

**Exploring Brand Equity:
Residents and Non-Residents' Perceptions of Locally-Owned Versus Multinational Hotel
Brands in Nigeria**

by

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Abstract

This study investigated the perceptions of Nigerians and non-Nigerians' on locally owned and multinational hotel brands operating in Nigeria. The influx of multinational hotels into Nigeria improves the country's hotel industry. This study aimed to contribute to the gap in the lack of research related to branding, including perceived value and country-of-origin as antecedents of brand equity, in the context of an African country, specifically, Nigeria.

The questionnaire incorporated inquiries relevant to attaining respondents' anecdotes based on the constructs of brand equity towards purchase intent. Descriptive and inferential statistics, and regression analyses were calculated using SPSS. A total of 329 respondents participated in this study. The results indicated that, when selecting hotel brands in Nigeria; brand loyalty was the most important determinant.

This study could aid Nigerian tourism officials in effectively developing marketing strategies to increase the progression of local Nigerian hotel brands.

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Chapter 1

Introduction

1. Background of Study

According to Ihejirika (2013), the Nigerian hospitality sector has aided the Gross Domestic Products (GDP), almost 8% rate in 2013 (National Bureau of Statistics, 2013), with the addition of more multinational hotels into the area. The multinational hotel group, Marriott International, Inc., has indicated that it intends to open 5,000 hotel rooms in African countries including Nigeria. Marriott, Hilton, and Starwood hotel groups are some of the hotel companies extending capital ventures to Nigeria, (Ihejirika, 2013). In November of 2013, Marriott also signed a deal with Protea Hotels, a South African hotel company that owns a hotel in several African countries including Nigeria; estimated to accumulate 23,000 rooms, this deal will solidify the American hotel company's dominance, making it the largest hotel company in all of Africa, (Sotunde, 2013). Given the recent increased multinational hotel traffic to Nigeria, gauging consumers and potential consumers' purchase intent towards local and multinational hotel brands is applicable. Incentives for hoteliers and consumers may exist when multinational company traffic to a third world country such as Nigeria increases, and is coupled with high brand equity of hotels in the area. Not only can hoteliers obtain an advantage with high brand equity, consumers may also benefit from more choices of lower priced and greater quality hotels (Bendixen, Bukasa, & Abratt, 2003).

Nigeria has witnessed volatile safety concerns in specific regions of the country. In the past, there has been limited investor traffic from multinational hotel companies due to safety and security issues, crime, traffic safety and poor road conditions (Bankole,

2002). Local hotel brands may benchmark their quality standards after mature multinational hotel brands, which is what has happened over time in Nigeria. Over the years, some local Nigerian hotels have developed and remodeled their brands after some of their multinational competitor brands, while still maintaining their local consumer base. Foreign travel to Nigeria, as well as outbound expatriate travel has been significant over the years. Oxford (2010) suggests that approximately 8.3 million passengers have flown on inbound and within country Nigerian flights with Nigerian-affiliated international flights estimated at \$5.2 billion and \$2.6 billion for domestic flights. Over 15,200 international flights depart from Nigeria every year to 32 airports located in 30 countries, (Oxford, 2010). Over 66,800 domestic flights are made, equaling 7.5 million passengers, cycling through 18 airports (Oxford, 2010). With visitor and tourist to and within Nigeria, the country's hospitality sector stands to benefit immensely, as increased travel could initiate and sustain consumer future intent and perceptions. This influx of multinational hotels indicates the preference for foreign brands, either from local Nigerians and non-Nigerians traveling around Nigeria. In this study, brand equity is used to measure the impact of this multinational hotel influx, when comparing foreign brands to local hotel brands in Nigeria.

Due to the country's copious oil resources, a recent market study on Africa's top locations for new hotels reveals Nigeria as having the highest growth rate in all of Africa, with 43 hotels and about 7,000 hotel rooms currently under development (Adewunmi, 2012). Nigeria is also projected to surpass South Africa as the most prevalent economy on the continent within the next decade (Adewunmi, 2012). According to Ujah (2013), Nigeria's Minister of Finance, Dr. Ngozi Okonko-Iweala, stressed that Nigeria must

create more jobs for the economy, extricating the high unemployment rate that Nigeria currently possesses. African Economic Outlook (2011), records Nigeria's unemployment rate was at a high 23.9% in 2011, with 60% of the population in poverty. Unemployment rates may be lowered, as Nigeria can expect overall development across the hospitality sector and across the nation. Growth could encourage a more positive media exposure, encouraging even more tourist traffic to the area.

2. Statement of the problem

Consumers' perceptions of various brands have been studied for years, dating back to as early as 1967. Sheth and Park (1967) concluded that non-price competitive attributes such as product, promotion, and services have encouraged managers to regard the important role that consumers play in the market. In this study, empirical research is conducted to examine Nigerian and non-Nigerian consumers' choices while determining the effects of price, quality, loyalty, awareness, associations, and country-of-origin, on future intentions. Nigerian consumers might view local Nigerian hotel brands more positively than foreign hotel brands, when making their future decisions. Nigerians could be drawn towards foreign brands if the foreign brands possess tolerable prices and high quality (Kaynak & Cavusgil, 1983). In this study, price value and quality are measured among other constructs to further determine Nigerians, Nigerian-Americans, and Americans' perception of Nigeria as a country. Nigerian consumers possess an above average level of ethnocentrism (Chendo & Nkoli, 2013). Nigerians are willing to patronize Nigerian brands over foreign brands, even after admitting that Nigerian brands might be inferior (Reardon, Miller, Vida & Kim, 2005). Nigerians are also willing to

purchase foreign brands if they are superior in quality to Nigerian Brands (Ogenyi, 2004).

Although there has been a steady growth in the hotel industries of developing nations such as those on the continent of Africa, there currently exists a little or no empirical research on brand equity in the context of the African hotel industry. There is an extensive lack of research that pertains to brand equity constructs and their prominence in the context of the African hospitality industry. Furthermore, there is a limited amount of studies comparing perceptions of African and Non-African travel consumers on hotel branding. According to Cobb-Walgren, Ruble, & Donthu (1995) and Chen and Chang (2008), brand equity subsequently leads to consumer future intentions, which simply determines what consumers choose and increases product perception (Lasser, Mittal, & Sharma, 1995). Sheth and Park (1967) concluded that non-price competitive attributes such as product, promotion, and services have encouraged managers to regard the important role that consumer perceptions play in the market.

The increase of multinational hotel brands may increase competition among local and multinational hotels. An increase in the numbers of multinational hotels creates more competition among other multinational hotels as well as local hotels in Nigeria. Competition among hotels encourages lower prices and enables greater quality for consumers, (Sachdev & Verma, 2004). . Subsequently, increased competition and high brand equity could serve as a competitive advantage for a local or foreign hotel in Nigeria.

In this study, empirical research is conducted to examine Nigerian and non-Nigerian consumers' choices while determining the effects of price, quality, loyalty, awareness, associations, and country-of-origin, on future intentions. Nigerian consumers

might view local Nigerian hotel brands more positively than foreign hotel brands, when making their future decisions. Nigerians could be drawn towards foreign brands if the foreign brands possess tolerable prices and high quality (Kaynak & Cavusgil, 1983). In this study, price value and quality are measured among other constructs to further determine Nigerians, Nigerian-Americans, and Americans' perception of Nigeria as a country. Nigerian consumers possess an above average level of ethnocentrism (Chendo & Nkoli, 2013). Nigerians are willing to patronize Nigerian brands over foreign brands, even after admitting that Nigerian brands might be inferior (Reardon, Miller, Vida & Kim, 2005). Nigerians are also willing to purchase foreign brands if they are superior in quality to Nigerian Brands (Ogenyi, 2004).

3. Purpose & Significance of the Study

The purpose of this study was aimed at investigating the perceptions of both locals and foreigners alike on the multinational and locally owned hotels in Nigeria as it relates to brand equity. This study gathered the perceptions of three groups of respondents: Nigerians who reside in Nigeria, Nigerians residing in the United States, and non-Nigerians who reside in the United States. The results generated tested several hypotheses in order to determine the influence of consumer perceptions towards local and foreign hotel brands in Nigeria.

The significance of this study is to add to existing brand equity studies. This also sheds light to the limited consumer marketing research done in Africa or Nigeria. This study strengthens the local Nigerian hotel industry, as it provides results and recommendations relevant to the present and future of the Nigerian hospitality industry.

Since brand equity has been acknowledged as a contributor to market share, this study becomes relevant to Nigerian hotel operators as it is a first step towards understanding perceptions held by the local and foreign market on the existing hotel brands. Investors can also use the results of this study to determine a significant strategy when entering the Nigerian hotel market.

Besides gaining marketing advantage from this research, future studies can contribute to this study, as well as adapt the concepts used. This study is unique; as there have been limited studies regarding brand equity, future intention, and hospitality industry perception of the African country, Nigeria. This study is geopolitically significant, as perceptions and future intentions of diverse nations and cultures towards local and foreign hotel brands in Nigeria can be comprehended. In the hospitality industry, consumers make more branded choices than labeled choices (Jagdish, Sheth, & Park, 1974). Hoteliers might aim to gain an advantage with knowledge of consumer choices, as this may aid marketing strategies to attract consumers.

4. Study Objectives

The objectives of this study are to measure as well as compare and contrast the perceptions and potential behaviors of Nigerian, Nigerian American and American consumers towards local and multinational hotel brands operating in the African country. Research results and knowledge from studies such as this aim to equip hoteliers with consumer preferences based on loyalty, awareness, associations, perceived quality, country-of-origin, and perceived value towards hotel brands in Nigeria. This study also compared the existence of the similar attributes that local hotels and multinational hotels

both possess, in relation to the constructs and antecedents of brand equity. These attributes will and can determine the extent of consumers' staunch flexibility when hotel attributes are similar.

5. Research Questions

1. How are local and multinational hotel brands in Nigeria perceived by consumers when measuring the brand equity constructs of loyalty, associations, awareness, perceived quality?
2. How are hotel brands operating in Nigerian perceived based on their country of origin (COO) and perceived value?
3. What is the relationship between brand equity constructs and their antecedents?
4. To what extent is the effect of all brand equity constructs and their respective antecedents in relation to the future intention of Nigerian and non-Nigerian consumers?
5. To what extent does nationality affect brand equity perceptions of consumers' future intent?

6. Definition of Terms

Brand Association - Aaker (1991) implied that the measurement of associations/differentiation signifies three brand perspectives: the brand-as-product (value), the brand-as a person (brand personality) and the brand as an organization (organizational associations).

Brand Awareness - Aaker (1991) describes brand awareness as affecting attitudes and perceptions of consumers instilling confidence or a lack of it in a consumer.

Brand Equity - (Kim, Jin-Sun, & Kim, 2008; Vogel, Evanschitzky & Ramaseshan, 2008) define brand equity as the subjective assessment of consumers' brand choices. Aaker (1991) suggested that brand-equity comprises of the key components: awareness, associations, perceived quality, and loyalty.

Brand Loyalty - Guest (1964) stated that brand loyalty is an attitude behavior together

with purchasing behavior and consumer preference. (Jagdish, Sheth & Park 1974), define brand loyalty as a positively partial emotive, affection, evaluative and/or behavioral response tendencies concerning a branded, labeled or graded alternative.

Country-of-origin - Nagashima (1970) defined COO, as something produced in a certain country, including the country's reputation, and the stigma that business personnel and consumers might attach to products of that country. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions. It has a strong influence on consumer behavior in the international market, as it is associated with mass communication, personal experience, and views of national opinion leaders

Hospitality industry – In this study, the hospitality industry refers to the hotel system.

Local- Nigerian hotels in Nigeria - Local hotels or domestic hotels in Nigeria are hotels recognized through reputations, brand name, and common knowledge. These hotels are not multinational, consequently, if these hotels possess subsidiaries, they only exist in Nigeria.

Multinational hotels in Nigeria - Enright and Subramanian (2007) define a multinational company (MNC), or multinational enterprises (MNE), as one that operates its subsidiaries in multiple country locations, and caters to the local locations in which it inhabits. In this study, multinational hotel brands are hotels whose headquarters are in the United States of America, e.g. Marriott, Hilton, and Best Western. For this study's purposes, multinational hotels are sometimes identified as foreign branded hotels.

Nigerian - Nigerian citizens presently residing in Nigeria.

Nigerian-Americans/Expatriates – Tahir and Ismial (2007) define expatriates as foreigners who reside in a foreign country predominantly for work purposes. Richardson and McKenna (2002) referred to expatriates as individuals who live in a foreign country for normally a short period of time, though the time spent could exceed just one year. Expatriates are known for continuing residency in their contemporary country and eventually gaining citizenship to the new country. In this study, Nigerian expatriates identify current Nigerian citizens who now reside in the United States; they are also labeled as Nigeria-American.

Non- Nigerian - Non-Nigerian citizens are citizens that are not Nigerian citizens of Nigerian nationality.

Perceived Value - Consumer perception of what is paid for and what is actually received, (Zeithaml, 1988). Firms may be aware of the market share that can be gained when consumers are unconditionally loyal to a specific brand no matter the changes in price, attributes, or location, (Holt 2008; Villas-Boas 2004). (Koças and Bohlmann 2008),

suggest that price promotional strategies depend on the ratio of loyal to price-sensitive consumers.

Purchase intent or future intent - Given the stated incentives of the brand equity constructs for this study, Cobb-Walgren et al. (1995); suggest that high brand equity may lead to higher consumer purchase intentions.

7. Study Limitations and Future Ideology

This study did not use a pilot study. A pilot study would have been relevant in order to determine the elements that are more precise to the separate groups of non-Nigerians, Nigerian-Americans and local Nigerians. This pilot study should be customized, and might serve as an exhaustive collector for each group's anecdotes. Though similar concepts of exploring perceptions of brands may be attempted in fellow third-world countries, this study is limited to Nigerians and the Nigerian hotel industry. Some could argue that the determination of a local or multinational brand hotel is not definite, in that a multinational firm might purchase a local hotel. The multinational firm might seek to retain the local hotel's attributes and market structure, thus causing only the ownership to change. If this newly purchased local hotel, now turned multinational hotel does not possess major publicity, it might still be perceived as a local hotel. Collecting data from a third world country such as Nigeria was tasking, in that some infrastructure instability exists besides the case of limited optimum security. Union and governmental disagreements could impede progression of research. Due to safety concerns, or lack of familiarity, it might be advised to possess adequate contacts in any country, but specifically third world country before conducting research.

8. Summary

Nigerians may patronize local hotels over multinational hotels, simply due to the intangible thoughts of that hotel originating in Nigeria, or being owned by Nigerians. Nigerian expatriates could be more aware, or have greater experience with the multinational hotel brands, thus enabling more patronage. With a limited number of multinational hotels, local Nigerians may lack familiarity with these brands as of yet.

9. Organization of study

Chapter 1 accentuates the relevant background information and objectives, along with the analysis incorporated for this study.

Chapter 2 deeply explains the hospitality industry environment in Nigeria. In this chapter, Nigeria's history and its vast tourism resource will be introduced. In regards to the development of Nigerian hotels, descriptions of hotel attributes will be addressed. This chapter also explains relevant literature encompassing the multi-dimensions of brand equity, including: brand loyalty, perceived quality, brand awareness, brand associations, perceived value, and country-of-origin.

Chapter 3 highlights the methods and instruments used for measuring brand equity. This chapter addresses the questionnaire and data collection processes. Hypotheses are listed.

Chapter 4 It also reports the analysis of the data collected, using SPSS to explicate ANOVA, respondents' demographics, factor analysis, regression analysis, t-test and One-Way ANOVA.

Chapter 5 Concludes with final discussions, limitations. Research ideas are addressed.

Chapter 2

Literature Review

1. Introduction

This chapter begins with a look at the history and development of tourism in the study area, Nigeria, and describes the challenges facing its hotel industry. Nigeria is presented as a developing country and the Cross River state identified as a capable region in the country for tourism services, more specifically, hotel services. Local Nigerian hotel brands, as well as foreign hotel brands will be defined and differentiated; these differentiating attributes are deemed influential to the decision-making and customer behavior process. More importantly, this chapter covers the extant literature on the dimensions of brand equity and their respective measurements, as well as those antecedent factors that have the potential to influence both brand equity and consumer behavior. As such, the relationships between these antecedents of brand equity, the brand equity constructs, and an intended behavior, that of purchase intention, are addressed. This chapter is organized accordingly as the current study aims to determine which brand equity constructs, namely brand loyalty, brand associations, brand awareness and perceived quality, as well as which antecedents to brand equity, namely country-of-origin, and perceived value (price), significantly influence the future purchase intentions of current and potential Nigerians and non-Nigerians customers.

2. Country profile of Nigeria

Since gaining independence from Britain on October 1st, 1960, Nigeria has

been a republic in Africa and now considered as a developing country attempting to emerge as a prominent leader among African countries. According to a study by Merrifield (2011), Nigeria’s most populous city, Lagos, was ranked as the 13th fastest growing city in the world with a current population of 10.6 million that is estimated to grow to 15.8 million by the year 2025. In a more recent study, the city of Lagos was ranked as the 7th fastest urban city in the world, (see Table 1.1).

Table 1.1 Ranking and Growth Rate for Fastest Growing Cities

Largest cities and urban areas in 2020 (1 to 100)

Rank	City/Urban area	Country	Average annual growth, 2006 to 2020, in %	Population in 2020 (Millions)
1	Tokyo	Japan	0.34	37.28
2	Mumbai (Bombay)	India	2.32	25.97
3	Delhi	India	3.48	25.83
4	Dhaka	Bangladesh	3.79	22.04
5	Mexico City	Mexico	0.90	21.81
6	São Paulo	Brazil	1.06	21.57
7	Lagos	Nigeria	4.44	21.51
8	Jakarta	Indonesia	3.03	20.77
9	New York	USA	0.66	20.43
10	Karachi	Pakistan	3.19	18.94

Source: CityMayors Statistics (2012)

Maps geographically depicting Nigeria are displayed in figures 1 and 2. Nigeria’s traffic and interest by foreign countries heavily stems from Nigeria’s copious oil production. As shown Table 1.2, Nigeria is responsible for a significant amount of oil that is imported by the United States.



Figure 1. Maps of Nigeria in Africa



Figure 2. Close-up Map of Nigeria

Source: Worldatlas.com (2012).

Table 1.2 Quantity of Oil Barrels Exported from Nigeria To America

Thousand Barrels of Crude Oil Per Day Imported into the U.S.				
Country	2011	2001	2001 Rank	Change %
Canada	2,149	1,356	2	58
Mexico	1,216	1,394	3	-13
Saudi Arabia	1,099	1,611	1	-32
Nigeria	986	842	5	15
Venezuela	951	1,291	4	-26
Iraq	470	795	6	-41
Algeria	378	11	29	3336
Columbia	303	260	9	17
Angola	294	321	7	-8
Brazil	259	13	27	1892
Ecuador	178	113	13	58
Kuwait	147	237	11	-38

Russia	105	0	NA	NA
Congo (BRZ)	58	40	16	45
Cameron	31	3	33	933

Source: Rapiet (2012)

In 2011, the Central Intelligence Agency (CIA) World Factbook estimated the population of Nigeria to be 155,215,573 (World Factbook, 2011). Nigeria encompasses more than 250 ethnic groups including: Hausa and Fulani 29%, Yoruba 21%, Igbo (Ibo) 18%, Ijaw 10%, Kanuri 4%, Ibibio 3.5%, Tiv 2.5% (World Factbook, 2011). The predominant religions are Muslim 50% and Christian 40%, World Factbook (2011). According to Ethnologue (2011), Nigeria's literacy rate is between 42%-51%, and the main languages are Edo, Efik, Adamawa Fulfulde, Hausa, Idoma, Igbo, Central Kanuri, Yoruba, and English.

This growth in Nigeria signals the economic benefits that companies could reap when embarking on a capital venture in Lagos and its neighboring cities in Nigeria. Nigeria is also projected to surpass South Africa as the largest economy in Africa within the next decade (Adewunmi, 2012). According to the World Bank, Nigeria had 1,414,000 tourist arrivals in 2009, up from 1,313,000 in 2008. Dantata (2011) states that Nigeria's tourism sector, which entails: hotels, restaurants, car rental companies, retail outlets, airlines, facility operators etc., should anticipate increased demand of these destination services. This demand stems from Nigeria's well-endowed tapped and un-tapped resources such as: tropical rain forests, savannah grasslands, mangrove swamps, tropical forests, magnificent parks and protected areas, waterfalls, unique wildlife, beautiful rivers, beaches, rocky hills, national museums, ancient slave sites, palaces and shrines, well-preserved local customs etc. (Adeleke, 1998). Though steady increases in tourist arrival is evident, the hotel and restaurant industry ranked next to last when

measuring GDP impact in Nigeria, at a mediocre truncated 5% (National Bureau of Statistics, 2010). Nonetheless, the industry did rank 4th out of 12 segments in sectorial growth, at just over 12%.

According to Camp (1989), companies can benchmark by partnering with their counterparts in order to share strategic knowledge of their operating procedures. As it relates to multinational hotel corporations, Dantata (2008) states that companies such as Hilton Worldwide, an American hotel company, tend to focus on creating and increasing shareholder value by venturing into international markets. Hilton Worldwide will increase its shareholder value when they established a partnership agreement with Transcorp Hotel, a local Nigerian hotel company, to build and operate between 5-7 hotels in Nigeria within the next 5-8 years (Okafor, 2012). These projected hotel openings would increase the visibility and presence of Hilton Worldwide in Nigeria where, at present, there is only one Hilton hotel brand located in the nation's capital of Abuja (Hilton, 2012). Marriott International is not to be left out of the mix as it plans to acquire 100 hotels in Africa and the Middle East in the next 5 years (Bryan, Victoria, & Waterman, 2012).

3. Safety concerns in the Nigerian hospitality industry

General safety concerns for potential visitors to Nigeria were one of the inhibitors to foreign investment in the hotel sector. This concern can also be attributed to the perceptions of formed of Nigeria as a tourism destination and is likely to extend or be link to the perceptions of Nigerian hotels. Terrorist groups such as the Boko Haram and Ansaru have impacted the country's reputation as being a safe destination for travelers to

visit. According to the Foreign Travel Advice (2013) warning map (see Figure 3), the Islamic extremist group Boko Haram is known for launching attacks around north eastern Nigeria, while attacks are less likely in the south regions of the country. Furthermore, the report states that:

“Attacks could also be indiscriminate including in places frequented by foreigners like restaurants, bars, markets, hotels, shopping centres and places of worship. There have been regular attacks on churches and mosques in northern Nigeria at times of worship. Further attacks are likely,” (Foreign Travel Advice, 2013; para. 1).

The aim of these terrorist groups is to eliminate the influence of western culture on Nigeria, Foreign Travel Advice (2013). Such efforts are likely to present themselves as an impediment to foreign investment and therefore could have significant implications on the potential from multinational hotel companies to invest in the Nigerian market. Though these attacks in the north cannot be ignored by entities, southern Nigeria is deemed safer with higher government security measures in place. There are both dangerous and safe zones in various other countries globally, and Nigeria is just another African nation that proper care and research must be exercised when travelling to, or hoping to start a business. Per Adewunmi (2012), the recent surge of hotel companies investing in Nigeria may be reflective of the government’s strategic efforts in tackling the country’s negative perception as place where foreign business can be conducted safely.



Figure 3. Foreign Travel Advice Warning Map of Nigeria
 Source: Foreign and Commonwealth Office (2013)

Since Nigeria thrives under a democratic political system, by design, the country is friendlier towards businesses looking to invest in the local economy where consumers and producers can share simultaneous success (Dinneya, 2006). According to Adedoja (2010), America can help in the deflection of negative stereotypes of a nation laced with predominantly religious tension, terrorism, and scams. Further foreign joint ventures from multinational companies may help in the overall perception of Nigeria. Trading Economics report that the Country Policy and Institutional Assessment (CPIA) transparency; accountability; and corruption in the public sector rating from (1=low to 6=high), scored Nigeria at 3.00 in 2009, 2008, 2007, and 2006, higher than Bolivia and India's scores of 3.5 ("Trading Economics", n.d.).

4. Local and Multinational Hotel industry in Nigeria

The United Nations World Tourism Organization (UNWTO) predicts that Nigeria, along with the rest of the world, will see approximately 1.6 billion international tourist arrivals by the year 2020 (Aimurie, Odemwingie, & Nda-Isaiah, 2012). In the recent past there has been limited investor interest and presence in the Nigerian hotel industry from multinational corporations due to concerns with safety and security, crime, traffic safety and poor road conditions (Bankole, 2002). However, a more recent market study on Africa's top locations for new hotels reveals Nigeria as having the highest growth rate with 43 hotels and 7,000 hotel rooms currently under development (Adewunmi, 2012). For example, the city of Calabar in Cross River State is one of the most renowned tourism destinations in Nigeria, due to its high tourism traffic, rich tourism attractions, including: waterfalls, the Cross River State Park, museums, festivals, resourceful hotel and resorts (Eja, Otu, Ndomah, & Ewa, 2011). Table 1.3 illustrates the relevancy of Nigeria, ranking high among other nations that plainly fuel the United States.

Cross River has witnessed somewhat steady international visitors, though the 2008 slump could be attributed to the global recession of 2008. Of the 127 hotels reportedly identified in Cross River State, Nigerians own 116 hotels, while foreigners possess 11 hotels, (Eja et al., 2011). Very limited information currently exists that identifies how many of these 127 hotels operate as a locally owned brand versus a multinational hotel brand. The hotel brand attributes are relevant as a foreigner could purchase and own a local Nigerian hotel, and yet brand that very hotel as a local Nigerian hotel. Aniah (2005) states that Cross River State has promising tourism potentials that

contribute and could impact even more to the state and country.

Table 1.3 Tourist Arrivals in Calabar, Cross River State

S/N	Tourists origin	No. of Tourists Arrivals (2007)	No of Tourists Arrivals (2008)	No. of Tourists Arrivals (2009)	Total
1	Cuba	59	55	19	133
2	South Africa	31	21	7	59
3	Brazil	38	35	0	73
4	Cameroon	50	46	7	103
5	Ghana	40	31	8	79
6	India	55	34	17	106
7	China	35	25	23	83
8	U.S.A	27	19	9	55
9	Kenya	12	7	0	19
10	Canada	12	9	0	21
11	Irish	8	0	0	8
12	Germany	0	0	5	5
13	Togo	11	0	5	16
Total		378	282	100	760

Source: Eja et al., (2011)

Enright and Subramanian (2007) define a multinational company (MNC), or multinational enterprises (MNE), as one that operates its foreign subsidiaries in multiple country locations. Local or domestic hotels in Nigeria are hotels recognized as hotels that are not multinational. Gilpin (1987) points to the importance of multinational corporations in accruing the least expenditures while producing efficient products in the most suitable locations worldwide.

When compared to the performance of domestic firms, multinational firms are generally more superior in their productivity, their ability to generate income, and their capital strength (Doms & Jensen, 1998). To illustrate the dominance and superiority of multinational hotel companies, the World Travel Awards, a global organization that acknowledges, rewards, and celebrates excellence across all sectors of the tourism

industry, can be utilized. Between the years of 2004 to 2012, the organization has recognized and awarded hotels operating in Nigeria based on the brand's excellence in service. What is important to note in Table 1.4, is that only multinational hotel companies operating in Nigeria have received this coveted award, which is earned through the votes placed by travel professionals and consumers alike from various countries (World Travel Awards, 2013). This example demonstrates the superior level to which multinationals operate and are reflective of the competitive nature of the Nigerian hotel industry when foreign and local hotel brands are taken into consideration. This superiority can be attributed to multinational firms having more of the resources considered "scare" by their local counterparts that gives them a competitive advantage. Contrary to this notion, local firms in developing countries have been successful at benchmarking strategies from westernized or more developed organizations. Entering into partnership agreements between multinational and local domestic hotels is one way for Nigerian hotel companies to benchmark from their foreign counterpart, thus narrowing the gap between multinational and local hotels.

Schuiling, Isabelle and Kapferer (2004) opine that local brands are typically perceived as being more relatable, traditional, or purely down to earth. In the context of the current study, it may therefore be assumed that local Nigerians may feel a stronger attachment or affinity towards the local hotel brands when compared to the foreign brands. With the same reasoning, non-Nigerians might feel more of a connection towards foreign brands in Nigeria, as they may relate more to the foreign brands, or may not be able to relate as well to the local brands. Local brands may hope to maintain their local Nigerian consumers, and acquire foreign consumers as well, while attempting to not go

overboard in also attracting foreign consumers. Foreign brands may hope to attract local consumers to their hotels, while still maintaining their foreign base.

According to Sachdev and Verma, (2004), because of increasing competition from private players, changing and improving technologies, along with continuous shifts in regulatory environment, customers, guests, or consumers, have all adapted to a continuous shift, and are aware of what quality of services that they are allotted. With hotel attributes listed on hotel and travel websites online, consumers have an accessible virtual instrument for use when comparing hotel brands, hotel prices, and amenities. In the hospitality industry, consumers make more branded choices than labeled choices (Jagdish, Sheth, & Park 1974). In this study, price and non-price competitive hotel attributes will be used to gauge consumers’ perceptions towards specified brands.

Table 1.4 World Travel Awards Africa

Award Year	Hotel Winners	COO
2012	Sheraton Abuja Hotel	American
2011	Sheraton Abuja Hotel	American
2010	Abuja Sheraton Hotel & Towers	American
2009	Hotel Presidential, Port Harcourt	Nigerian
2008	Transcorp Hilton Abuja Hotel	American
2007	Nicon Hilton Abuja	American
2006	Abuja Sheraton Hotel & Towers	American
2005	Sheraton Lagos Hotel & Towers	American
2004	Hilton Lagos	American
2012 Nominees		
	Eko Hotel & Suites	Nigerian
	Hotel Presidential, Port Harcourt	Nigerian
	Le Méridien Ogeyi Place	American
	Radisson Blue Anchorage Hotel	Denmark
	Sheraton Lagos Hotel & Towers	American
	Sofitel Lagos Moorhouse Ikoyi	French

Southern Sun Ikoyi Hotel	South African
The Federal Palace Hotel and Casino	South African

Source: World Trade Awards (2013)

Given the descriptive information and image depictions on hotel websites, some local and foreign hotels brands inform consumers of features and attributes in Nigeria. When browsing local and foreign hotel websites, it is common to find very similar features and amenities in both brands of hotels. Foreign hotel brands may adapt the arts, culture, customs, and flair, in order to suit their foreign and local consumers. When multinational companies enter a foreign market, they may adopt an international expansion strategy that allows them to blend into the local market by adapting some of the local trends and customs in order to appeal to the local market as well. While such a strategy may increase the similarity between a local and foreign business, Keller (1998) asserts that brands can still be distinguished by their brand's name, logo, symbol, and package design. This asks the relative differences, and similarities, between local and multinational hotels in Nigeria. A preview of some websites of local and foreign hotel brands operating in Nigeria, as listed in Table 1.4, reveal that both brands of hotels share similar attributes such as (1) security, (2) quality and dependability of service, (3) reputation and name familiarity, and (5) location, and (6) price, (Clow, et al, 1994). Both local and foreign hotel brands are equipped with recreational facilities such as fitness facilities and pools, technological advancements, and dining establishments. However, it is difficult to be aware of the hotel brand's reputation, name familiarity, and security from just the hotel website.

Given the similarities and differences between local and foreign hotels in Nigeria, this researcher is interested in investigating the brand perceptions of these hotels, as held

by Nigerians and non-Nigerians, in order to ultimately evaluate consumer purchase intentions toward a local versus foreign hotel brand operating in Nigeria. To achieve this, an empirical assessment of the brand equity of local and foreign hotels would need to be conducted but not before defining the concept, and its establishing key components, in addition to proposing what factors may be influential to its achievement as well as its effect on consumer behavior.

5. Brand Equity

Aaker (1991, 15) defined brand equity as *“a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”*. On the other hand, brand equity is the subjective assessment of consumers’ brand choices, (Kim et al., 2008; Vogel et al. 2008). Brand equity is also said to originate from consumers’ perceptions of a company’s words, attitudes, values, behavior culture or thoughts in hopes to match their personal attributes (Aaker, 1996). For the purposes of this study, perceptions about the country of Nigeria and, by extension, the hotel services offered by local and foreign entities, can still be determined by what is known and understood, that is, through a customer’s learning or hearing. Therefore, the true power of a brand is an expression of its’ customers’ feelings, knowledge, experience, perception, and mental associations (Mills, Douglas & Phelan, 2010).

As such, brand equity can be studied on two levels to include business financial value and consumer perceptions (Keller, 1993). Increasing a brand’s financial value is an example of the first level of brand equity. This first level indicates the financial value that a brand may accrue from profits and consumer retention. An application of the

second level, the consumer-based level, could be when consumers select a hotel brand to stay in, based on its overall 'brand equity'. To that end positive customer perceptions of a given brand increases or adds value to its brand equity (Winters, 1991).

Brand equity, was initially proposed by Aaker (1991) as a complex multi-dimensional concept that includes brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets or physical elements of the brand. Dickson and Ginter (1987) implied that companies might differentiate their products or brands from their competitors by focusing on physical elements such as taste, design, fit and/or non-physical characteristics such as: brand name, price or value, and country-of-origin. These physical and non-physical characteristics are also regarded as intrinsic and extrinsic informational product cues respectively (Ulgado & Lee, 1998) and are means by which customers can evaluate a product or brand resulting in either an increase or decrease in perceived value.

Displayed in Figure 4, Cheing and Goi (2011) proposed a model that illustrates the multiple dimensions of brand equity, which is incorporated in this study. The original models suggested by Aaker (1991), suggests four brand equity constructs for brand equity. An in-depth look reveals sub-constructs that also derive from the four constructs. Cheing and Goi (2011) extended the concept to include five antecedents to brand associations that included country of origin and perceived value (see per Figure 4). In this study, the two adopted sub-constructs or antecedent properties to brand equity are perceived value and country of origin.

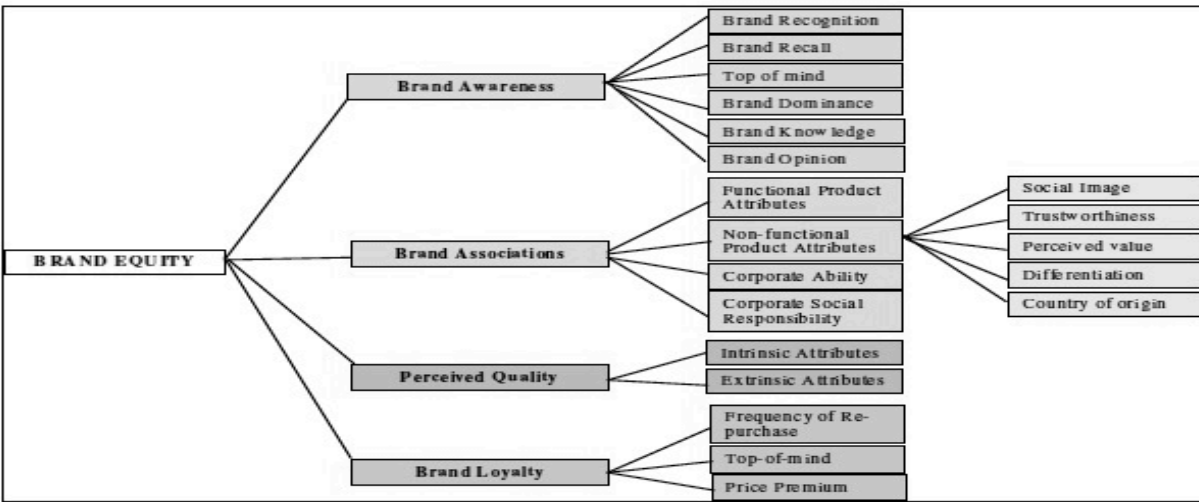


Figure 4. A Framework Of Measuring Consumer Based Brand Equity
 Source: Cheing and Goi (2011)

To date, brand equity dimensions more commonly examined in hospitality and tourism research have included perceived quality, brand loyalty, brand association, brand image, brand awareness, and perceived value (Yoo, Donthu, & Lee, 2000; Kim & Kim, 2004; Konecnik & Gartner, 2007; Lee & Back, 2008; Kim, Jin-Sun, & Kim, 2008; Boo et al., 2009; Douglas et al. 2010). In this study, all six constructs are examined in relation to future purchase intention and while each may individually affect a customer’s intent to purchase, that effect may be decreased when measured altogether.

6. The Antecedents of Brand Equity

6.1 Country-of-Origin

Nagashima (1970) defined country-of-origin (COO), as the place where a product is manufactured and includes the reputation and the stereotype that business personnel and consumers attach to products of the country. Products are usually associated with the

COO, such as United States appliances or German vehicles (Agrawal & Kamakura, 1998). These authors suggest that personal experiences, external sources, or stereotypical beliefs about certain countries could lead consumers to develop a given product image. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions. This image has a strong influence on consumer behavior in the international market, as it is associated with mass communication, personal experience, and views of national opinion various leaders. In the context of this study, country of origin brands includes local Nigerian hotel brands operating in the country, as well as foreign hotel brands. Zugner-Roth and Diamantopoulos (2009) suggest that customer evaluation of the country of origin of a product has a direct influence on their intention to purchase the product. As such, national origin becomes an important driver of consumers' evaluation of a product or brand. It has been argued by Papadopoulos and Heslop (2003) that a product's COO acts as a signal of product quality and also affects perceived risk as well as likelihood of purchase (Papadopoulos/Heslop 2003).

Agrawal and Kamakura (1998) suggest that when other variables are controlled while specifically measuring COO, the effect may appear more significant. Aaker (1991) suggested that COO triggers the brand associations formed in the memory of consumers. Similarly, Keller (1993) confirmed that there is a significant relationship between COO and brand association. COO can impact consumers' perceptions, (Thorelli, Lim, and Ye, 1989), of a brand, as illustrated by Cheing and Goi (2011) on Figure 4. Previous literature also provides support of the influential effect of COO on brand awareness and brand associations. Yasin, Noor, and Mohamad, (2007) found that COO has a statistically

significant impact on brand awareness while Shahin, Kazemi, and Hamzeh (2012) confirmed that COO has a positive influence on brand awareness. Agrawal and Kamakura (1998) suggest that country-of-origin subsequently impacts the price that hotel brands might decide to charge per room.

Table 1.5 illustrates a sample of local Nigerian and foreign non-Nigerian hotels posted on the hotel booking website, LateRooms.com. The table shows the hotel ratings, location, COO and room rates posted for June and July 2012.

Table 1.5 Table: Popular 4/5 Star Nigerian and Non-Nigerian Hotels

Property Name	Nigerian/non-Nigerian	Location	Star Rating	Price Dec 1/7/13	COO
Transcorp Hilton Abuja	Non-Nigerian	Abuja	5 star	\$341.00	United States
Eagles Park 1960	Nigerian	Ikeja	4 star	\$124.00	Nigeria
Four Park by Sheraton Lagos	Non-Nigerian	Victorian Island	4 star	\$231.00	United States
Grand Bee Suites	Nigerian	Ikeja	4 star	\$227.00	Nigeria
Wood Ridge Hotel Royal	Nigerian	Lagos	4 star	\$200.00	Nigeria
Citilodge Hotel	Nigerian	Lagos	4 star	\$60.00	Nigeria
Best Western Plus Lagos Ikeja	Non-Nigerian	Lagos	4 star	\$200.00	United States

Source: LateRooms.com (2013)

According to Verlegh and Steenkamp (1999), extrinsic cues can be controlled to affect consumer perceptions without physically altering any changes to the product. Verlegh and Steenkamp (1999), suggest that a brand can be associated with status, authenticity and exoticness, served by the COO of the brand. When selecting brands, personal memories and feelings of pride can be associated with the ownership of products or

brands from a certain country (Hirschman, 1985). The “pride to own” theory coincides with earlier suggestions of relationships between ethnocentrism and COO (Reardon, Miller, & Kim, 2005; Chendo and Nkoli, 2013), and also consumer behavior, as it indicates bias among consumers and citizens of a certain country.

Jaffe and Carlos (1995) suggested that pride to own had significant effects towards Mexican consumers’ purchases of products that were from the United States. Johansson, Ilkka, and Ronkainen (2004) suggested that although foreign brands might be perceived as the superior brand, local consumers subsequently still chose local brands. It is substantiated that ethnocentricity plays a major role in the choosing of a brand, (Reardon et al., 2005). This theory opposes one given by Kamins and Marks (1991), which proposed that purchase intention might be higher due to familiarity of a brand. This bias towards a country may sometimes be made without critically assessing attributes from competing brands of other countries. This ardent behavior can further complicate the local market that foreign companies might be attempting to accumulate. As such, the following hypotheses will be tested in the context of this study.

H1: COO has a statistically significant relationship perceived value.

H2: COO has a statistically significant relationship on brand awareness and association.

H3: COO has a statistically significant relationship on future purchase intent.

6.2 Perceived Value

Customer perceived value represents “*the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given*” (Zeithaml, 1988, p. 14). Actual price has often times been used to determine the customer’s perception of the brand’s value (Feldwick, 1996; Lassar et. al, 1995; Chieng

& Goi, 2011). Lassar et al. (1995) define perceived value as a reasonable exchange from a consumer to a seller or item, though the consumer must accept the exchange as equal or fair. Essentially, higher prices typically denote a higher value as perceived by customers. As such, consumers can make the determination as to whether the price of the product or brand is one that is acceptable, or reasonable, as in the case of this study (Dodds, Monroe, & Grewal, 1991).

According to Monroe (1990), consumer perceptions of value demonstrate a trade-off between quality and benefits the consumers perceive, as those perceptions are relative to the sacrifice that they perceived by paying a given price. The amount of money, or other resources such as time, that is given up in order to make a purchase acts as a gauge for the consumer's perception of the brand's value. Besides price, a potential sacrifice might be the length of the journey an international tourist might have to make before reaching their hotel destination. This sacrifice could also represent the amount of time it took to book the room, or check into a room.

According to Brucks, Zeithaml, and Naylor (2000), because higher prices could indicate higher quality, consumers are less sensitive to price. This would indicate that even if Nigerians determined that foreign branded hotels are of a higher price, they are still likely to be accepting of this price if they believe the quality of foreign hotel brands are higher than local hotels. Feldwick (1996), states that benefits of a good brand is that it can control higher prices and is also more stable than its competitors during market price fluctuations. Cheing and Goi (2011) confirmed that based on the worth or value of a brand, Nigerian and non-Nigerians may in-turn become loyal to the higher valued brand, signaling a relationship between perceived value and brand loyalty. Brand loyalty can be

positively influence by perceived value, (Yang, Zhilin, & Peterson 2004).

Agrawal and Kamakura (1998) suggest that due to certain countries possessing a superior perceived quality than others, it should enable a brand from a country with the perception of a higher quality to comfortably charge a premium on its goods and services. Nigerians' perceived value based on country might indicate that products or brands from the United States might be reasonably superior to Nigeria's. This theory could go against local brands that have an inferior COO perception, as locals might gravitate towards the COO. However, these same local consumers may be returning right back to their local brands after discovering the price of the foreign local. As shown in Table 1.5 the price of non-Nigerian or United States' branded hotels are significantly more expensive than the local Nigerian brand prices in Nigeria. In this study, COO is measured for its relationship, impacting price, and purchase intention. As such, the following hypotheses will be tested in the context of this study.

H4: Perceived value has a statistically significant relationship on brand loyalty.

H5: Perceived value has a statistically significant relationship on future purchase intent.

7. Brand Equity Dimensions

7.1 Brand loyalty

Because firms spend five times the amount of resources to gain a new customer than to retain a loyal customer, the worth of a loyal customer is invaluable (Kotler & Keller, 2006). This highlights the importance of the loyalty of a consumer and the value that local consumers may hold. Previous research states that brand loyalty originates from consumers' perceptions of a company's words, attitudes, values, behavior, culture or thoughts in hopes to match their personal attributes (Aaker, 1996). Brand Loyalty has

been described as a behavioral response, as a function of behavioral response, and as a function of psychological processes (Jacoby & Kyner, 1973). As such, brand loyalty is a function of both customer behavior and attitudes. Repurchasing is not an ultimate proof of brand loyalty, since the purchasing practice should be intentional (Tepeci, 1999). Jacoby and Olson (1970), describe brand loyalty as the continual selection of a brand, willingly, rather than arbitrarily. Aaker (1991) states that brand loyalty is the attachment that a customer has to brand. Jagdish, Sheth and Park (1974), define brand loyalty as a positively partial emotive, affection, evaluative and/or behavioral response tendencies concerning a branded, labeled or graded alternative.

Reichheld (1996) suggests firms may benefit from brand loyalty, though “The Loyalty Effect”. This effect states that brand loyalty ensures profit, reduces marketing costs, increases per-customer revenue growth, decreases operating cost, increases referrals, increases price premiums, and provides competitive advantage. As such, the following hypotheses will be tested in the context of this study.

H6: Brand loyalty has a statistically significant relationship on future purchase intent.

7.2 Brand Associations

A brand usually possesses various associations that appeal to customers whenever making a purchase (Aaker, 1991). Aaker also suggested that brand associations are tied to a customer’s memory when considering purchase intentions among brands. In this study, experience is relative to the memory of Nigerian and non-Nigerian consumers. Keller (2001) suggests that brand associations may be developed from consumers’ direct experiences with a brand, advertising of the brand, or other methods such as word-of-

mouth. Aaker (2011) expands on this argument by suggesting that experiences of a brand not only refers to the actual purchase of the item, but also refers to some extrinsic attributes such as: social media, advertising media, and product placements.

Low and Lamb (2000) determined that consumers memorize the brands that they are familiar with more than others. Because the maturity and globalization of multinational brands such as Hilton Worldwide and Marriott International, a local Nigerian citizen could develop their brand associations through the effects of the advertising media or presence in the country. On the contrary, when considering the brand associations for a local Nigerian brand, advertising alone may not be a relevant source for international consumers, for instance, to develop brand association information since they brands would be less popular to that market. This is because the low degree of familiarity with Nigerian hotel brands as there are none that currently operates outside of Africa, or within the United States for that matter. Thus, based on experiences and memory, non-Nigerians are likely to possess higher brand associations towards the foreign hotel brands in Nigeria than towards their local brands counterparts. This study examines the perceived brand equity of local and foreign hotels in Nigeria as perceived by Americans, Nigerians, and Nigerian-Americans. The Nigerian-Americans should possess a certain degree of brand association towards both local and foreign hotel brands in Nigeria; this is based on the assumption that Nigerian-Americans will have had more exposure to both local and foreign hotel brands having lived both in and outside of the country. In the same vein, current residents of Nigeria should therefore show higher associations towards local hotel brands but lower associations towards foreign brands as a direct result of having less exposure. The assumption in this study is that Nigerians may

have experienced some foreign brands, but not to the same extent as anticipated with local Nigerian brands. As such, the following hypothesis will be tested in the context of this study.

H7: Brand associations has a statistically significant relationship on future purchase intent.

7.3 Brand Awareness

When assessing and analyzing consumer marketing, brand awareness has often been combined with brand associations, (Yoo, Donthu, and Lee 2000) due to their similarity in theory. Evidence from previous studies suggests a lack of discriminant validity between brand awareness and brand association; there is no statistically significant difference between the two constructs, (Anderson & Gerbing, 1988; Yoo & Donthu, 2001). As brand associations entails attributes tied to consumers' remembrance of the brand, brand awareness involves a given brand being able to be recognized (Aaker, 1991) and distinguished from another similar brand. Essentially, brand awareness expresses a brand's performance of marketing itself. If a brand has received efficient marketing over its maturation process, then the brand should be remembered and recognized by its targeted market (Rossiter and Percy 1987) under certain circumstances. When applied to the current study, this explains why a Nigerian may be able to recognize globalized and mature brands such as Marriott or Hilton, while a non-Nigerian may not be able to recognize a Nigerian hotel brand such as, Transcorp or Eko hotels. Schuiling et al. (2004) suggested that because local consumers might develop high brand awareness of local brands, this might lead to high brand equity of the local brands. According to Keller

(1993), consumers are most likely to show purchase intention towards brands with more brand awareness than brands without.

H8: Brand awareness has a statistically significant relationship on future purchase intent.

7.4 Perceived Quality

This study considers perceived quality as an important factor when determining consumer choices in hotel brands. (Jacoby and Olson, 1985; Zeithaml, 1988) define perceived quality as the superiority, esteem, or excellence of a company, product or brand. Therefore, perceived quality helps to explain the consumers' evaluation of a product's superiority (Zeithaml, 1988) which influences consumer purchase intention (Wells, Valacich, & Hess, 2011). Perceived quality is defined as being different from actual quality and is considered a globalized measurement that can sometimes be explained as an attitude towards a product (Zeithaml, 1988), or brand. Though some researchers examine service or product quality on the basis of actual quality, Zeithaml (1998) disagrees with the notion that actual quality exists since an individual must perceive, or understand, quality therefore underscoring the subjectivity involved when determining quality.

The concept was originally posited as two-dimensional. Aaker (1991) states that perceived quality is comprised of both service quality and product quality. Service quality is comprised of five dimensions (tangibles, reliability, competence, responsiveness, and empathy.) while product quality is comprised of seven dimensions (performance, features, conformance with specifications, reliability, durability, serviceability, and fit and finish).

Brands originating in a particular country that are perceived as producing good quality services or products have a certain perception that can also be transferred to other products or services of that brand or country (Motameni and Shahrokhi, 1998). Though non-Nigerians are familiar with foreign brands such as Marriott or Hilton, the majority in this study have never visited Nigeria, or stayed at local hotel brands in Nigeria. As such, their perception of the quality of local hotel brands may be influenced by what they know about the country itself. In this regard, country of origin of the hotel brand helps to inform the perceived quality of the brand. Similarly, Nigerians may not have had the opportunity to experience the quality of foreign brands. Thus, their perception of the quality of the hotel brand, rather than the actual quality, is measured.

H9: Perceived quality has a statistically significant relationship on future purchase intent.

8. Future Purchase Intent

Purchase intent is the outcome of a consumer's willingness to purchase, (Dodds et al., 1991). Consumers tend to associate brands as cues to aid in purchase intentions (Ger, Belk, & Lascu, 1993). Ethnocentrism plays a role in the perceptions of brands, when consumers' intention is to purchase local and foreign brands (Reardon et al. 2005).

Purchase intention measures consumers' willingness to purchase, based on their experiences and other affiliated marketing sources such as, marketing, and word of mouth (Zeithaml, 1988; Dodds et al. 1991). Chen and Chang (2008) suggested that brand equity ultimately leads to purchase intent. Because multiple factors influence consumers' purchase intentions, this study incorporates a multidimensional approach, rather than measuring only a single factor, to determine the perceptions of respondents towards

hotels in Nigeria. According to the literature, previous research has measured and identified brand equity as a determinant of purchase intent for consumers, (Cobb-Walgren et al., 1995). Future intention is the outcome and dependent variable in this study. A total of 5 constructs will now be measured towards purchase intent, as 3 main brand equity constructs, and 2 sub-constructs, earlier explained, can either result in statistically significant or non-significant relationships.

Chapter 3

Methodology

1. Introduction

Based on the extant literature reviewed, the statistical relationships of brand equity constructs and antecedents are measured in order to determine their influence on the customers' purchase intentions. Also assessed is the relationship between the two antecedents, as COO impacts perceived value, H1. Finally the relationship between the antecedents to their derivatives, are assessed (COO and brand association H2; and perceived value and brand loyalty H3). Figure 5 entails the listed hypothetical relationships. In order to measure this research model proposed in Chapter 2, a reliability test was run on all components from the final factor analysis.

2. The Research Setting and Study Samples

Auburn University Institutional Review Board approved this study. Data was collected from the following locations: 1) Tourism locations (mostly hotels) in Cross River State, Nigeria, 2) The Marriott at Grand National, Auburn-Opelika; 3) Hospitality Management students at Auburn University; 4) Hospitality Management students at the University of Calabar, Cross River, Nigeria; and 5) Consulate of Nigeria in Atlanta.

The aim of the survey administration process for all respondents and locations was to hand deliver paper questionnaires to each participant, while they completed and returned the survey back within 10 minutes. The total number of questionnaires administered was (n=343). Due to the elimination of incomplete surveys, this process resulted in (n=329) total responses, at a 96% return rate. This high response rate

attributed to the use of administering paper-based surveys at the various locations and while awaiting responses immediately.

Both student and current hotel customer samples were employed in this study. (Washburn and Plank 2002; Yoo and Donthu 2002) incorporated student samples in their studies concerning brand equity. The student sample is relevant to this study because they are considered as future hotel customers of a multinational and local hotel brand.

The student and hotel consumer samples targeted for this study are treated in the context of nationality; more specifically, Nigerian, Nigerian American and American current and potential consumers of hotels. The purpose of this research is to measure the hotel brand perceptions of Nigerians and non-Nigerians. Nigerians over 19 years of age, and Nigerian expatriates currently residing in the United States qualify as a Nigerian sample for this study. The current hotel customers would predominantly be recruited from the hotels both in Nigeria and the United States whereas potential guests consist of the full-time students enrolled in hospitality courses.

Perceptions may vary based on the location, or the current country of residence of each group of respondents. In this study, Nigerians are divided into two groups. One sub-group consisted of Nigerians that presently reside in the United States while the other sub-group consisted of local residents in Nigeria. The sample of Nigerians that presently reside in the United States consisted of an older population of expatriates who were born and had lived in Nigeria, but have since relocated to the United States. Nigerian expatriates were recruited at the consulate of Nigeria in Atlanta, Ga. Nigerian residents were recruited at local attractions and the university (UNICAL) in the city of Calabar, Cross River State.

One location that Nigerian-Americans living in America were recruited was from the Consulate General of Nigeria. Consulate General personnel approved visitation of the researcher to distribute questionnaires to Nigerian-Americans conducting business at the Consulate General of Nigeria in Atlanta, Ga. The Consulate proved to be an effective location to recruit Nigerians living in America as about 100 -150 Nigerian-Americans visit on a daily basis to renew their passports, attain visas, and access other services. Potential participants were approached while they waited for response from the consulate administrators at the lobby. The average wait time per visitor was about 1 hour. When the visitors were seated and waiting in the lobby, the purpose of the study was introduced and the questionnaire distributed to the willing. Surveys were completed collected on 3 different days during a 2-month span.

Nigerian Sample

Nigerian students were recruited and surveys were administered to the University of Calabar students. Consent was received from Cross River state's Tourism Bureau, as well as the Sociology department of the University of Calabar (UNICAL) in Cross River state, Nigeria. Due to the Nigerian strike between the Academic Staff Union of Universities (ASUU), and federal government, the collection of questionnaires from the campus was relocated off campus. More clarification is addressed in the limitations section. Students were introduced to the research topic, and participants were handed questionnaires. Some students were enrolled in multiple courses at UNICAL. These students were identified beforehand, and were asked not to participate multiple times.

Nigerians in Cross River State were recruited, as consent was received from the

Tourism Bureau of Cross River State. Consent was received to recruit Nigerians around hospitality/tourism related locations such as hotels, resorts, restaurants, etc. During the two-week span allotted to distribute and collect surveys, hotel guests were recruited from Cross River hotel Mirage, and Tinapa Hotel/Resort. During the administration of surveys to hotel guests, guests were approached and recruited from the hotels' lobbies and restaurants. No specific station was set up, as guests were approached as they were encountered during check-in, checkout, and downtime hours. Guests were also recruited at the Marina Resort in Cross River State.

American Sample

The sample of non-Nigerians consisted of Americans over 19 years of age who, at the time of the study, were residing in the United States; they were recruited from Auburn University as well as from guests staying at the Marriott at Grand National Auburn-Opelika.

American hotel guests in the United States were recruited, and consent was needed from the Marriott at Grand National Auburn-Opelika. After obtaining consent from the Marriott at Grand National Auburn-Opelika, participants were recruited at the hotel. A table was set up in the lobby, where guests could approach rather than be approached. Hotel guests often noticed the poster boards non-verbally requesting participation in the research. A bowl of complimentary mints was placed on the table for guests, whether they participated in the study or not. Initially, most guests approached the table not to render their handwritten responses, but mostly verbal anecdotes of the study. After discussions, most were willing to participate. Surveys were completed and

collected on 3 different days during a 2-month span, during check-ins and checkouts.

American students were recruited for this study, emails were sent to a select number of professors teaching hospitality related courses at Auburn University. Students were introduced to the research topic and handed questionnaires. Similar students were simultaneously enrolled in both of the professors' hospitality classes. These students were identified beforehand, and were asked not to participate multiple times.

3. Research Questions and Hypothesis

To guide this study, the following research questions and their respective hypotheses were developed in line with the research objectives stated in Chapter 1 for quantitative exploration.

1. How are local and multinational hotel brands in Nigeria perceived by consumers when measuring the brand equity constructs of loyalty, associations, awareness, perceived quality?
2. How are hotel brands operating in Nigerian perceived based on their country of origin (COO) and perceived value?
3. What is the relationship between brand equity constructs and their antecedents?
4. To what extent is the effect of all brand equity constructs and their respective antecedents in relation to the future intention of Nigerian and non-Nigerian consumers?
5. To what extent does nationality affect brand equity perceptions of consumers' future intent?

Accordingly, the following hypotheses are framed based on the literature review:

- H1: COO has a statistically significant relationship perceived value.
- H2: COO has a statistically significant relationship on brand awareness and association.
- H3: COO has a statistically significant relationship on future purchase intent.
- H4: Perceived value has a statistically significant relationship on brand loyalty.
- H5: Perceived value has a statistically significant relationship on future purchase intent
- H6: Brand loyalty has a statistically significant relationship on future purchase intent.
- H7: Brand associations has a statistically significant relationship on future purchase intent.
- H8: Brand awareness has a statistically significant relationship on future purchase intent.
- H9: Perceived quality has a statistically significant relationship on future purchase intent.

4. Research Model

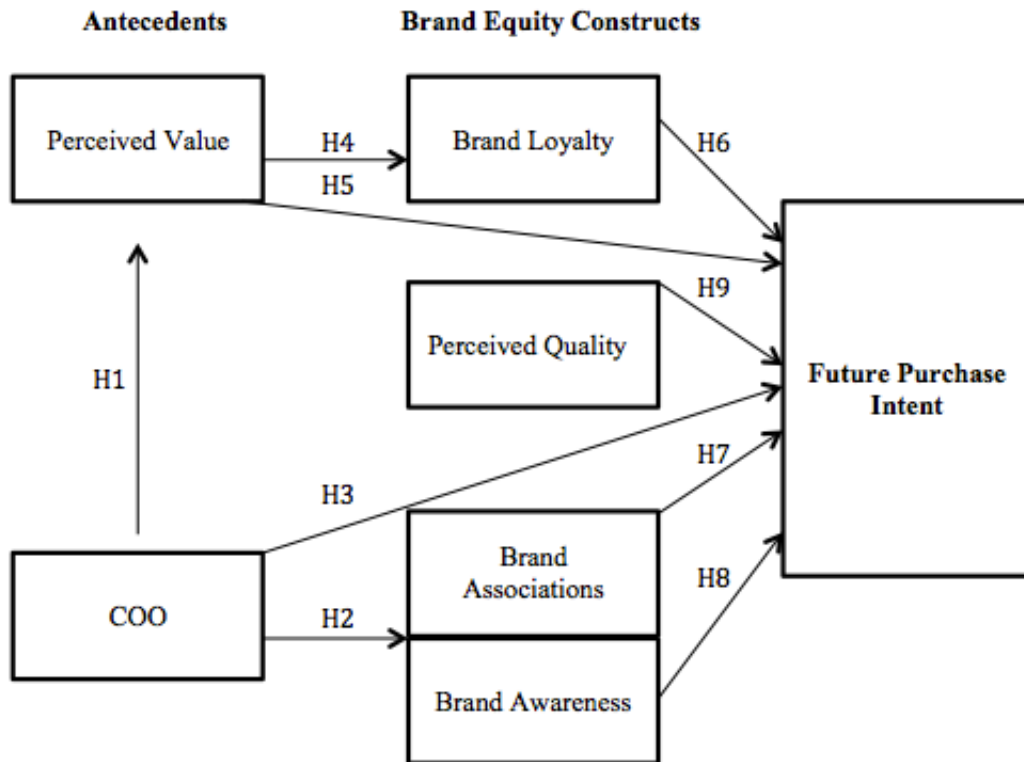


Figure 5. Research Model

Figure 5 displays the research model developed for this study. The model begins with the relationship for the antecedents of brand equity, COO and perceived value, to the four core brand equity constructs, it then ends with the relationships of all constructs and antecedents to future intentions.

5. Research Design and Data Analysis Techniques

Both Microsoft Excel and the SPSS version 18.0 software applications were used to clean and analyze the statistics reported. Microsoft Excel was used to impute respondents' paper-based questionnaires, and then was finally transferred to SPSS. SPSS computed descriptive analysis, reliability analysis, factor analysis, regression analysis, t-test, and ANOVA. The average scores of the four brand equity constructs and the two antecedents were calculated to find resulting mean and standard deviation. Pearson correlation helped determine the mutual relationship between variables. Regression analyses rationalized the relationship between brand equity and its constructs and antecedents, identifying future intent as the dependent variable, and the brand equity constructs and antecedents as the independent variables.

5.1 Scenario Based Research

Sedaghati (2012) criticizes previous studies of brand equity, for not producing results based real purchase behavior data, but rather anecdotes. This study covers multi-dimensions, in that hypothetical, perceptive, and real purchase behavior data are all applicable to the responses of consumers. Non-Nigerians that have never visited Nigeria could still render their perceptions to this study, when given a hypothetical scenario.

Nigerians that have actually stayed at a hotel in Nigeria can use their experience of actual purchase, to render their perceptions. Crompton and Uysal (1985) suggest and explain the following, concerning scenario research as is incorporated in this study:

“The scenarios (optimistic, intermediate, pessimistic) were based on alternative assumptions regarding the environment for international tourism. The fields of interest to the scenarios were mainly concentrated on political factors, economic tourism development and promotion, and air transportation. Basically, a scenario is an account of what could happen given the known facts and trends. In the case of demand forecasting, a hypothetical sequence of events is described showing how demand is likely to be affected by particular causal processes. Attention is focused both on the variables, which affect demand, and on the decision points that occur. The intent is to indicate what actions can be taken to influence the level of demand at each stage, and what the repercussions of such actions might be” (p. 3).

5.2 Quantitative Survey Research

This research incorporated a quantitative study method to analyze the relationship between brand equity’s constructs and purchase intent. This study incorporated a self-administered questionnaire survey, based on brand equity constructs, to test the proposed hypotheses. Brand equity was measured based on behavioral intentions and repeat purchase intentions. The questionnaire entails respondent’s demographics, constructs of brand equity, price and COO variables, totaling 41 questions.

Table 3.1 Research Questions Classification

Research Questions	
Which hotel would you stay in?	1
Brand loyalty	2 to 4
Brand awareness	5 to 8
Brand associations	9 to 11
Perceived Quality	12 to 17
Purchase intent	18
Brand Equity	19
Purchase intent	20
Country-of-Origin	21 to 26
Perceived Value	27 to 32
Demographics	33 to 41

Table 3.1 displays a breakdown of the questionnaire in this study. Question 1 asks a scenario-based question, which inquired the hotel brand choice that Nigerians and non-Nigerians would choose to stay in, immediately as the survey begun. Question 2 to 32 asked perceptions based on brand equity constructs and purchase intent. Questions 33 to 41 asked the participants' demographics. The survey ends with demographic information, rather than in the beginning, which may trigger withdrawals when answering personal information so early into the survey (Patten, 2010). Demographic items included: gender, age group, race, ethnicity, employment status, education, income, nationality, length of time spent in Nigeria and America.

The questionnaire included relevant acquisitions, which asked respondents' perceptions based on the constructs of brand equity, in relation to purchase intention. The survey questions were measured on a 5-point Likert-type scale, ranging from 1=strongly disagree to 5=strongly agree, based on the literature review. According to Yoo and Donthu (2001), examining the perceptions of individuals, rather than their actual anecdotes, might be more effective. In this study, Nigerian and non-Nigerian participants

were questioned as such: “Consider that you are traveling to/within Nigeria, and that you have the option to stay in either a local 4-star Nigerian brand hotel or a foreign 4-star brand hotel in Nigeria. For questions 1 to 20, please answer based on this consideration. Which hotel would you chose to stay in? Select your choice by circling one option. (A) Local hotel brand in Nigeria or (B) Foreign hotel brand in Nigeria.” After this first question was answered, the participants were then able to proceed in answering the brand equity constructs. The questions that went along with this initial scenario only pertained to Aaker’s brand equity constructs, Aaker (1991), including: brand loyalty, brand awareness/associations, perceived quality. One brand awareness question asked respondents to identify a hotel they were NOT familiar with, based on the hotel brand names. This study used 3 local branded hotels Channel View Hotel, Tinapa Lakeside Resort, Victorian Plaza; and 3 foreign branded hotels, InterContinental Lagos, Best Western Plus, and Lagos Sheraton. One brand equity question was included, in order to promote an all-inclusive style of questionnaire.

Future intent questions were also included in the scenario. The sub-constructs of COO, and perceived value were left out of the original scenario. COO questions left out of the original scenario, because the questions were based on the perception of a country, based on the countries associations. These questions inquired the superiority of both Nigerian and foreign hotel brands using on a 5-point likert-type scale where 1 was ‘inferior’ to 5 which was ‘superior’. The associations included: prestige, quality service, creativity, innovation, and technology. The perceived quality questions were left out the initial scenario, because they had a separate scenario of their own. The scenario asked: consider that the average price of a hotel stay at a local Nigerian hotel brand is (\$250) a

night, and the average price of a foreign hotel brand in Nigeria is about 20% higher (\$300). The respondents were then asked to rate the prices of the local and foreign hotels on a 5-point likert-type scale, of (low-high), reasonable-unreasonable, and acceptable-unacceptable.

The basic demographic questions asked for respondents' gender, age group, education, employment status, and income group. Further questions asked for ethnicity, which is relevant for an international and cultural study such as this one. Respondents were also asked how frequently they had stayed in a local or foreign branded hotel in Nigeria, giving ranges from 1-5 to 16 or more years. This question identified the non-Nigerians and Nigerians who might have traveled in Nigeria and stayed at hotel, as well as the non- Nigerians and Nigerians who have yet to stay in a hotel located in Nigeria. This question also depicts if the more stays may show favorable to purchasing local Nigerian hotel brands, if a lack of visitation might dismiss purchase intent, or if frequent visits have no significant impact.

6. Data Collection

As shown in Table 3.2, instrument scales for this study were incorporated from the following existing studies: brand association, awareness, perceived quality, (Kim et al., 2008; Yoo et al. 2000) perceived value (Dodds, et al., 1991; Grewal et al. 1994), brand loyalty (Yoo & Donthu 2001), COO (Han 1989; Maheswaran 1994), demographics (Kim, Uysal, & Sirgy, 2012) and purchase intention (Dodds et al. 1991; Grewal et al. 1994).

Table. 3.2 Previous Research Instruments on Brand Equity and Purchase Intention

Elements	Authors	Questions
Brand Loyalty	Yoo & Donthu (2001) and Yoo et al. (2000)	I consider myself to be loyal to the hotel.
		The hotel would be my first choice.
		I will not visit other brands if the hotel has no available room.
Brand Association	Yoo et al. (2000)	Some characteristics of the hotel come to my mind quickly.
		I can quickly recall the symbol or logo of the hotel.
		I have difficulty imagining the hotel in my mind.
Brand Awareness	Kim, Jin-Sun, & H. Kim (2008) and Yoo et al. (2000)	I know what the hotel's physical appearance looks like.
		I am aware of the hotel.
		I can recognize the hotel among other competing brands.
		Of the following hotels, please circle the name of the hotel name you do not know.
Perceived Quality	Kim, Jin-Sun, & H. Kim (2008) and Yoo et al. (2000)	When you have problems, the hotel shows a genuine interest in solving them.
		The hotel performs the service right the first time.
		Staff at the hotel is always willing to help you.
		Staff at the hotel gives prompt service to you.
		The hotel provides its services at promised times.
		The hotel staff anticipates your specific needs and serves you.
Purchase Intent	Dodds et al. (1991)	I plan to visit the hotel.
		The probability that I would consider visiting the hotel is high.

Table. 3.2 Previous Research Instruments on Brand Equity and Purchase Intention
continued.

Perceived Value	Dodds et al. (1991) and Grewal et al. (1994)	The price of this hotel brand is low - high?
		I think the price charged is unacceptable - acceptable?
		I think the price of the hotel is unreasonable - reasonable?
COO	Han 1989; Maheswaran 1994; Yasin, Noor, & Mohamad, (2007)	Brand made in country is of high quality.
		Brand made in country is technologically superior.
		Brand made in country is innovative.
		Brand made in country is prestigious
		Brand made in country is creative
Brand Equity	Yoo et al. (2000)	Even if another brand has the same features as X, I would prefer to buy X.
Demographics	Kim et al. (2012) and Chendo & Nkoli (2013)	Gender
		Age
		Education

Chapter 4

Data Analysis

1. Introduction

In this chapter, the brand equity constructs' relationship to purchase intent is analyzed. Firstly, the descriptive statistics are reported. Factor analyses and the reliability of the components of brand equity and their antecedents were determined. Next, correlation analyses were run controlling nationality. A regression analysis was then used to determine the relationship between the dependent variables and independent variables in this study, being the relationship of the brand equity constructs, and their antecedents, to future intentions. Future intentions served as the dependent variable again, when measuring the effects of brand loyalty constructs towards all respondents' purchase intentions. This served as the basis for measuring the hypotheses in this study. Lastly, a t-test was run to test the first question in the scenario, and one-way ANOVA was run to determine the effect of the constructs among each other, and a post hoc test was included as well.

1. Profile of Respondents

The total sample of respondents from Nigeria and the United States was 329. Out of the (n=329) respondents, 49% (n=161) were male and 51% (n=168) were female. (n=147) were Nigerians, 95 were Americans, and 87 were Nigerian Americans. Only three respondents of the entire sample were not Nigerian, American, nor Nigerian American. These respondents were removed from the analysis. The majority of the

respondents were between the 19-25 35% (n=116) age ranges, while the 26-35-age range was the second highest representative group with 31% (n=103). As displayed in Table 4.1, the nationality of respondents entailed 44% (n=146) Nigerians, 28% (n=93) Americans, and 26% (n=87) Nigerian-Americans.

Table 4.1. Profiles of Questionnaire Respondents

		Frequency	Percent
Age Group	19-25	116	35%
	26-35	103	31%
	36-45	57	17%
	46-55	38	12%
	56-65	14	4%
	Over 65	1	0%
Nationality	American	93	29%
	Nigerian	146	45%
	Nigerian-American	87	27%
Ethnicity	African	234	71%
	African American	3	1%
	Asian	2	1%
	Caucasian	87	26%
	Hispanic	3	1%
Time spent in Nigerian hotel	1-5 years	18	21%
	6-10 years	16	18%
	11-15 years	27	31%
	16 or more years	26	30%
Education	High/Secondary school	16	5%
	Some college	85	26%
	Bachelor's degree	153	47%
	Master's degree	49	15%
	Doctoral degree	16	5%
	Other	10	3%

Table 4.1. Profiles of Questionnaire Respondents continued.

Location of participants	Nigerians	98	30%
	Nigerians Consulate	87	26%
	Nigerian Students	49	15%
	Americans Marriott	36	11%
	Americans Students	59	18%

Out of the 329 respondents, 52% (n=171) responded that they would stay at a local Nigerian hotel, while 48% (n=168) chose a foreign hotel brand in the scenario. As displayed in 4.2, Americans were more familiar with, or aware of, the three foreign hotel brands, but less familiar with the 3 local hotel brands. Conversely, Nigerians ranked higher when recognizing local hotel Nigerian hotels. Nigerian-Americans had the greatest hotel recognition consistency. This is expected, as the Nigerian-American group has had more of an opportunity to stay at various hotels in Nigeria and outside of Nigeria, thus experiencing more of the brands, (Aaker 2011; Keller 2001).

Table 4.2. Brand Awareness of Hotels in Nigeria by Nationality

Nationality		Foreign Hotel Brand			Local Hotel Brand		
		Inter Continental Lagos	Best Western	Sheraton Lagos	Victorian Plaza	Channel View	Tinapa
American	Not Aware	5	63	63	5	72	78
	Aware	88	30	30	88	21	15
Nigerian	Not Aware	71	48	48	71	1	5
	Aware	75	98	98	75	145	141
Nigerian-American	Not Aware	15	18	18	15	19	31
	Aware	72	69	69	72	68	56

2. Factor Analyses and Constructs Reliability Test

Brand association and brand awareness could not be separated, thus were combined (Yoo & Donthu, 2001). As shown in Table 4.3, all components loaded above the adequate value of ($n=.7$). In this study, factor analysis was conducted given the following indicators: Promax rotation method which converged the brand equity constructs and antecedents into six iterations, with a principal axis factoring method, Barlett's test of sphericity was significant ($p<.05$), and Kaiser-Meyer-Olkin measure of sampling adequacy resulted a ($n=.899$) sampling accuracy, over the adequate value of ($n=.6$). Factor loadings that were less than ($n=.04$) were removed from further analysis, with the remaining loadings accounting for 68.7% of the variance. Chi-Square results were reported as well, yielding: $X^2 (2, N =329) = 4.53, p < .05$.

Cronbach's acceptable alpha level of ($n=.70$). The following questions were removed from further analysis, due to their unfit to the research tests: "I have more difficulty imagining the image of a local Nigerian hotel brand over a foreign hotel brand in Nigeria", "The price of the local Nigerian hotel brand is low-high", "The price of the foreign hotel brand in Nigeria is low-high", and "If traveling to/within Nigeria in the future, I would choose to stay at a local Nigerian hotel brand even if it has the same features (including price) as a foreign hotel brand in Nigeria."

Table 4.3 Factor Analysis and Construct Reliability of Constructs and Antecedents

Factor		1	2	3	4	5	6	7	Reliability
Perceived Quality	Quality4	0.97							0.92
	Quality6	0.83							
	Quality5	0.82							
	Quality3	0.79							
	Quality1	0.77							
	Quality2	0.64							
COO Local Hotel	Local Reputable		0.88						0.93
	Local Prestige		0.87						
	Local Quality		0.81						
	Local Tech		0.79						
	Local Creative		0.75						
	Local Innovative		0.70						
Brand Awareness/Association	Aware2			0.94					0.89
	Assoc1			0.85					
	Aware1			0.72					
	Assoc2			0.68					
	Aware3			0.57					
COO Foreign Hotel	Foreign Quality				0.89				0.91
	Foreign Reputable				0.84				
	Foreign Prestige				0.80				
	Foreign Tech				0.75				
	Foreign Innovative				0.73				
	Foreign Creative				0.68				
Perceived Value Foreign Hotel	Foreign Acceptable					0.90			0.84
	Foreign Reasonable					0.79			
Perceived Value Local hotel	Local Reasonable						0.90		0.83
	Local Acceptable						0.72		
Brand Loyalty	Loyalty2							0.79	0.89
	Loyalty3							0.71	
	Loyalty1							0.62	

3. Correlation Analysis

As shown on Tables 4.4, 4.5, and 4.6, correlation analysis was used to depict the relationship between future intentions and all brand equity constructs, by nationality of respondents: American, Nigerian, and Nigerian-American. When addressing American respondents, a few statistically significant relationships existed. Brand loyalty had the strongest relation to future intentions, ($r = .746, p < .001$). All brand equity constructs were statistically significant to future intentions, except local perceived value, which also had a negative correlation to future intentions, ($r = -.102, p = .33$). Local ($r = .338, p < .001$), and foreign COO ($r = -.276, p = .007$) had significant relationships to brand awareness/associations, as suggested in the literature, however foreign COO ($r = -.276, p = .007$), had a negative correlation with brand awareness/associations.

Table 4.4 Results of Pearson Correlation by Nationality (American)

American (n=93)		Quality	Local COO	Aware/Asso.	Foreign COO	Foreign PV	Local PV	Brand Loyalty	Future Int
Quality	Pearson Correlation								
	Sig. (2-tailed)								
Local COO	Pearson Correlation	.274**							
	Sig. (2-tailed)	0.01							
Awareness/Asso.	Pearson Correlation	.220*	.338**						
	Sig. (2-tailed)	0.03	0.00						
Foreign COO	Pearson Correlation	.243*	-.304**	-.329**					
	Sig. (2-tailed)	0.00	0.00	0.00					
Foreign PV	Pearson Correlation	0.00	0.00	-0.1	.245*				
	Sig. (2-tailed)	0.70	0.80	0.40	0.02				
Local PV	Pearson Correlation	.225*	.223*	0.03	0.16	.380**			
	Sig. (2-tailed)	0.03	0.03	0.76	0.12	0.00			
Brand loyalty	Pearson Correlation	0.20	.347**	.508**	-.315**	-.263*	0.00		
	Sig. (2-tailed)	0.05	0.00	0.00	0.00	0.01	0.91		

Table 4.4 Results of Pearson Correlation by Nationality (American) continued.

Future Intention	Pearson Correlation	.283**	.317**	.484**	-.276**	-.234*	-.102**	.746**	
	Sig. (2-tailed)	0.01	0.00	0.00	0.01	0.02	0.33	0.00	

When addressing Nigerian respondents, a few statistically significant relationships existed. The strongest correlation in this model was between brand loyalty and purchase intentions ($r = .735, p < .001$). All brand equity constructs were statistically significant to future intentions, except foreign COO, which also had a negative correlation to future intentions, ($r = -.079, p = .35$). The weakest correlation in the entire model was the relation between foreign price and local COO ($r = -.507, p < .001$).

Table 4.5 Results of Pearson Correlation by Nationality (Nigerian)

Nigerian (n=146)		Quality	Local COO	Aware/ Asso.	Foreign COO	Foreign PV	Local PV	Brand Loyalty	Future Int
Quality	Pearson Correlation								
	Sig. (2-tailed)								
Local COO	Pearson Correlation	.646**							
	Sig. (2-tailed)	.000							
Awareness/ Asso	Pearson Correlation	.617**	.533**						
	Sig. (2-tailed)	.000	0.00						
Foreign COO	Pearson Correlation	-0.03	0.08	0.08					
	Sig. (2-tailed)	0.70	0.32	0.36					
Foreign PV	Pearson Correlation	-.407**	-.507**	-.287**	0.07				
	Sig. (2-tailed)	0.00	0.00	0.00	0.38				
Local PV	Pearson Correlation	.439**	.613**	.282**	-0.05	-.341**			
	Sig. (2-tailed)	0.00	0.00	0.00	0.57	0.00			
Brand loyalty	Pearson Correlation	.668**	.634**	.691**	-0.03	-.395**	.358**		
	Sig. (2-tailed)	0.00	0.00	0.00	0.76	0.00	0.00		
Future Intention	Pearson Correlation	.709**	.557**	.583**	-0.08	-.376**	.302**	.735**	
	Sig. (2-tailed)	0.00	0.00	0.00	0.35	0.00	0.00	0.00	

When addressing Nigerian-American respondents, a few statistically significant relationships existed. The strongest correlation in this model was the relationship between quality and purchase intentions ($r = .815, p < .001$). All brand equity constructs were statistically significant to future intentions, except foreign COO, which also had a negative correlation to future intentions, ($r = -.064, p = .559$). The weakest correlation in the entire model was the relationship between foreign price and local perceived value ($r = -.175, p = .105$).

Table 4.6 Results of Pearson Correlation by Nationality (Nigerian-American)

Nigerian-American (n=87)		Quality	Local COO	Aware/ Asso.	Foreign COO	Foreign PV	Local PV	Brand Loyalty	Future Int.
Quality	Pearson Correlation								
	Sig. (2-tailed)								
Local COO	Pearson Correlation	.612**							
	Sig. (2-tailed)	0.00							
Awareness/ Asso	Pearson Correlation	.497**	.526**						
	Sig. (2-tailed)	0.00	0.00						
Foreign COO	Pearson Correlation	-0.05	0.01	0.16					
	Sig. (2-tailed)	0.67	0.96	0.15					
Foreign PV	Pearson Correlation	-0.05	-0.02	-0.14	0.02				
	Sig. (2-tailed)	0.65	0.89	0.19	0.87				
Local PV	Pearson Correlation	.505**	.537**	.544**	.251*	-0.18			
	Sig. (2-tailed)	0.00	0.00	0.00	0.02	0.11			
Brand loyalty	Pearson Correlation	.724**	.634**	.646**	-0.07	-0.10	.483**		
	Sig. (2-tailed)	0.00	0.00	0.00	0.50	0.38	0.00		
Future Intention	Pearson Correlation	.815**	.635**	.661**	-0.06	-.241*	.522**	.837**	
	Sig. (2-tailed)	0.00	0.00	0.00	0.56	0.03	0.00	0.00	

Given the results, we can suggest that the negative relationship between foreign COO and future intentions to stay at a local hotel brand in Nigeria may exist because the respondents in this study may be aware of greater standards than that of local foreign Nigerian hotel brands. Subsequently, as long as scores for foreign hotel brands remain high, the less likely respondents are in choosing to stay at a local Nigerian brand.

4. Regression Analysis

Dummy variables for nationality were used while analyzing the regression in this study. Using the dummy variable, all three groups: American, Nigerian, and Nigerian-American were assigned only two values, zero and one. For respondents with American, Nigerian, or Nigerian-American nationalities, a “1” was assigned, while a “0” was assigned to the respondents that did not match the specified nationality.

Table 4.7 displays the total effect of all nationalities and all brand equity constructs and antecedents, the results of the regression indicated the 5 constructs and antecedents of brand equity explained 68% of the variance ($R^2 = .68$, $F(9,319)=76.76$, $p<.001$). It was found that foreign COO ($\beta = -.131$, $p=.029$), perceived quality ($\beta = .407$, $p<.001$), brand awareness/associations ($\beta = .174$, $p=.006$), foreign perceived value ($\beta = -.079$, $p=.033$), and brand loyalty ($\beta = .467$, $p<.001$), all statistically significantly predicted future intentions to stay at a local hotel in Nigeria. Local COO ($\beta = .035$, $p=.541$), and local perceived value ($\beta = -.069$, $p=.104$) were not statistically significant predictors of future intentions of local hotels in Nigeria.

Table 4.7 Results of Regression Analyses by Hypotheses

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Foreign Perceived Value	(Constant)	3.46	0.47		7.37	0.00
	Local COO	-0.32	0.06	-0.28	-5.24	0.00
	Foreign COO	0.15	0.09	0.10	1.64	0.10
	American	0.27	0.16	0.11	1.76	0.08
	Nigerian American	-0.12	0.15	-0.05	-0.82	0.41
Local Perceived Value	(Constant)	0.81	0.41		1.97	0.05
	Local COO	0.59	0.05	0.52	10.94	0.00
	Foreign COO	0.17	0.08	0.11	2.18	0.03
	American	0.04	0.14	0.02	0.27	0.79
	Nigerian American	-0.07	0.13	-0.03	-0.56	0.58
Brand Loyalty	(Constant)	2.97	0.31		9.69	0.00
	American	-0.82	0.15	-0.29	-5.45	0.00
	Nigerian American	-0.26	0.15	-0.09	-1.71	0.09
	Local PV	0.34	0.06	0.29	5.77	0.00
	Foreign PV	-0.03	0.06	-0.23	-4.66	0.00
Brand Awareness/Association	(Constant)	2.24	0.32		7.06	0.00
	American	-1.84	0.11	-0.71	-17.56	0.00
	Nigerian American	0.02	0.10	0.01	0.22	0.08
	Local COO	0.42	0.04	0.35	10.00	0.00
	Foreign COO	0.01	0.06	0.00	0.11	0.91
Future Intention	(Constant)	0.76	0.36		2.11	0.04
	American	0.14	0.15	0.05	0.94	0.35
	Nigerian American	-0.05	0.10	-0.02	-0.51	0.61
	Local COO	0.04	0.06	0.03	0.61	0.54
	Foreign COO	-0.13	0.06	-0.08	-2.19	0.03
	Quality	0.41	0.06	0.32	7.02	0.00
	Awareness	0.17	0.06	0.17	2.75	0.01
	Foreign PV	-0.08	0.03	-0.07	-2.15	0.03
	Local PV	-0.07	0.04	-0.06	-1.63	0.10
	Loyalty	0.47	0.05	0.49	9.73	0.00

Table 4.8 Study's Regression Results Summary by Hypothesis

Hypotheses	Purchase Local Nigerian Hotel Brand Sig.	Decision	
H1, 1: Local COO on Local perceived value	$p < .001$	Supported	Fully supported
H1, 2: Foreign COO on Local perceived value	$p = .030$	Supported	
H2, 1: Local COO on brand awareness/associations	$p < .001$	Supported	Partially supported
H2, 2: Foreign COO on brand awareness/associations	$p = .901$	Not supported	
H3, 1: Local COO on future intent	$p = .541$	Not supported	Partially supported
H3, 2: Foreign COO on future intent	$p = .029$	Supported	
H4, 1: Local perceived value on brand loyalty	$p < .001$	Supported	Fully supported
H4, 2: Foreign perceived value on brand loyalty	$p < .001$	Supported	
H5, 1: Local perceived value on future purchase intent	$p = .104$	Not supported	Partially supported
H5, 2: Foreign perceived value on future purchase intent	$p = .033$	Supported	
H6: Brand loyalty on future purchase intent	$p < .001$	Supported	Supported
H7, 1: Brand associations on future purchase intent	$p = .006$	Supported	Fully supported
H8, 1: Brand awareness on future purchase intent	$p = .006$	Supported	
H9: Perceived quality on future purchase intent	$p < .001$	Supported	Fully supported

In this study, respondents were asked about their future intentions towards local hotel brands in Nigeria, not inquiring foreign brands in Nigeria. The hypothesis decisions indicated on Table 4.8 were derived from the regression analysis, while t-test and one-way ANOVA were used to determine the differences between the groups of respondents and each construct.

5. T-test and ANOVA Results

An independent t-test was used in Table 4.9 to compare the means of respondents' answers to the very first survey question, which asked for respondents' future choices

immediately, even before they had time to consider other variables. The results showed that there was a statistically significant difference between groups based on perceived quality, $t(9.557)=35.487, p<.001$, with the selection of a local hotel brand ($M=3.45, SD=.65$), receiving higher mean scores than foreign hotel brands ($M=2.89, SD=1.01$) in Nigeria. Indicating that when quality is concerned, those that chose to stay at a local Nigerian hotel, based on the scenario, valued higher quality than those that chose a foreign hotel brand. Brand awareness/associations, ($M=3.71, SD=.987$) and brand loyalty, ($M=3.97, SD=.88$) reported higher mean scores for those who chose to stay at a local Nigerian hotel than foreign hotel awareness ($M=2.54, SD=1.06$), foreign hotel brand loyalty ($M=1.99, SD=.77$). This indicates that these respondents were more familiar with the brand awareness/associations of local hotel brands rather than foreign hotel brands in Nigeria. COO of local and foreign hotel brands, and the perceived value of local and foreign hotel brands did not report to be statistically significant.

Table 4.9 Results of T-Test

Group Statistics						Levene's Test for Equality of Variances	
	Local or Foreign	N	Mean	Std. Deviation	Std. Error Mean	F	Sig.
Quality	Local hotel brand in Nigeria	171	3.79	0.65	0.05	35.49	0.00
	Foreign hotel brand in Nigeria	158	2.89	1.02	0.08		
Local COO	Local hotel brand in Nigeria	171	3.81	0.86	0.07	0.44	0.51
	Foreign hotel brand in Nigeria	158	2.84	0.84	0.07		
Brand Awareness/Associations	Local hotel brand in Nigeria	171	3.71	0.99	0.08	5.35	0.02
	Foreign hotel brand in Nigeria	158	2.54	1.06	0.08		

Table 4.9 Results of T-Test continued.

Foreign COO	Local hotel brand in Nigeria	171	4.20	0.75	0.06	0.25	0.62
	Foreign hotel brand in Nigeria	158	4.20	0.69	0.06		
Foreign PV	Local hotel brand in Nigeria	171	2.85	1.10	0.08	0.13	0.72
	Foreign hotel brand in Nigeria	158	3.26	1.08	0.09		
Brand Loyalty	Local hotel brand in Nigeria	171	3.97	0.88	0.07	4.20	0.04
	Foreign hotel brand in Nigeria	158	1.99	0.77	0.06		
Future Intention	Local hotel brand in Nigeria	171	4.03	0.83	0.06	3.20	0.07
	Foreign hotel brand in Nigeria	158	2.31	0.91	0.07		
Local PV	Local hotel brand in Nigeria	171	3.78	0.99	0.08	2.08	0.15
	Foreign hotel brand in Nigeria	158	3.15	1.13	0.09		

As shown in Tables 4.10, One-way analysis of variance determined the difference of constructs and antecedents of brand equity when addressing the nationality of respondents. Quality and $F(3,35)=9.282, p<.001$, and COO of a local hotel brand $F(3,35)=6.09, p<.001$. were perceived significantly different by respondents with different nationality.

Table 4.10 Results of One-Way Descriptive Results

	(n=329)	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Quality	American	93.00	3.63	0.55	0.06	3.52	3.74
	Nigerian	146.00	3.44	0.89	0.07	3.29	3.58
	Nigerian-American	87.00	2.93	1.25	0.13	2.67	3.20
Local COO	American	93.00	3.31	0.76	0.08	3.16	3.47
	Nigerian	146.00	3.55	1.02	0.08	3.38	3.72
	Nigerian-American	87.00	3.01	1.04	0.11	2.79	3.23

Table 4.10 Results of One-Way Descriptive Results continued

Awareness/Asso.	American	93.00	1.81	0.68	0.07	1.67	1.95
	Nigerian	146.00	3.77	0.81	0.07	3.64	3.90
	Nigerian-American	87.00	3.55	0.96	0.10	3.34	3.75
Foreign COO	American	93.00	3.77	0.74	0.08	3.61	3.92
	Nigerian	146.00	4.48	0.62	0.05	4.38	4.58
	Nigerian-American	87.00	4.18	0.64	0.07	4.04	4.32
Foreign PV	American	93.00	3.22	0.83	0.09	3.05	3.39
	Nigerian	146.00	2.95	1.26	0.10	2.74	3.15
	Nigerian-American	87.00	2.98	1.09	0.12	2.75	3.21
Local PV	American	93.00	3.43	0.85	0.09	3.26	3.60
	Nigerian	146.00	3.65	1.16	0.10	3.46	3.84
	Nigerian-American	87.00	3.21	1.17	0.13	2.96	3.46
Loyalty	American	93.00	2.44	0.94	0.10	2.25	2.64
	Nigerian	146.00	3.44	1.25	0.10	3.24	3.64
	Nigerian-American	87.00	2.99	1.42	0.15	2.69	3.29
Future Intention	American	93.00	2.97	1.12	0.12	2.74	3.20
	Nigerian	146.00	3.47	1.16	0.10	3.28	3.66
	Nigerian-American	87.00	3.02	1.36	0.15	2.73	3.31

As shown in Table 4.10 the respondents' mean scores are also displayed for each construct and antecedent, based on nationality: American, Nigerian, and Nigerian-American. Rightfully, Nigerians have the highest awareness/associations of local hotel brands ($M=3.77$, $SD=.81$), when compared to the Americans, ($M=1.81$, $SD=.68$). Nigerians also scored the highest towards intent to stay in a local hotel in the future ($M=3.47$, $SD=1.16$), brand loyalty ($M=3.44$, $SD=1.25$), perception of Nigeria as a COO ($M=3.55$, $SD=1.02$), and perceived value of a local Nigerian hotel ($M = 3.65$, $SD=1.16$). Americans generally scored the lowest mean scores for future intent, awareness/associations, and brand loyalty. Americans scored very high mean scores for

perceived quality of local brands in Nigeria (M=3.63, SD=.55), even higher than Nigerians, (M=3.44, SD=.89).

When looking at local hotel brands, and foreign hotel brands, it is assumed that Nigerian-Americans might possess the most experience, though it is notable to report their low mean scores towards local hotels in Nigeria. This is relevant since Nigerian-Americans have spent the equal time in both Nigeria and America, they may have a more accurate view concerning the overall quality of both local and foreign brands in Nigeria. The Nigerian-American group scored the lowest mean scores in quality (M=2.93, SD=1.25), COO of local hotels in Nigeria, (M=3.00, SD=1.04), and the local hotel brand perceived value (M = 3.2, SD=1.17).

Table 4.11 Results of One-Way ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Quality	Between Groups	23.7	3	7.90	9.28	0.00
	Within Groups	276	325	0.85		
	Total	300	328			
Local COO	Between Groups	16.7	3	5.59	6.09	0.00
	Within Groups	298	325	0.91		
	Total	315	328			
Awareness	Between Groups	237	3	79.2	118	0.00
	Within Groups	217	325	0.66		
	Total	455	328			
Foreign COO	Between Groups	29.0	3	9.68	22.1	0.00
	Within Groups	142	325	0.43		
	Total	171	328			
Foreign PV	Between Groups	8.32	3	2.77	2.27	0.08
	Within Groups	396	325	1.22		
	Total	404	328			
Local PV	Between Groups	11.2	3	3.74	3.16	0.03
	Within Groups	385	325	1.18		
	Total	396	328			

Table 4.11 Results of One-Way ANOVA continued

Loyalty	Between Groups	63.1	3	21.0	14.1	0.00
	Within Groups	482	325	1.48		
	Total	545	328			
Future Intention	Between Groups	19.3	3	6.45	4.44	0.00
	Within Groups	471	325	1.45		
	Total	491	328			

As shown in Tables 4.12, and 4.13, and Post hoc tests were reported to further analyze the difference in the means scores. Tukey’s honestly significant differences (HSD), reported insignificant differences between Nigerians and non-Nigerians, but significant differences between Americans and Nigerians. As shown in Table 4.11, all other constructs, except the perceived value of foreign brand hotel showed statistical significance differences between Nigerian and non-Nigerians, $F(3,325)=2.27, p=.08$.

Table 4.12 Results of Post Hoc Test by Constructs

Dependent Variable	(I) Nationality	(J) Nationality	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Quality	American	Nigerian	0.192	0.12	0.39	-0.12	0.50
		Nigerian-American	.699*	0.13	0.00	0.34	1.05
	Nigerian	American	-0.192	0.12	0.39	-0.50	0.12
		Nigerian-American	.507*	0.12	0.00	0.18	0.83
Nigerian-American	American	-.699*	0.13	0.00	-1.05	-0.34	
	Nigerian	-.507*	0.12	0.00	-0.83	-0.18	
Local COO	American	Nigerian	-0.23	0.12	0.24	-0.56	0.09
		Nigerian-American	0.30	0.14	0.14	-0.06	0.67
	Nigerian	American	0.23	0.12	0.24	-0.09	0.56
Nigerian-American		.541*	0.12	0.00	0.20	0.87	

Table 4.12 Results of Post Hoc Test by Constructs continued

	Nigerian-American	American	-0.30	0.14	0.14	-0.67	0.06
		Nigerian	-.541*	0.12	0.00	-0.87	-0.20
Awareness	American	Nigerian	-1.96*	0.10	0.00	-2.24	-1.68
		Nigerian-American	-1.74*	0.12	0.00	-2.05	-1.42
	Nigerian	American	1.96*	0.10	0.00	1.68	2.24
		Nigerian-American	0.22	0.11	0.18	-0.06	0.50
	Nigerian-American	American	1.74*	0.12	0.00	1.42	2.05
		Nigerian	-0.22	0.11	0.18	-0.50	0.06
Foreign COO	American	Nigerian	-.710*	0.08	0.00	-0.93	-0.48
		Nigerian-American	-.413*	0.09	0.00	-0.66	-0.15

Table 4.13 Results of Post Hoc Test by Nationality

Nigerian	American	.710*	0.08	0.00	0.48	0.93
	Nigerian-American	.297*	0.08	0.00	0.06	0.52
Nigerian-American	American	.413*	0.09	0.00	0.15	0.66
	Nigerian	-.297*	0.08	0.00	-0.52	-0.06
American	Nigerian	0.27	0.14	0.25	-0.10	0.65
	Nigerian-American	0.24	0.16	0.47	-0.18	0.66
Nigerian	American	-0.27	0.14	0.25	-0.65	0.10
	Nigerian-American	-0.03	0.14	0.99	-0.42	0.35
Nigerian-American	American	-0.24	0.16	0.47	-0.66	0.18
	Nigerian	0.03	0.14	0.99	-0.35	0.42

Table 4.13 Results of Post Hoc Test by Nationality continued.

American	Nigerian	-0.22	0.14	0.40	-0.59	0.14
	Nigerian-American	0.22	0.16	0.53	-0.20	0.63
Nigerian	American	0.22	0.14	0.40	-0.14	0.59
	Nigerian-American	.441*	0.14	0.01	0.06	0.82
Nigerian-American	American	-0.22	0.16	0.53	-0.63	0.20
	Nigerian	-.44*	0.14	0.01	-0.82	-0.06
American	Nigerian	-1.00*	0.16	0.00	-1.41	-0.57
	Nigerian-American	-.544*	0.18	0.01	-1.01	-0.07
Nigerian	American	.996*	0.16	0.00	0.57	1.413
	Nigerian-American	.452*	0.16	0.03	0.02	0.87
Nigerian-American	American	.544*	0.18	0.01	0.07	1.01
	Nigerian	-.452*	0.16	0.03	-0.87	-0.02
American	Nigerian	-.501*	0.15	0.01	-0.91	-0.08
	Nigerian-American	-0.05	0.17	0.99	-0.51	0.41
Nigerian	American	.501*	0.15	0.01	0.08	0.91
	Nigerian-American	.452*	0.16	0.03	0.03	0.87
Nigerian-American	American	0.04	0.17	0.99	-0.41	0.51
	Nigerian	-.451*	0.16	0.03	-0.87	-0.03

Chapter 5

Discussions

1. Managerial and Theoretical Implications

This study answered the research questions posed. This research added to branding studies, and enlightens the tourism industry in the study area of Nigeria, while future-branding strategies could gain marketing information. Furthermore, internationally, Africans can understand how Americans perceive their brands, just as Americans can gain similar information. Mainly, Nigerian hotel companies must increase their brand awareness and associations in Nigeria and outside of Nigeria. Based on the results from this study, foreign brands are well more known than Nigerian brands. This is mainly because Nigeria is still a developing country when compared to the COO of other multinational hotel brands. With the increased growth estimated for Nigeria, the country is projected to progress, thus encouraging a robust privatizing of Nigerian brands. There is room for Nigeria to increase the awareness of brand awareness/associations for Americans if Americans may not get the opportunity to stay in a Nigerian hotel, they should still be aware of Nigerian brands. Even as a country, Nigeria could first gain brand respect by infiltrating markets in other prominent competing African countries such as South Africa and Egypt. Nigerian brands could first win over Africa, before attempting to gain market share in Asia, India, or the Americas.

It was promising to notice the potential patronage from Nigerians and non-Nigerians in the scenario, as most respondents chose the local brand hotel (n=171), rather than the foreign hotel brand in Nigeria, (n=158). It could be argued that the non-

Nigerians may be more accepting of the Nigerian brands because they may possess limited experience of the local brands and Nigeria, since Nigerian-Americans who showed high awareness, still were not very supportive of local hotel brands in Nigeria. Nigerians showed very high positive scores for foreign hotel brands' COO, even higher than the local brands from Nigeria, even though the end result still reported Nigerians selected the local Nigerian brand from Nigeria, over the foreign multinational brands. This shows that Nigerians are at least aware of better standards deriving from foreign countries, though maintaining ethnocentricity. Nigerians show staunch support towards Nigerian brands, and Americans show similar support for American brands. Nigerian-Americans, who theoretically and actually have the most experience with Nigerian and American brands, did not waver much, as they remained central towards local hotel brands in Nigeria. Of the three groups, Nigerians travel the most often from within Nigeria. Nigerians prefer local Nigerian brands regardless of better competing brands, even with limited experience, Americans don't support local hotel brands in Nigeria as much as Nigerians do. Accordingly, local hotel brands may continue to appeal to their local consumers, though they must maintain or exceed quality standards with increasing emergence of multinational brands. Local brands can continue benchmarking after multinational brands in order to attract the quality standards that tourists might be aware of.

The findings in this study also suggest that both local and foreign COO influence the perceived value of local brand hotels in Nigeria. Thus, the country in which the hotel brand belongs to, influences consumers' perceived value of local hotels in Nigeria. Given the scenario question, which insinuated a 20% higher price charge for a foreign hotel brand, foreign hotel brands can securely charge higher room rates than competing local

hotel brand hotels.

Subsequently, brand loyalty is attained, as local and foreign perceived value influences consumers' brand loyalty of local hotels in Nigeria. Local COO and foreign COO both influence brand awareness/associations, as Nigerian brands are less known by non-Nigerians, and foreign brands from developed countries are relatively more popular. Brand loyalty does influence future intentions to stay at a local hotel in Nigeria, if a Nigerian or non-Nigerian consumer is loyal to a local hotel brand in Nigeria, the consumer is likely to stay at that hotel brand. Brand loyalty recorded high correlations towards future intentions for all three of the nationality groups, suggesting that if Nigerian or non-Nigerians decide to stay at a local Nigerian hotel, given the other determinants, they will remain loyal.

Local COO did not influence the stay of a consumer at a local Nigerian brand in Nigeria; rather, foreign COO impacts a consumer's stay at a local hotel brand in Nigeria. The local perceived value of a brand did not influence the stay of a consumer at a local Nigerian brand in Nigeria; rather, foreign perceived value impacts a consumer's stay at a local hotel brand in Nigeria. Essentially what the value of a local brand hotel is, and the country in which the local brand derives from does not matter. Instead, the value of a foreign brand and the country in which the brand comes from does influence future intentions. The price of a local brand is not a factor in consumers' choices to stay at a hotel. When a consumer looks to stay at a hotel in Nigeria, the consumer might not necessarily worry about the price of other local hotels brands or even that they are Nigerian local hotels, relatively, what is important to consumers is the origin and value of foreign brands. Brand awareness does influence a consumer choosing staying at a local

hotel brand in Nigeria. The perceived quality of a brand does influence a consumer choosing staying at a local hotel brand in Nigeria. Perceived quality influences future intentions very strongly, and brand loyalty influences it even more. The local perceived value of a local hotel brand in Nigeria does not influence a consumers' hotel choice, but rather the foreign perceived value of a brand does. Based on importance across the samples, when selecting a hotel brand in Nigeria, brand loyalty is the most important determinant, followed by perceived quality, and next is brand awareness/associations. Following the core brand equity constructs by Aaker (1991), is the non-effect impact of local COO and perceived value of local hotels in Nigeria.

2. Limitations

The hypothetical purchase scenario and the hypothetical prices and price changes were based on consideration of the efficiency of the study, and therefore might result in actual results regarding consumers' buying behaviors. Contrary, though some Americans might suggest staying at a local Nigerian hotel, the population of this study was acquired from controlled locations such as only the states of Georgia and Alabama. Likewise, though multiple hotels were surveyed in Cross River State Nigeria, Cross River State was the only location that was surveyed in Nigeria. However, hotel guests and students could derive from various locations, and just not the location that they completed the questionnaire, even though there is not a question addressing their state or city residence.

Acquiring completed surveys from the campus in Nigeria was irrevocable, as the original plan to administer questionnaires in the campus classroom was impeded by the countrywide strike by the Academic Staff Union of Universities (ASUU). According to

Balogun and Adeyeri (2013), the Federal Government of Nigeria and ASUU are still in negotiations over financial disbursements for infrastructural development, along with lecturers' salaries. To abate the strike, a scheduled meeting location was set for the SOC 3602, and BSW 5202 Hospitality Management students at the University of Calabar, Cross River, Nigeria. The willing participants were recruited to complete the questionnaires. Consent letters were received from the professor, the Department of Sociology at the University of Calabar, Cross River State in Nigeria, and the Tourism Bureau of Cross River State Nigeria.

This study lacked a pilot study. There was enough literature and validation from previous studies in the study area in order to proceed with the research study. A few participants showed an initial hesitation in participating with the questionnaire due to their lack of knowledge of the study area's or hotel brand infrastructure. Some Americans believed that they might not be eligible to respond to the questionnaire because they had never visited Nigeria, or might never visit. Some Nigerians that resided in the United States also initially hesitated to participate in the study because they had not stayed in a Nigerian hotel recently or frequently enough. This study did not ask respondents' intent to stay at a foreign brand hotel. This might have given a holistic comparison between both brands and countries. When measuring COO and perceived value, respondents were asked to rate foreign brands, but the actual foreign countries were never mentioned, as these foreign countries could have been countries with lesser standards than Nigeria's. We assume that given the fact that Nigeria is a third world country, and also given the brand awareness question, which listed the American brands versus Nigerian, participants may have responded based on more developed countries being the foreign countries.

Finally, this study could have addressed a fourth group, Americans that are not Nigerian, but travel to Nigeria often for business or other missions.

3. Comparing Americans, Nigerians, and Nigerian Americans.

According to the Post Hoc results in this study, Nigerians reported the highest support for local hotels in Nigeria. Across the constructs tested, there was no statistical significance among the nationality groups pertaining to the foreign perceived value. For local COO, Nigerian-Americans had a statistical significant relationship to Nigerians, but not with Americans. In this study, Nigerian-Americans did not show high support for local Nigerian hotels, but rather did for foreign hotels in Nigeria. When addressing the awareness of local hotels in Nigeria, Nigerians and Nigerian-Americans statistically differed with Americans, as Nigerians and Americans recognize local Nigerians hotels more than Americans. Finally, when considering if all three groups differed with one another in terms of their future intentions to stay at a local Nigerian hotel, American statistically significantly differed from Nigerians. Nigerians also differed from Nigerian-Americans. Nigerian-Americans and Americans did not differ in their choices of selecting a local Nigerian hotel.

4. Recommendations for Nigerian Tourism Industry

Knowledge of the rise in multinational hotel company traffic to Nigeria, and the awareness of the largest hotel company in Nigeria being a foreign company, may seem wearisome to some local hoteliers. Local hotel brands can either attempt to solidify loyalty within their local consumer base, or attempt to directly target foreign consumers.

According to the previous literature and the results of this study, indicating that Nigerians can still remain ethnocentric, local hotel brands can be assured of some level of local patronage. Therefore, local Nigerian brands can aim to continue benchmarking, and improving the quality, perceived quality, COO perception, brand awareness, brand association, and brand loyalty of local brands in Nigeria. With pressure from foreign hotel traffic, local hotels might have to somewhat keep up with foreign hotel company standards, in order to remain in business.

Local hotel brands in Nigeria can simply attempt to target more foreign consumers, however they should aim to solidify the local market share in the future. According to this study, patronage towards local hotels was witnessed from both Nigerians and non-Nigerians in the scenario. More of the respondents in this study suggested that they would choose to stay in a local brand hotel (n=171), than stay at the foreign hotel brand in Nigeria, (n=158). Based on this disclosure, local hotel brands in Nigeria can hope to compete against foreign hotel brands, given that local hotel brands have a large market of ethnocentric Nigerians, and a somewhat open-minded foreign consumer base. Local Nigerian hotels might not have the economies of scale to keep up with foreign hotels' customer base of foreigners. Local hotels companies must then solidify the loyalty from ethnocentric local Nigerians immediately, before multinational acquires the next generation of less ethnocentric Nigerians. Hotel loyalty programs, specialty rates, and priority booking are some examples that local hotels can incorporate in Nigeria.

Finally, local Nigerian brands might attempt to brand together. Companies might merge, or become affiliated under a similar brand name or company. The branding

strategies of multinational hotel companies should also be imitated by local hotel brands in Nigeria. Nigerian local brands are rarely recognized outside of Nigeria, because no major competitive brands exist. With plenty of local brands dispersed across the country, Nigeria lacks Nigerian brands that can compete internationally. In order to appear significant internationally, Nigerian brands must first be significant in Nigeria, as the highest rated, and most recognized hotel companies in Nigeria belong to foreign companies; homegrown Nigerian hotel brands might be overshadowed. Benchmarking is also advised here, as the influx of more developed hotel companies from more developed companies can aid in improving local Nigerian hotels. New hotels emerging into the market may aim to enter as a brand, while older companies could merge with other hotel companies. This could combine resources, stimulate economies of scale, and build a standard for recognition of more Nigerian hotel brands globally.

5. Future Research

This study assessed consumers' subjective and objective perceptions concerning brand equity, and how that leads to future intent. Continuing with the current research stream of global consumer marketing, a more objective based approach could be incorporated to obtain actual reactions, rather than subjective perceptions. The constructs used to measure brand equity and future intentions are relevant and efficient for this study, but other brand components could be incorporated to measure future intentions under similar circumstances in this study, such as satisfaction Olivier (1997) brand image and brand identity. Previous brand equity research has lacked actual consumer behavior.

Among them, some studies are based on opinion surveys instead of real purchase behavior data. Some others focus on only a limited number of categories or drivers. Moreover few of them if any have addressed the differences across categories of products. Zhu (2009) stated:

“No study has empirically explored the important drivers such as within category brand structure, brand positioning and firm brand strategy. No study has empirically explored the important drivers such as within category brand structure, brand positioning and firm brand strategy. All these limit our ability to generalize and apply the results of extant works in academic research and business practice.” (p.4)

This study gathered only the perceptions from respondents that had never stayed in a Nigerian hotel. The perceptions of the respondents (mostly Americans), which had never stayed in a Nigerian hotel, are based on less awareness than that of Nigerians and Nigerian Americans. Future research methods will aim to attain the most accurate and actual data accessible, by focusing on higher awareness from respondents. Hoteliers and companies can be sensitive in welcoming certain approach methods taken to involve guests in research. Innovative research methods will be sought after, when aiming to approach hotel guests with paper surveys.

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COLLEGE OF HUMAN SCIENCES

DEPARTMENT OF NUTRITION, DIETETICS,

AND HOSPITALITY MANAGEMENT

INFORMATION LETTER

for a Research Study entitled

"Exploring Brand Equity: Residents and Non-Residents' Perceptions of Locally-Owned Versus Multinational Hotel Brands in Nigeria"

You are invited to participate in a research study to identify Nigerians' and non-Nigerians' perceptions of local (Nigerian) hotel brands versus multinational hotel brands. The study is being conducted by McDaniel Ubi, Masters student, under the direction of his advisor, Dr. Alecia Douglas, Assistant Professor in the Department of Nutrition, Dietetics and Hospitality Management at Auburn University in the state of Alabama.

Before you proceed to the survey you will be asked whether you are 19 years old or older. Your total time commitment will be approximately 10 minutes. There are no known compensations, costs, nor benefits for your participation in this survey. Your privacy will be protected. There may be a breach of confidentiality, as your surveys will physically handed in by you, however, each survey will remain non-identifiable. Your responses will not be traced back to you. Your participation is completely voluntary, and even though you agree to participate in the survey, you can stop any time. Any data obtained in connection with this study will remain confidential. Information obtained through your participation may be published in a professional journal.

If you have questions about this study, please contact McDaniel Ubi (mwu0001@auburn.edu) or Dr. Alecia Douglas (acdouglas@auburn.edu) in the Department of Nutrition, Dietetics and Hospitality Management at Auburn University in the state of Alabama.

If you have questions about your rights as a research participant, please ask them now, or you may contact the Auburn University Office of Human Subjects Research or the Institutional Review Board by phone (334)-844-5966 or e-mail at hsubject@auburn.edu or IRBChair@auburn.edu.

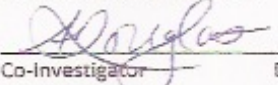
HAVING READ THE INFORMATION PROVIDED, YOU MUST DECIDE IF YOU WANT TO PARTICIPATE IN THIS RESEARCH PROJECT. IF YOU DECIDE TO PARTICIPATE, THE DATA YOU PROVIDE WILL SERVE AS YOUR AGREEMENT TO DO SO. THIS LETTER IS YOURS TO KEEP.




325 SPIDLE HALL
AUBURN, AL 36849-5605

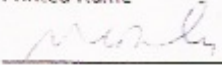
TELEPHONE:
334-844-4261

FAX:
334-844-3279

 7/9/2013
Co-Investigator Date

ALECIA DOUGLAS, PH.D.
Printed Name


Printed Name

 7/9/2013
Investigator's signature Date



COLLEGE OF HUMAN SCIENCES
DEPARTMENT OF NUTRITION, DIETETICS,
AND HOSPITALITY MANAGEMENT

June 4, 2013

Institutional Review Board
c/o Office of Human Subjects Research
307 Samford Hall
Auburn University, AL 36849

Dear IRB Members,

After reviewing the proposed study, "Exploring Brand Equity: Residents and Non-Residents' Perceptions of Locally-Owned Versus Multinational Hotel Brands in Nigeria", presented by Mr. Ubi, an AU graduate student, I have granted authorization for students to be recruited from the following course(s) (before, during or after class):

HRMT 3400

The purpose of the study is to determine and investigate the substance of residents and non-residents' brand insight towards locally owned and multinational hotel brands operating in Nigeria. Mr. Ubi will conduct the following activities in the above listed course(s): (contact, recruit, and collect data). It is understood that this project will end no later than (9/30/13).

To ensure that the students are protected, Mr. Ubi has agreed to provide to me a copy of any Auburn University IRB-approved, stamped consent document before he recruits participants in the above-listed courses. The total survey completion time commitment will not exceed 10 minutes. To eliminate any risk of coercion, I/the instructor will leave the classroom during Mr. Ubi's presentation (or explain any other actions the faculty member will take). Mr. Ubi has agreed to provide a copy of his study results, in aggregate, to our department.

If the IRB has any concerns about the permission being granted by this letter, please contact me at the phone number listed above.

Sincerely,

Dr. Alecia Douglas,
Assistant Professor

528 SPIDLE HALL
AUBURN, AL 36849-5605

TELEPHONE:
334-844-4261

FAX:
334-844-3279

www.auburn.edu



COLLEGE OF HUMAN SCIENCES

DEPARTMENT OF NUTRITION, DIETETICS,
AND HOSPITALITY MANAGEMENT

Date: 06/03/2013

Institutional Review Board
c/o Office of Human Subjects Research
307 Samford Hall
Auburn University, AL 36849

Dear IRB Members,

After reviewing the proposed study, "Exploring Brand Equity: Residents and Non-Residents' Perceptions of Locally-Owned Versus Multinational Hotel Brands in Nigeria", presented by Mr. Ubi, an AU graduate student, I have granted authorization for students to be recruited from the following course(s) (before, during or after class):

HRMT 4200

The purpose of the study is to determine and investigate the perceptions of residents' and non-residents' preference towards locally owned and multinational hotel brands operating in Nigeria. Mr. Ubi will conduct the following activities in the above listed course(s): (contact, recruit, and collect data). It is understood that this project will end no later than 9/30/13.

To ensure that the students are protected, Mr. Ubi has agreed to provide to me a copy of any Auburn University IRB-approved, stamped consent document before he recruits participants in the above-listed courses. The total survey completion time commitment will not exceed 10 minutes. To eliminate any risk of coercion, I/the instructor will leave the classroom during Mr. Ubi's presentation (or explain any other actions the faculty member will take). Mr. Ubi has agreed to provide a copy of his study results, in aggregate, to our department.

If the IRB has any concerns about the permission being granted by this letter, please contact me at ymlee@auburn.edu or 334-844-6453.

328 SPIDLE HALL
AUBURN, AL 36849-8605

TELEPHONE:
334-844-4261

FAX:
334-844-3279

Sincerely,

Yee Ming Lee, Ph.D.
Associate Professor
Department of Nutrition, Dietetics, and Hospitality Management
328C Spidle Hall
Auburn AL 36849-8605
Office: (334) 844-6453
Fax: (334) 844-3279

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Auburn Marriott Opelika Hotel & Conference Center at Grand National
3700 Robert Trent Jones Trail
Opelika, AL 36801
t: 334.741.9292 f: 334.741.9733
Marriott.com/CSGAB

June 6, 2013

Auburn University Institutional Review Board

c/o Office of Human Subjects

307 Samford Hall

Auburn, AL 36849

Please be notified that McDaniel Ubi, AU Graduate Student (Hotel and Restaurant Management), has the permission of the Auburn Marriott Opelika Hotel & Conference Center at Grand National to conduct research at our Auburn facility for his study, "Exploring Brand Equity: Residents and Non-Residents' Perceptions of Locally-Owned Versus Multinational Hotel Brands in Nigeria".

Mr. Ubi will be settled at a table in the hotel lobby, where guests might approach him, completing of his questionnaire out of their own interest and accord. The guests would be handed a packet of information, including an instruction notice and a survey that will be returned to Mr. Ubi immediately after completion. Mr. Ubi will await the completed surveys upon conclusion. The total survey completion time commitment will not exceed 10 minutes. Mr. Ubi hopes to receive about 50 completed surveys, and will visit my hotel 2 days around (around 6:00AM-7:30PM). Mr. Ubi's on-site research activities will be finished by September 30th 2013 *(9/30/13)*.

Mr. Ubi has agreed not to enter any of our guests' rooms or interfere with the flow of guests or vehicles. Employees will not be allowed time from their work duties to complete the surveys. Mr. Ubi has also agreed to provide to my office a copy of the Auburn University IRB-approved, stamped consent document before he recruits participants on campus, and will also provide a copy of any aggregate results.

If there are any questions, please contact my office.

Signed,

Mr. Jay Prater
General Manager



UNIVERSITY OF CALABAR

P. M. B. 1115
CALABAR - NIGERIA

Vice Chancellor

PROF. JAMES EPOKE

B.Sc (NIG), M.Sc (LONDON), Ph.D (LAGOS)

Ag. HEAD OF DEPARTMENT:

DR. E. M. USHIE

B.Sc (UNIPORT), M.Sc (UNICAL), Ph.D (UNIJOS).

PGDEE, (UNICAL) GDPM (CIPM, LAGOS).

E-Mail: mondayushies@yahoo.com

GSM: 08054011102, 08023612599, 08036552360



DEPARTMENT OF SOCIOLOGY

Telegrams: UNICAL, CALABAR

Tel: 224749, 224750

224753, Ext. 23217

Telex: 65103 UNICAL, NIG.

6th June, 2013

Our Ref:.....

Date:.....

Auburn University Institutional Review Board
C/O Office of Human Subjects
307 Samford Hall
Auburn, AL 36849

Dear IRB Members,

After reviewing the proposal study, "Explore Brand Equity: Residents and Non-Residents' Perception of Locally Owned Versus Multinational Hotel Brands in Nigeria", presented by Mr. Ubi, an AU graduate student, I have granted authorization at the University of Calabar for students to be recruited from only the following course SOC 3602. Formal Organizations: and BSW 5202 Women and Social Development; before class.

The purpose of the study is to determine and investigate the substance of residents and non-residents brand insight towards locally owned and multinational hotel brands operating in Nigeria Mr. Ubi will conduct the following activities in the above listed course(s): (Contact, recruit and collect data) at the University of Calabar. It is understood that this project will end no later than (9/30/13).

To ensure that the students are protected, Mr. Ubi has agreed to provide to me a copy of any Auburn University IRB – approval, stamped consent document before he recruits participants in the above listed courses. The total survey completion time commitment will not exceed 10 minutes. To eliminate any risk of coercion. I will leave the classroom during Mr. Ubi's presentation. Any data collected by Mr. Ubi will be kept confidential and will be stored in a locked filing cabinet in the HRMT Graduate office on Auburn's Campus, Spidle Hall 33. Mr. Ubi has agreed to provide a copy of his study results, in aggregate, to our department.

If the IRB has any concerns about the permission being granted by this letter, please contact me on the phone number listed below.

Sincerely,

Dr. (Mrs.) Judith Otu

+2348023326587

Tel No:770-394 6261
FaxNo:770-394 4671



Consulate General of
The Federal Republic
of Nigeria

8060 Roswell Road
Atlanta, GA 30350

Ref. No.CGN/AT/CONS.17

Date: August 13, 2013.

Chair,
Auburn University Institutional Review Board,
c/o Office of Human Subjects,
307 Samford Hall,
Auburn AI, 36849.

Research In the Consulate-General of Nigeria
Atlanta, By McDaniel Ubi

Please be notified that McDaniel Ubi, AU Graduate Student (Hotel and Restaurant Management), has the permission of the (Consulate-General of Nigeria, Atlanta) to conduct research at the Consulate-General, Atlanta, for his study, entitled: "Exploring Brand Equity: "Residents and Non-Residents' Perception of Locally Owned Versus Multi National Hotel Brands in Nigeria".

2. During the period, Ms. Ubi will contact waiting guests and interview them in the lobby of the Consulate. The Consulate will be handed a packet of information, including a questionnaire that will be returned to Mr. Ubi immediately after completion. Mr. Ubi hopes to receive about 50 completed surveys and will visit the Consulate 1-2 days during the summer of 2013. Mr. Ubi on-site research activities will end by October 30, 2013.

3. For further enquiries on this matter, please contact the undersigned.

A handwritten signature in green ink, appearing to read 'J. J. Gargardi'.

J. J. Gargardi
For: Ambassador/Consul-General



**Cross River State
Tourism Bureau**

16th July 2013

Institutional Review Board

c/o Office of Human Subjects Research

307 Samford Hall

Auburn University, AL 36849

Dear IRB Members,

After reviewing the proposed study, "Exploring Brand Equity: Residents and Non-Residents' Perceptions of Locally-Owned Versus Multinational Hotel Brands in Nigeria", presented by Mr. Ubi, an AU graduate student, I have granted authorization for the recruitment of Crossrivarians in the city of Calabar, Cross River State, Nigeria. Citizens might only be approached in tourism related areas. The tourism research protocol coincides with the ethical code of Cross River State, Nigeria.

The purpose of the study is to determine and investigate the substance of residents and non-residents' brand perception towards locally owned and multinational hotel brands operating in Nigeria. It is understood that this project will end no later than (9/30/13).

To ensure that the citizens are protected, Mr. Ubi has agreed to provide to me a copy of any Auburn University IRB-approved, stamped consent document before he recruits participants in the above-listed courses. The total survey completion time commitment will not exceed 10 minutes. Any data collected by Mr. Ubi will be kept confidential and will be stored in a locked filling cabinet in the HRMT Graduate office on Auburn's campus, Spidle Hall 332. Mr. Ubi has agreed to provide a copy of his study results, in aggregate, to our department.

I am a part of the Tourism Bureau of Cross River State Government, but I am not associated with Mr. Ubi's protocol in any way. If the IRB has any concerns about the permission being granted by this letter, please contact me at the phone number listed above.

If the IRB has any concerns about the permission being granted by this letter, please contact me at the phone number listed above.

Sincerely,

Michael Williams
Managing Director



UNIVERSITY OF CALABAR

CALABAR - NIGERIA

Vice Chancellor

PROF. JAMES EPOKE
B.Sc (NIG.) M.Sc (LONDON), Ph.D (LAGOS)

Ag. HEAD OF DEPARTMENT:

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DEPARTMENT OF SOCIOLOGY

Telegrams: UNICAL, CALABAR
Tel: 224749, 224750
224753, Ext. 23217
Telex: 65103 UNICAL, NIG.

July 1, 2013

Our Ref:.....

Date:.....

Institutional Review Board
c/o Office of Human Subjects Research
307 Samford Hall
Auburn University, AL 36849

Dear IRB Members,

The proposed study entitled, "Exploring Brand Equity: Residents and Non-Residents' Perceptions of Locally-Owned Versus Multinational Hotel Brands in Nigeria", presented by AU graduate student Mr. Ubi, has been reviewed. The research protocol coincides with the local standards of the Department of Sociology at the University of Calabar, Cross River State, Nigeria. Permissions are rendered for Mr. Ubi to distribute his surveys in the listed course(s): SOC 3602 and BSW 5202 no later than 30th September, 2013.

To ensure that the students are protected, Mr. Ubi has agreed to provide to me a copy of any Auburn University IRB approved, stamped consent document before he recruits participants in the above-listed courses. The total survey completion time commitment will not exceed 10 minutes. Mr. Ubi has agreed to provide a copy of his study results, in aggregate, to our department.

I am a part of the Sociology Department at UNICAL, but I am not associated with Mr. Ubi's protocol in any way. If the IRB has any concerns about the permission being granted by this letter, please contact me at the phone number listed above.

Sincerely


DR. E. M. USHIE
Ag. HEAD OF DEPARTMENT

BRAND PERCEPTION SURVEY
of Local Nigerian Hotels v/s Foreign Hotels Operating in Nigeria

I am a graduate student at Auburn University. I am conducting a study on Nigerians’ and non-Nigerians’ perceptions of local (Nigerian) hotel brands versus multinational hotel brands. I would greatly appreciate it if you would kindly fill out the questionnaire below based on the scenario below. Please do not include your name on this survey, as it is anonymous. For the purpose of this study, multinational hotels are stated as (foreign) hotels in Nigeria. Carefully read the following scenario and select the most appropriate answers for each set questions asked.

Thank you sincerely for your time!
McDaniel Ubi

SECTION A:
Perceptions of Local Nigerian Hotel Brands

Scenario:

Consider that you are traveling to/within Nigeria, and that you have the option to stay in either a local 4-star Nigerian brand hotel or a foreign 4-star brand hotel in Nigeria. For questions 1 to 20, please answer based on this consideration.

1. Which hotel would you chose to stay in? *Select your choice by **circling one** option.*
- A. Local hotel brand in Nigeria B. Foreign hotel brand in Nigeria

*Based on your response in Question 1, use the scale below to answer questions 2-7. To answer each question, please check the box representing your perception of local Nigerian hotel brands. Each question is to be rated on a scale of 1 to 5 with “1 or SD” being “strongly disagree” and “5 or SA” being “strongly agree.” Please fill in only **ONE** answer choice for each question.*

SCALE: SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree

	SD 1	D 2	N 3	A 4	SA 5
2. I consider myself loyal to local Nigerian hotel brands rather than foreign hotel brands in Nigeria.					
3. My first choice would be a local Nigerian hotel brand.					

4. I would not book with a foreign hotel brand in Nigeria if a local Nigerian hotel brand was available.					
5. I can recognize a local Nigerian hotel brand(s) among other competing foreign hotel brands in Nigeria.					
6. I am aware of a local Nigerian hotel brand.					
7. When I think of hotels in Nigeria, a local Nigerian hotel brand is one of the brands that comes to mind.					

**SECTION A (cont'd):
Perceptions of Local Nigerian Hotel Brands**

For question 8, please circle all that apply.

8. Of the following local and foreign hotel brands listed in Nigeria, please circle the hotel brand name(s) that you do **NOT** recognize.

- | |
|------------------------------|
| A. InterContinental in Lagos |
| B. Victorian Plaza |
| C. Sheraton Lagos Hotel |
| D. Best Western Plus Lagos |
| F. Channel View Hotel |
| G. Tinapa Lakeside |

*For questions 9-20, using the scale below, please check the box representing your perception of local Nigerian hotel brands. Each question is to be rated on a scale of 1 to 5 with “1 or SD” being “strongly disagree” and “5 or SA” being “strongly agree.” Please fill in only **ONE** answer choice for each question.*

Remember to answer based on the scenario where you are traveling to/within Nigeria, and you have decided to stay at either a local 4-star Nigerian brand hotel or a foreign 4-star hotel brand in Nigeria.

SCALE: SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree

SD	D	N	A	SA
1	2	3	4	5

9. I can quickly recall some characteristics of a local Nigerian hotel brand over a foreign hotel brand in Nigeria.					
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10. I can quickly recall the symbol or logo of a local Nigerian hotel brand over a foreign hotel brand in Nigeria.					
11. I have more difficulty imagining the image of a local Nigerian hotel brand over a foreign hotel brand in Nigeria.					
12. I think the local Nigerian hotel brand would show a genuine interest in solving guest problems.					
13. I think the local Nigerian hotel brand would perform the service right the first time.					
14. I think the local Nigerian hotel brand would provide its services at the time it promises to do.					
15. I think the local Nigerian hotel brand has staff who would always be willing to help guests.					
16. I think the local Nigerian hotel brand has staff who would give personalized attention to their guests.					
17. I think the local Nigerian hotel brand has staff who would provide prompt service to guests.					
18. If traveling to/within Nigeria in the future, I would choose to stay at a local Nigerian hotel brand.					
19. If traveling to/within Nigeria in the future, I would choose to stay at a local Nigerian hotel brand even if it has the same features (including price) as a foreign hotel brand in Nigeria.					
20. If traveling to/within Nigeria in the future, the probability of choosing to stay at a local Nigerian hotel brand is very high.					

SECTION B:
Evaluating Local Nigerian Hotel Brands and Foreign Hotel Brands in Nigeria

*For questions 21 to 26, rate your perception of the superiority of **BOTH** Nigerian **AND** foreign hotel brands using on a 5-point scale where 1 is 'inferior' and 5 is 'superior'. For each question, please circle only **ONE** choice for each hotel brand.*

These hotel brands in Nigeria have/are...	Local Hotel brand					Foreign Hotel brand				
	Inferior		Superior			Inferior		Superior		
21. Innovative in hotel services	1	2	3	4	5	1	2	3	4	5
22. Creative in their hotel service offerings	1	2	3	4	5	1	2	3	4	5
23. High quality hotel service	1	2	3	4	5	1	2	3	4	5

*For questions 27-32, please circle your answers using the scales provided for each question. Please circle only **ONE** answer choice for each question.*

Scenario:

Consider that the average price of a hotel stay at a local Nigerian hotel brand is (\$250) a night, and the average price of a foreign hotel brand in Nigeria is about 20% higher (\$300).

27. The price of the local Nigerian hotel brand is	Very Low 1	2	3	4	Very High 5
28. The price of the local Nigerian hotel brand is	Unreasonable 1	2	3	4	Reasonable 5
29. The price of the local Nigerian hotel brand is	Unacceptable 1	2	3	4	Acceptable 5
30. The price of the foreign hotel brand in Nigeria is	Very Low 1	2	3	4	Very High 5
31. The price of the foreign hotel brand in Nigeria is	Unreasonable 1	2	3	4	Reasonable 5
32. The price of the foreign hotel brand in Nigeria is	Unacceptable 1	2	3	4	Acceptable 5

**SECTION C:
Respondent Demographics**

*For questions 33-41, please circle only **ONE** answer choice for each question.*

33. Gender: A. Male B. Female
34. Age group: A. 19 - 25 D. 46-55
 B. 26 - 35 E. 56-65
 C. 36 - 45 F. Over 65
35. Education: A. High/Secondary school D. Master's degree
 B. Some college E. Doctoral degree
 C. Bachelor's degree F. Other
36. Monthly income group (where ₦ is the Nigerian Naira currency):
 A. Below US\$15,000 or Below ₦75,000
 B. Between US\$15,001 and US\$30,000 or Between ₦75,001 and ₦90,000
 C. Between US\$30,001 and US\$45,000 or Between ₦90,001 and ₦105,000
 D. Between US\$45,001 and US\$60,000 or Between ₦105,001 and ₦120,000
 E. Over US\$60,000 or ₦120,000
37. Place of birth: A. United States B. Nigeria C. Other_____
39. Have you ever resided in Nigeria?
 A. Yes
 B. No
40. How frequently have you stayed in a hotel located in Nigeria?
 A. Never
 B. 1-5 stays
 C. 6-10 stays
 D. 11-15 stays
 E. 16 stays or more
41. Ethnicity:
 A. African
 B. African American
 C. Asian
 D. Caucasian
 E. Hispanic
 F. Native American
 G. Other (please identify)_____

42. What is your employment status?
- A. Employed full-time
 - B. Employed part-time
 - C. Unemployed
 - D. Self-employed
 - E. Student (full-time university student)
 - F. Retired
 - G. Homemaker
 - H. Not willing to answer
43. What do you consider your citizenship?
- A. American
 - B. Nigerian
 - C. Nigerian American (which means you were born in Nigeria, but now have American citizenship)
 - D. Other (please identify)_____
44. If you consider yourself (Nigerian-American), how long have you lived in the United States?
- A. 1-5 years
 - B. 6-10 years
 - C. 11-15 years
 - D. 16 or more years

Your time and effort used to complete this survey is deeply appreciated!