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# INTERIOR DECORATION: A TOOL FOR PROMOTING CUSTOMERS' PATRONAGE OF HOTEL. A STUDY OF MYDAS RESORT AND HOTEL, OWO

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**Abstract**
The study assesses interior decoration as a tool for promoting customers' patronage in Mydas Resort and Hotel, Owo. The specific objectives are to assess the characteristics of customers and staff of the hotel, the promotional effects of interior decoration on customers' patronage and the influence of interior decoration on guests' choice decision for hotels. To accomplish the research objectives, data were collected using a questionnaire and personal observation. Data collected were analyzed using a simple descriptive analysis. The hypothesis stated for the study was tested using Chi-square. Findings revealed that most of the hotel customers were male (84%) and within the active age of 35 to 55 years with formal education (100%). Also, the finding showed that the majority of the staff purposively selected for the study were female (55%), aged between 20 to 50 years and with formal education (100%). Chi-square tests for hypothesis one (1) revealed that X cal = 16.3 was greater than X' tab = 7.81 at the 5% significant level and d f = 3, therefore, the null hypothesis was rejected and it was concluded that interior decoration promotes customers' patronage. Also, the Chi-square test for hypothesis two (2) showed that interior decoration had influences on customers' choice decision for hotels as X2 cal. = 42.96 greater than the X table =7.81 at a 5% level of significant level d f =3. Finally, the study concludes and makes recommendations that the use of interior decoration will promote customers' patronage and influence customers' choice decisions for hotels.

**Keywords:** Customers, Interior decoration, Hotel, Patronage, Resort.

## Introduction

Interior decoration is the creative processes that enable people to create interior elements of space (Alkarableh, 2009). The design comprises the design of hotel lobbies, function halls, bar areas and other public areas of the hotel that would create feelings of great comfort for the guests. Implementing design elements that are found to be preferred would affect the success of creating conducive environments (McDonough et al, 2001). The Concepts of hotel design decoration and the level of patronage for hotels are highly correlated. Nobles (2009) and (Ghembi, 2022) emphasized that the design and decoration coupled with the right location of the hospitality establishment can lead to an identity for the business and project the operations appeal and visions to visitors or potential visitors most especially when such the interior decorations are widely advertised to the public. This assertion was supported by McDonough et al. (2010) and (Kusum and Surender, 2017). Kramer (2011) affirmed that interior decoration is the framework through which the prospective guests view the hospitality establishment, that is, restaurants, fast food, outlets and hotels and that it has a strong effect on guests' influx into the establishment, their satisfaction and meal experiences. Interior decoration includes selecting professional colour schemes, flooring materials, furniture, artwork, and accessories. It transforms an area into an aesthetically pleasing and budget-friendly design (Wang, 2021). In


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any hotel establishment, guests require food, drink and accommodation and all these products need to be made available for the guests in a comfortable and conducive environment as first impressions linger on (Kramer, 2011). Kramer stressed that interior décor enhances the levels of patronage and determines whether guests would come back again or not. Also, the guests take a close look at the decoration finishing and decide if it is likely to meet the requirements that would provide satisfaction (Ancills, 2008). The role of interior design in hospitality cannot be underestimated as warm, colour and good furniture attract guests to the hospitality industry like every other business organization that needs to maximize profit (Arora and Arora, 2017). This makes it necessary for the hospitality industry to pay strict attention to interior design (Bitner, 1992). Although there could be other factors that influence the choice decision of customers which might lead to revisiting, this research focused on interior decoration that usually gives a first and lasting impression. This research after completion would be of great significance to the managers of Mydas Hotel and Resort, and other hotel managers in Owo environs on the need to pay conscious attention to interior decoration.

**Statement of the study**

It appears that the knowledge of interior decoration as a promotional strategy is unknown to some hotel proprietors. Lack or inadequate research on the significance of interior decoration has led to poor patronage in different classes of hotels. Some hotels in some local areas were closed down due to lack of patronage while some hotel proprietors were heavily indebted to the banks due to their inability to meet loan repayment - all because of poor patronage in their hotel business (Musa and Balarabe, 2021). A customer's perception of a particular product influences their decision to purchase it. In the context of a hotel, customers evaluate hotel interior decoration online before booking (Balomenou and Garrod, 2019). Product image both interior and exterior environment helps customers build stronger associations with hotel products. It is on this background that this study intends to assess interior decoration as a tool for promoting customers' patronage in Maydas Hotel and Resort, Owo.

**Aim and Objective of Study**

The general objective of the study was to assess interior decoration as a tool for promoting customers' patronage in the hotel industry. To accomplish this, the study focuses on the following specific objectives:

(i) To examine interior decoration for promoting customers' patronage and revisiting.
(ii) To examine the influence of interior decoration on customers' choice decisions for hotels.

1. Ho: Interior decoration does not promote customers' patronage and revisiting.
2. Ho: Interior decoration does not influence customers' choice decision for hotel.

**Review of Literature**

**Interior Decoration**

Interior decoration is the furnishing or adorning of a space with decorative elements to achieve a certain aesthetic that enhances customers' patronage (Ghembi, 2022). Interior decorating is the process of decorating a hotel, residential home or commercial business building to meet the clients' or guests' personal preferences, tastes and lifestyles. It includes selecting colour schemes, flooring materials, furniture, artwork, and accessories. It transforms an area into an aesthetically pleasing and budget-friendly design,


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therefore, spaces call for professional help to make the living and working space more comfortable, beautiful, and practical and enhance patronage (Omar, 2021.

**Customer Patronage**

Customer patronage can be described as the support and encouragement given by a patron (Wang, 2021). Customer patronage is a deeply held commitment to repurchase a firm's products at the expense of a competitor's offering is known as customer patronage (Adiele, et al., 2015). Customer patronage is one of the ways that consumers respond to an organization. It signifies the degree to which a consumer shows a willingness to buy and keep buying the firm's products and services (Omodero and Eriabie, 2021). Omodero and Eriabie (2021) stressed that one of the leading factors influencing customers' patronage is the comfortability of the customers within and outside the business organization enhanced by interior and exterior decorations.

**Methodology**

**Study Area**

Mydas Resort and Hotel in Owo, Nigeria is a 4-star deluxe hotel situated along the Owo Ikare Road. The unique location of the hotel gives direct links to cities in the Southwest and South to Abuja and Lagos, by proximity. The resort and hotel is very close to Benin, Ekiti, Osun State, Akure and Ibadan. The Resort and hotel is distinctly located in a unique and serene environment that is conducive for holidaymakers and delegates for various events. The hotel consists of 46 Rooms comprising 26 deluxe rooms, 4 executive suites and 16 executive deluxe rooms. The various facilities are ideal for all types of national and international conferences, corporate conferences and exhibitions, quality executive retreats; annual general meetings and board meetings, reunions and marriages, sales meetings and seminars. Apart from the banquet hall, the resort and hotel have a 1000-seat auditorium that can accommodate four separate events of 250 persons respectively within the hotel premises. The hotel has a lawn tennis court, an outdoor/indoor bar, a gym centre, a unisex salon, world world-class restaurant, and swimming pool and first-class services. All the premises of the above facilities were attractively and tastefully decorated.

**Research Design**

In this study, administration of a questionnaire and personal observation were adopted for collecting information on interior decoration, guests' patronage and revisiting, which is the main objective of the study. It also involves an investigation of interior decor and the level of patronage in Mydas Resort and Hotel Owo, Ondo State. Mydas Hotel and Resort was purposively selected for this study because of the uniqueness of its location and facilities. The questions asked from the respondents were such that gave more information concerning the types and styles of interior decorations as well as guests' patronage and the factors that influence guests' choice of hotel. In the course of the study, a good number of respondents were randomly selected from the hotel.

**Target Population**

The population of the study covers the staff and customers of Mydas Resort and Hotel comprised of all the permanent staff of the hotel which was thirty-five (35). The researcher purposively selected twenty (20) staff which comprised the management staff, and supervisory and front office staff because they were members of staff who determined the types and styles of interior decorations for the hotel and they were directly in charge of customers' patronage records. Also, fifty (50) customers were randomly selected for the research. The questionnaires were administered on the


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weekends when the patronage was high in the hotel.

**Data Collection**

In this study, the instrument used for data collection was a close-ended questionnaire which was divided into sections A and B. Section A contained the demographic information of the respondents (staff and customers) while section B dealt with the items of the research, that is, it comprises of questions on interior decoration and how it promotes customers' patronage in the hotel.

**Data Analysis and Results**

The number of responses to each statement of the questionnaire has been worked over, this method helps in finding out the results and opinions of the respondents as regards interior decoration for promoting customers' patronage in Mydas Hotel and Resort, Owo.

**Table 1: Sex distribution of the respondents (Staff)**

| Sex | No of respondents | Percentage (%) |
|---|---|---|
| Male | 9 | 45 |
| Female | 11 | 55 |
| Total | 20 | 100 |

Source: Fieldwork, 2024.

From the above table, eleven respondents (55%) were female while nine (9) respondents (45%) were male.

**Table 2: The age distribution of respondents (Staff)**

| Age (year) | No of respondents | Percentages (%) |
|---|---|---|
| 15-20 years | 2 | 10 |
| 21-25 years | 5 | 25 |
| 026-30 years | 8 | 40 |
| 30 -50 years | 5 | 25 |
| Total | 20 | 100 |

Source: Field survey, 2024.

Table 2 above shows that two (2) respondents 10%) were between the ages of 15-20 years, five (5) respondents (25%) were between 21-25years, eight (8) respondents (40%) were between the age of 26-30years, while five (5) respondents (25%) were 30 years and above.

**Table 3: Marital status (Staff)**

| Marital status | No of respondents | Percentages (%) |
|---|---|---|
| Single | 13 | 65 |
| Married | 7 | 35 |
| Total | 20 | 100 |

Source: Field survey, 2024.

From the above table, seven (7) respondents (35%) were married while thirteen (13) respondents (65%) were singles.

**Table 4: The qualification of respondents (Staff)**

| Qualifications | No of respondents | Percentages |
|---|---|---|
| WAEC/Grade II | 2 | 10 |
| ND/NCE | 8 | 40 |
| HND/BSc. | 10 | 50 |
| Others | - | - |
| Total | 20 | 100 |

Source: Field survey, 2024.

From the above table, two (2) respondents (10%) had WAEC/Grade II certificates, eight (8) respondents (40%) had ND/NCE certificates, and ten (10) respondents (50%) had HND/BSc.

**Table 5: Sex distribution of the respondents (Customers)**

| Sex | No of respondents | Percentage (%) |
|---|---|---|
| Male | 42 | 84 |
| Female | 08 | 16 |
| Total | 50 | 100 |

Source: Fieldwork, 2024.

From the above table, forty-two (42) respondents (84%) were male while


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eighteen (18) respondents (36%) were female.

**Table 6: The age distribution of respondents (Customers)**

| Age (year) | No of respondents | Percentages (%) |
|---|---|---|
| 15-20 years | 0 | 0 |
| 21-25 years | 0 | 0 |
| 026-30 years | 0 | 0 |
| 30 -35 years | 20 | 40 |
| 35 -50 years | 30 | 60 |
| Total | 50 | 100 |

Source: Field survey, 2024.

From the table above, twenty (20) respondents (40%) were ages between 30 – 35 years while thirty (30) respondents (60%) were 35 – 50 years.

**Table 7: Interior decoration promotes customers' patronage and hotel revisiting.**

| Item | No of respondents (Staff) | Percentage (%) |
|---|---|---|
| Agreed | 6 | 30 |
| Strongly Agreed | 12 | 60 |
| Disagreed | 1 | 05 |
| Strongly disagreed | 1 | 05 |
| Total | 20 | 100 |

Source: Field survey, 2024.

From the above table, six (6) respondents (30%) agreed that interior decoration promotes customers' patronage and revisiting, twelve (12) respondents (60%) strongly agreed that interior decoration promotes customers' patronage and revisiting in the hotel, one (1) respondent (5%) disagreed and strongly disagreed respectively that interior decoration promotes customers' patronage and hotel revisiting.

**Table 8: Interior decoration influences guests' choice decisions for hotels.**

| Item | No of respondents (Guests) | Percentage (%) |
|---|---|---|
| Agreed | 26 | 52 |
| Strongly Agreed | 22 | 44 |
| Disagreed | 1 | 2 |
| Strongly disagreed | 1 | 2 |
| Total | 50 | 100 |

Source: Field survey, 2024.

From the above table, twenty-six (26) respondents (52%) agreed that interior decoration influenced customers' choice decisions for hotels, twenty-two (22) respondents (44%) strongly agreed while one (1) respondent (2%) disagreed and strongly disagreed respectively that interior decoration influenced customers' choice decisions for hotels.

**Test of Hypothesis 1**

**H0:** Interior decoration does not promote hotel guests' patronage and revisiting.

Table 9: Chi-Square analysis of the hypothesis 1

| Option | OF | EF | OF-EF | $(OF-EF)^2$ | (OF-EF)/EF |
|---|---|---|---|---|---|
| Agreed | 6 | 5 | 1 | 1 | 0.2 |
| Strongly agreed | 12 | 5 | 7 | 49 | 9.8 |
| Disagreed | 1 | 5 | -4 | 16 | 3.2 |
| Strongly Disagreed | 1 | 5 | -4 | 16 | 3.2 |
| Total | 20 | 20 | - | | 16.3 |

Source: Field survey, 2024.

$X^2$ calculated value = 16.3
Level of 5%=0.05
D f = n-1 =4-1, D f = 3
Table value = 0.05, 3 = 7.81


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**Decision Rule**:
Since $X^2$ calculated value (16.3) is greater than the table value (7.81), the null hypothesis (H0) is rejected and the alternative hypothesis is accepted. It is therefore concluded that interior decoration promotes customers' patronage and revisit to Maydas Hotel and Resort.

2. Ho: Interior decoration influences guests' choice decision for the hotel

Table 10: Chi-Square analysis of the hypothesis 2

| Option | OF | EF | ıF-EF<br>F-EF)$^2$ | (OF-EF)/EF |
|---|---|---|---|---|
| Agreed | 26 | 12.5 | 13.5<br>182.25 | 14.58 |
| Strongly agreed | 22 | 12.5 | 9.5<br>90.25 | 7.22 |
| Disagreed | 1 | 12.5 | -11.5<br>132.25 | 10.58 |
| Strongly Disagreed | 1 | 12.5 | -11.5<br>132.25 | 10.58 |
| Total | 50 | 50 | - | 42.96 |

Source: Field survey, 2024.
$X^2$ calculated value = 42.96
Level of 5%=0.05
D f = n-1 =4-1, D f = 3
Table value = 0.05, 3 = 7.81

**Decision Rule**:
Since $X^2$ calculated value (42.96) is greater than the table value (7.81), the null hypothesis (H0) is rejected and the alternative hypothesis is accepted. It is therefore concluded that Interior decoration influences customers' choice decisions for hotels.

## Finding and Discussion

The findings of this research reveal that interior decoration has positive promotional effects on customers' patronage and hotel revisiting. It also revealed that interior decoration influenced customers' choice decision for hotels. This finding agrees with Omodero and Eriabie (2021) that one of the leading factors influencing customers' patronage is the comfort of the customers within and outside the hospitality organization which could only be enhanced by interior and exterior decorations. Implementing an ideal and displaying a well-planned interior decoration is the key to customers' patronage, revisiting and choice of hotels. This is confirmed in the study by (Ghembi, 2022) who said that interior decoration is the furnishing or adorning of a space with decorative elements to achieve a certain aesthetic that enhances customers' choices, patronage and revisiting.

## Conclusion

From the research, it can be seen that customers' patronage and revisiting can be achieved through Interior decoration. The research also revealed that interior decoration contributed significantly to customers' choice decisions for Mydas Resort and Hotel. A well-designed and professionally displayed interior decoration is the key that creates attraction and conduciveness for the customers in the hotel making them always willing to spend more time within the hotel premises and to revisit the hotel.

## Recommendation

It is recommended that special attention should be given to interior decoration in all areas of hotels, starting from the entrance of the hotels to the lobby areas, restaurants, bars, gyms area, swimming pool, event halls of the hotels, front office, rooms of different categories etc. It is also recommended that the Management of Mydas Resort and Hotel adhere strictly to this strategy and improve more on the existing interior decorations to keep pace with future trends in terms of customers' patronage and revisiting. Interior decoration as a promotional tool is recommended for all hotel managers in


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Owo and its environs to enhance high customer patronage and revisiting.

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