

**INFLUENCE OF PERCEIVED SERVICESCAPE ON THE CUSTOMERS'
REPATRONAGE INTENTIONS IN SELECTED LEISURE CENTRES
IN MBALE DISTRICT, UGANDA**

BY

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DECLARATION

I **HIGENYI DANNY**, declare that this is my original work and that it has not been presented for a degree in any other university or any other award

Signed  31/10/2011

HIGENYI DANNY

APPROVAL

We confirm that the work reported in this research report was carried out by the candidate under our supervision

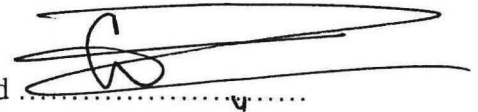
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DEDICATION

To my family.

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ABSTRACT

The degree of excitement which customers experience while consuming the leisure services may be a determinant of their satisfaction with the service experience. The servicescape is important because it can either enhance or suppress these emotions. This study titled influence of perceived servicescape on customers' repatronage intentions therefore sought to assess the influence of consumers' perceptions of the servicescape with their level of satisfaction with the leisure service and their subsequent repatronage intentions in selected cinema, theatre and video halls in Mbale District. Research tools for eliciting data included questionnaires, observation schedules and interviews. A random sample of 140 respondents (28% of the population) was selected from purposively selected leisure centres. Through open coding variables were contrasted, compared and relationships established. Analysis was by constant comparative analysis that implored grounded theory methods to compare layout accessibility, facility aesthetic, seating comfort, electronic equipment and displays, and cleanliness. Findings showed that the respondents who perceived the servicescape to be of high quality reported higher levels of satisfaction with the servicescape and hence were willing to repatronage (32%). Respondents who perceived the servicescape to be of low quality experienced less excitement and reported lower levels of satisfaction (68%). Respondents who felt crowded were less excited about the servicescape and perceived it to be of lower quality (68%). Respondents who were highly involved in the service centres expressed higher levels of satisfaction with the servicescape and indicated a greater willingness to continue using the facilities (58.6%). Gender did not affect the customers' desire to stay at the centre, their perception of the servicescape and level of satisfaction. Age significantly affected client's desire to repatronage the leisure service centres. The level of satisfaction varied across the leisure service scale with respondents in upper scale exhibiting higher level ($\mu= 4.333$), middle scale ($\mu= 3.903$) and lower scale ($\mu=3.199$). Facility esthetics, P-value=0.600, layout accessibility P-value=0.368 and electronic equipment and displays had no significant effect on repatronage intentions. Layout accessibility P-value=0.088, facility esthetics P-value=0.161 and crowding P-value =0.337 had no significant effect on satisfaction. Cleanliness of leisure centres P-value=0.397 and electronic equipment and displays P-value=0.363 had no significant effect on the quality of the facility. Recommendations included: managers should pay careful attention to each aspect of the servicescape to ensure that customers are satisfied both with the primary and holistic service experience. Managers/service providers should check and improve on sitting comfort and cleanliness of their leisure centres to bring about increase in customers' desire to stay or repatronage the place. Managers of leisure service centres should provide ample space to facilitate exploration and stimulation within the servicescape. Proprietors of leisure centres should have some mode of electronic information and entertainment to make stay in the facility more exciting and satisfying. Signs, symbols, and artifacts should be put in place to help customers draw cues in the environment by the service providers. Policy implementers, particularly the district medical officers and health inspectors should ensure that managers of leisure centres follow health/safety guidelines in planning, construction and maintenance of the facilities.

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LIST OF ACRONYMS

A	: Agree
ATMs	: Automated Teller Machines
D	: Disagree
EI	: Enduring Involvement
AWE	: Asia World-Expo
HKCEC	: Hong Kong Convention and Exhibition Centre
NGOs	: Non-Governmental Organization
NSW	: New South Wales
PHIR	: Public Health Inspection Report
RI	: Repatronage Intentions/Repurchasing Intentions
SA	: Strongly Agree
SD	: Strongly Disagree
U	: Undecided
UMA	: Uganda Manufacturers Association

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Leisure services provided in amusement parks, water slide parks, concert halls, theatres, recreation or health clubs, hotels, resorts, cruise and sporting events generally require customers to spend extended periods of time in the physical surrounding of the service providers (Turley and Fugate, 1992 in Wakefield and Blodgett, 1996). The term servicescape connotes a physical, material setting designed to shape consumption behaviour. It is conceived as a human built-environment, and now the servicescape is understood to encompass design factors (layout, furnishing, and décor), ambient conditions (lighting and temperature) and social interactions among and between customers and employees (Baker, 1987; Bitner, 1992; Sherry, 1998; Meera and Mc Candle, 2008).

Wakefield and Blodgett (1996) observe that the perceived quality of the servicescape may play an important role in determining whether or not consumers are satisfied, this in turn influences how long they desire to stay in the facility. Hence, such satisfaction will determine how much money they will spend and whether or not they will intend to repatronage the leisure service provider. For example, while it may be obvious that customers at an upscale restaurant evaluate the quality of food and service personnel, other factors such as quality of the architecture, layout and interior design of the facility may strongly influence how long customers will stay in the restaurant and how often they will return to it. Otherwise, the layout and design of stadium or arena partly determine whether sports fans will stay for the entire game or exit early to avoid

congestion at crowded service settings (Wakefield and Blodgett 1996; Liljander and Mattson, 2002).

Repatronage of the service is assumed to be dependent on the customers' level of satisfaction with the service rendered. The consumption of leisure services provided in theatre, resort, recreational centres and so on, is also driven by emotional motives. In the case of leisure services, it is more than just perceived quality of the service rendered that influences whether customers are satisfied with the service experience. For instance, the express intent behind going to an amusement park, theatre or sporting event would seem to be for excitement and stimulation of the experience. This kind of situation differs from a trip to a drycleaner in which the customer is not likely to have any expectations of emotional arousal (Wakefield and Blodgett,1996; Soderlund, 2002)

The establishment of leisure service centres in Mbale district has been on the increase. This is in the wake of the latest trends in the local music industry, increased enthusiasm in sports fraternity, emergency of Dstv services, availability of consumers, among others. The leisure settings take on various forms in terms of activities that take place in facilities such as stadia, clubs, fitness centres, cinema halls, leisure gardens, video theatres, and resorts. For purposes of this study, the research was concerned with the perceived servicecape in cinema, theatre and video halls/shacks also called *bibanda*. The focus of the study was undertaken against the background of observations that these facilities were generally poor in terms of accessibility, cleanliness, aesthetics, seating comfort and electronic displays. According to Mbale Public Health Inspection (HPI) report (May 2008), it was noted that some facilities are housed in temporal/makeshift

structures, are overcrowded, have poor hygiene and sanitation. The roofs of the facilities were reportedly leaking, had broken or blocked sewerage system and were poorly ventilated. However, despite these unfavourable conditions customers still continued to flock to these centres unabated.

In this study therefore, the researcher sought to focus on the perceived quality of the servicescape rather than the perceived quality of primary service itself in selected theatres, cinema and video halls in Mbale district. The excitement and stimulation derived from perceived servicescape, for servicescape can set mood for the emotions and can elicit positive or negative emotions. Enduring involvement in a leisure service centre, that is, why individuals respond more or less favourably to a leisure service and why people choose to continue or discontinue consuming a particular leisure service. The effect of perceived crowding in a service centre. The facility aesthetics, that is, attractiveness of interior and exterior. Cleanliness- many customers associate cleanliness with the quality of servicescape. Electronic equipment displays- signs that can be used to enhance the leisure experience.

1.2 Statement of the Problem

The perceived quality of the servicescape is an issue that should be of concern to most service marketers. The servicescape may take on increased importance for marketers of leisure services, however, there is concern that little attention is paid to the quality of servicescape at leisure centres in Mbale district. Mbale District (PHI) report of May 2008 noted that video shacks are made up of makeshift materials like papyrus, and are crowded, give off bad smell/odour, have leaking roofs and no toilet facilities. Cinema halls have dim light, sewerage systems are broken

and hence pose serious dangers of diseases among others. The servicescape is generally poor in terms of accessibility, cleanliness, sitting comfort, aesthetic appeal in interior and exterior designs. From a health perspective, such set-ups are a potential health hazard in waiting and it is not morally right to expose a large number of people to such danger and perhaps exploitation if clients are not satisfied with the environment. Hence, the researcher sought to explore the extent to which the servicescape in these entities affected customer's satisfaction and repatronage.

1.3 Purpose of Study

The purpose of this study was to assess the effect of consumers' perception of the servicescape on their level of satisfaction with the leisure services provided in Mbale district and their subsequent repatronage intentions. It also assessed the effect of the servicescape on the level of excitement that the consumers associate with the consumption in local cinemas, theatres and video halls in Mbale District.

1.4 Objectives of the Study

The following research objectives were used in this study.

1. To investigate the effects of perceived servicescape on the repatronage intentions of clients in leisure centres in Mbale district.
2. To examine the effect of servicescape on the perceived quality of the facility in leisure centres in Mbale district.
3. To determine the effect of servicescape on clients' level of satisfaction in leisure centres in Mbale district.

4.To determine whether the clients' level of satisfaction, perceived quality of the facilities and repatronage intentions differed according to:

- i) Class of leisure centre
- ii) Gender
- iii) Age group.

1.5 Research Questions

The following research questions were used in this study.

1. Does the perceived servicescape have an effect on the repatronage intentions of clients in Mbale district?
2. What is the effect of servicescape on the perceived quality of services in the leisure centres in Mbale district?
3. Does the servicescape in the leisure centres in Mbale district have an effect on clients level of satisfaction?
4. Do clients' level of satisfaction, perceived quality of the facility and repatronage intentions differ across the following:
 - i.Class of leisure centre?
 - ii.Gender?
 - iii.Age group?

1.6 Hypotheses

The following hypotheses were investigated.

H₀1 There would be no significant effect of perceived servicescape on the repatronage intentions of clients in leisure centres in Mbale district, Uganda.

H₀2 There would be no significant effect of servicescape on the perceived quality of the facility by clients in leisure centres in Mbale district, Uganda.

H₀3 There would be no significant effect of servicescape on clients' level of satisfaction in leisure centres in Mbale district.

H₀4 Clients' desire on repatronage intentions, perceived quality of facility quality and level of satisfaction would not differ significantly basing on classes of leisure centres in leisure centres in Mbale district.

H₀5 Clients' desire on Repatronage intentions, perceived quality of facility and level of satisfaction would not differ significantly on the basis of gender in leisure centres in Mbale district.

H₀6 Clients' Repatronage intentions, perceived facility quality and level of satisfaction would not differ significantly basing on age groups in leisure centres in Mbale district.

1.7 Scope of The Study

The study was conducted within 10 purposively selected video, cinema and theatre shacks in Mbale Municipal Council. The selection was based on the fact that, the Municipality offers facilities and services (council and private providers) that were of relevance and interest to the study. It was guided by the four research questions and objectives of the study.

1.8 Limitations of the Study

- i. The researcher depended mainly on studies and literature in other settings other than the local Ugandan sources, due to unpublished works about servicescapes in Uganda,
- ii. The researcher, during the study did not undertake to establish whether there was significant difference in each household income, marital status, vis-à-vis major dimensions of the servicescape.

1.9 Significance of the Study

It is important to study the provision of leisure services, considering that a lot of money is spent annually on spectator amusement like video arcades, casinos, cinema halls and leisure centres. This will enable provision of information that could justify the complaints of consumers. The study brings out information and provides more insight into the various elements of the servicescape. Such findings are vital, because providers will utilize them to prepare the necessary remedial measures to improve service provision. Once remedial measures are prepared, it is envisaged that they would be of great use to the service providers and consumers.

Leisure service managers will have better ideas as to how to enhance the perceived quality of their facilities. In the process, there will be substantial enhancement on customers' satisfaction with service experience and be able to enable them stay longer and repatronize the service.

The findings of this study will be of great use to the district health providers, particularly to the district medical officers (DMOs) and health inspectors in prevention of spread of communicable diseases like cholera, influenza, tuberculosis, among others. This is because there are common childhoods diseases that could have been avoided but eventually occur in adult with special

difficulties from these leisure centres/facilities. Hence the findings could provide solutions to personal wellbeing of both proprietors/employees and customers.

The findings will also enhance collective responsibility of clients over the total environment in which its members have to patronage. Hence, they may encourage community members to speculate on what further improvement can be achieved, but also on the ways in which present standards can be maintained. The results of this study will have some direct implications for those who have investments in video arcades, cinema and theatre projects. One will expect a return in increased gate receipts owing to new leisure service centres or renovation. Clients are likely to be more satisfied when high quality service centres are developed and are more likely to patronage the facilities. Policy implementers, particularly District Medical Officers (D.M.Os) and District Health Inspectors (D.H.I) should ensure that managers/proprietors of leisure centres follow health/safety guidelines in planning, construction and maintenance of the facilities. The results of this study showed how customers purposefully use features of built environment like layout and furniture to create experience that are personally meaningful thereby transforming the servicescape into a satisfying and enjoyable place to stay. Thus future research could build on measuring tangible servicescape factors that have been shown to affect customers' overall facility quality perception.

1.10 The Conceptual Framework

This study is based on the ideas of Bitner (1992) on servicescape framework which was adapted by Wakefield and Blodgett (1994). The framework illustrates the effect of servicescape on customer's behavioural responses such as approach and avoidance, spending money and

Environmental Dimensions, Holistic Environment, Internal Responses and Behaviour. Under the Environmental Dimensions, three aspects are given, namely,

- (a) Ambient conditions that include temperature, air quality, noise, music and odour.
- (b) Space / functionality which include layout, equipment, furnishing and so on.
- (c) Signs, symbols and artifacts like signage, personal artifacts, style of décor and so on.

The Environmental dimensions thus determine the holistic quality, that is, the perceived servicescape or perceived quality. This leads to internal responses, that include customers' satisfaction. In turn, results into behaviour that is approach/ avoidance, thus determines whether the customer will stay or return to the service provider. These relationships are shown in figure 1.1 below.

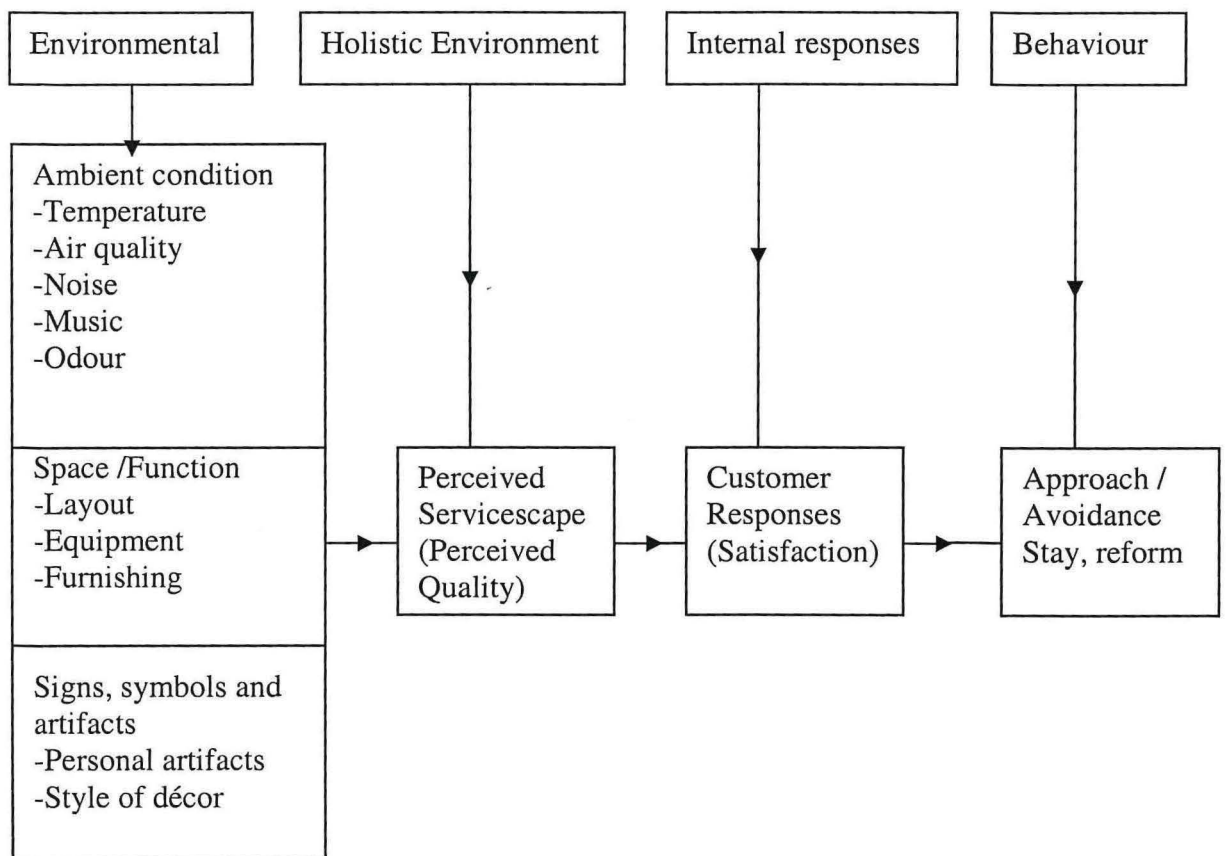


Figure.1-1. Servicescape framework

Source: Adapted from Bitner's (1992) Framework for Understanding Environment User Relationship in Service Organizations.

1.11 Operational Definition of Terms.

Perceived Quality of a Facility: Customers' opinions about the provider's ability to perform the service(Arnould *et. al.*, 2006) This also refers to individual overall(holistic) perception of the servicescape and a variety of physical environmental dimensions in a leisure centre (Lovelock, 2000).

Customers' Satisfaction: Refers to the extent to which customers are happy with the products and services provided by a business (Bailey. *et. al.*, 2001). This also refer to the number of customers or percentage of total customers whose exported experience with a firm, its products or its service ratings exceed specified goals (Clemes *et al.*, 2000).

Leisure Centres: Cinema, theatre and video halls in Mbale municipality of Mbale district.

Repatronage Intentions: Driving force behind going to an amusement park, theatre or video hall or sports. This also refers to the customers' intention to engage in actual behaviour of rebuying (Bonner, 2005). The customers' decision to engage in future activity with a service provider and the form that this will take (Baker. *et. al.*, 2002).

Zeithamal, *et. al.*,(1996) suggested two dimensions to positive repurchase behaviour. The first is the intent to rebuy, and the second is positive word of mouth and recommend.

Servicescape: The built environment or man – made physical surrounding as opposed to the natural or social environment; the physical environment in which the service process takes place (Bitner, 1991). This also refers to the environment in which the service is assembled and in which the seller and customer interact combined with the tangible commodities that facilitates performance or communication of the service and encompasses design factors such as ambience conditions, space/ functionality, signs and symbols or artifacts/decor (Bitner, 1992).

Aesthetic appeal: Factors such as the surrounding external environment, the architectural design, facility upkeep and cleanliness and other physical elements which customers view in the servicescape.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter covers literature on the role of servicescape, servicescape in marketing of services, servicescape dimensions, layout accessibility, facility aesthetics, seating comfort / crowding, cleanliness, electronic equipment and displays, and lighting.

2.2 Roles of Servicescape

A servicescape is not a passive setting for it plays an important role in service transaction (Meenakshi, 1991 in Bitner, 1992). An evaluation of the roles they have in service encounters will reveal how important it is to design an appropriate servicescape. According to Meenakshi, the servicescape plays four important roles namely;

Packaging: Servicescape markets the service offer and communicates an image to the customers of what they are going to get. It is the corporeal manifestation of the service idea for interest groups to form a shared appreciation-imperceptible metaphor for an intended image to the service concept and evoke a particular sensory and emotional reaction that sets the stages for a germane experience that augments the efficacy of the offer. According to Rutes *et al*, (2001), a private setting such as a hotel guestroom has a greater influence on guests overall hotel experience than the public setting. A public space such as a hotel lobby or restaurant usually creates the first and most lasting impression in customers. Appropriate servicescape is a sure shot way to create an image that the service provider is seeking to put up. It is a primary source of information for the subsequent evaluation of the entire services organization (Rutes *et al*, 2001).

Rutes *et al*, (2001) also suggests that the overall layout and design of a hotel lobby must provide guests passage from the entrance, to the front elevation in a logical and convenient fashion. After all, it is the human perception and evaluation of a form that gives a servicescape meaning (Walsh *et al.*, 2000).

Facilitator. Another important job of a servicescape is to act as a facilitator in assessing both the customers and service employees to make most of the opportunity. It should make the services consumption comfortable/convenient for the customers. This setting, if designed can enhance or exhibit the efficient flow of activities in the service setting making it easier or harder for customers and employees to accomplish their goals.

Aids in socialization: design of servicescape aids in socialization of both the customers and employees, conveying expected roles behaviour and relationship. For example, compare a servicescape of a public bank with that of a private bank. In a public bank, a large part of the floor is marked as restricted, leaving little space in the form of an arrow aisle along the outer walls of the hall for customers. The message is clear, customers must not enter the restricted area, that is, where the most important job of the bank and internal operations is conducted, and by entering that area, customers will be interfering with that task. Private banks approach customers with conviviability. The air conditioned lounge with comfortable seats and cold water dispenser as you pass through a spotless clean glass door, makes customers feel welcome. They are allowed more space to move and occupying a seat across from executives' desks suggests that customers are indeed central to all activities. The servicescape with public banks also

suggests that customers have a formal official relationship with public banks, whereas servicescapes in private banks encourage casual-affable interactions.

Differentiator: with the layout, a customer can make out what kind of bank it is. A dominance of blue of Stanbic Bank differentiates it from green of Gold Trust Bank. Candles lit tables with smooth classical music and tables with clothes and pre-laid cutlery differentiates a restaurant from the other with floor scent colours and patterns on the walls, blasting music, crowded with young boys and girls and motorcycles at the makeshift parking front. Clearly the design of the servicescape differentiates one provider from its competitors and hints at the segment the services are targeted at. Companies adapt services to reposition the services or identify new customer segments.

Although it is useful from a strategic point of view to think about multiple roles of the servicescape and how they interact, making actual decision about servicescape design requires an understanding of why the effects occur and how to manage them. The roles played by the servicescape in a particular situation will aid in identifying opportunities and deciding just who needs to be consulted in making facility design decisions.

2.3 Servicescape in Marketing of Services

The concept of a servicescape was developed by Bitner (1992) to emphasize the impact of the physical environment in which a service process takes place. Bitner (1992) defined a servicescape as the environment in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service . For example,

Chinese wall, the hangout restaurant in the city centre in Kampala uses florescent colours, wrought iron furniture, collages on the walls and a mock aeroplane suspended in the ceiling to excite its guests and suggests that it is the “happening place” of the city.

According to Meenakshi Ghanghas, a lecturer in the Department of Management Studies at B.S Anangpuria Institute of Technology and Management, depending on the nature of desired encounter, a servicescape can be of three possible types, namely:

A Self-Service Servicescape: The servicescape is designed around a customer helping self with the service. The role of the employees is limited. Customers perform most of the activities, either on their own or with a little help from the provider. Examples are automated machines (ATMs), cinema halls, gymnasias, self-service restaurants and so on. The service provider must plan the facility exclusively with the customer in mind. The facility design can attempt to position it for the desired market segment, by making the facility pleasing and appropriate to use for them (customers). A gymnasium layout, design and choice of equipment conveys the segment of population that is targeted- slimming enthusiasts, body shapers, sportspersons, business executives and housewives or the youth.

An Interpersonal Servicescape: When a service encounter requires a close interaction between the customers and provider, the servicescape must facilitate this interaction. An interpersonal servicescape is appropriate. Hotels, hospitals, schools and banks are examples of this servicescapes. They must be designed to attract, satisfy and facilitate the activities that are conducive to the interaction between the two.

A Remote Servicescape: There are service settings where there is little or no customer involvement in the servicescape. Telecommunications, insurance and call centres are examples of remote encounters. These use remote servicescapes. They are back offices; the place has to be designed in away to keep employees' motivation and morale high. The servicescape should premeditate ergonomically to facilitate teamwork, supervision and operational.

Further each type of servicescape can be elaborate and lean. Lean servicescape will have simple processes, simple layout, little equipment, little geographical (physical) spread and few interactions. An automated (ATM) drycleaner and a filling station are examples of lean servicescape. For these, the designing is simple and uncomplicated, and more so if they are self service or remote servicescape. On the other hand, customers or providers on a five star resort, amusement park, an airport are examples of elaborate servicescapes with complex and dynamic interactions between customers, customers to equipment, equipment to employees, and employees to employees. While customer presence require elements of comfort and convenience to be built in, the provider seeks productivity, operational conveniences and amenities. Figure 2.1 shows the topology of these servicescapes.

Servicescape usage	Elaborate	Lean
Self-service (customer only)	Sports complex Cinema hall	ATM, Internet services, express mail drop off
Interpersonal services (both customer and employees)	Hotels, restaurants, hospitals, banks, airline and school	Drycleaner, videos library, hair saloon
Remote service (employee only)	Telephone company, insurance company, many professional services.	Call centres, automated voice, messaging based services.

Figure: 2-1: Topology of servicescape

Source: Meenakshi(1991) in Bitner (1992).

2.4 Servicescape Dimensions

As services is generally produced, and consumed simultaneously, the consumer is in the facility, experiencing the total services within services providers physical surrounding. The facility, that is, the place where the service is produced can not be hidden and may in fact have a strong impact on customers' perception of the service experience. Because service is intangible, customers often rely on and look for cues about firm's capabilities and quality to evaluate the service before purchase and to assess their satisfaction (Driver and Johnson, 2001). The physical environment is rich in such cues (Rapoport, 1982) and may be very influential in communicating the firm's image and purpose to its customers (Bitner, 1992). It is also important for the exhibition centres like Hong Kong Convention and Exhibition Centre (HKCEC), Asia World-Expo-(AWE) and Uganda Manufacturers' Association (UMA) to position themselves in the

global market by carefully managing its servicescape. Bitner (1992) define servicescape as the environment in which the service is assembled and in which the seller and consumer interact, combined with tangible commodities that facilitate performance or communication of the service. It is also suggested that employee satisfaction, productivity and motivation can be influenced by servicescape.

Bitner, (1992) and Brauer (1992) identify three primary dimensions of the servicescape that influence customers' holistic perceptions of the servicescape. That is, perceived quality and their subsequent internal responses (satisfaction with the servicescape) and behavioral responses (approach/avoidance, staying/repatronage). These dimensions include; Ambient conditions (i.e. weather, temperature, air quality, noise, music, odour). Spatial layout and functionality (the way in which equipment and furnishings are arranged, and the ability of those items to facilitate consumers' enjoyment. Signs, symbols and artifacts (that is, signage décor used to communicate and enhance a certain image or mood, or to direct customers to desired destinations.

From a facility planning and management viewpoint the second and third dimensions are commonly referred to as interior layout and design environment (Baruer, 1992; Bitner ,1992; Wakefield and Blodgett,1996). The concern of the research therefore is on built environment and not the ambient conditions.

2.5 Layout Accessibility

Bitner (1992) in Wakefield and Blodgett (1996) refers to layout accessibility to the way in which furnishing and equipment, service areas, and passageways are arranged, and the spatial relationship among these elements. An effective layout will provide for ease of entry and exit, and will make ancillary services areas such as concessions and restrooms more accessible. An interesting and effective servicescape layout may also facilitate fulfillment of hedonic/emotional or pleasurable needs. That is, by making ancillary service areas more accessible and customers are able to spend more time enjoying the primary service offering. In this study, the researcher specifically analyzed how the facility layout makes it easy to get to the restrooms, to one's seat and the ease of getting to where you want to go.

2.6 Facility Aesthetics

According to previous studies by Kerin *et al*, (1992) and Tom *et al*, (1988) facility aesthetics are a function of architectural design as well as interior design and décor, both of which contribute to the attractiveness of the servicescape. From an external viewpoint, as customers approach or drive by restaurant, casinos, stadia and other leisure services, they are likely to evaluate the attractiveness of the exterior of the facility. Once inside the service facility, consumers of leisure services often spend hours observing consciously and subconsciously the interior of the facility. These evaluations are apt to influence their attitudes. In addition to the appeal of facility's architectural design, customers may be affected by the colour schemes of the facility walls, seats, floor covering and so on. Unpainted or dull coloured facades, seats, and steps may be relatively unattractive compared with brightly coloured walls, seats and steps. Other aspects of interior design, such as ornamental signs, banners, pictures and other fixtures may also serve to enhance

the perceived quality of the servicescape. The building design and facility set up must impress on the first walk through by a new client. They should feel the comfort and enjoy the atmosphere as opposed to dark, dingy rooms, poorly ventilated, crammed with pieces of metal, rubber and stench. The space must be sufficient with floor surfaces capable of providing safety for the type of activities (Soita, 2004).

According to New South Wales Department of Sport and Recreation (2000) some feel discouraged from taking part in sport or other leisure services by factors such as fears for their personal safety, isolation and cost. Often, this is simply because they don not feel safe or comfortable using available sporting or leisure facilities. That is reason for the need for careful thought about the design and maintenance of facilities. Concerns about personal safety affect the way people participate in all aspects of daily living. If they feel uncomfortable or unsafe they may be deterred from taking part in a sporting or leisure activity. Sports and recreational venues of all sizes can put simple and effective safety measures in place that will benefit both clients and staff. Under this paradigm it is suggested that consumers should not use comparison to measure the encounter. Rather they should look to risk reducing strategies to avoid poor consumption experiences such as attending movies featuring a favourite actor (Holbrook, 2000; Addis and Holbrook, 2001)

Individuals' perception of a hotel lobby tend to include not only the front desk, but also many other elements such as the employees and customers, the lighting, floors, furniture, art work, and colours of the walls. The lobby is evaluated by including sensory inputs such as music and scents. Further, in evaluating the entire property, individuals also include the exterior décor; both

the exterior and interior of hotel reflect the style and image of its environment and influence evaluations, (Lin, 2004; Mattila and Wirtz, 2001). According to Eiseman (1998) colour is a strong visual component of physical setting particularly interior settings. Research has shown that different colours stimulate varying personal moods and emotions Lin (2004). This study therefore, specifically analyzed whether the facility was painted in attractive colour, whether the interior wall and floor schemes are attractive, whether the architecture gives it an attractive character, and overall, if the facility is attractive.

2.7 Seating Comfort / Crowdedness

Wakefield and Blodgett (1996) argue that seating comfort is likely to be a particular salient issue for customers of leisure service settings who must sit for a number of hours observing or participating in some form of entertainment. Seating comfort is affected by both the physical seat itself and by the space between the seats. Some seats may be comfortable/ uncomfortable because of their design or condition like new / deteriorating, padded or not padded. Seats may also be comfortable because of their proximity to other seats; customers may be physically and psychologically uncomfortable if they are forced to sit too close to each other (Baker and Pearce, 1990; Hui and Bateson ,1991). According to Wakefield and Blodgett (1996) most people attending a game (or other mass entertainment) expect and want there be “good crowd.” However, they do not want to feel overcrowded or uncomfortable because the ancillary facilities are not designed to handle crowds effectively. They further argued that customers who feel crowded may also experience less excitement. If the service is crowded, one’s ability to handle, explore, and encounter stimulating environment (such as looking around restaurants, stadia, amusement park, museum) as well as to be comfortable during one’s stay is hindered.

Individuals who encounter an open facility with ample space to move about are expected to view the servicescape as more exciting, whereas congested facility with insufficient space to allow freedom of movement will be viewed as unstimulating. Indeed, according to previous research related to perceived crowding (Eroglu and Machleit and Barr, 2005; Hui and Bateson, 1991) suggest that cramped seating quarters are likely to be perceived as displeasing and of poor quality. The amount of space between the rows of seats is also an important aspect because it affects the ease with which customers may exit their seats to use ancillary service area. Further, when rows are too narrow, other customers are frequently forced to stand or shift in their seats to allow other customers pass by.

Furnishing in a servicescape links the space with its occupants and conveys the personality of servicescape through form, line, colour, texture and scale. The furniture placement may convey a sense of enclosure, define spatial movement, function as walls, and communicate visible or invisible boundaries. Recognizable changes in ceilings height affect spatial perception more than similar change in width and length. High ceilings convey feelings of spaciousness, whereas low ceilings are associated with coziness and intimacy (Ching, 1996). All these elements help individuals form a mental picture prior to effective response and judgments toward a specific servicescape (Lin, 2004). Consequently, this influences how long the customers will stay in the facility or how often they will return to it.

Since studies have confirmed that scents can be powerful tools in increasing sales, they have gained much more attention in retail business (Lin, 2004). Scents can influence consumers' desire to make a purchase. Lin (2004) and Hirsch (1995) tested the effects of two ambient odours

on the amount of money spent on slot – machines in a Las Vegas casino. They found out that one odorant significantly increased the amount of money gambled, while the other did not. The effective odorant apparently enhances the casino patrons' desire to gamble. Hvastja and Zanuttinit (1991) found that an olfactory cue can heighten the awareness; it alerts the organism to existence of agents in the air, to check their quality for guidance of behaviour on the basis of previous encounters to avoid or approach certain substances. Ambient odours may also simply influence a customer's mood (Bone and Ellen, 1999). Mood and affects shifts are the most frequently suggested mediators of olfactory effects on individual's perception and behaviour (Bone and Ellen, 1999). In this study, the researcher specifically analyzed whether the facilities in Mbale district in Uganda provided provides of knee room in seats, elbow room in the seats, comfortable seats and whether the sitting arrangement provided plenty of space

2.8 Cleanliness of Leisure Centre

Cleanliness is an important part of the servicescape, especially in those situations in which customers must spend several hours in the leisure service settings. Many consumers associate cleanliness with the quality of the servicescape. For example, whether or not floors and carpets are clean, whether restrooms are polished and disinfected, whether or not concession areas are kept clean, and whether garbage cans are overflowing or if they are continually emptied, will affect the perceived quality of the service facility. Indeed, cleanliness has been found to exert a strong influence on consumers' perception of retail stores and services (Garry and Sansolo, 1993; Martin 1986; Miller , 1993). The appearance of a facility including its cleanliness will affect the way customers feel about it and therefore how often they use it. The swift removal of rubbish, graffiti and other signs of vandalism such as broken bottles and glasses , will help people feel

more comfortable when participating. It is also vital that surfaces, fittings and equipment, air conditioning are maintained regularly and thoroughly. The atmosphere of the facility will have significant effect on customer and staff morale. If facility is well maintained and provides a friendly and open atmosphere, most people will feel good using it New South Wales (NSW) Department of Sport and Recreation, 2000). This study specifically analyzed whether facility maintains clean walkways and whether the facility is kept clean.

2. 9 Electronic Machines and Displays

In a servicescape, guests take note of music, noise as auditory components of their evaluation. Studies on music and consumer behaviour have demonstrated that music can be used as effective tool to minimize the negative consequences of waiting in any service operation (Hui *et al*, 1997). Music can be a positive auditory cue simulating consumer behaviour and emotions (Lin, 2004). Yalch and Spangenberg (1988) found that younger shoppers reported spending more time shopping when background music was played and that music had a significant effect on arousal. Young shoppers reported increased time shopping in store with background music, while older shoppers reported increased time shopping in the store with fore ground music (Yalch and Spangenberg, 1990).

Milliman (1996) found out that music tempo influenced customers' time at tables in restaurants and bars but did not influence service time, instances of leaving before seated, or paying for food. A piece of music that does not fit the surrounding will not contribute positively to customers' evaluations. Noise and loudness of sound have usually been perceived as irritating and annoying. Two components of sound are volume (loudness), which relates to amplitude or

height of sound waves, and pitch, which is frequency of sound waves (Kryter, 1985). Loudness is perceived as negative stimulation, especially when the sound is unexpected or is subjectively perceived as undesirable (Kryter, 1985). Too much sound may result in decreased concentration, increased activity, irritability and tension (Kryter, 1985). On the other hand, constant sound, quiet, and silence may be equally problematic. A balance of loud and constant sound is the key to creating a pleasant sound environment (Kryter, 1985). In this study, the researcher specifically analyzed the quality of equipment and displays to determine whether the equipment and displays added to the excitement and made the place interesting.

2.10 Lighting in Leisure Centre

The type of lighting in an environment directly influences an individual's perception of the definition and quality of space, influencing his or her awareness of physical, emotional, psychological and spiritual aspects of the space (Lin, 2004 in Kurtic and Eakin, 1996). Light influences the perceptions of form, colour, texture and enclosure (Ching, 1996). Researchers have found that participants perceived tasks more positively and reported decreased boredom in a room with windows, in contrast to a room without windows (Kim ,1998; Stone and Irvine ,1994). Steffy (1990) suggests that environments in which lighting is designed to harmonise with furniture and accessories are perceived as more pleasant than environment in which lighting does not harmonise with other elements of the room. Gifford (1988) researched on the influence of lighting level and room décor on interpersonal communication, comfort and arousal. Results revealed that general communication was more likely to occur in bright environment, whereas a more intimate conversation was more likely to occur in softer light.

2.11 Perceived Quality and Satisfaction

Satisfaction is “a post-consumption” experience which compares perceived quality with the expected quality, whereas service quality refers to the global evaluation of a firm’s service delivery systems (Parasuraman *et al.*, 1985). According to expectance-disconfirmation paradigm (Oliver, 1980), customers judge satisfaction with the product or service performance. If performance is above expectations, positive disconfirmation occurs and increases in satisfaction are expected. On the other hand, negative disconfirmation generates and satisfaction decreases when the performance is below expectation. According to Bolton and Drew (1994), customers’ satisfaction depends on pre-existing or contemporaneous attitudes about service quality. Improved service quality will result in satisfied customers as their relationship is intuitive (Bitner *et al.*, 1994). When this is understood, organizations can design and deliver service offering which will assist in increasing performance through re-consumption (Hume *et al.*, 2006)

2.12 Satisfaction and Desire to Stay

According to Bitner (1992), individuals react to places with two general and opposite form of behaviour: approach and avoidance (Mehrabian and Russell, 1974). Desire to stay is one of the approach behaviours, which include all positive behaviours that might be directed at a particular place. Such behaviours include desire to stay, explore, work and affiliate. Prior research also suggests that the length of time the customers desire to stay in leisure setting in part is a function of their satisfaction with the servicescape (Bateson and Hui, 1992; Hui and Bateson, 1991; Jones and Suh, 2000). With respect to the approach or avoidance behaviours as a result of internal responses (i.e. satisfaction), it is envisaged that satisfaction with the servicescape will have a positive effect on customers’ desire to stay in a leisure facility.

2.13 Length of Time in the Facility

Wakefield, Kirk, Blodgett, Jeffery (1994) suggests that the longer one spends in a facility the greater the likelihood at the perceived quality of the servicescape will play an important role in determining satisfaction with the service. The perceived quality of the servicescape may be an important determinant of customer satisfaction in situations where the customer spends an extended period of time observing and experiencing the servicescape. Butcher, Sparks and Callaghan (2002), in their research, found out that cleanliness had fairly modest effects on perceived quality in both the baseball football samples, but had a major effect on perceived quality in the casino sample. They believe that the finding is probably a function of the amount of time in the different leisure service facilities.

2.14 Related Studies

Soita (2004) analyzed the fitness trends among dwellers in Kampala. The study focused on assessment of the extent to which personnel, facility programmes within health clubs in Kampala city met required minimum professional standards. The major findings were that Fitness was a fast growing industry in Kampala but was embodied with weaknesses in membership admission, low practitioners' levels and to a larger extent used obsolete equipment. There was no official umbrella body to govern and monitor the sector, and awareness, great interest and demand for fitness products and services had increased. As a consequence, this had provided a channel for socialization, investment and health. However, the study focused primarily on customers' perception of the quality of the service provided. While the consumptions of leisure services is driven by functional motives, it appears that consumption of leisure services is also driven by

emotional motives. Therefore in this study, the researcher sought to focus on perceived quality of servicescape rather than the perceived primary service itself.

In another related study, Wakefield and Blodgett (1994) examined the overall effect of perceived quality and satisfaction with the servicescape on repatronage intentions. The study was carried out in three leisure settings in which customers spent moderate amount of time; major college football, minor league baseball and casino. A field study approach was used where data was collected via a self-report questionnaire at five different major college football stadia, two minor league in their baseball games and at three different casinos. Overall, results provided strong support for the servicescape. Findings revealed that, layout accessibility and facility aesthetics had positive effect on perceived quality across each of the three leisure settings. In football and baseball samples, seating comfort had positive effect on perceived quality but was no significant in the casino sample. Electronic equipment and displays had a positive effect on perceived quality in both football and casino samples. However, in baseball sample was no significant. Cleanliness had a positive impact on perceived quality in each of the three samples, particularly in casino sample. They recommended that in order for to motivate customers to stay for long periods of time and hence increase profits, leisure service providers need to create and maintain an interesting and high quality servicescape. However, in their model they did not explicitly identify the key elements that determine servicescape quality. Hence, the researcher focused on the interplay of these elements, for example, accessibility, cleanliness, seating comfort, esthetic appeal, lighting, electronic machines and displays and their influence on customer's satisfaction with the experience.

Chan Kan Yan Michaelia (2008) sought to find out the relationship between servicescape of exhibition centres and visitors' perceived quality, satisfaction and their desire to stay in the facility in Hong Kong. Servicescape framework of Bitner (1992) with reference to similar research of Wakefield and Blodgett (1996) was applied in the study. Visitors of the Hon Kong exhibition centre (HKCEC) and Asia World-Expo (AWE) were interviewed when they left the exhibition facilities. Responses for different groups of visitors were compared to determine their differences. The results of the study revealed that the servicescape dimensions exhibited strong relationship with the perceived quality, satisfaction and desire to stay among visitors. Duration of visitors' stay also appeared to have interactive effect on their desire to stay longer. It was also found out that satisfied visitors staying in the facilities for more than five hours were more willing to stay than their counterparts. The results also revealed significant difference in scores of two servicescapes dimensions between visitors of HKCEC and AWE.

The importance of the research conducted by Chan Kan Yan Michaelia(2008) is that it provided meaningful insights into servicescape in the service industry by suggesting dimensions that provide significant contribution in predicting servicescape quality. It also revealed that the traditional servicescape dimensions may need modifications in applying to the context of exhibition centres. However, the study focused on the customer's perception of servicescape in exhibition centres. Besides it was carried out in an environment far away and different from the local setting in Uganda. Therefore, in this research, the researcher sought to find out whether the key elements that determine the quality of servicescape apply to leisure service settings such as videos, cinemas and theatre.

Lin (2004), in the research, "Evaluating a Servicescape: the Effect of Cognition and Emotions," attempted to review literature relating to the impact of servicescape on the customer behaviour, with emphasis on the concept of Gestalt psychology. The Gestalt approach he used serves as a guide to understand and explain how an individual forms an impression or perceptual image of a servicescape, how the image formation then leads to emotional responses and finally, the actual appraisal or evaluation of a specific service environment. He tried to establish whether emotions precede cognition (Palm *et al.* 2001) or cognition precedes emotions (Lazarus, 1999). Unlike Lin's view point, the purpose of this research was not to establish whether cognition preceded emotion or the vice versa. However, this research was geared towards assessing the effect of customers' perceptions of the servicescape and their levels of satisfaction with the leisure service and their subsequent repatronage intentions.

Tripathi and Siddiqui (2007) examined the impact of the servicescape on perceived quality. They built on the selected aspects of Bitner's (1992) servicescape framework, which illustrates the effect of the servicescape on customers' behavioural responses such as approach/avoidance, spending money and repatronage intentions. They attempted to assess the effects of customers' perceptions of the servicescape on their level of satisfaction with specific references to shopping malls and their subsequent repatronage intentions. Drawing from Bitner's model, the study aimed to propose a hierarchical framework of the major dimensions that have impact on the perceived quality of the servicescape and hence their repatronage. Like research carried out by Chan Kan Yan Michaelia (2008), on the relationship between servicescape for exhibition and visitors' perceived quality, Tripathi and Siddiqui research results may not apply to video, cinema, and theatre service centres. Therefore, in this study, the researcher sought to find out

whether the elements that determine the quality of the servicescape in other leisure facilities apply in leisure service settings such as videos, cinema and theatre halls.

2.15 Summary

Organizations or leisure centres are increasingly interested in retaining existing customers while targeting non-customers. Measuring customers' satisfaction provides an indication of the success of the organization / leisure centre at providing products and / or services to the market place. Managers who focus on the servicescape in addition to the purely service offering, have the greatest chance of maximizing current and long term profits. In view of what the literature in this section depicts, emphasis is that servicescape has a relatively consistent and strong effect on their repatronage intentions. The researcher, in this study, therefore, noted the dire need to bring forth information that will help different service providers to estimate the impact of investment designed to improve service quality processes versus those to improve the service facility.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter highlights how the study was conducted. It covers the research design, area of study, target population, sample size and sampling techniques. Other details include data collection tools, data presentation, and analysis methods.

3.2 Research Design

The study was conducted using a descriptive cross – sectional survey research design. The study design was adopted because it lends itself a snapshot of a time frame by checking status at one point in time (Soita, 2004). The study was concerned with assessment of the effects of the perceived quality of servicescape in selected leisure centres in Mbale District. It was specifically intended to investigate the effects of consumers' perceptions of the servicescape with the level of their satisfaction with the leisure service and their subsequent intentions. Such issues are best investigated using such a research design because it considers issues such as rapid collection of data and suitable for extensive research. The descriptive cross – sectional survey research design generally entails present oriented methodology, used to investigate population by selecting samples to analyze and discover occurrences. For purposes of this study, the descriptive survey research design provided qualitative and numerical description of some aspects in the facilities / servicescapes. Due to this, the study took qualitative and quantitative approaches where selected methods included the use of questionnaires, individual interviews and observations.

3.3 Location of Study

The study was conducted in selected cinema, theatre and video halls in the municipality of Mbale District in the Eastern region of Uganda.

3.4 Target Population

The target population consisted of consumers in the leisure service settings in the local theatres, cinema, and video halls / shacks in Mbale District in Eastern Uganda. Also included were the proprietors of the leisure service centres in the district. All these were drawn from 36 centres in Mbale District, with consideration to an average of 504 clients in all. Informants were asked to identify others with the possible interests in theatre, video and cinema halls. The referrals were then screened for interest and attendance. Those candidates who showed no interest in attendance were not included. As the objectives were to examine the drivers of repatronage intentions, the candidates were required to have attended at least once in the purposively selected leisure centres.

3.5 Sample Size and Sampling Techniques

Two methods of sampling were used. Firstly, purposive sampling was used to select ten centres out of the thirty six in the District because they offered facilities and services that were of relevance and interest to the intended study. This was done owing to the distribution, location and how dispersed they are from each other. This sampling approach was also adopted to allow information rich cases (Leisure centres) that would offer opinion and objectives of the study (Amin, 2005). Secondly, simple random sampling was used to select a sample from the consumers. This involved selecting a sample without bias from the accessible population of

clients. The intention was to select a random (representative) sample. Thus ensuring equal and independent chance of being included in the sample size. The sample size comprised of a total of 140 subjects (28% of the population). This included 130 clients (13 from each service centre), 10 managers one from each service centre. This was done to get a representative sample and to ensure that each member of the target group had an equal and independent chance of being included in the sample.

3.6 Data Collection Instruments

The researcher used questionnaire, interviews and observations. The selection of these tools was guided by the nature of the data to be assessed. The purpose of the study was to assess the effects of the consumers' perceptions of the servicescape on their level of satisfaction with the leisure service and their subsequent repatronage intentions. The researcher was mainly concerned with views, opinions, perceptions, feelings and attitudes. Such information can best be collected through the use of questionnaires and interviews (Amin, 2005).

Questionnaire Was used to deal with data that could not be directly observed, or elicit information that could not be obtained by other methods. The target population was largely literate, and was unlikely to have difficulties responding to the questionnaires. Besides sample size was relatively large (140) and given the time constrains, questionnaire was ideal tool for collecting data. The questionnaire was administered randomly together with the help of the research assistants to the clients in the service centres. The likert scale questionnaire comprised of 20 items. It was developed by the researcher and validated by the research supervisors. The objective was to solicit authoritative data and experiences from all age groups, gender and across the three categories of leisure centres, namely; lower, middle and upscale facilities. Additionally,

the tool was pegged on addressing the key variables such as perceived quality, satisfaction and repatronage intentions in reference to a servicescape. Relationships and their respective interpretations were computed using statistical techniques.

Interview schedules The researcher conducted interviews to four randomly selected people per service centre, three clients manager. This is basically because it allows the researcher to obtain information that could not be directly observed, to gain control over the time of questioning, allowed researcher to rephrase questions, and ask additional ones to clarify responses, and secure more valid results. Interview guide was developed by researcher and vetted by the research supervisors. During the process, all was done carefully to eliminate interviewees who had answered the questionnaire to avoid replication. The interview guide was appropriately adopted for clients and managers in service centres but focused on the main variables derived from the conceptual framework and the study objectives. The interview began with introduction by the researcher. The interviewee was then asked to respond to the items as indicated in Appendices B and C. Simple descriptive statistical techniques like frequencies and percentages were used to analyse the data.

Observation schedules This was used during the study to ascertain the customers' behaviour towards servicescape, at facility not as told by the other sources but to match questionnaire data. The researcher enlisted the help of research assistants as observer participants. This enabled the researcher to gain first hand experience, recorded information as it occurred, explored topics that would be uncomfortable to respondents and noticed unusual aspects/occurrences in the servicescape. The observation checklist was developed by the researcher and validated by the two research supervisors. There was the use of hidden or non-reactive participation by the two trained research assistants under the direction of the researcher. Consideration was objectively

given to observing the clients' interactions with the facilities servicescape in terms of the facility aesthetics, seating comfort, cleanliness, layout accessibility, and electronic equipment and displays as shown in Appendix D. The importance of this was to assess what clients said to what they did. Insights into values, actions and practices were captured and analysed using simple descriptive statistics such as frequencies and percentages.

3.7 Data Collection Procedures

Firstly, two research assistants were recruited and trained by the researcher for a week in skills in observation and administration of instruments. Secondly, the researcher, for purposes of controlling the process, kept the central role of instrument administration. Before collection of data, a letter of introduction was secured from the coordinator of post graduate students in sport science at Kyambogo University which was useful in accessing the many leisure service centres. Questionnaire was administered randomly together with the help of two research assistants. The researcher conducted in – depth interview with four randomly selected people per centre, 3 clients and proprietor / manager. This was because out of 14 respondents from each leisure centres, 10 clients were subjected to the questionnaire, and to avoid replica the remaining 4 qualified for the interview.

During the interview, the researcher avoided replication by ensuring that only clients who did not answer the questionnaires were involved. The interview guide was focused on study variables and the study objectives. Observation was used during the study to see the participants' behaviour in perspective, not as told by other sources but to match questionnaire data. This was carried out using hidden or non – reactive participation by the two trained research assistants

under the direction of the researcher. This was to ensure that potential participants did not shy away, and to prevent misinterpretation of the study by managers / proprietors. Consideration was given to observing leisure settings in terms of cleanliness / crowding, lighting, electronic displays, aesthetic appeal in relation to customer's feelings toward the settings.

3.8 Piloting

Before the actual study was done, a pilot study was conducted at the service centres that would not feature in the main study. It was done to appraise and / standardize the instruments to check items' clarity to respondents and reduce user error.

3.8.1 Validity of Instruments

The validity of the instruments was achieved by ensuring that they test what they were meant to test. In this regard, together with the research supervisors, the content was vetted in regard to its relevance. A content validity index of 0.9 was derived using valid constructs divided by total number of constructs. A CVI which is close to or above 0.7 were considered for research purposes (Amin, 2005). Therefore, the feedback was incorporated, which included optimum question length, appropriate language use to generate precision or spot on responses and of course discarded the items that seemed irrelevant.

3.8.2 Reliability of Instruments

A test – retest method was used to find out and determine the reliability of the instruments. The questionnaire was administrated to 16 subjects selected from three service centres on two different occasions with an interval of fourteen days (2 weeks). Comparison of the two sets of

scores were made to establish the extent to which content of the instrument was consistent in eliciting the same responses over time. The reliability coefficient of 0.7 was derived using Cronbach's Alpha. Alpha scores which are close to 0.70 or above are considered sufficient for research purposes (Nunnally and Bernstein, 1994)

3.9 Data Presentation and Analysis

Data that was collected was basically as a result of the respondents' perceived quality of servicescape at leisure service centres. The data was sorted, tabulated and grouped according to each sub-section such as layout, accessibility, facility aesthetics, seating comfort / crowding, cleanliness. Through open coding, variables were compared, contrasted and relationships established.

Numerical data were established to describe the disparity within the leisure centres. Data were graphically presented in terms of tables, charts and graphs. Analysis was by constant comparative analysis that implored the grounded theory methods to compare layout accessibility, facility aesthetics, seating comfort, electronic equipment and displays and cleanliness. Relationships between variables and their respective interpretations were computed using Chi-square tests of independence for data that was categorical at 95.0% level of confidence, Analysis of Variance (ANOVA), one sample t-test, Spearman correlation, turkey HSD's test and multiple regression models depending on the appropriateness of the statistical technique.

One way ANOVA was used to test hypotheses 1, 2 and 3. Multiple regression tested hypotheses 4, 5 and 6. The Chi-square was used to show respondents' rating of the servicescape constructs according to the grades of leisure centres. To show the relationships between different constructs

of servicescape and repatronage intentions, perceived service quality and satisfaction. Turkey's HSD test was employed to separate the significant mean differences. Significant variations in the ratings against indecisive opinion in the rating was carried out using the T-test.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1: Introduction

This chapter presents the findings of the study using graphical and tabular techniques. Analysis and interpretation of results was considered too in this chapter. The chapter begins with the background characteristics of the respondents in which case, their socio-demographic characteristics are presented. This precedes a summary of variables in reference to servicescape. Relationships between variables and their respective interpretations are computed using Chi-square test of independence and Analysis of variance (ANOVA), one sample t-test, spearman correlation and multiple regression models depending on the appropriateness of the statistical technique.

4.2: Construct Reliability of the Scale

Alpha scores which are close to 0.70 or above were considered sufficient for research purposes (Nunnally and Bernstein 1994). Factors that can have a major impact on the reliability scores are the number of questions which measure a construct. As the number of questions increases the random measurement errors tend to cancel out each other, thus increasing reliability (Nunnally and Bernstein 1994).

Table4-1: Summary of Results for Construct Reliability Tests

Item statement	Scale Mean of Item	Cronbach's Alpha	Number of questions
Facility layout and accessibility	22.580	0.925	3
Facility aesthetics	22.723	0.924	4
Seating comfort (Crowding)	22.824	0.925	4
Cleanliness	22.037	0.944	2
Electronic Equipment and Displays	21.934	0.950	3
Desire of stay/Endurance involvement	22.303	0.931	2
Status of quality of the facility	22.878	0.923	3
Status of perception of the facility	22.076	0.937	3
Total		0.941	

As regards to the study and according to findings presented in table 4-1, all the 8 constructs included in the servicescape scale showed a high level of reliability in measuring servicescape and hence the clients' repatronage intentions, perception of the quality of the equipment and satisfaction. All the constructs were well above the recommended level of alpha indicating that the scale was very reliable. Deleting any of the construct from the scale caused no significant effect on the value of alpha implying that the scale was internally consistent and that all the constructs considered for the study were valid. The overall value of alpha ($\alpha=0.941$) showed a high level of reliability of the scale implying that the results of the findings could be inferred.

4.3: Tests for Significant Variations in the Ratings Against Indecisive Opinions ($\mu = 3$ [undecided]) in the Rating

To examine whether the respondents could conceptualize the content of the scale in relation to their perceived experience with the leisure centres, it was assumed that respondents who clearly understand the content of the questionnaire in relation to their experience should have a clearly defined opinion. That means that on scale of 1-5, they either scored a value of 4 or 5 if they are in agreement with the underlying statement or they scored 1 or 2 if they are disagreeing with the underlying statement. Therefore, respondents who scored a value of 3 were neither agreeing nor disagreeing with the underlying statement implying that they didn't understand the content of the scale in relation to the underlying statement and their experience with the service. A one sample t- test was therefore carried out on each item included in the scale to determine whether there were significant variations in the ratings of the items against the an indecisive opinions, hence the understanding of the items/statements in the scale. According to the results presented in table 4-2, there were significant variations in the rating of items in the scale at 95.0% level of

confidence (P-value < 0.05). This implies that the respondents clearly understood the items in the questionnaire and could easily conceptualize them with their encounter of the services in the leisure service centres. However, some items were not well conceptualized by the respondents and include the following: The facility layout makes it easy to get rest rooms [$\mu= 3.232$], (P-value = 0.146); the facility paint is attractive [$\mu= 3.242$], (P-value= 0.093); the facility architecture gives it an attractive character [$\mu= 3.293$], (P-value = 0.057); the facility is attractive [$\mu= 3.224$], (P-value = 0.182); there is plenty of knee room in seats [$\mu= 3.216$], (P-value = 0.143); there is plenty of elbow room in seats [$\mu= 3.239$], (P-value= 0.097); you like to stay at the facility very much [$\mu= 3.235$] (P-value= 0.054); excellent quality of the facility [$\mu= 3.147$], (P-value= 0.416); outstanding quality of the facility [$\mu= 2.824$], (P-value= 0.184); and great quality of the facility [$\mu= 2.925$], (P-value= 0.656); These items were measuring facility layout accessibility, facility aesthetics, seating comfort, desire of stay and perceived quality respectively, implying that all the constructs were not well conceptualized by respondents save for cleanliness and electronic equipment and displays where all the items under these constructs were significantly varied.

Table 4-2: Summary Statistics for the t-test of Significant Variations in the Ratings Against Indecisive Opinions ($\mu = 3$ [undecided]) in the Rating

Item	Mean	Std. Deviation	Std. Error	T	Df	P-Value
The facility's layout makes it easy to get rest rooms	3.232	1.577	0.158	1.466	98	0.146
The facility layout makes it easy to sit	3.737	1.192	0.120	6.157	98	0.000
Overall, the facility's layout makes it easy to get where you want to go	3.588	1.367	0.139	4.232	96	0.000
The facility paint is attractive color	3.242	1.422	0.143	1.696	98	0.093
The interior wall and floor are attractive	3.398	1.290	0.130	3.053	97	0.003
The facility's architecture gives it an attractive character	3.293	1.514	0.152	1.926	98	0.057
The facility is attractive	3.224	1.653	0.167	1.344	97	0.182
There is plenty of knee room in seats	3.216	1.445	0.147	1.476	96	0.143
There is plenty of elbow room in seats	3.239	1.370	0.143	1.674	91	0.097
The seat order provides plenty of space	3.367	1.495	0.151	2.433	97	0.017
The facility provides comfortable seats	3.424	1.629	0.164	2.591	98	0.011
The facility maintains clean walk ways	3.646	1.335	0.134	4.819	98	0.000
Over, the facility is kept clean	3.778	1.306	0.131	5.926	98	0.000
The facility has high quality video machines/display equipment	3.688	0.955	0.097	7.054	95	0.000
The video machine/display machines add excitement to the place	3.874	1.034	0.106	8.236	94	0.000
The video machines/display machines make the place interesting	3.969	0.973	0.099	9.808	96	0.000
You enjoy spending time at the facility	3.898	1.020	0.103	8.712	97	0.000
You like to stay at the facility very much	3.235	1.191	0.120	1.951	97	0.054
Excellent quality of facility	3.147	1.756	0.180	0.818	94	0.416
Outstanding quality of facility	2.824	1.127	0.131	-1.341	73	0.184
Great quality of the facility	2.925	1.363	0.167	-0.448	66	0.656
Satisfied about the facility	3.847	1.041	0.113	7.503	84	0.000
Pleased with the facility	3.702	1.062	0.116	6.063	83	0.000
Delighted with the facility	3.486	1.199	0.141	3.442	71	0.001

4.4 Socio-Demographic Characteristics of Respondents

4.4.1 Grades of Leisure Centres

In this study, mainly three grades of leisure centres were considered, including Upper scale, Middle scale and Lower Scale according to the extent of the services offered by the leisure centre. Figure 4-1 and table 4-2 show that the number of respondents from all the service centres was almost equal proportions.

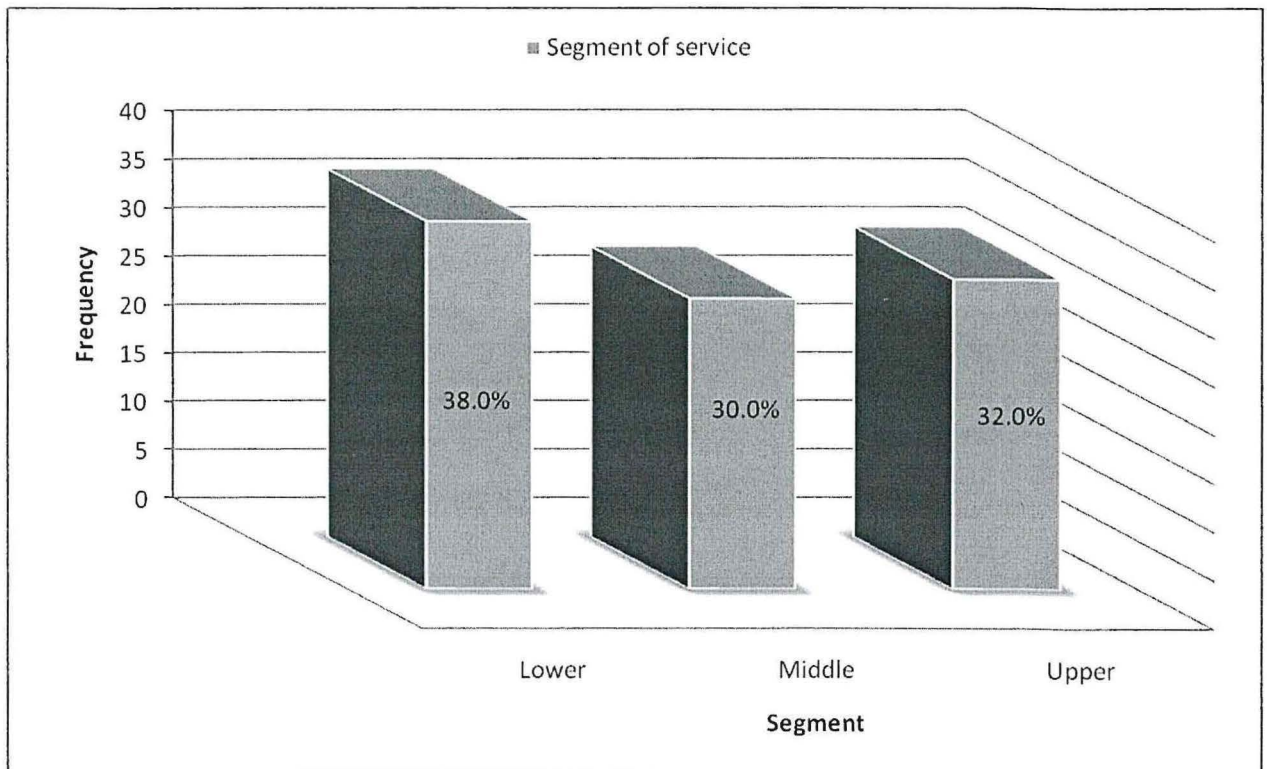


Figure 4-1: Distribution of respondents by grades of leisure centres

The figure shows that the lower scale leisure centres had the highest level of respondents (n =38, 38.0%), followed by the upper scale (n =32, 32.0%) and then lastly the middle scale (n =30, 30.0%). The findings show a well balanced selection of respondents which further explains the validity of the results.

4.4.2: Distribution of Respondents by Gender

Following the nature of the study and the study population, special consideration was needed as regards to the sex of respondents as there is a general tendency to think that females exhibit different behaviours from males which is believed to influence their opinions too. The results present varying proportions regarding sex of respondents in the study (figure 4-2).

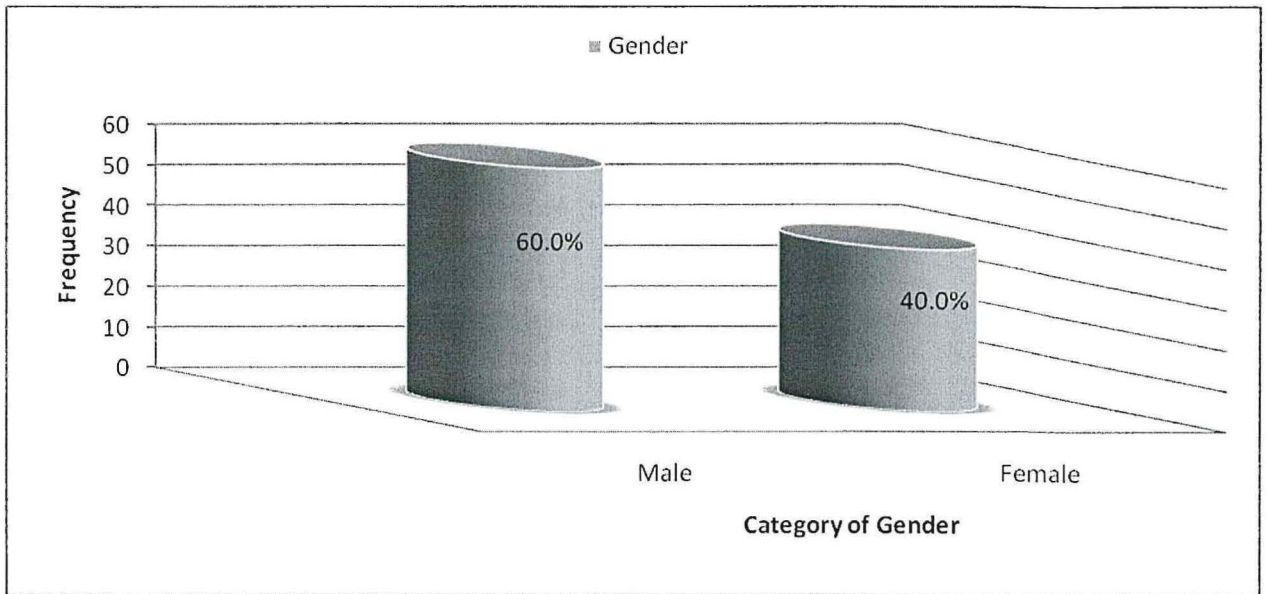


Figure 4-2: Distribution of Respondents by Gender

According to figure 4-2 and results presented in Table 4-1, more than half of the respondents (n=86, 60.0%) were male although the proportion of female (n=56, 40.0%) was also relatively high. The difference of 20% in the proportion of male and females could not affect the significance of the study findings.

4.4.3: Age Group of Respondents

Age is one of the critical variables that were included in the study. This is because people in a certain age bracket tend to behave in a certain way which in turn influences their perception of the services at the leisure centres. In this study, three categories of age were considered including 18-21(Adolescents), 22-35(Youth) and Above 36 (Adults) as shown in figure 4-3.

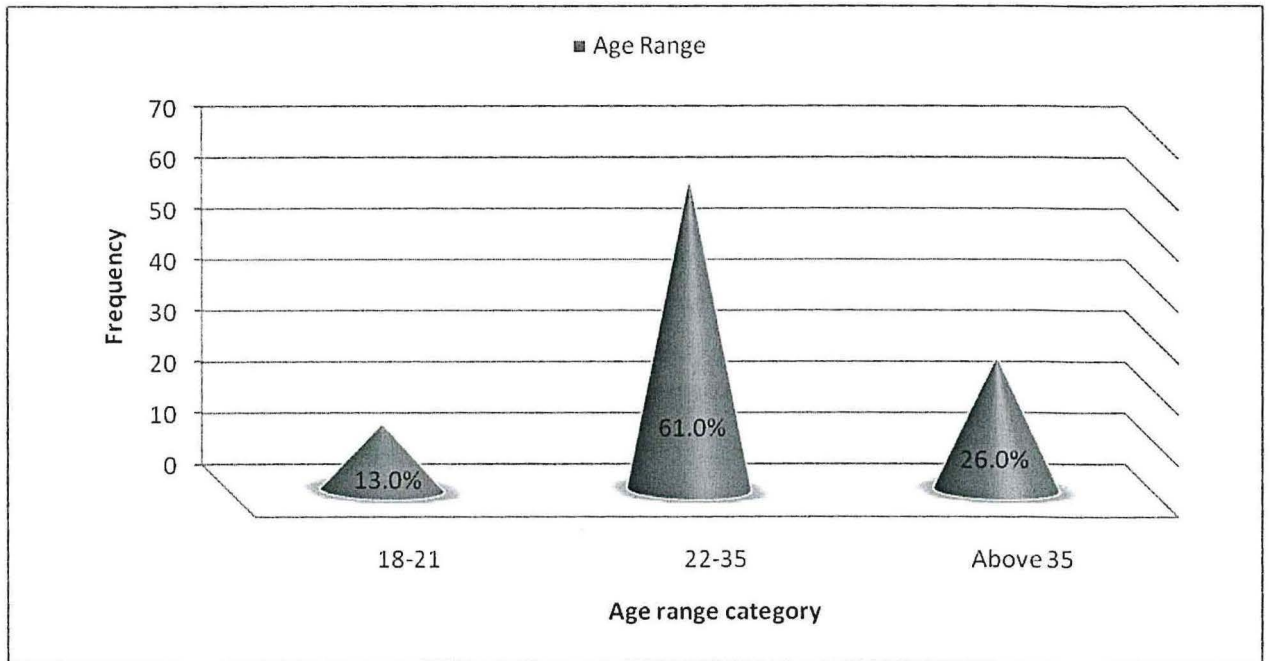


Figure 4-3: Distribution of Respondents by Age Group

According to the findings presented in figure 4-3 and summarized in Table4-2, more than half of the respondents included in the study were the youth in the age group of twenty two to thirty five ($n = 86, 61.0\%$). The figure further shows that more than a quarter of the respondents ($n=36, 26.0\%$) were adults. There were very few adolescents ($n =18, 13.0\%$) included in the study. These findings do not differ from the expected study findings since majority of the consumers of leisure are the youth.

Table4-3: Summary of the Distribution of Respondents by Socio-Demographic

Characteristics

Characteristic	Category	Frequency	Percent
Class of service	Lower	38	38.0
	Middle	30	30.0
	Upper	32	32.0
Gender of respondent	Male	60	60.0
	Female	40	40.0
Age group	18-21	13	13.0
	22-35	61	61.0
	Above 35	26	26.0

Three narrow categories for proper interpretation of the variables. Values in which the respondent was either disagreeing or strongly disagreeing to the underlying statement were considered as being poor or low depending on the underlying statement. On the other hand, values in which the respondent was either agreeing or strongly agreeing with the underlying statement were considered as being high or good. In cases where the respondent's rating to the underlying statement was undecided, it was categorized as "neither". In consequence, three categories were generated against each rephrased statement as shown in Table4-3 and the foregoing figures.

4.5 Distribution of Constructs by Respondents Ratings

4.5.1: Facility Layout Accessibility

To some extent, the facility layout of a leisure centre is an important aspect of servicescape that affects the consumers of leisure. The responses on the aspect are shown in figure 4.4 below.

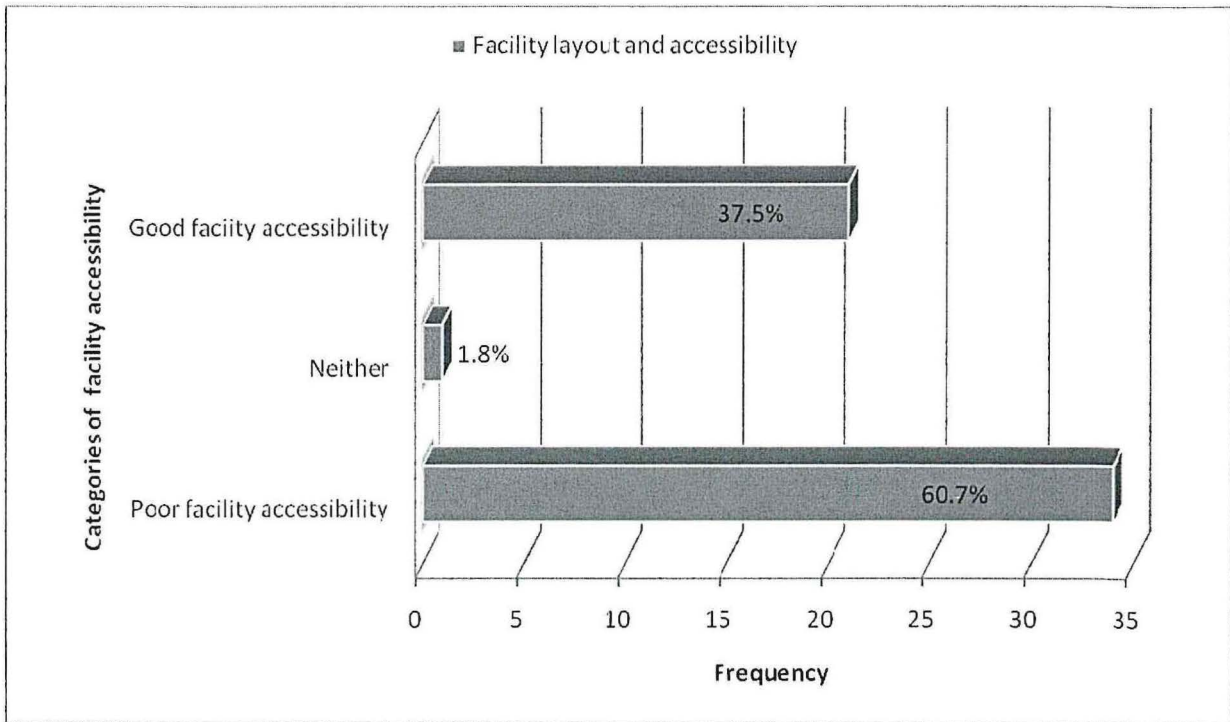


Figure 4-4: Distribution of the Status of Facility Layout Accessibility of the Leisure Centres

According to the respondents' ratings of the facility layout accessibility of the leisure centres included in the study, more than half (n=34, 60.7%) of the respondents rated the leisure centres as having poor facility accessibility. The proportion of respondents who rated the centres as having good facility accessibility was relatively high, actually more than a quarter (n=21, 37.5%) of the respondents' were in favour of the good facility accessibility of the leisure centres. The proportion of respondents lying in neither side was very small. This implies that generally, the facility layout accessibility of the leisure centres included in the study was poor which poses a potential effect on the perceived service quality, repatronage intentions and satisfaction in general. The furnishing and equipment, service areas, and passageways were poorly arranged. As regards layout accessibility, Bitner (1992) suggests that an effective layout will provide for ease of entry and exit, and will make ancillary service areas such as concessions, restrooms, and

souvenir stands more accessible. Further, Baker. *et. al.*, (1994) suggests that interesting and effective servicescape layout may facilitate fulfillment of hedonic or pleasurable needs. Going by results of study, leisure centres did not offer ease of entry and exit, and ancillary areas inaccessible. Layout accessibility is critical in leisure services because ease of entry and exit may dictate the extent to which customers are able to experience and enjoy the primary service offering (Wakefield and Blodgett,1996). Furthermore, customers who have difficulty reaching ancillary service areas or to stand in lines for long periods of time may be dissatisfied with the facilities. Therefore, service providers may reallocate some space by reducing number of seats to enlarge service areas, or improve signage to distribute the flow of customers to available service areas. Similarly, larger walkways and additional entrances and exits will better facilitate the flow of customers before, during and after the leisure service event.

4.5.2: Facility Aesthetics

The status of facility aesthetics is also believed to affect the consumers of leisure significantly. However, the results indicate the respondents perceived the facilities' aesthetics differently as shown in figure 4-5.

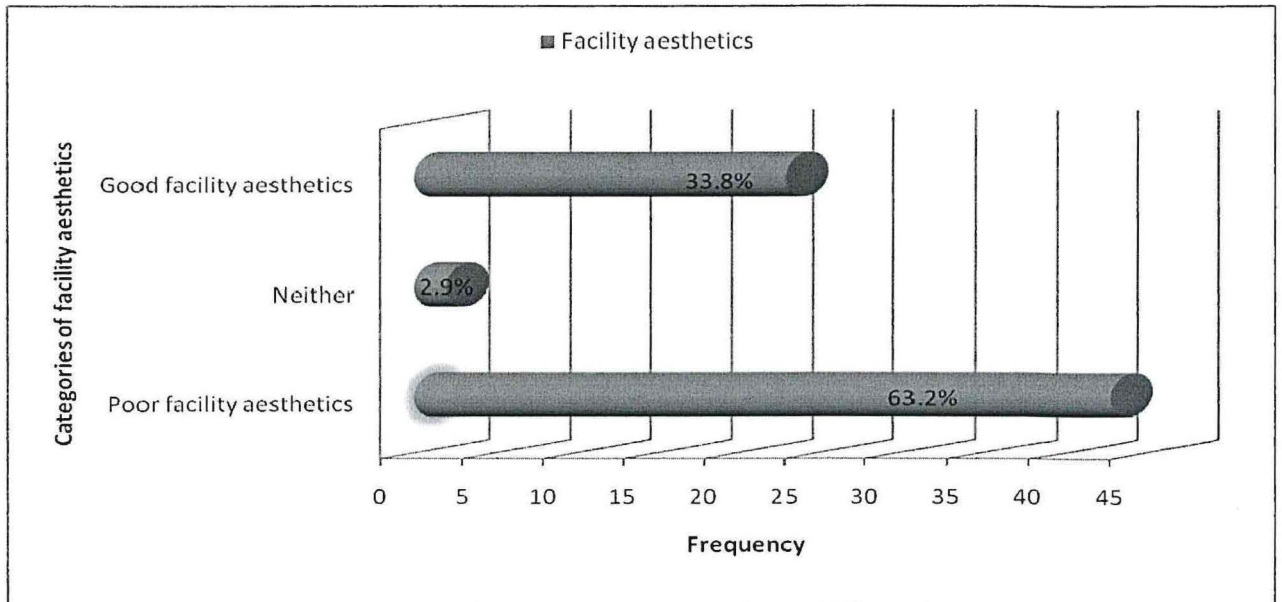


Figure 4-5: Distribution of Respondents by Status of Facility Aesthetics

According to the study findings summarized in Table 4-3 and presented in figure 4-5, majority of the respondents (n = 42, 63.2%) rated the facility aesthetics of the leisure centres included in the study as being poor. The results further reveal that the proportion of respondents who entered the good facility aesthetics was relatively high (n = 23, 33.8%). There were very few respondents who experienced neither side of the service. This implies that facility aesthetics in leisure centres in Mbale district is not satisfactory. Thus, did not offer an attractive servicescape. These findings are supported by previous studies by Kerin *et. al.*, (1992) and Tom *et al.*, (1988) that facility aesthetics influenced the attitude of clients towards the place. Further, Baker *et. al.*, (1988) observes that customers may be affected by the colour schemes of the facility walls, floor covering and seats. Tom *et. al.*, (1988) suggests that unpainted or dull coloured facades, seats and steps may be relatively unattractive compared with bright coloured walls, seats and steps. Thus, customers form a first impression about a service provider based on the appearance of the facilities. Hence managers should not overlook some basic issues of aesthetics quality. Tasks

such as repainting the facility, adding new carpets adding decorative fixtures may enhance the attractiveness of the servicescape.

4.5.3: Seating Comfort (Crowding)

Sitting comfortably in the leisure centre is another aspect of servicescape that influences the level of utility derived from the leisure. It is true that less crowded environment offers a higher satisfaction as opposed to a high crowded one. Figure 4-6 shows responses on seating comfort in leisure centres in Mbale district municipality.

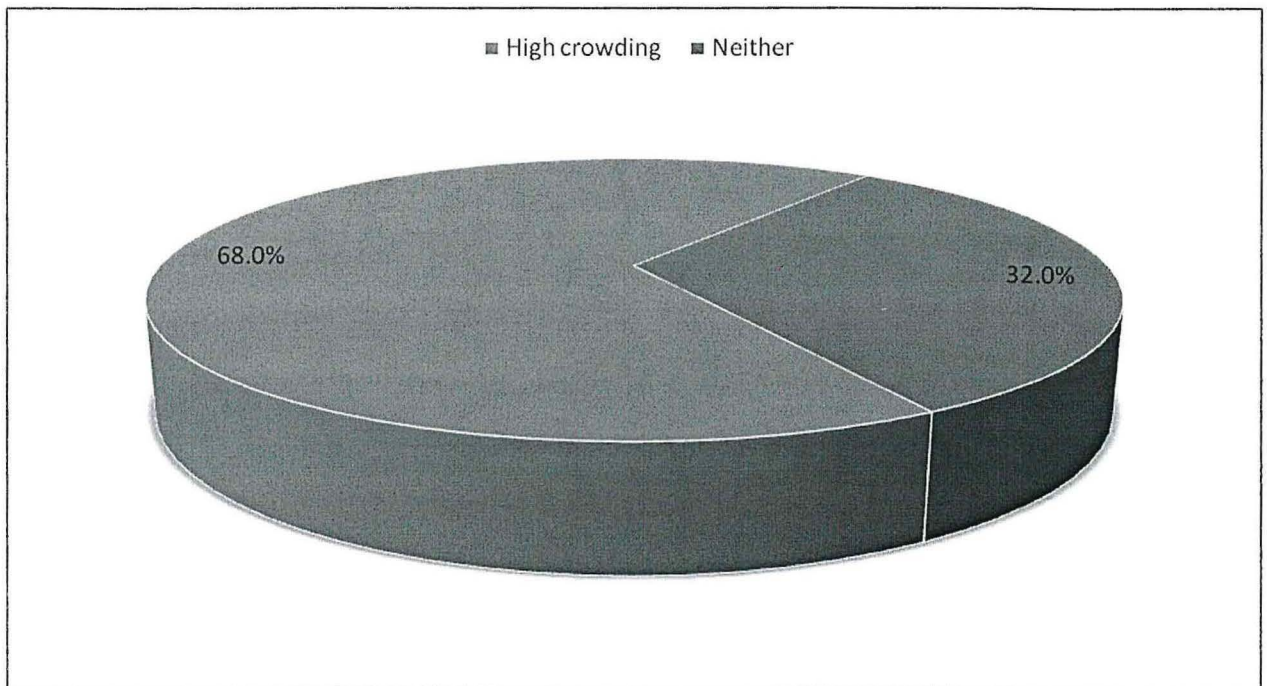


Figure 4-6: Distribution of Respondents by Status of Crowding Level.

Upon regrouping the variables under the crowding construct of servicescape, two variables were generated. Figure 4-6 and the summary of findings presented in Table 4-3 reveal that majority (n=39, 68.0%) of the respondents had perceived high crowding in leisure centres hence low seating comfort. Basing on the findings, one would expect seating comfort to be important in leisure centres where customers remain in same seat for extended periods of time. So, service

providers who provide only rudimentary seats in their facilities may have difficulty in attracting customers to their facilities (Eroglu and Machleit and Barr, 2005). These results are strongly supported by previous studies (Baker and Pearce,1990; Hui and Bateson, 1991) that seating comfort is affected by both physical seat itself and by the space between the seats, and some seats may be comfortable or un comfortable because of their design or condition. Further, Wakefield and Blodgett, (1996) observes that customers do not want to feel overcrowded or uncomfortable in a facility. They further argue that customers who feel crowded may experience less excitement hence low levels of satisfaction with the leisure centres. On the other hand, Hui and Bateson (1991) suggest that cramped seating quarters are likely to be perceived as displeasing and of poor quality. Hence, while more seats allow greater revenues, more comfortable seats may encourage clients to stay longer and repatronage more often.

4.5.4: Cleanliness in the Leisure Centre

A clean environment adds value to the level of utility derived from a leisure service. Sometimes, other dimensions of servicescape may be in a poor state but if the environment is clean, it makes a difference as regards to the perceived quality, repatronage intentions and satisfaction. As regards to the study findings presented in figure 4-7, a larger proportion of the respondents (n= 29, 45.3%) were in concordance that they perceived good cleanliness in the leisure centres they went to. In the same vein the proportion of respondents who had perceived poor cleanliness was relatively high (n=27, 42.2%) which implies that the level of cleanliness was still not the best. Very few respondents belonged to neither side as they only constituted 12.5% of the respondents. The findings are supported by previous studies (Gary and Sonsolo,1993; Martin,1986; Miller, 1993) that many customers implicitly associate cleanliness with the quality of the servicescape.

For example, whether or not floors and carpets are clean, whether restrooms are polished and disinfected, and whether garbage cans are overflowing or if they are continually emptied. Clients do not like sitting in place with dirty carpets, smoke coloured ceilings, dusty floors (Hui and Bateson,(1991). The service leisure centres that are kept clean encourage clients to view it as an attractive place worth spending time at and worth revisiting (Wakefield and Blodgett, 1996) This implies that managers of leisure services should place an even greater emphasis on cleanliness in order to attract customers to stay longer and repatronage the facilities. Managers should not only work to prepare the servicescape prior to customers arrival, but should also monitor the servicescape and maintain cleanliness throughout the leisure service event. Responses on cleanliness of leisure centres in Mbale district are represented in figure 4-7.

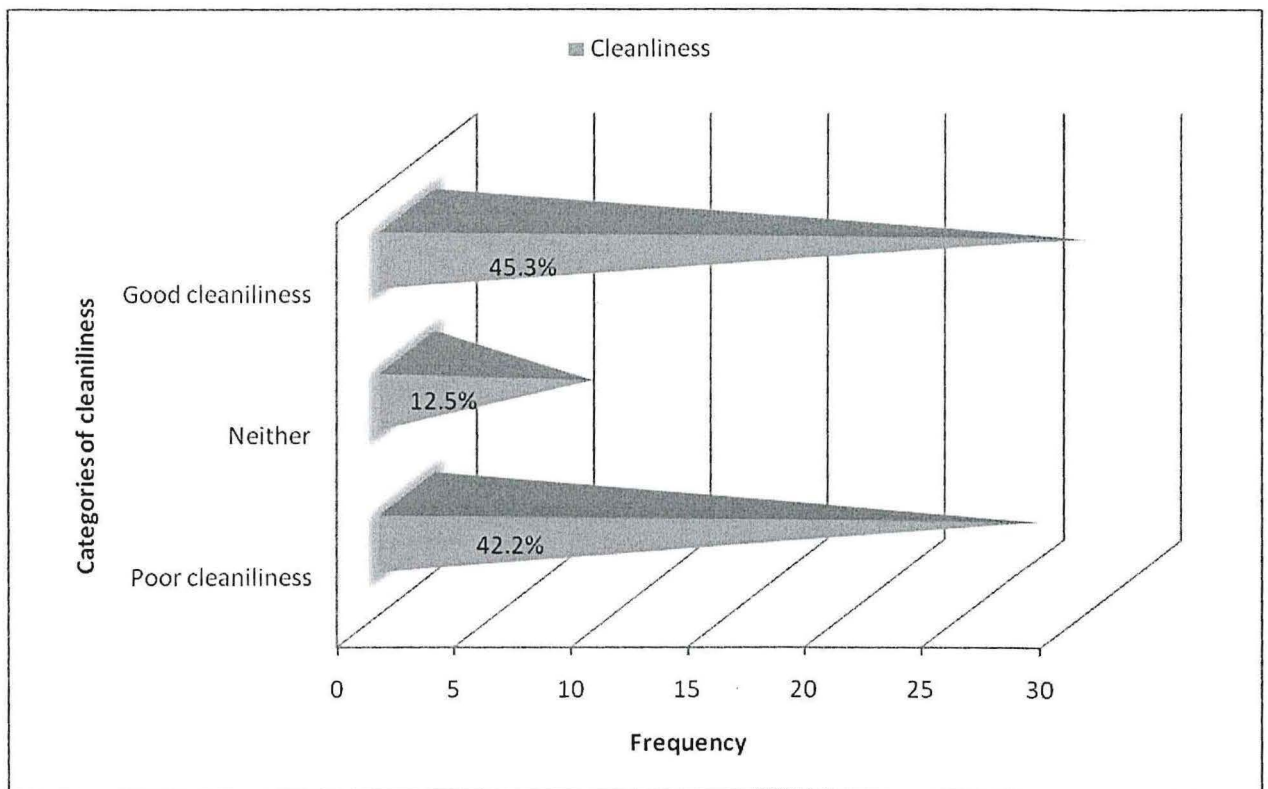


Figure 4-7: Distribution of Respondents by the Level of Cleaniliness of the Leisure centres

4.5.5: Electronic Equipment and Displays

Electronic displays and equipment is one of the elements of servicescape that directly interfaces with the client implying that it affects the clients' utility much more than other dimensions. As regards to the study findings presented in figure 4-8 and summarized in table4-3, it can be noted that more than half (n =15, 51.8%) of the respondents acknowledged that the electronic equipment and display was good. This partly shows that clients were likely to stay irrespective of the poor performance in other dimensions. The fraction of respondents who perceived poor electronic equipment and display constituted only 44.8%. There were very few respondents who belonged to neither side of the service constituting only 3.4% of the respondents. Implying that if service provision involves a substantial amount of passive waiting time, investments in high quality electronic display equipment should improve the perceived quality of the servicescape. Responses on nature of electronic equipment and displays are shown in figure 4-8

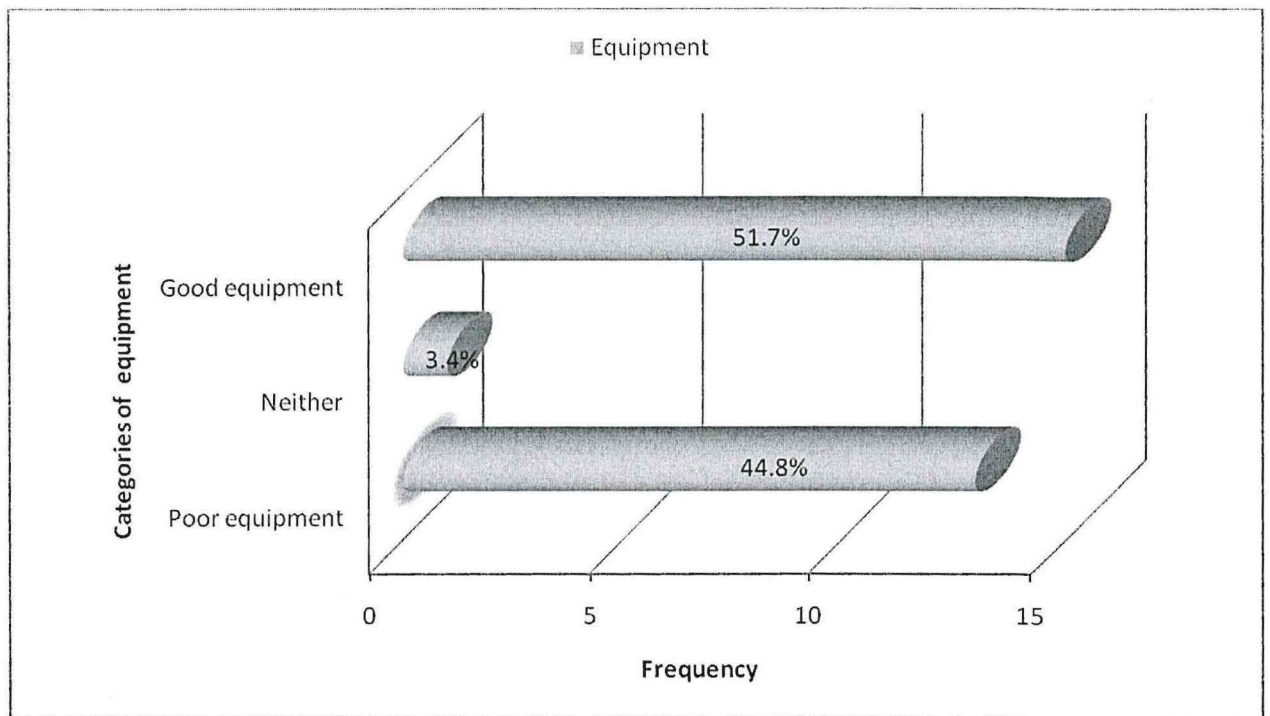


Figure 4-8: Distribution of Respondents by Nature of Electronic Equipment and Display

4.5.6: Desire of Stay/Enduring Involvement (Repatronage intentions)

The tendency of clients to stay or use a leisure service again depends on many factors but the performance of servicescape plays a significant role. According to the findings of the study presented in figure 4-9, a higher proportion of the respondents acknowledged that they were not likely to stay (n = 24, 41.4%). This low level of enduring involvement is partly attributed to the low performance of servicescape in the leisure centres included in the study. Furthermore, a proportion 31.0% of the respondents expressed a high desire to stay at the leisure centres while 27.6% of the respondents had neither high nor low desire to stay at the leisure service centres. The results of the study reveal similarity in rating and the slight difference could be partly attributed to the performance in servicescape of the leisure centre. A summary of the responses on repatronage intentions is presented in figure 4.9 below.

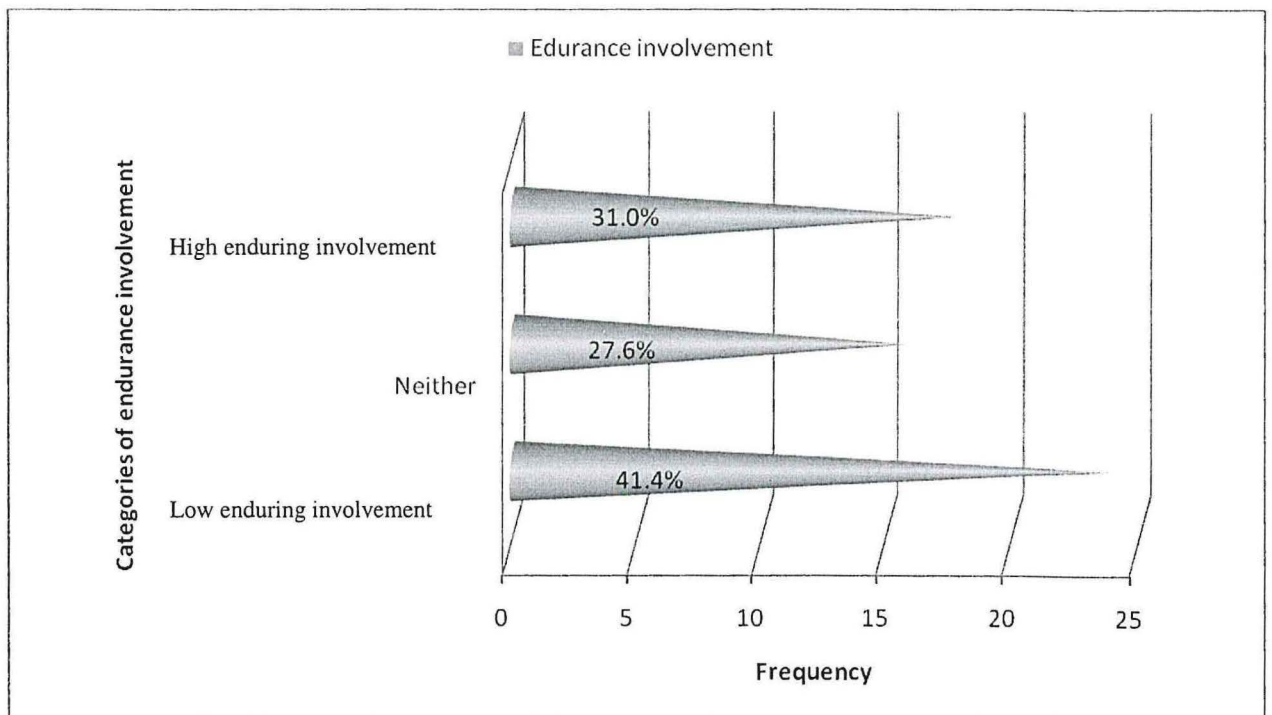


Figure 4-9: Distribution of Respondents by Repatronage Intentions

4.5.7: Perceived Quality Status of the Facility

Although there are quite a number of factors that determine the status of respondents' perceived quality in a leisure centre, the dimensions of servicescape play a leading role in the leisure service arena (Wakefield and Blodgett, 1996). According to the results of this study presented in figure 4-10, almost all the respondents included in the study had experienced poor servicescape quality at the leisure centre. The proportion was more than three quarters (n = 36, 94.7%) of all the respondents. This implies that even those respondents acknowledging that they had received high quality services perceived facility to be of poor quality. Taking into consideration the area of the study, it is possible to expect the high level of poor facility quality although the proportion was extremely high which indicates that little attention is paid to facility quality in the leisure centres assuming all the respondents understood the measures of quality of facility included in the study. A summary of the responses on status of perceived facility quality is represented in figure 4-10.

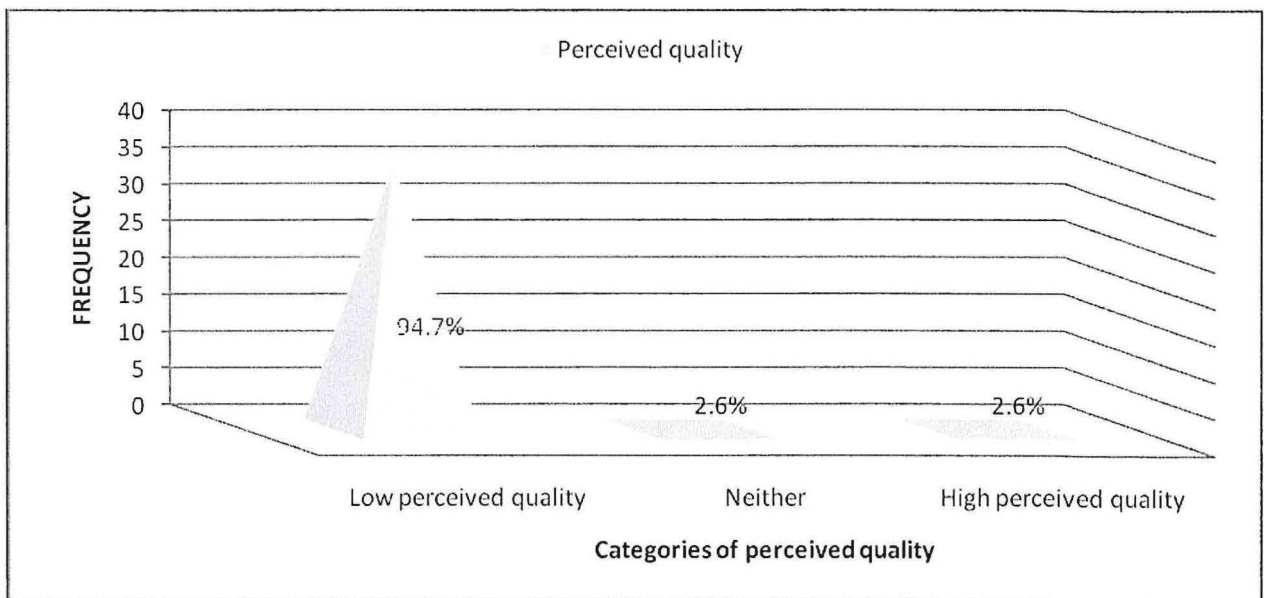


Figure 4-10: Distrution of the Respondents by the Status of Perceived Service Quality

4.5.8: Status of Perception of the Facility

Finally, the most measure of service which happens to be client's level of satisfaction was included in the study. As regards to this , findings presented in figure 4-11 reveal that a larger proportion of the respondents (n =8, 44.8%) could not tell whether or not they were satisfied. The fraction of clients who were not satisfied (n=7, 38.9%) was much higher than that of satisfied clients (n =3, 16.7%). Responses on the clients' level of satisfaction with the leisure service centres are represented in figure 4-11.

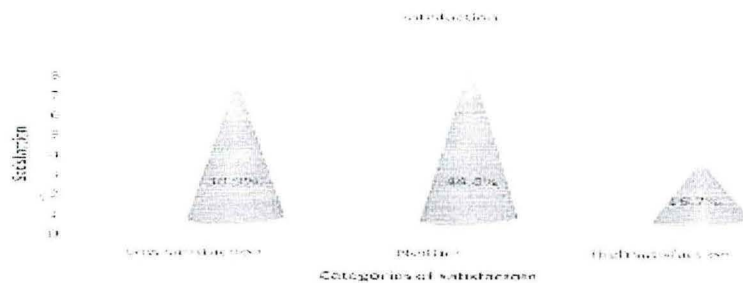


Figure 4-11: Distribution of respondents according to their level of satisfaction with the leisure service centre

Table 4-4: Summary of the Distribution of Respondents on Various Constructs of Servicescape and Satisfaction

Construct	Category	Frequency	Percent
Facility layout accessibility	Poor facility accessibility	34	60.7
	Neither	1	1.8
	Good facility accessibility	21	37.5
Facility aesthetics	Poor facility aesthetics	43	63.2
	Good facility aesthetics	23	33.8
	Neither	2	2.9
Crowding	High crowding	39	68.4
	Neither	18	31.6
Cleanliness	Poor cleanliness	27	42.2
	Neither	8	12.5
	Good cleanliness	29	45.3
Equipment	Poor equipment	13	44.8
	Neither	1	3.4
	Good equipment	15	51.7
Endurance involvement	Low endurance involvement	24	41.4
	Neither	16	27.6
	High endurance involvement	18	31.0
Perceived quality	Low perceived quality	36	94.7
	Neither	1	2.6
	High perceived quality	1	2.6
Satisfaction	Low satisfaction	7	38.9
	Neither	8	44.4
	High satisfaction	3	16.7

4.6: Respondents' Ratings of the Servicescape Constructs According to Grades of Leisure Service Centres

To expound on the level of understanding against the performance of different constructs of servicescape among the different grades of leisure service centres, a Chi-square test of independence was performed. The five constructs of servicescape included in the study

were compared against the three grades of leisure service centres and the significance of the difference was considered according to the value of the P-value. The chi-square test was performed at 95.0% level of confidence with the null hypothesis that there is no significant difference in the performance of the various constructs included in the servicescape among the three classes of leisure service centres, at the level of confidence at 5 %($\alpha=0.05$). According to the study findings presented in Table 4-5, the data included in the sample provides enough evidence that all the five constructs included in the study show statistically significant differences among the three classes of leisure service (P-value =0.000). Therefore, the null hypothesis was rejected.

As regards facility layout accessibility, the table shows that there was generally poor performance. This poor performance however was contributed to by lower scale leisure service centre. It can be observed that all the respondents in the lower service scale (n = 32, 100.0%) perceived poor facility accessibility, while the respondents in the middle class service centre had half (n=1, 50.0%) of them perceiving neither of the service and half (n= 1, 50.0%) perceived high facility layout accessibility . On the side of upper scale leisure service centres, majority of the respondents perceived high facility layout accessibility (n = 20, 90.0%). These findings do not differ from the expected findings since upper class service centres are expensive implying that they attract few people and contain good facilities that match with their high charges.

As regards facility aesthetics, the situation was the same as that of facility layout accessibility save for the distribution of respondents in the middle scale leisure service centres. According to the findings presented in table 4-5, it can be noted that the level of facility aesthetics was generally poor and this poor performance was contributed to by lower and middle service centres. All the respondents in the lower service scale rated the facility aesthetics as being poor (n=38, 100.0%), majority of the respondents in the middle scale service centre rated the facility aesthetics as being poor, more than half of them (n= 3, 60.0%) while the larger proportion of the respondents in the upper scale leisure service centre rated the facility aesthetics as being good.

Table4-5: Distribution of the Respondent's Ratings of the Servicescape Constructs by Scale of Service Centres

		Grade of leisure service centres							
Servicescape construct	Categories	Lower		Middle		Upper		Total	
		Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
Facility layout accessibility	Poor facility accessibility	32	100.0	0	0.0	2	9.1	34	60.7
	Neither	0	0.0	1	50.0	0	0.0	1	1.8
	Good facility accessibility	0	0.0	1	50.0	20	90.9	21	37.5
	Total	32	100.0	2	100.0	22	100.0	56	100.0
		$\chi^2 = 74.8$		$df = 4$		$P\text{-Value} = 0.000$			
Facility aesthetics	Poor facility aesthetics	38	100.0	3	60.0	2	8.0	43	63.2
	Neither	0	0.0	2	40.0	0	0.0	2	2.9
	Good facility aesthetics	0	0.0	0	0.0	23	92.0	23	33.8
	Total	38	100.0	5	100.0	25	100.0	68	100.0
		$\chi^2 = 85.0$		$df = 4$		$P\text{-Value} = 0.000$			
Crowding	High crowding	32	100.0	5	83.3	2	10.5	39	68.4
	Neither	0	0.0	1	16.7	17	89.5	18	31.6
	Total	32	100.0	6	100.0	19	100.0	57	100.0
		$\chi^2 = 44.9$		$df = 2$		$P\text{-Value} = 0.000$			
Cleanliness	Poor cleanliness	25	78.1	1	20.0	1	3.7	27	42.2
	Neither	7	21.9	0	0.0	1	3.7	8	12.5
	Good cleanliness	0	0.0	4	80.0	25	92.6	29	45.3
	Total	32	100.0	5	100.0	27	100.0	64	100.0
		$\chi^2 = 53.6$		$df = 4$		$P\text{-Value} = 0.000$			
Equipment	Poor equipment	11	100.0	2	33.3	0	0.0	13	44.8
	Neither	0	0.0	1	16.7	0	0.0	1	3.4
	Good equipment	0	0.0	3	50.0	12	100.0	15	51.7
	Total	11	100.0	6	100.0	12	100.0	29	100.0
		$\chi^2 = 28.0$		$df = 4$		$P\text{-Value} = 0.000$			

As regards crowding at the leisure service centres, there was a generally high crowding at the leisure service centres. However, this high level of crowding was prevalent largely at lower class service centres and partly at middle class service centres. According to the results presented in Table 4-5, of those respondents in the lower class service centre, all (n=32, 100.0%) perceived high crowding at the service centres, while majority in middle class service centres (n=5, 83.7%) also perceived the same. However, the observation is different for respondents in the upper-class leisure service centres, majority of them perceived neither high crowding nor low crowding.

The above findings hold for both cleanliness and electronic equipment display at the leisure service centres. These observations are attributed to the fact that upper scale leisure service centres require large sums of investments, in turn they become expensive for any one, implying they will have good facility aesthetics, low crowding as they attract few people and as such remain clean.

4.7: Summary Statistics and Tests for Normality of the Transformed Variables (Constructs)

To provide an answer to the stated objectives, a statistical technique had to be considered for data analysis. Quantitative statistical procedures were thought to be the appropriate tools against this cause. These procedures rely on the assumption that the data comes from a normally distributed sample or else the results may be insignificant. A number of procedures were adopted to test for the assumption of normality including descriptive statistics and graphical observations. As evident from table 4.6, the mean and median of facility layout accessibility are significantly different, however the skewness is

more than twice negative value of its standard error and the same applies to its kurtosis, this implies that the construct “facility layout accessibility” is normally distributed. This observation holds for “ facility aesthetics”, “crowding”, “cleanliness”, desire of stay and perceived quality of facility.

Table 4-6: Summary Descriptive Statistics of the Constructs

Construct	Mean	Median	Std. Dev.	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Facility layout accessibility	3.493	3.000	1.258	1.584	-0.273	0.246	-1.511	0.488
Facility aesthetics	3.260	2.500	1.401	1.963	0.040	0.246	-1.725	0.488
Crowding	2.571	1.000	1.421	2.018	0.021	0.251	-1.633	0.498
Cleanliness	3.719	4.000	1.264	1.598	-0.567	0.244	-1.209	0.483
Electronic equipment and displays	3.832	3.667	0.867	0.751	-0.858	0.247	0.613	0.490
Desire of stay/enduring involvement	3.562	3.000	1.024	1.048	-0.081	0.245	-1.209	0.485
Perceived quality	2.713	2.000	1.254	1.572	0.337	0.297	-1.685	0.586
Satisfaction	3.641	3.667	0.773	0.597	-0.541	0.299	0.054	0.590

As regards “electronic equipment and display and satisfaction, table 4.6 shows that the mean and the median are almost equal, the positive values of both the skewness and their kurtosis are less than twice their standard errors. This is a perfect indication that the data regarding the two constructs is normally distributed. As a result of the above findings, all the constructs can suitably be subjected to the statistical techniques that depend on the normality of the data such as ANOVA and regression analysis.

4.8: Test to Show How Significantly Enduring Involvement (Repatronage Intentions), Perceived Service Quality and Client's Satisfaction Differed According Scales of Leisure Centres.

Analysis of variance was conducted to determine if there was a statistically significant effect of scales of leisure service centres on enduring involvement, perceived quality of facility and satisfaction of the clients. According to the results presented in table 4-7, it was observed that all the three variable were significantly affected by the scale of leisure service centre (P-value = 0.000). The table reveals that on average, respondents in the upper scale of leisure service centres have a higher tendency ($\mu=4.500$) to stay compared to their counterparts in middle leisure service centre ($\mu= 3.823$) and lower service centres ($\mu= 2.618$) respectively. As regards to perceived quality of facilities, the table shows that on average respondents in both upper and lower service scales perceive a high level of servicescape ($\mu= 3.788$) more than their counterparts in a lower service scale ($\mu= 1.604$). The results are strongly supported by Bitner(1992) who suggests that positive responses such as satisfaction, perceived quality will result in approach behaviour (attraction, stay/explore, spend money and return). Similarly, previous studies (Bateson and Hui, 1992; Jones and Suh,2000; Hui and Bateson,1991) suggest that the length of time the customers desire to stay in a leisure setting in part is a result of their satisfaction with the servicescape. This implies that managers or proprietors should create and maintain a satisfying environment to influence customers to want to stay as long as possible. This is crucial because in most leisure servicescape settings, the longer one stays in the facility the more one is likely to spend. Thus, managers who focus entirely on service event itself may be failing to satisfy customers completely (Wakefield and Blogdgett, 1996).

Table 4-7: Summary of ANOVA Results Showing How Enduring Involvement (Repatronage Intentions), Perceived Service quality and Client’s Satisfaction Differed According to Class of Leisure Centres

Dependent Variable	Factor	Mean	Std. Dev	Std. Error	F-Stat	P-Value
Desire of stay/enduring involvement	Lower	2.618	0.563	0.091	76.3	0.000
	Middle	3.828	0.794	0.147		
	Upper	4.500	0.557	0.102		
Perceived quality	Lower	1.604	0.132	0.023	103.7	0.000
	Middle	3.788	0.647	0.138		
	Upper	3.788	1.176	0.355		
Satisfaction	Lower	3.119	0.643	0.121	20.3	0.000
	Middle	3.903	0.543	0.111		
	Upper	4.333	0.651	0.188		

It is evident from table 4.7 that the level of satisfaction averagely varies across the leisure service scales with respondents in the upper scale exhibiting a more higher level of satisfaction ($\mu=4.333$) compared to their counter parts in the middle service scale ($\mu=3.903$) and lower service scale ($\mu=3.199$) respectively. Generally, the results show

that respondents in the upper scale exhibit high repatronage intentions, have high perception of the services and have high level of satisfaction more than their counterparts in the middle scale who in turn are better than their counterparts in the lower leisure service scale.

To separate the significant effect of the service scales on the three traits, Turkey’s Honest Significant Difference (HSD) test was performed on the scales that significantly affected the results. According to the results presented in table 4.8, all the three classes were significantly

different as regards repatronage intentions (P-value = 0.000). As regards perceived quality of services, there was no significant difference (P-value = 1.000) between upper and middle class. The rest of the leisure service classes were significantly different (P-value = 0.000). As regards to the level of satisfaction, there was no significant difference between respondents in the upper and middle class (P-value = 0.121). Other classes of leisure service centres were significantly different. In a nutshell, repatronage intentions/desire to stay was different across all the three classes of leisure service centres with clients in the upper scale showing high tendency to stay compared to their counterparts in other segments and with those ones in a middle scale exhibiting a higher tendency compared to their counterparts in the lower scale. Secondly, clients in the middle and upper scales perceived the services in the same vein although both segments differed significantly from clients in the lower scale. Lastly, both clients in the upper and middle scales receive the same level of satisfaction although the two segments significantly differ from clients in the lower scale of leisure service centres. Thus, the null hypothesis that repatronage intentions, perceived facility quality and satisfaction would not differ significantly on basis of scales of leisure centres was rejected.

Table 4-8: Turkey HSD's test to separate the significant mean differences

Dependent Variable	(I) Grade of lei- sure centres	(J) Grade of lei- sure centres	Mean Difference (I-J)	Std. Error	P-Value
Desire of stay/enduring involvement		Middle	-1.209	0.158	.000
	Lower	Upper	-1.882	0.156	.000
		Lower	1.209	0.158	.000
	Middle	Upper	-0.672	0.166	.000
		Lower	1.882	0.156	.000
	Upper	Middle	0.672	0.166	.000
		Middle	-2.184	0.169	.000
	Lower	Upper	-2.184	0.214	.000
Perceived quality		Lower	2.184	0.169	.000
	Middle	Upper	0.000	0.226	1.000
		Lower	2.184	0.214	.000
	Upper	Middle	0.000	0.226	1.000
		Middle	-0.784	0.169	.000
	Lower	Upper	-1.214	0.210	.000
		Lower	0.784	0.169	.000
	Middle	Upper	-0.431	0.215	.121
Satisfaction		Lower	1.214	0.210	.000
	Upper	Middle	0.431	0.215	.121

*The mean difference is significant at the .05 level.

4.9: Test for significant effect of Gender on Enduring involvement (Repatronage intentions), Perceived service quality and Client’s satisfaction

To understand whether the sex of a person affects his/her enduring involvement, perceived quality and satisfaction level, an analysis of variance was carried out on all the three items. The test was carried out at 95.0% level of confidence against the null hypothesis that there is no significant effect of gender on the service traits considered.

Table 4.9 shows that the test did not yield enough evidence to reject the null hypothesis. The results presented reveal that gender did not affect (P-value =.635) a client’s desire to stay at the centres. The results further show that gender did not affect a client’s perception of the services (P-value =0.805) and the results also reveal that gender did not affect a client’s level of satisfaction (P-value =0.309). This implies that whether a person is male or female, the treatment received at the leisure service centre affected him or her in the same way.

Table4-9: Summary of one way ANOVA Results Showing How Enduring Involvement (Repatronage Intentions), Perceived Service Quality and Clients’ Satisfaction Differed with Gender.

Dependent Variable	Factor	Mean	Std.	Std.	F-Stat	P-
Desire of stay/enduring involvement	Male	3.602	1.078	0.140	0.226	0.635
	Female	3.500	0.944	0.153		
Perceived quality	Male	2.746	1.231	0.200	0.062	0.805
	Female	2.667	1.307	0.252		
Satisfaction	Male	3.740	0.811	0.143	1.050	0.309
	Female	3.542	0.732	0.129		

4.10: Test On How Enduring Involvement (Repatronage Intentions), Perceived Service Quality and Client's Satisfaction Differed Based on Age Groups

Age is one of the most critical factors that affect people in different aspects of services. As regards this study, A one-way Analysis of Variance was carried out to determine the clients' desire to stay in a service centre, perception of services and the level of satisfaction derived from the service on the basis of their age groups. At 95.0% level of confidence and against the hypothesis that age has no effect on the three items considered; the data provided enough evidence to reject the null hypothesis. According to the results presented in Table 4-10, it can be observed that age significantly affects a person's desire to stay at the leisure service centre (P-value = 0.004). On average, the scale of 1 to 5 showed that persons above the age of 35 years (Adults) ($\mu= 4.12$) had a high tendency to stay at leisure centres compared to their counterparts in the age group of 22 to 35 (The youth) ($\mu= 3.417$) and the ones in the age group of 18 to 22 (The adolescents) ($\mu= 3.125$).

Table4-10: Summary of one-way ANOVA Results Showing How Enduring Involvement (Repatronage Intentions), Perceived Service Quality and Client’s Satisfaction Differed with Age Groups

Dependent variables	Factor	Mean	Std. Dev	Std. Error	F	P-Value
Desire of stay/enduring involvement	18-21	3.125	0.528	0.152	5.971	0.004
	22-35	3.417	1.074	0.139		
	Above 35	4.120	0.869	0.174		
Perceived quality	18-21	2.282	1.153	0.320	4.788	0.012
	22-35	2.575	1.279	0.202		
	Above 35	3.639	0.822	0.237		
Satisfaction	18-21	3.528	0.643	0.186	4.403	0.016
	22-35	3.496	0.798	0.128		
	Above 35	4.179	0.587	0.163		

The results further in table 4.10 reveal that age determined the clients’ perception of the services at the leisure service centres (P-value = 0.012). According to table 4-10, Adults had a high positive perception of the service centres ($\mu= 3.639$) compared to the youth ($\mu= 2.575$) and the adolescents ($\mu= 2.282$). As for the sake of satisfaction, age influenced the clients’ level of satisfaction too (P-value = 0.016). According to table 4-10, the Adults showed a higher tendency of satisfaction ($\mu= 4.179$) compared to the youth ($\mu= 3.496$) and the adolescents ($\mu= 3.528$) .

To separate the extent of significant effects of age on the three traits, Turkey’s Honest Significant Differences (HSD) test was performed to determine the age groups that were significantly affected. According to table 4-11 below, there were no significant differences (P-value =0.612) between the youth and adolescents as regards to desire to stay/endurance involvement. However, the youth and adolescents together were significantly different from the

grown ups as regards to desire to stay/endurance involvement. For the case of perceived quality of the facility, there were no significant differences (P-value =0.720) between the youth and adolescents. The two groups however were significantly different from the grown ups as regards to their level of perception of the quality of the facility. For the case of satisfaction, only the youth and the grown ups were significantly different, the rest exhibited the same level of satisfaction. A servicescape is composed of many elements. These translate into specific environment cues (Bitner, 1992). When clients perceive these cues through their sensory system, they essentially formed specific mental images or perception (Wakefield and Blodgett, 1996). Thus, vivid images were imprinted on customers' minds (Wakefield and Blodgett, 1996). The servicescape should be compatible with clients' expectations as evidenced by the study results. Hence, service providers have to define their target customers prior to determining the overall layout and design of the servicescape. As regards age groups, service providers should define their marketing positioning, segmentation and target market by creating a servicescape that will meet the target customers' needs, wants and expectations (Wakefield and Blodgett, 1996). Designers need to create a servicescape that fits the purpose of clients' consumption experience of a specific service environment in order to maximize current and long term profits.

Table4-11: Turkey HSD’s test to separate the significant mean differences

Dependent Variable	(I) Age group	(J) Age group	Mean Difference (I-J)	Std. Error	P-Value	
Desire of stay/enduring involvement	18-21	22-35	-0.292	0.308	0.612	
		Above 35	-0.995	0.342	0.013	
	22-35	18-21	0.292	0.308	0.612	
		Above 35	-0.703	0.232	0.009	
	Above 35	18-21	0.995	0.342	0.013	
		22-35	0.703	0.232	0.009	
	Perceived quality	18-21	22-35	-0.293	0.379	0.720
			Above 35	-1.357	0.475	0.016
22-35		18-21	0.293	0.379	0.720	
		Above 35	-1.064	0.390	0.022	
Above 35		18-21	1.357	0.475	0.016	
		22-35	1.064	0.390	0.022	
Satisfaction		18-21	22-35	0.032	0.242	0.990
			Above 35	-0.652	0.294	0.076
	22-35	18-21	-0.032	0.242	0.990	
		Above 35	-0.684	0.235	0.014	
	Above 35	18-21	0.652	0.294	0.076	
		22-35	0.684	0.235	0.014	

*The mean difference is significant at the .05 level.

4.11: Correlation Between Different Constructs of Servicescape and Repatronage Intentions, Perceived Service Quality and Satisfaction

Pearson correlation was computed between the client's elements of service (Desire to stay, perceived facility quality and satisfaction) and the constructs/dimensions of servicescape to establish the magnitude and direction of the relationship among the variables. According to the findings presented in table 4-12, it can be noted that there was a relationship between "desire of stay/endurance involvement (Repatronage intentions)" of the clients and the servicescape of the leisure centres expressed in the different dimensions of the servicescape. According to the table, any improvement in the facility layout accessibility ($r=0.782$), facility aesthetics ($r=0.786$), reduction in crowding/improvement in sitting comfort ($r = 0.709$), improvement in cleanliness ($r = .739$) and improvement in electronic equipment and display were likely to bring about a high increase in the clients' desire to stay at the leisure centres.

In the same vein, any improvement in the facility layout accessibility ($r = .918$), facility aesthetics ($r = .921$), reduction in crowding/improvement in sitting comfort ($r = 0.957$) of the leisure service centres would bring about a very high increase in the level of the perceived quality of the facility while improvement in cleanliness ($r = .616$) and improvement in electronic accessibility and display ($r = 0.453$) would bring about a high and a moderately high increase in the level of the perceived service quality of the facility. These findings show a very strong relationship among the variables, namely; layout accessibility, facility aesthetics, crowding/sitting comfort, cleanliness and equipment and displays

Table4-12: Correlation Matrix Showing Relationship Between Different Constructs of Servicescape and Repatronage Intentions, Perceived service Quality and Satisfaction

Variable	Desire to stay	Perceived quality	Satisfaction
Facility layout accessibility	0.782**	0.918**	0.671**
Facility aesthetics	0.786**	0.921**	0.731**
Crowding	0.709**	0.957**	0.676**
Cleanliness	0.739**	0.616**	0.441**
Electronic equipment and	0.514**	0.453**	0.429**

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

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

Considering clients' satisfaction, there was a statistically significant relationship between satisfaction and servicescape at 99.0% level of confidence. Table 4-12 shows that improvement in the facility layout accessibility is likely to bring about a corresponding high increase in the client's level of satisfaction ($r = 0.671$). These observations hold for facility aesthetics, crowding, cleanliness and electronic equipment and displays. Generally, the results from the correlation analysis indicate a significantly high relationship between client's repatronage intentions, perceived quality, satisfaction and each of the dimensions of servicescape. The relationship is very strong indicating that servicescape was a significant factor that influenced the clients' level of utility of a service in a leisure based environment.

4.12: Effect of Servicescape on Repatronage Intentions The results of the correlation matrix presented in the foregoing section indicate a very strong relationship between servicescape and the repatronage intentions of the clients in the leisure based environment. In order to expound on the magnitude of the relationship, all the constructs of servicescape were regressed on the variable that indicates the repatronage intentions of the clients. The results of the analysis are presented in table 4-13. According to the table, ANOVA results report a significant F-statistic (P-value=.000) indicating that using the model to estimate the status of the clients' repatronage intentions is better than guessing just the mean. As a whole, the regression model does predict client's Repatronage intentions very well, almost all the variations in the repatronage intentions of the client was explained by the model (R = .866). The model also indicates a good fit of the data ($R^2 = 0.750$)

Table4-13: Results of Multiple Regression Analysis Showing the Effect of Servicescape on Repatronage Intentions.

Construct	β	Std. Error	T	P-value
(Constant)	0.678	0.323	2.100	0.039
Facility layout accessibility	0.114	0.126	0.906	0.368
Facility aesthetics	0.062	0.118	0.527	0.600
Crowding	0.250	0.070	3.589	0.001
Cleanliness	0.251	0.072	3.496	0.001
Electronic equipment and displays	0.169	0.093	1.812	0.074
R= 0.866		$R^2 = 0.750$	F= 45.61	P-value = 0.000

Dependent Variable: Desire of stay/endurance involvement

According to the results, facility layout accessibility (P-value = 0.368), facility aesthetics (P-value =0.600) and electronic equipment and displays had no significant effect on the clients' repatronage intentions. However, crowding (P-value =0.001) and cleanliness of the leisure centre (P-value = 0.001) had a significant effect on the repatronage intentions of clients at the leisure centres. The results show that an improvement in the seating comfort of clients was likely to bring about an increase in his/ her intention to stay at the leisure centres ($\beta=0.250$). This observation also applied for an increase in the cleanliness of the facility ($\beta= 0.251$). Therefore, in order to achieve customer loyalty in the leisure based services, the operators of the leisure centres should check the seating comfort of their clients and the cleanliness of their centres. Hence, the null hypothesis that there is no significant effect of perceived servicescape on repatronage intentions of clients was rejected.

4.13: Effect of Servicescape on Perceived Service Quality

According to table 4-14, the results of Analysis of Variance reported a significant F-statistic (P-value=.000) indicating that using the model to estimate the status of the clients' perception of the quality of the facility is better than using the mean value to estimate the effect. As a whole, the regression model was a good predictor of the clients' perception of the quality of the facility, almost all the variations in the variable that indicates the clients' perception of the facility was explained by the model ($R = .973$) and the model also indicates a good fit of the data ($R^2 =0.947$)

Table 4-14: Results of Multiple Regression Analysis Showing the Effect of Servicescape on Perceived Quality of the Facility.

Construct	B	Std. Error	t	P-value
(Constant)	0.237	0.272	0.873	0.387
Facility layout accessibility	0.201	0.098	2.054	0.045
Facility aesthetics	0.230	0.088	2.610	0.012
Crowding	0.455	0.056	8.063	0.000
Cleanliness	-0.035	0.041	-0.854	0.397
Electronic equipment and displays	0.065	0.071	0.917	0.363
R= 0.973 R ² = 0.947 F= 185.41 P-value = 0.000				

Dependent Variable: Perceived Quality

The results of the study presented in table 4-14 indicate that cleanliness (P-value = 0.397) and electronic equipment and display (P-value = 0.363) had no significant effect on the clients' perception of the quality of the facility. On the other side however facility layout accessibility (P-value = 0.045), facility aesthetics (P-value = 0.012) and seating comfort (P-value = 0.000) of the client had a significant effect on the clients' perception of the quality of the facility. An improvement in the facility layout accessibility of the leisure centre would bring out an increase in the clients' perception of the quality of the facility in the leisure service centres ($\beta=0.201$). Furthermore, an improvement in the facility aesthetics of the leisure centres would bring about an increase in the clients' perception of the quality of the facilities in the leisure service centres ($\beta=0.230$). The observation holds for the increase in seating comfort of the respondents ($\beta=0.455$). Thus, the null hypothesis that there is no significant effect of servicescape on the perceived quality of leisure service facilities was rejected.

4.14: Effect of Servicescape on Client's Satisfaction

To expound on the understanding of the relationship between servicescape and the variable denoting clients' satisfaction was regressed on all the five constructs of servicescape simultaneously. Table 4-15, shows results of the model. ANOVA results show that the model was suitable for regression analysis (P-value = 0.000). The relationship between the values of clients' satisfaction and modeled (Model-Predicted) values was relatively high (R= 0.798) indicating a very good fit of the data and the coefficient of determination revealed in the client's satisfaction values(independent variable), more than 20% of the variability could be explained by the model . It was also noted that it was better to use the model in estimating the clients level of satisfaction instead of using the mean value of the predictors (the standard error of the model estimate is less than the standard deviation of the mean estimate).

Table 4-15: Results of Multiple Regression Analysis Showing the Effect of Servicescape on Client's Satisfaction.

Construct	β	Std. Error	T	P-value
(Constant)	1.572	0.391	4.016	0.000
Facility layout accessibility	0.263	0.151	1.743	0.088
Facility aesthetics	0.172	0.121	1.425	0.161
Crowding	0.083	0.086	0.969	0.337
Cleanliness	0.150	0.078	1.918	0.061
Electronic equipment and	0.291	0.104	2.799	0.007
R= 0.798 R ² = 0.638 F= 17.24 P-value = 0.000				

Dependent Variable: Satisfaction

According to the findings presented in Table4-15, it can be noted that facility layout accessibility (P-value =0.088), facility aesthetics (P-value =0.161) and crowding (P-value = 0.337) had no significant effect on the clients' level of satisfaction. However, cleanliness (P-value = 0.061), electronic equipment and displays (P-value = 0.007) significantly affected the clients' level of satisfaction. The results show that an increase (improvement) in the cleanliness of the leisure centres was likely to increase the clients' level of satisfaction ($\beta= 0.150$). In the same vein, an improvement in the electronic equipment and displays was also likely to improve the clients' level of satisfaction ($\beta= 0.291$). The results show that actually an improvement in the electronic equipment and displays added more satisfaction to the clients than it did for an improvement in the level of cleanliness. Therefore, the null hypothesis that there is no significant effect on clients level of satisfaction was rejected.

Table4.16 Findings of Customer Interview

Responses	Lower	Middle	Upscale	Total
Floor dirty and dusty	12(40%)	3(10%)	-	50 %
Limited space in facilities.	12(40%)	5(16.6%)	2(6.6%)	63.6%
Lack of comfortable seats	12(40%)	-	-	40%
Improvised seats and inadequate	12(40%)	-	-	40%
Struggle for the few seats.	12(40%)	5(16.6%)	-	56.6%
Dim light	12(40%)	-	-	40%
Poor ventilation	12(40%)	-	-	40%
Poor sanitation	12(40%)	4(13.3%)	-	53.3%
Loud speakers too loud and irritating.	12(40%)	-	-	40%
Venue in slums with no toilet facilities	12(40%)	-	-	40%
Lack safety details.	12(40%)	9(30%)	9(30%)	100%
Structure in dangerous state.	11(36.6%)	-	-	36.6%
Environment dull and boring	9(30%)	5(16.6%)	3(10%)	56.6%
“No smoking” rule.	12(40%)	-	-	40%
They are hideout for drug addicts	12(40%)	-	-	40%
Made of mud and wattle not attractive	12(40%)	-	-	40%
Walls not plastered, cob-webs everywhere	12(40%)	-	-	40%
Flea infested	12(40%)	-	-	40%
High risk of picking a jigger	12(40%)	-	-	40%
Over flowing with trash and spilled drinks	-	3(30%)	-	30%
Colour schemes poor	2(6.6%)	9(30%)	7(23.3%)	56.9%
Old seats	-	9(30%)	9(30%)	60%
Poor interior design	12(40%)	9(30%)	-	70%
Too close to each other	11(36.6%)	9(30%)	-	66.6%
Space between them is limited	9(30%)	9(30%)	-	60%
Low music quality.	12(40%)	5(16.6%)	-	56.6%
Old machines not enjoyable	6(20%)	2(6.6%)	-	36.6%
Poor sanitation and hygiene	12(40%)	-	-	40%

n=30

Observation

- i. It was observed that all the facilities surveyed lacked safety details
- ii. Overflowing trash and spilled drinks was a characteristic of middle class category. Not applicable to lower and upscale categories.

- iii. Poor interior design and colour schemes were a problem in the middle class category and lower categories. Not applicable to upscale categories.
- iv. Dim light, poor ventilation and sanitation were characteristics of lower classes category.

Table4.17 Findings of Proprietors/ Managers Interview

a. Challenges

Responses	Lower	Middle	Upscale	Total
Lack regular customers	4(40%)	3(30%)	3(30%)	100%
High Competition	4(40%)	3(30%)	3(30%)	100%
Full capacity occasionally	4(40%)	3(30%)	3(30%)	100%
Failure to manage Dstv	-	3(30%)	-	30%
Variation in Cost of leisure service	2(20%)	3(30%)		50%
More attractive leisure centres than others	4(40%)	3(30%)	1(10%)	80%
Seating range from fair to excellent	-	3(30%)	3(30%)	60%
Dim lighting	4(40%)	-	-	40%
Problem with Parking	-	3(30%)	-	30%
Old and poorly maintained	3(30%)	1(10%)	-	40%
Some customers stay for lack of alternative	-	2(20%)	-	20%
Crowding: Not enough space.	4(40%)	2(20%)	-	60%

n=10

Observations

- i. In all the facilities, managers/proprietors expressed concern over lack of regular customers, stiff competition in the leisure industry and that they registered full capacity only when there were popular games, movies, artists or parties.

- ii. Cost of leisure services varied from facility to facility, being expensive in upscale and cheapest in lower class category. Apart from payments for license to operate, the lower class category did not pay other taxes like is the case with upscale category hence cheaper.
- iii. Parking was particularly concern in middle class category where the yard doubled as parking facility for a fee to other users other than the clients.
- iv. A sign of neglect in maintenance was manifested particularly in the middle class category. Obviously there was nothing to mention about maintenance in lower class category.
- v. Crowding was particularly a concern in the lower class category. Did not feature in the upscale category.
- vi. Dim light was a manifestation in the lower category.
- vii. 20% of the proprietors/managers accepted that customers came and stayed because there was no better alternative.

b) Future Plans to Retain and Attract Customers

- i. Renovate the place
- ii. More comfortable chairs to avoid congestion
- iii. Improve accessibilities / Enlarge parking yards
- iv. Add new paints
- v. Purchase of vans to transport customers
- vi. Training staff in hospitality management
- vii. Work on interior and exterior décor.

Table 4.18 Checklist of Servicescapes in Percentages

Components of Servicescapes	Lower	Middle	Upscale	Percentage
External/interior attractiveness	-	3(30%)	3(30%)	60%
Wall attractive	-	-	3(30%)	30%
Decorations good	-	3(30%)	3(30%)	60%
Ornamental/banners/pictures	-	1(10%)	3(30%)	60%
Seats new	-	3(30%)	3(30%)	60%
Deteriorating seats	-	3(30%)	-	30%
Have benches	4(40%)	1(10%)	-	50%
Seats with backs	1(10%)	3(30%)	3(30%)	70%
Seats padded	-	1(10%)	3(30%)	40%
Enough space in seats	-	3(30%)	3(30%)	60%
Bright light	-	2(20%)	3(30%)	50%
Signs/symbols/artifacts	-	2(20%)	3(30%)	50%
Sound systems	4(40%)	3(30%)	3(30%)	100%
Quality of projection	2(20%)	2(20%)	3(30%)	70%3

n=10

Observation

- i. All the leisure centres exhibited high quality of sound systems (100%)
- ii. 70% of the leisure centres had high quality of sound projection.

- iii. External/interior attractiveness, decorations, seats new, enough spacing in seats, signs/symbols/artifacts were observed in 60% of the facilities studied.
- iv. Half the facilities observed had bright light.
- v. Deteriorating seats were characteristics of middle class category.
- vi. Of the facilities visited 70% had seats with backs, 40% had padded seats and 50% of the facilities had benches.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.2 Introduction

This chapter presents a summary, conclusions and recommendations of the research.

5.2 Summary of the Findings

- i. This study illustrates that the servicescape has a relatively consistent and strong effect on the length of time the customers desire to stay in a leisure service setting and on their repatronage intentions.
- ii. Servicescape is an important determinant of customers' behavioural intentions when the service is consumed primarily for hedonic purposes and customers spend moderate to long periods of time in the servicescape.
- iii. It was revealed that, those respondents who perceived the servicescape to be of high quality reported higher levels of satisfaction with the servicescape and hence were willing to go back to the service provider (repatronise the service provider).
- iv. Respondents who perceived the servicescape to be of high quality also experience greater levels of excitement and hence satisfaction with the servicescape. On the other hand, respondents who perceived the servicescape to be of low quality experienced less excitement and reported lower levels of satisfaction with the servicescape.
- v. Respondents who felt crowded were less excited about the servicescape and perceived the servicescape to be of lower quality.

- vi. Respondents who were highly involved in the service centres experienced higher levels of satisfaction with the servicescape and indicated a greater willingness to repatronage the centres.
- vii. Gender did not affect a person's desire to stay at the centre, person's perception of the servicescape and level of satisfaction.
- viii. Age significantly affected person's desire to stay at the leisure service centre. Persons above the age of 35 years had the tendency to stay compared to those in the age group of 22-35 (youth) and 18-22 (adolescents).
- ix. The level of satisfaction averagely varied across the leisure service facilities categories with respondents in upper scale exhibiting more high levels of satisfaction compared to their counterparts in the middle scale who in turn were satisfied than their counterparts in the lower leisure service facility scale.
- x. Repatronage intentions/desire to stay was significantly different across all the three classes of leisure service centres with clients in the upper scale having high tendency to stay compared to their counterparts in other segments. Clients in the middle scale exhibited a higher tendency compared to the counterparts in the lower scale.
- xi. Clients in the middle and upper class perceived the servicescape in the same vein although both segments differed significantly from clients in the lower scale.

5.3 Conclusions

Research on the impact of the built environments on consumption behaviour has demonstrated that place shapes behaviour in so far as the theme of the servicescape, the format of the setting and the ambient elements provide the framework that attempts to channel consumers' experience

in certain trajectories (Sherry, 1998). That human behaviour is influenced by the physical settings in which it occurs is essentially truism (Tripathi and Saddiqui, 2007). Here it is assumed that the dimensions of the organizations' surroundings influence important customer and employee behaviour. Environmental psychologists suggest that individuals react to places with two general and opposite forms of behaviour; approach and avoidance. Approach behaviours include all positive behaviours that might be directed at a particular place such as desire to stay, explore, work and affiliate (Mehrabian and Russell, 1974). Avoidance behaviours reflect the opposite, in other words, a desire not to stay, explore, work and affiliate. A leisure service setting wants to encourage approach behaviours and the ability of customers and employees so to carry out their plans while at the same time discouraging avoidance behaviour. The purpose of the this study was to assess the effect of consumers perceptions of the servicescape on their levels of satisfaction with leisure service and their subsequent repatronage intentions, and to examine the level of excitement that customers associate with the consumption in local Cinema, theatres and video halls in Mbale District. In the study five potential dimension of the servicescape were identified that could influence customers' satisfaction with the perceived quality of the servicescape. Effects of customer satisfaction of the perceived quality in terms of accessibility, aesthetics, cleanliness, seating comfort and electronic equipment and displays were predicted and compared in the study. Further, it was observed that in the case of local cinema, theatre video halls/shacks in Mbale District, the perceived quality of the servicescape is tremendously important for the creation of desired behavioural intentions.

- i. Perceived servicescape affected the clients' repatronage intentions in leisure centres in Mbale district.

- ii. Servicescape significantly affected clients' level of satisfaction in leisure centres in Mbale district.
- iii. Clients' level of satisfaction, perception of the facilities and repatronage intentions differed significantly with grades of leisure centres in Mbale district.
- iv. Clients' level of satisfaction, perceived quality and repatronage intentions in leisure centres in Mbale district differed significantly basing on age groups in Mbale district.
- v. Clients' level of satisfaction, perception of the servicescape and desire to stay at the leisure centres in Mbale district did not differ on the basis of gender in Mbale district.

5.4 Recommendations

The basic premise of this study has been that the satisfaction levels and repatronage intentions of certain services like video, cinema and theatre halls are simply influenced by perceptions of the servicescape. The results showed that when the customers perceived the servicescape to be of superior quality, they were more satisfied with the servicescape and were therefore more inclined towards visiting those leisure centres again. On the other hand, when customers/ respondents perceived the servicescape to be of poor quality, they were less satisfied with the servicescape and were therefore less inclined towards visiting the leisure centres. Aesthetic factors and the facility layout in these leisure centres may attract customers or discourage them from frequenting or returning to the facility. What this servicescape quality/ satisfaction/ repatronage relationship means for the owners and managers in such service facilities is that:

- i. Managers/ leisure service providers in Mbale district, particularly those in which customers are spending the significant period of time should recognize that spatial layouts which make people feel constricted or confined will have a direct effect on the

customers quality perception, satisfaction levels and indirectly on their desire to return to the place

- ii. Managers/proprietors of leisure service centres in Mbale district should ensure that ample space is provided to facilitate exploration and stimulation within the servicescape. In addition, servicescape should be designed to enhance entertainment
- iii. Managers/service providers should check and improve on the sitting comfort and cleanliness of their leisure centres to bring about increase in customers' desire to stay or repatronage the place.
- iv. Proprietors of Leisure service centres in Mbale district should have some mode of electronic information and entertainment such as television sets, signboards or menu, graphics that can be used to make the stay in the facility more exciting and satisfying
- v. Policy implementers, particularly District Medical Officers and District Health Inspectors should ensure that managers/proprietors of leisure centres in Mbale district follow health/safety guidelines in planning, construction and maintenance of the facilities.

5.5 Recommendations for further research

- i. This study did not address ambient conditions; an opportunity exists to study more closely the effects of the ambient conditions in leisure centres.
- ii. This study's scope was limited to the local cinema, theatre and video halls. An opportunity exists to establish whether the findings of this study apply to other facilities like stadia.

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APPENDIX A

QUESTIONNAIRE OF CUSTOMERS / PARTICIPANTS

This questionnaire attempts to assess the effects of consumers' perceptions of servicescape on their level of satisfaction with the leisure service and their subsequent repatronage intentions.

By completing this survey, you will have greatly contributed to providing more insight into various elements of the servicescape in leisure service setting and hence enhance the perceived quality of their facilities.

All information will be treated in confidence.

Please answer them fairly and precisely as possible and answer all questions by ticking on the appropriate box / circle one of the following:

5 strongly agree, 4 agree, 3 undecided, 2 disagree, 1 strongly disagree.

SECTION A. DEMOGRAPHIC DATA

NAME OF VIDEO / CINEMA / THEATRE HALL.....

Sex: Male Female

Age.....

SECTION B: FACILITY LAYOUT ACCESSIBILITY

- | | | | | | |
|--|---|---|---|---|---|
| 1. The facility is layout makes it easy to get rest rooms | 5 | 4 | 3 | 2 | 1 |
| 2. The facility layout makes it easy to your seat | 5 | 4 | 3 | 2 | 1 |
| 3. Overall, this facility's layout makes it easy to get where you want to go | 5 | 4 | 3 | 2 | 1 |

SECTION C: FACILITY AESTHETICS

- | | | | | | |
|--|---|---|---|---|---|
| 4. The facility is painted in attractive colour | 5 | 4 | 3 | 2 | 1 |
| 5. The interior wall and floor schemes are attractive | 5 | 4 | 3 | 2 | 1 |
| 6. This facility's architecture gives it an attractive character | 5 | 4 | 3 | 2 | 1 |
| 7. This an attractive facility. | 5 | 4 | 3 | 2 | 1 |

SECTION D: SEATING COMFORT (CROWDING)

- | | | | | | |
|---|---|---|---|---|---|
| 8. There is plenty of knee room in the seats | 5 | 4 | 3 | 2 | 1 |
| 9. There is plenty of elbow room in the seats | 5 | 4 | 3 | 2 | 1 |
| 10. The seat arrangement provides plenty of space | 5 | 4 | 3 | 2 | 1 |
| 11. The facility provides comfortable seats | 5 | 4 | 3 | 2 | 1 |

SECTION E: CLEANLINESS

- | | | | | | |
|---|---|---|---|---|---|
| 12. This facility maintains clean walk ways | 5 | 4 | 3 | 2 | 1 |
| 13. Over; this facility is kept clean | 5 | 4 | 3 | 2 | 1 |

SECTION F: ELECTRONIC EQUIPMENT AND DISPLAYS

- | | | | | | |
|--|---|---|---|---|---|
| 14. The facility has high quality video machines / display equipment | 5 | 4 | 3 | 2 | 1 |
|--|---|---|---|---|---|

15. The video machine / display machines add excitement to the place 5 4 3 2 1

16. The video machines/ display machines make this place interesting 5 4 3 2 1

SECTION G: DESIRE OF STAY / ENDURANCE INVOLVEMENT

17. I enjoy spending time at this facility 5 4 3 2 1

18. I like to stay at this facility as possible 5 4 3 2 1

SECTION H: PERCEIVED QUALITY

19. How accurately do these words describe the quality of the facility?

a) Excellent 5 4 3 2 1

b) Outstanding 5 4 3 2 1

c) Inferior 5 4 3 2 1

d) Great 5 4 3 2 1

e) Terrible 5 4 3 2 1

SECTION I: SATISFACTION

20. How accurately do these words describe about how you feel about this facility

a) Satisfied 5 4 3 2 1

b) Dissatisfied 5 4 3 2 1

c) Pleased 5 4 3 2 1

d) Displeased 5 4 3 2 1

e) Delighted 5 4 3 2 1

f) Disappointed 5 4 3 2 1

End

Thank you

APPENDIX B

INTERVIEW GUIDE FOR PROPRIETORS / MANAGER

1. How long have you been in this venture?
2. What challenges do you meet in the day of operations of your facility/
3. On daily basis, roughly how many customers attend regularly? All of them, three quarters, half or less than a half?
4. For those who attend regularly, what could be the reason for their attendance?
5. Could you guess why others do not attend regularly?
6. In your own view, how do you rate your facility in terms of: Seating comfort, lighting, cleanliness, attractiveness, accessibility to rooms, quality of machines and displays?
7. Have you registered any complaints from customers about: lighting in your attentiveness, cleanliness of your place?
8. Could those complaints have kept away potential customers to your facility?
9. What are your future plans to retain and attract more customers to your facility?

APPENDIX C
INTERVIEW GUIDE FOR CUSTOMERS

1. Exchange greetings with the interviews
2. How long have you patronized his facility?
3. Have you patronized other facilities before?
4. What are the reasons that prompted you come to this facility?
5. Are you satisfied with your movement to the seats?
6. Does the facility architecture give it an attractive character?
7. Does seating arrangement provide plenty of space?
8. Does the facility provide comfortable seats?
9. Is the facility kept clean?
10. Do you enjoy spending time at this facility?
11. Do you like staying at this facility as long possible?
12. Does the facility have high quality machines?
13. What are some of the complaints you have about this facility?
14. Do these complaints have an effect on your intention to stay or return to the facility?
15. So, do you wish to stay / return to this facility in future? If so, why?

APPENDIX D

CHECKLIST FOR THE FACILITY SERVICESCAPE

1. FACILITY AESTHETICS

- i. Attractiveness of external / interior Yes No
- ii. Colour of walls Dull Attractive
- iii. Decorations Good Poor
- iv. Colour Attractive Poor
- v. Ornamental Banners Pictures

2. SEATING COMFORT

- Seats: New Deteriorating Benches Seats with Backs
- Padded Not Padded Too Close Enough Space between Seats
- Limited Space

3. ELECTRONIC EQUIPMENT / DISPLAYS

- a) Signs Symbols Artifacts Sound Systems
- b) Quality of projections? Good Poor

4. CLEANLINESS

a) Floors: Cleaned Not cleaned Polished

b) Carpets: Cleaned Not cleaned Polished Tiled unncemented

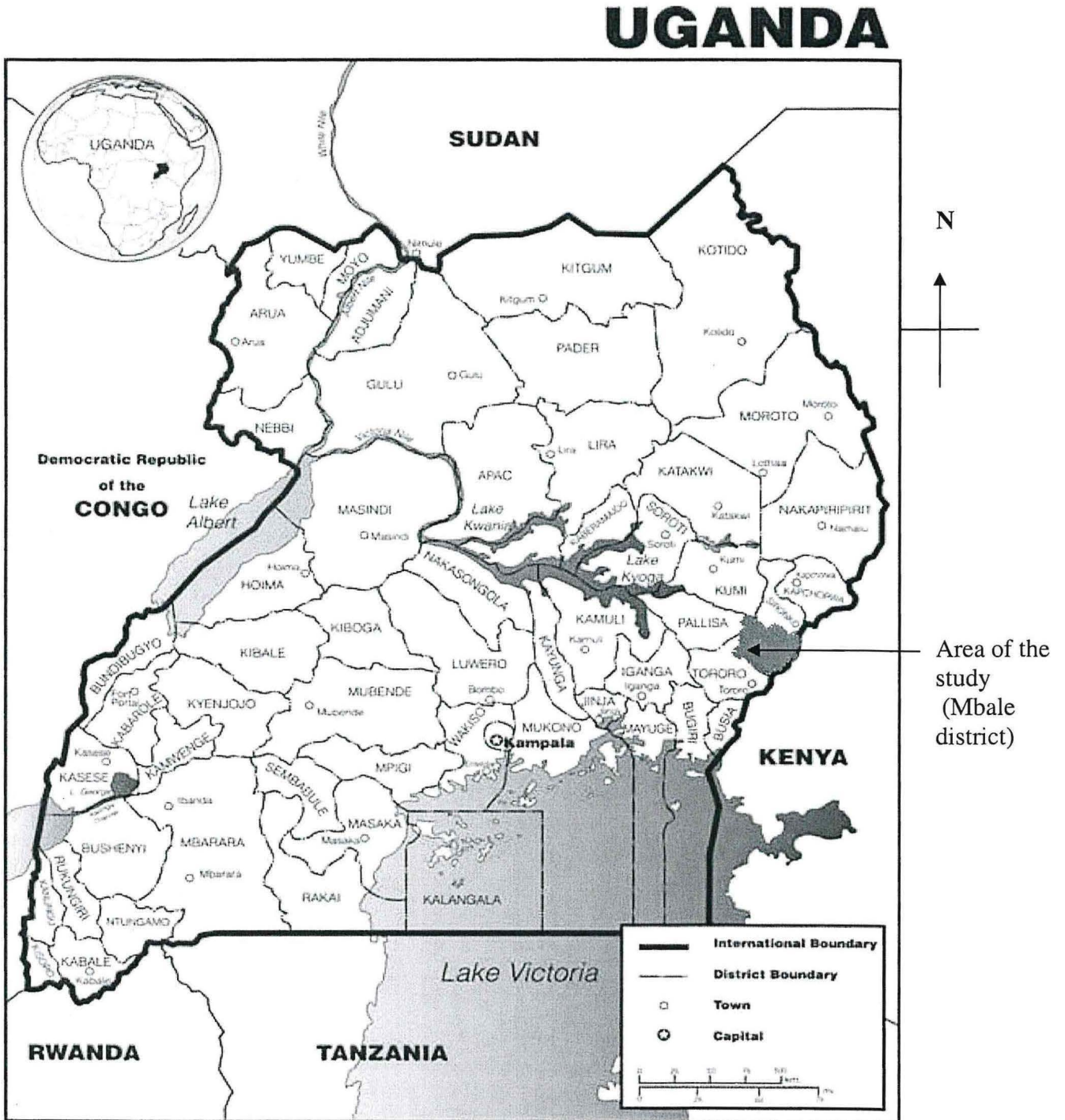
c) Rest rooms: hed Untidy

d) Structure: Permanent Temporal

5. LIGHTING: Bright Dim Dark

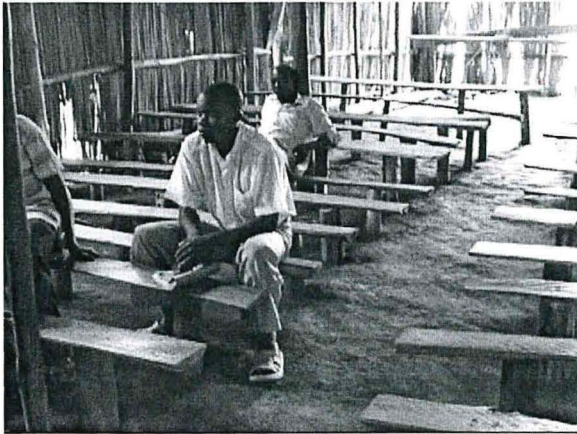
APPENDIX E

MAP OF UGANDA SHOWING AREA OF STUDY



APPENDIX F

PHOTOGRAPHS OF ASPECTS OF GRADES OF THE CENTRES



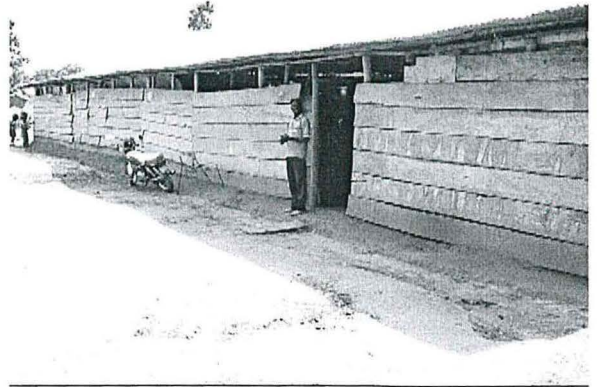
Sitting arrangement lower scale facility



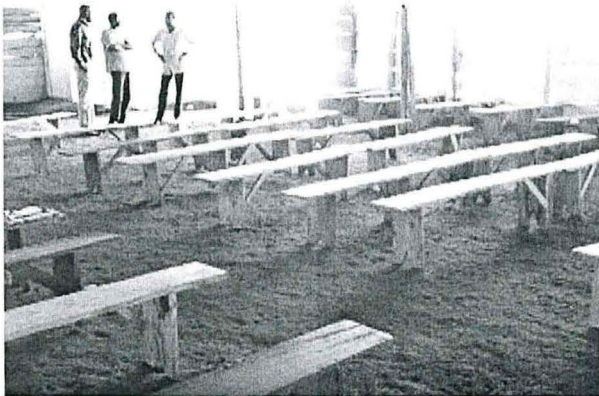
Video machines lower scale facility



Front view lower scale facility



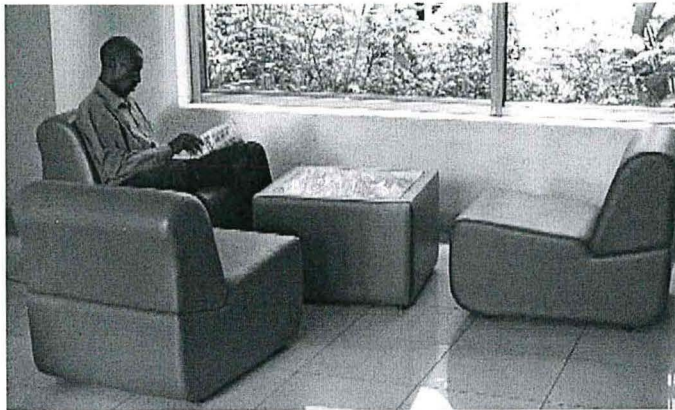
Front view lower scale facility



Sitting arrangement lower scale facility



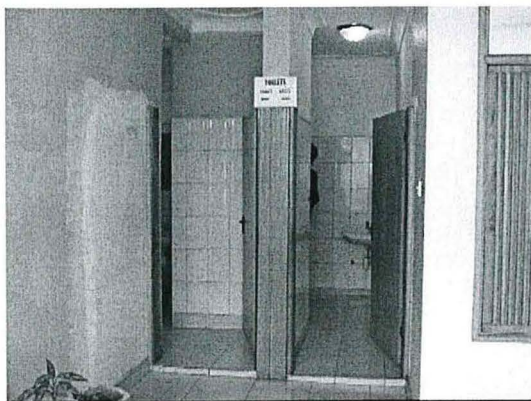
Sitting arrangement lower scale facility



Waiting room upscale facility



Parking yard upscale facility



Lavatories upscale facility



Sitting arrangement upscale facility



Reception upscale facility



Sitting arrangement upscale facility

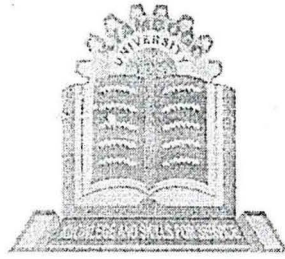


Front view upscale facility



Sitting arrangement upscale facility

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FACULTY OF SCIENCE
Department of Sport Science

17-03-2009

To Whom It May Concern

Dear Sir/Madam,

INTRODUCTION OF MASTER OF SCIENCE RESEARCH STUDENT

The bearer of this letter, **Mr. Higenyi Danny** is an M.sc (Sports science) research student (Reg.No. 2006/HD03/MSS) in this Department.

He is conducting research for M.Sc in sports Science entitled, "**The Effects of Perceived Servicecape on the Customers' Repatronage Intentions in Selected Leisure Centres in Mbale District**"

The purpose of this letter is to introduce to you the student and request you to assist him conduct research in your organization.

Looking forward to your cooperation,

Yours faithfully

A handwritten signature in black ink, appearing to read 'Soita W. Paschal', with a horizontal line drawn underneath it.

Soita W. Paschal

Co-ordinator, Research & Publication Committee