An Exploratory Study of Customers’ Perception of Pricing of Hotel Service Offerings in Calabar Metropolis, Cross River State, Nigeria

Juliana B. Akaegbu*

Statement of Problem: Over the years, the tourism and hospitality industry in Nigeria has been underdeveloped since the nation is a mono economy, depending on the oil and gas industry for the revenue needed for national development. The industry is only recently emerging as an alternative source for generating revenue and Cross River State is now ranked as the tourism hop in Nigeria. There is very little indigenous literature available about how the industry manages to create a balance between achieving productive efficiency and effectiveness and customers’ satisfaction. Exploring customers’ perception of pricing of hotel service offerings in Calabar Metropolis will add significantly to the burgeoning industry literature.

Objectives of Study: The objective of this study is to investigate the attributes that affect hotel room pricing based on customers’ perception in Calabar Metropolis, Cross River State, Nigeria.

Methodology of Study: The study was carried out through a critical review of existing paltry literature and personal interviews conducted among purposively selected segment of customers. The methodology is therefore exploratory and narrative.

Statement of Findings: Findings showed that the availability of regular electricity and water supply, among other factors were perceived highly by customers in their decisions about pricing of hotel offerings. The study recommended among others, the adoption of the L.E.A.R. (learning, empathizing, asking questions, and responding) approach, and prompt response by industry operators to customers’ complaints.

Keywords: Tourism and hospitality industry, hotel pricing, customer perception, Nigeria

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*Ms. Juliana B. Akaegbu, MBA Research Student, Department of Business Management, Faculty of Management Sciences, University of Calabar, Calabar, Nigeria. Phone: +2347032615255; +2348052071190. Email: talk2babygold@yahoo.com; julakaegbu83@ymail.com