store and their behaviour when they patronize it (Mazursky & Jacoby, 1986). In line with this hypothesis, patronage behaviour and choice for a particular location are determined by various instruments' utility. Instruments can show consumers' expenses as well as advantages

(e.g., Chernev 2014). Retail-offer-related instruments indicate customer advantages, while accessibility and parking are tied to customer costs. According to the hypothesis, the store that offers the most excellent value for the money is the one that customers frequent (Wallenius et al., 2008). Following their purchase, customers evaluate the retailer based on how well it met their original expectations, which affects their level of satisfaction and probability of recommending it to friends and family, which can encourage repeat patronage (Oliver, 1980).

2.7 Empirical Framework

Njelita et al. (2020) investigated patronage and customer loyalty at quick-service restaurants in Nigeria. Using Awka as a case study, the research examined how seller and product characteristics, such as staff quality, pricing justice, menu quality, restaurant image, atmosphere, customer trust, and customer loyalty, encourage patronage and customer loyalty in Nigerian quick service restaurants. A sample of 399 customers was used in the survey study design. The core data for the study were gathered via the questionnaire. Frequency tables and percentage correlations were employed in the data analysis. The study demonstrated a high positive correlation between price fairness, food quality, firm staff quality, customer trust, restaurant image, restaurant atmosphere, and customer loyalty. Customer loyalty and patronage were also found to have a positive correlation. According to the study, managers should continually re-strategize by re-inventing their company with new programs that stimulate customers' beliefs and emotions to assure sustained patronage and profitability. The effects of the service marketing mix on consumer loyalty to Umrah travel brokers were assessed by Bestoon et al. (2019) using data from Malaysia. This research aims to determine whether consumer loyalty to Malaysian Umrah travel firms is correlated with the service marketing mix. Many new companies are entering the Malaysian Umrah market and offering similar goods and services. Because there are currently so many competitors in the Umrah travel industry, Umrah operators have to battle to stay in business. They have to concentrate on the particular needs and preferences of their clients if they are to maintain a long-term relationship. Customers who have visited Umrah more than once are the target audience for the study. Using a convenience sampling technique, 384 respondents were asked a structured questionnaire to provide the necessary information. The results of this study show that customer loyalty is positively impacted by each component of the "service marketing mix" (pricing, product, place, promotion, process, people, and tangible evidence). This research will help the Umrah travel company realize how important marketing mix methods are to maintaining long-term client relationships, which will be beneficial to them.

Dahlan et. al(2018) researched food quality, service quality, price fairness and restaurant re-patronage intention: the mediating role of customer satisfaction. In the context of halal-certified restaurants, the study intends to explore the impact of food quality, service quality, and price fairness on restaurant re-patronage intention, as mediated by customer satisfaction.

Data for this study, which employed a purposive sample technique, were gathered via an online survey. A total of 110 valid responses were assessed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach. The results show that food quality, service quality, and price fairness all affect customer happiness. Satisfied customers are more likely to want to shop with you again. The relationship between the extrinsic and intrinsic components was also found to be moderated by customer satisfaction.

Data for this study, which employed a purposive sample technique, were gathered via an online survey. A total of 110 valid responses were assessed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach. The results show that food quality, service quality, and price fairness all affect customer happiness. Satisfied customers are more

likely to want to shop with you again. The relationship between the extrinsic and intrinsic components was also found to be moderated by customer satisfaction. Sargam & Tulika (2018) investigated how the marketing mix affected consumers' attitudes and intentions to buy environmentally friendly items. This study investigates how customers' purchase intentions and attitudes toward green behaviour are impacted by the four components of the green product marketing mix: product, price, place, and promotion.

This study employs a descriptive and quantitative research approach. In Dehradun, Uttarakhand, a study of respondents affiliated with four retail establishments offering green products was conducted. 364 questionnaires were issued for the scientific analysis, however only 300 of them were completed. The highest common variance was extracted from all variables using the factor analysis approach. The connections between independent (marketing mix) and dependent variables were studied using multiple regression analysis (Purchase intention and Attitude towards green behaviour). The results showed that attitudes about green products and purchase intentions were significantly influenced by elements of the green marketing mix. Furthermore, there is strong evidence of the combined influence of marketing mix components and attitudes toward eco-friendly products on purchase intention.

Lastly, the practical and theoretical implications are discussed, along with the crucial significance of the green marketing mix components and their impact on customer attitude and buying intention.

An empirical study of marketing mix strategy and student loyalty in education marketing was conducted by Ogunnaike et al. (2014). This study investigates the influence of marketing mix strategies on student loyalty. The study's objectives are to see whether there is a link between instructional quality and student active participation, whether there is a link between faculty and staff competence, and whether a university's distribution strategy influences student retention and willingness to recommend it to others. The survey technique was used in the study, and four hypotheses were examined using correlation and regression test statistics. The findings indicate that the marketing mix has a substantial influence on student loyalty. According to the research, institutions should teach their employees how to optimize the use of the marketing mix to their benefit, and they should be very proactive in measuring consumers' attitudes.

An empirical study on the connection between travel agents' customers' decision-making and the marketing mix was conducted by Rezky et al. (2012). This study aims to investigate the relationship between consumer decision-making in Palembang, Indonesia, and the four Ps: price, promotion, place, and product. A total of 215 respondents, who were clients of three different travel firms in Palembang, Indonesia, were surveyed. The data were examined using three statistical techniques: regression analysis, Pearson correlation analysis, and mean analysis.

The results showed that product and pricing were the only factors associated with client decision-making over travel agencies. Based on the results, strategic recommendations for the Indonesian travel industry are given.

III. Research Methods

A cross-sectional design was used in this study to find out the effect of marketing mix strategies on customer patronage using a sample size of 353 customers out of 3,037 customers according to the management of the restaurant

3.1 Data Collection

To collect the primary data, a physical self-administered survey was used, in which respondents answered the survey questions right on the spot as they settled to patronise the restaurant to avoid multiple entries, respondents were captured using a recording camera.

Hence, anyone who appears on the camera is not fit to respond to the questionnaire again.

There are three sections to the research questionnaire. The demographic features of respondents were addressed in part one, while the effect of marketing mix elements on customer patronage in Amala Spot, Abuja, was addressed in section two. In this part, respondents are asked to express their level of agreement, neutrality, or disagreement with the questions asked using a five-point Likert scale. The last section is the respondents' overall experience in Amala Spot, Abuja.

3.2 Data Analysis

Statistical Package for Social Science (SPSS) was used to code, modify, and analyze the data obtained. The data was analyzed using descriptive statistics, which included the use of frequencies and percentages. The overall mean scores and standard deviations of marketing mix elements as well as customer patronage were calculated and analyzed. Inferential statistics such as regression and correlation analysis determined the connection between the dependent and independent variables. To examine further the effect of the independent variable on dependent variables, an inferential statistical test using multiple regression was considered appropriate. The study level of significance is 0.05.

IV. Results and Discussion

Table 1. Descriptive Analysis of Price.

Price		SD	D	U	A	SA	Total	Mean	STD
The prices being offered at Amala Spot are extremely high	No	55	7	15	144	0	221	3.12	1.29
	%	24.89	3.17	6.79	65.16	0.00	100.00		
I would be interested in seeing a discount in price after every purchase above two thousand naira	No	54	8	12	147	0	221	3.14	1.29
	%	24.43	3.62	5.43	66.52	0.00	100.00		
The meals sold are a good value for the money	No	21	121	60	19	0	221	2.35	0.77
	%	9.50	54.75	27.15	8.60	0.00	100.00		
Low patronage due to the prices	No	42	13	36	130		221	3.15	1.18
	%	19.00	5.88	16.29	58.82	0.00	100.00		

Note: Strongly Disagree= SD, Disagree = D, Undecided = U, Agree= A, Strongly Agree= SA
 Table 1 presents the results of a descriptive analysis of respondents' opinions on the price of Amala Spot. As indicated in the table, the majority of the respondents were undecided whether "the prices being offered at Amala Spot is extremely high" due to its mean range of 2.50 - 3.499. Similarly, the majority of the respondents were undecided whether "they would be interested in seeking a discount in price after every purchase above two thousand naira" due to its mean with the range of 2.50 - 3.499. Furthermore, the majority of the respondents disagreed that "the meals sold are a good value for the money" due to its mean with the range of 1.50 - 2.499. Likewise, the majority of the respondents were undecided whether "low patronage was due to the prices" due to its mean with the range of 2.50 - 3.499.

4.1 Physical Facilities

The study sought to determine the extent to which the respondents agreed with question items on physical facilities. The findings are shown in the Table 2 below;

Table 2. Descriptive Analysis of Physical Facilities.

Physical Facilities		SD	D	U	A	SA	Total	Mean	STD
The atmosphere and decor of the restaurant was appealing	No	40	1	15	165	0	221	3.38	1.16
	%	18.10	0.45	6.79	74.66	0.00	100.00		
The sitting arrangement was conducive and sufficient	No	28	1	50	142	0	221	3.38	1.01
	%	12.67	0.45	22.62	64.25	0.00	100.00		
The restroom was clean and tidy at the time of the visit	No	10	68	95	48	0	221	2.82	0.82
	%	4.52	30.77	42.99	21.72	0.00	100.00		
Amala Spot has all the necessary equipment	No	10	19	142	50	0	221	3.05	0.70
	%	4.52	8.60	64.25	22.62	0.00	100.00		

Note: Strongly Disagree= SD, Disagree = D, Undecided = U, Agree= A, Strongly Agree= SA

Table 2 presents the results of the descriptive analysis of respondents' opinions on physical facilities in Amala Spot. Table 6 shows that the majority of the respondents are undecided as to whether the atmosphere and decor of the restaurant were appealing, with a mean of 3.38 and a standard deviation of 1.16. In addition, the majority of the respondents are undecided as to whether the sitting arrangement was conducive and sufficient, with a mean of 3.38 and a standard deviation of 1.01. Furthermore, the majority of the respondents are undecided as to whether the restroom was clean and tidy at the time of the visit, with a mean of 2.82 and a standard deviation of 0.82. Likewise, the majority of the respondents are undecided as to whether Amala Spot has all the necessary equipment with a mean of 3.05 and a standard deviation of 0.70.

4.2 Customer Patronage

The findings on responses relating to customer patronage are shown in table 3 below.

Table 3. Descriptive Analysis of Customer Patronage

Customer Patronage		SD	D	U	A	SA	Total	Mean	STD
You visit Amala Spot at least 3 times a week	No	19	23	165	10	4	221	2.81	0.73
	%	8.60	10.41	74.66	4.52	1.81	100.00		
Amala Spot is your most preferred restaurant in the area	No	36	138	34	13	0	221	2.11	0.74
	%	16.29	62.44	15.38	5.88	0.00	100.00		
You are satisfied every time you visit Amala Spot	No	9	29	164	19	0	221	2.87	0.61
	%	4.07	13.12	74.21	8.60	0.00	100.00		

Note: Strongly Disagree= SD, Disagree = D, Undecided = U, Agree= A, Strongly Agree= SA

Table 3 presents the results of the descriptive analysis of respondents' opinions on customer patronage in Amala Spot. As indicated above, the majority of the respondents are undecided as to whether they visit Amala Spot at least 3 times a week, with a mean of 2.81 and a standard deviation of 0.73. Furthermore, the majority of the respondents disagreed that Amala Spot is their most preferred restaurant in the school, with a mean of 2.11 and a standard deviation of 0.74. Lastly, the majority of the respondents are undecided as to whether they are satisfied every time they visit Amala Spot, with a mean of 2.87 and a standard deviation of 0.61.

4.3 How Would You Rate Your Overall Experience At Amala Spot Restaurant?

The findings are shown in the table 4 below.

Table 4. Overall experience of Amala Spot restaurant

How would you rate your overall experience at Ase Cafe restaurant?

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Poor	1	.5	.5	.5
	Fair	148	67.0	67.0	67.4
	Good	50	22.6	22.6	90.0
	Very good	17	7.7	7.7	97.7
	Excellent	5	2.3	2.3	100.0
	Total	221	100.0	100.0	

0.5% of the respondents indicated that their overall experience at Amala Spot restaurant was poor. 67% of the respondents indicated that their overall experience at Amala Spot restaurant was fair. 22.6% of the respondents indicated that their overall experience at Amala Spot restaurant was good. 7.7% and 2.3% of the respondents indicated that their overall experience at Amala Spot restaurant was very good and excellent respectively

4.4 Hypotheses Testing

The study was conducted to establish the effect of marketing mix elements on customer patronage of Amala Spot, Abuja. The analysis applied the statistical package for social sciences (SPSS) to compute the measurements of correlation and multiple regression for the study.

Below are the findings:

a. Correlation Analysis

Table 5 below explains the correlation matrix for the study variables

Table 5. Correlations Matrix

	Price	Product Quality	Physical Facilities	Employees	Customer Patronage
Price	1				
Physical Facilities	.464**	.350**	1		
Customer Patronage	.263**	.309**	.556**	.140*	1
N	221	221	221	221	221

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

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

The findings from the research as shown in Table 4.5 above demonstrate a positive relationship between the dependent variable, customer patronage and the independent variables; price and physical facilities. Specifically, the Pearson's correlation coefficient between customer patronage and price is .296. This implies that an increase in price increases the customer patronage. Likewise, physical facilities and customer patronage show a Pearson's correlation coefficient of 0.556. This implies that an increase in physical facilities increases customer patronage.

b. Regression Analysis

The tables below show the results of the regression analysis between the independent and dependent variables.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.313	.41119

a. Predictors: (Constant), Price, Physical facilities

The adjusted R squared is the coefficient of determination which indicates the variation in the dependent variables (customer patronage) due to changes in the independent variables (price, and physical facilities). From the data analysis findings in above table 4.9, the value of adjusted

R squared is 0.325 and indicates that price and physical facilities account for 32.50% of changes in customer patronage and the remaining 67.50% are accounted by other factors not included in the model or the standard error.

Table 7. ANOVA of Multiple Regression

ANOVA ^a		Sum of				
Model		Squares	df	Mean Square	F	Sig.
1	Regression	17.591	4	4.398	26.010	.000 ^b
	Residual	36.521	216	.169		
	Total	54.112	220			

a. Dependent Variable: Customer Patronage

b. Predictors: (Constant), Price, Physical Facilities

From the ANOVA statistics shown in Table 4.7 above, the F critical at a 5% level of significance is 26.010. Since F calculated (26.010) has less than 0.005 p-values, it shows that the overall model was significant. Hence, the null hypothesis was rejected, and this study's conclusion is that price and physical facilities overall significantly affect customer patronage at Amala Spot, Abuja.

Table 8. Coefficients of Multiple Regressions

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.937	.225		4.163	.000
	Price	-.012	.040	-.020	-.308	.759
	Physical Facilities	.399	.050	.518	7.942	.000

a. Dependent Variable: Customer Patronage

From the above coefficients of multiple regressions Table 4.8, it was revealed that holding the independent variables (price and physical facilities) to a constant zero, customer patronage at Amala Spot, Abuja would be at 0.937. Furthermore, a unit increase in price would lead to a non-significant decrease in customer patronage at Amala Spot, Abuja by a factor of 0.012.

Also, a unit increase in physical facilities would lead to a significant increase in customer patronage at Amala Spot, Abuja by a factor of 0.399. The established regression equation was

$$Y = 0.937 - 0.012X_1 + 0.399X_2$$

4.5 Discussion of Findings

The findings of hypothesis one revealed that price has a positive but not significant effect on customer patronage at Amala Spot, Abuja. This result could be due to the sensitive nature of Nigerians to price. A small change in the product's price has a significant effect on the marketing strategy as well as the product's sales and demand in the market. Intuitively, price is important to the majority of African consumers, but it's particularly crucial for Nigerians, especially when it comes to food, this may be because there are many local food sellers and they want to attract as many customers as possible thereby making their prices affordable Blut et.al. (2018), Mahmood & Khan (2014). When choosing a restaurant, average Nigerians say they are willing to sacrifice the environment for low prices and this is particularly true when one looks at the nature of the local restaurants that operate in the country, this is not to say that they are dirty or not well kept, but to a large extent, they can even operate under a shed which is popularly called 'buka' and some customers patronize them in as much as prices are

affordable (Dhasan & Aryupong 2019). As a result, Nigerians are apt to spend a lot of time ensuring they get the lowest prices on groceries especially those category of shoppers with low income (Mallen 1996).

Hypothesis two reveals that physical facilities have a significant positive effect on customer patronage at Amala Spot, Abuja and supports empirical evidence of the effect of physical facilities on customer patronage (Mahmood & Khan, 2014) but contradicts the outcome of a study by Peter and Donnelly (2007) that price is the factor in which customers focus more than other attributes while making purchase decisions in the developing countries. This study has been able to affirm that apart from price, customers also care about the physical environment of the restaurant where they eat because the environment plays a great role in the choice of restaurant. However, this may be related to consumer purchasing power and preferences (Berry et.al 2010). Less wealthy consumers are more likely to patronize low-cost goods restaurants and place a greater emphasis on perceived value (Hsieh et. al 2004) and they are more preferred by local retailers (Herstein & Vilnai-Yavetz 2007). On the other hand, consumers with higher incomes have distinct tastes in goods and services (Hsieh et. al 2004). Research shows that after fundamental requirements are satisfied, people attempt to satiate self-fulfilment and psychological needs (Maslow 1943, 1954). Higher degrees of enjoyment from shopping, ease, and the chance to experience instant satisfaction are among the factors that drive consumers with more discretionary money to make purchases (Wakefield & Inman 2003).

The role of the physical environment in influencing customer behaviours and in creating a provider's image is especially pertinent in a service industry such as a restaurant. Indeed, customers consciously (or unconsciously) sense the physical surroundings before, during, and after the meal when dining out in a restaurant. While the food and the service must be of acceptable quality, pleasing physical surroundings, such as décor, artefacts, layout, and music may determine, to a large extent, the degree of overall customer satisfaction and subsequent customer behaviour.

V. Conclusion

The objective of the study was to establish the effect of marketing mix elements on customer patronage of Amala Spot, Abuja. The study adopted a survey research design. The study used primary data. Statistical Package for Social Sciences (SPSS24) was used to aid in quantitative data analysis in this study. First, the results of the regression model show that price has a positive but not significant effect on customer patronage and physical facilities are also established to have a significant impact on customer patronage of Amala Spot, Abuja.

The result shows that price has a positive but not significant effect on customer patronage at Amala Spot, Abuja. Therefore, this study concluded that customers are sensitive to price and may affect their patronage. The result shows that physical facilities have a significant positive impact on customer patronage of Amala Spot, Abuja. Therefore, this study concluded that physical facilities are the most important determinant of student patronage in the restaurant business.

Price perception influenced patronage. Therefore, restaurateurs must provide customers with reasonableness of perceived price. One management approach is to offer a high or, at least, appropriate quality of physical environment to customers, as indicated by the findings in this study. In addition, restaurateurs might control the perception of price by successful menu pricing. It is suggested that managers in the restaurant business especially the local or indigenous ones pay much attention to physical facilities since it leads to customer patronage.

References

- Abdullah, D., Hamir, N., Nor, N. M., Krishnaswamy, J., & Rostum, A. M. M. (2018). Food quality, service quality, price fairness and restaurant re-patronage intention: The mediating role of customer satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 8(17), 211-226.
- Adiele, K. C., Grend, M. D., & Chinedu, E. A. (2015). Physical evidence and customer patronage: An empirical study of Nigeria banking sector. *Journal of Economics, Management and Trade*, 188-199.
- Aghaei, M., Vahedi, E., Kahreh, M. S., & Pirooz, M. (2014). An examination of the relationship between services marketing mix and brand equity dimensions. *Procedia-Social and Behavioral Sciences*, 109, 865-869.
- Akroush, M. N. (2011). The 7Ps classification of the services marketing mix revisited: an empirical assessment of their generalisability, applicability and effect on performance-evidence from Jordan's Services Organisations. *Jordan Journal of Business Administration*, 7(1), 116-147.
- Al Badi, K. S. (2018). The impact of marketing mix on the competitive advantage of the SME sector in the Al Buraimi Governorate in Oman. *SAGE Open*, 8(3), 2158244018800838.
- Al-Debi, H. A., & Ashraf, M. (2014). The impact of services marketing mix 7P's in competitive advantage to five stars hotel—case study Amman, Jordan. In The Clute Institute International Academic Conference. Orlando, Florida.
- Ali F., & Amin M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioral intentions in Chinese resorts hotel industry. *Journal of Global Business Advancement*, Vol. 7, No, 3.
- Ameur, I., Keltouma, M. A. H. I., & Souar, Y. (2015). The impact of marketing mix elements on customer loyalty for an Algerian telecommunication company. *Expert Journal of Marketing*, 3(1).
- Berry, Heather, Mauro F. Guillén and Nan Zhou (2010), “An Institutional Approach to Cross- National Distance,” *Journal of International Business Studies*, 41 (9), 1460–80.
- Bhatnagar, Amit and Brian T. Rat
- Bhatt G. & Emdad, A. F. (2001). An Analysis of the Virtual Chain in Electronic Commerce. *Logistics Information Management*, 14(1/2), 78-85.
- Blut, M., Teller, C., & Floh, A. (2018). Testing Retail Marketing-Mix Effects on Patronage: A Meta-Analysis. *Journal of Retailing*, 94(2), 113-135.
<https://doi.org/10.1016/j.jretai.2018.03.001>
- Cengiz, E. &Yayla, H.E (2007) “The Effect of Marketing Mix on Positive word of Mouth Communication: Evidence from Accounting Offices in Turkey” *Innovative Marketing*, Vol. 3, Issue 4, 2007.
- Chernev, Alexander (2014), *Strategic Marketing Management*, Chicago IL: Cerebellum Press.
- Dhasan, D.,& Aryupong. M. (2019). Effects of product quality, service quality and price fairness on customer engagement and customer loyalty. *ABAC Journal*, 39(2), 82-102.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European journal of marketing*.
- Herstein, Ram and Iris Vilnai-Yavetz (2007), “Household Income and the Perceived Importance of Discount Store Image Components,” *International Review of Retail, Distribution & Consumer Research*, 17 (2), 177–202
- Hsieh, Ming-Huei, Shan-Ling Pan and Rudy Setiono (2004), “Product-. Corporate-, and Country-Image Dimensions and Purchase Behavior: A Multicountry Analysis,” *Journal of the Academy of Marketing Science*, 32 (3), 251–70.

- Huddleston, P., Whipple, J., & Van Auken, A. (2004). Food store loyalty: application of a consumer loyalty framework. *Journal of Targeting, Measurement and Analysis for Marketing*, 12, 213-230.
- Kotler, P., Ang, S.H, Leong, S.M. and Tan, C.T. (1999), "Marketing Management -An Asian Perspective", 2nd Ed., Prentice Hall.
- Kotler, P., 2011. Marketing Management, Millenium Edition. New Delhi: Prentice-Hall of India.
- Mahmood R. & Khan S.M.(2014) Impact of Service Marketing Mixes on Customer perception: A study on Eastern Bank Limited, Bangladesh, *European Journal of Business and Management*,6(34) pp164-167.
- Mallen, Bruce (1996), "Marketing Channels and Economic Development: A Literature Overview," *International Journal of Physical Distribution & Logistics Management*, 26 (5), 42–8.
- Marcus, G.O, Oyenuga M.O & Ahungwa A.I(2020). Effects of Sales Promotion on Consumer Buying Behaviour of Food Seasoning Among Nigerian Households: A Case Study of Nestle Maggi Naijapot. *Budapest International Research and Critics Institute Journal(BIRCI Journal) Vol.3(1), 134-139*
<https://doi.org/10.33258/birci.v3i1.724>
- Mazursky, David and Jacob Jacoby (1986), "Exploring the Development of Store Images," *Journal of Retailing*, 62 (2), 145–65
- Maslow, Abraham H. (1943), "A Theory of Human Motivation," *Psychological Review*, 50 (4), 370–96. (1954), "The Instinctoid Nature of Basic Needs," *Journal of Personality*, 22 (3), 326–47.
- Maslow, Abraham H.(1954), "The Instinctoid Nature of Basic Needs," *Journal of Personality*, 22 (3), 326–47
- Mohammad N.A, Jamshid A.T, Abul B.B, Sami A.K, Oyenuga M.O, Norhayah Z & Juman Iqbal (2024) Factors influencing intention for reusing virtual reality (VR) at theme parks: the mediating role of visitors satisfaction, *Cogent Social Sciences*, 10(1),
<https://doi.org/10.1080/23311886.2023.2298898>
- Nduji R., Orji M., Oyenuga M & Oriaku C. (2023). Assessing e-business and organisational performance in Nigeria today: evidence from Jumia Ltd, Lagos. *Britain International of Humanities and Social Sciences Journal* 5(2), 81-92 <https://doi.org/10.33258/biohs.v5i2.897>
- Njelita, C.I., A. & Okwuchukwu M.s (2020), "Customer Loyalty and Patronage of Quick Service Restaurant in Nigeria". *British Journal of Marketing Studies. (BJMS)* 8(2), pp.54-76.
- Oliver, Richard L. (1980), "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions," *Journal of Marketing Research*, 17 (4), 460–9
- Ogunnaike, O., Olaleke, T. T, Borishade, S. A, Odubela O. O (2014), "Empirical Analysis of Marketing Mix Strategy and Student Loyalty in Education Marketing". *Mediterranean Journal of Social Sciences*, 5(23).
- Owen, M. T. (2014). The concept of marketing mix and its elements (a conceptual review paper). *International journal of information, business and management*, 6(2), 95.
- Oyedele M.O, Akhaine M. E, & Omale S.A (2023). We need it: How Digital Marketing Tactics Influence the Purchasing Behaviour of Nigerian Millenials. *Konfrontasi Journal: Culture, Economy and Social Changes*, 10(2), 91-105
<https://doi.org/10.33258/konfrontasi2.v10i2.275>
- Oyenuga, M.O; Andah R.A; Marcus, G.O & Agabi, A.U (2019). Effects of Customer Relationship Management on Product Innovation in Nigeria. A Case Study of Xerox HS Nigeria Limited. *American Journal of Theoretical and Applied Business. Vol.5(4), 113-126.* <https://doi.org/10.11648/j.ajtab.20190504.15>

- Oyenuga M.O, Jelili, B., & Bulugbe K.(2020). E-banking and customer satisfaction in the banking industry. *Nigeria Journal of Business Administration*. Vol.18(1), 112-132
<https://doi.org/196.45.48.59>
- Oyenuga M.O, Ahungwa A.I, Onoja E. (2021). Effect of Brand Equity on consumer behaviour among students of Veritas University, Nigeria: A Study of Apple Smartphones. *Marketing and Branding Research* 8(2021) 48-64
<https://doi.org/10.33844/mbr.2021.60329>
- Oyenuga M.O, Marcus, G.O & Ahungwa A.I(2023). Do Consumers Care About Green Marketing Practices? Insight From A Developing Nation. *Budapest International Research and Critics Institute Journal(BIRCI Journal)* 6(3), (1424-1436)
<https://doi.org/10.33258/birci.v6i3.7665>
- Oyenuga M.O., & Fredrick, E. (2023). Managing Product Features and Customer Satisfaction via Product Development, Product Branding, and Product Packaging: Evidence from CWAY Table Water. *Marketing and Branding Research*, 10(1), 28-44
<https://doi.org/10.32038/mbr.2023.10.01.03>
- Peter, P. J. and Donnelly, J. H. (2007) *Marketing Management: Knowledge and Skills*, 8th edition, McGraw-Hill, New York, USA
- Schiffman, Lg & Kanuk, Ll. 2000. *Consumer behaviour*. 7th ed. London. Prentice Hall.
- Sheth, Jagdish N. (1983), "An Integrative Theory of Patronage Preference and Behaviour," in *Patronage Behavior and Retail Management*, Darden William R. and Lusch Robert F., eds. New York: Elsevier, 9–28
- Singh, M. (2012). Marketing mix of 4P's for competitive advantage. *IOSR Journal of Business and Management*, 3(6), 40-45.
- Shahhosseini, A., & Ardahaey, F. T. (2011). Marketing mix practices in the cultural industry. *International Journal of Business and Management*, 6(8), 230.
- Suprihanti, A. (2011). The effect of services to customer's loyalty (Case study of Kentucky Fried Chicken Restaurant at Galleria Mall Yogyakarta). In *The 2nd International Research Symposium in Service Management Yogyakarta, INDONESIA* (pp. 26-30).
- Thabit .H. T & Manaf .B. R (2018), "The Evaluation of Marketing Mix Elements: A Case Study". *International Journal of Social Sciences & Educational Studies*, 4(4).
- Wakefield, K.L. & Jeffrey I. (2003), "Situational Price Sensitivity: The Role of Consumption Occasion, Social Context and Income," *Journal of Retailing*, 79 (4), 199–212
- Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the academy of marketing science*, 28(1), 67-85