

PDF - PRICING STRATEGIES OF HOTELS AND CUSTOMERS LODGING BEHAVIOUR IN CALABAR METROPOLIS - researchcub.info ABSTRACT

The study on pricing strategies of hotels and customers lodging behaviour in Calabar metropolis was aimed at determine the influence of pricing strategies such as Competitors oriented pricing strategy, Value based pricing strategy, Prestige pricing strategy and Dynamic pricing strategy on customers lodging behaviour in Calabar metropolis. The study adopted a survey research design which enabled the administration of a structured questionnaire on 246 hotel customers in Calabar, Cross River state that were drawn using purposive sampling technique. The responses obtained through the questionnaire were subjected to statistical analysis using multiple regression analysis, which in turn revealed that Competitors oriented pricing strategy, Value based pricing strategy, Prestige pricing strategy and Dynamic pricing strategy have an influence on customers lodging behaviour in Calabar metropolis. Based on the above result, it was concluded that pricing strategies have an influence on customers lodging behaviour in Calabar metropolis, and the various pricing strategies such as Competitors oriented pricing, Value based pricing, Prestige pricing and dynamic pricing strategy all influence customers lodging behaviour in Calabar metropolis. Hence, it was recommended that Due to the intense competition within the hotel industry in Calabar metropolis, hotel managers should endeavour to strive to understand competitors pricing techniques in order to imitate or advance on such strategy to gain competitive advantage.

TABLE OF CONTENTS

TITLE PAGE	i	
DECLARATION	ii	
APPROVAL PAGE	iii	
DEDICATION	iv	
ACKNOWLEDGEMENTS	v	
ABSTRACT	vii	
TABLE OF CONTENTS		viii
LIST OF TABLES	xiii	
CHAPTER ONE: INTRODUCTION		
Background of the study	1	
Statement of the problem	3	
Objectives of the study	5	
Research questions	5	
Research hypotheses		6
Significance of the study	7	
Scope of the study	7	
Operational Definition of terms	8	
CHAPTER TWO: THEORETICAL FRAMEWORK AND REVIEW LITERATURE		
2.1.1 Adaptation-level theory		11
Theory of reasoned action	13	
2.1.3 Signalling theory		15
2.2 An Overview of price and pricing strategy		17
Objectives of pricing strategies		19

Types of pricing strategies	22
Factors affecting the choice of a pricing strategy	26
Lodging behaviour of consumers	29
Conceptual framework and model	32
Competitors oriented pricing strategy and the lodging behaviour of consumers	33
Value base pricing and strategy and lodging behaviour of consumers	35
Prestige pricing strategy and the lodging behaviour of Consumers	37
Dynamic pricing strategy and the lodging behaviour of Consumers	38
Empirical review	40
Summary of literature review	42
CHAPTER THREE: RESEARCH METHODOLOGY	
Study area	44
Research Design	46
Population of the study	47
Sample procedure and sample size determination	47
Sources and methods of data collection method	49
Research Instrument	49
Validity and reliability of instrument	50
Data analysis technique	50
Limitation of the study	50
CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS	
Data presentation	51
Test of hypothesis	78
Discussion of finding	84
CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION	
Summary of findings	86
Conclusion	87
Recommendation	87
References	
Appendix	

PRICING STRATEGIES OF HOTELS AND CUSTOMERS LODGING BEHAVIOUR IN CALABAR METROPOLIS

The complete project material is available and ready for download. All what you need to do is to

order for the complete material. The price for the material is NGN 3,000.00.

Make payment via bank transfer to Bank: Guaranteed Trust Bank, Account name: Emi-Aware technology, Account Number: 0424875728

Bank: Zenith Bank, Account name: Emi-Aware technology, Account Number: 1222004869

or visit the website and pay online. For more info: Visit <https://researchcub.info/payment-instruct.html>

After payment send your depositor's name, amount paid, project topic, email address or your phone number (in which instructions will sent to you to download the material) to +234 70 6329 8784 via text message/ whatsapp or Email address: info@allprojectmaterials.com.

Once payment is confirmed, the material will be sent to you immediately.

It takes 5min to 30min to confirm and send the material to you.

For more project topics and materials visit: <https://researchcub.info/> or For enquiries: info@allprojectmaterials.com or call/whatsapp: +234 70 6329 8784

Regards!!!