

# **Preferences Influencing Consumer's Choice of a Nightclub in Nairobi County**

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## **ABSTRACT**

This research sought to examine the preferences affecting consumer's choice of a nightclub. It had three objectives; the consumer's preferences when choosing a nightclub, the consumer's preferences when changing choice of a nightclub, and how the consumer arrives at a choice of nightclub. The act of changing choice of nightclub is known as club hopping. The research used a triangulated methodology to explore the three elements; choosing, choice, and changing choice. A qualitative method using focus group discussions provided insights on consumer's decision making process outside the natural environment of a nightclub. A quantitative method using survey technique confirmed the consumer's decision making process while in the natural environment of a nightclub. The results of the research showed that there was no difference in the decision making process from consumers inside and outside the natural environment. The findings showed that the differences existed in the preferences between genders i.e. male and female. The two genders were aligned on the magnitude of some preferences and how they affected their choices, but were polarized on other preferences. Nevertheless, the study was able to draw a pathway where the two neutralize. Conclusively, the research was able to determine the most important preferences when choosing a nightclub which are; expressive crowds, love (intimacy, passion and commitment), service, friendships, music, dancing, prices, and ambiance. The research was also able to establish the alteration of these preferences when club hopping.

Key words; preferences, choices, choosing, club hopping.

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## **LIST OF ACRONYMS**

DJ:	Disc Jockey
FG:	Focus Group
FGD:	Focus Group Discussion
MBTI:	Myer-Briggs Type Indicator
MRS:	Marginal Rate of Substitution
NEMA:	National Environmental Management Authority
PDP:	Purchase Decision Process
R&B:	Rhythm and Blues
TCC:	Theory of Consumer Choice

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## DEFINITION OF TERMS

**Bar:** A small room in which alcoholic beverages are sold and served for on-premise consumption, bars do not generally serve meals (Oxford, 2016)

**Back-bar:** the space behind the bar counters comprising of; a shelf display of alcoholic beverages, shelves for crockery and cutlery, and equipment for preparing beverages (Taffer, 2014)

**Binge drinking:** excessive consumption of alcohol in a single and brief episode (Baldwin, Stogner, & Miller, 2014).

**Bottle service:** purchase of a bottled alcoholic beverage of not less than 750ml in a drinking establishment (The Capitalist, 2017).

**Bouncer:** An individual employed by a nightclub to regulate the entry of consumers, and eject aggressive impulsive persons to ensure the safety of other consumers and staff alike (Oxford, 2016).

**Chameleon club:** an establishment that serves as a restaurant (in the day), a diner (in the evening), and a nightclub (in the night) – during which different genres of music or activities (comedy, live-bands, indoor games) take the stage in alternate days of the week (Kachelriess, 2014).

**Clubbing:** the activity of patronizing a nightclub (Webster-Merriam, 2018)

**Club-Hopping:** the act of moving from one nightclub to another in the same night (Oxford, 2016).

**Clubwear;** fashionable and revealing clothing that is worn to a nightclub (Webster-Merriam, 2018)

**Dance floor:** an area inside a nightclub reserved for consumers to dance. It is distinguished from other floor areas by; elevation, depression, color, lighting, or barriers (Oxford, 2016).

**Disk Jockey:** A person, who selects, combines, and plays a variation of recorded music to an audience (Oxford, 2016).

**Disk jockey booth:** this is the disc jockeys work area; usually a small visible stand or enclosure fitted with music equipment and tools (Roberts, 2015).

**Double-Serve:** One portion of a distilled alcoholic beverage (spirits, whiskies, tequilas, and rums) between 50 ml – 70 ml as measured on an alcohol thimble. (Taffer, 2014).

**Drinking establishment:** a place that sells alcoholic beverages to consumers and serves them for on-premise consumption (Dredge, Airey, & Gross, 2015).

**Drink spiking:** corruption of a beverage by the addition of an illegal drug without the owners knowledge (Laws & Laws, 2005).

**Liquor establishment:** a place that sells alcoholic beverages to consumers but is not permitted to serve on-premise (Dredge et al., 2015).

**Lounge:** a luxurious parlor with comfortable seats that sells alcoholic beverages and a variety of foods in a menu. Lounges do not focus on dancing so the music is generally low to moderate volume, they do not have a dance floor, and sometimes they serve as restaurants during the day. Lounges have a preference to bottle service for consumers (Elberse, Barlow, & Wong, 2009).

**Millennials:** persons born between the year 1982 and 1997 (DTTL, 2017); age in 2017 is 20-35years.

**Mixologist:** a person who is skilled at mixing cocktails and other beverages (Oxford, 2016)

**Nightclub:** an enclosed entertainment area which is till late at night, plays loud music, serves alcoholic beverages and occasionally food. It is distinguished from bars, pubs, and taverns by the presence of a Disc jockey, a disc jockey booth, live entertainment, and/or provision of space to dance (Elberse et al., 2009), (Kazi, 2016), (Taffer, 2014)

**Pub:** An establishment for the sale of alcoholic beverages and meals which are consumed on premise (Oxford, 2016).

**Reveler:** a person who enjoys a lively and noisy environment where there is drinking and dancing. This terminology is commonly used to specifically describe the consumers present in a nightclub (Oxford, 2016)

**Showtime:** the time at which dramatized live entertainment, which normally involves dancers in costumes, is scheduled to begin (Hendrie, Mannion, & Godfrey, 2009).

**Single-Serve:** One portion of a ready-to-drink bottled beverage (beer, malt, cider) that does not exceed 500 ml. Or, one portion of a distilled alcoholic beverage (spirits, whiskies, tequilas, and rums) between 25 ml – 35 ml as measured on an alcohol thimble. (Taffer, 2014).

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## **DEDICATION**

To the Almighty God for inventing fun  
This was fun, thank you.

In memory of  
Charles Musya Nding'a  
1930 – 2018.

To Mum and Dad

## CHAPTER 1 INTRODUCTION

### 1.1 Background information

Nightlife is the provision of entertainment for adult consumers from sunset to sunrise in venues such as; bars, casinos, cinemas, clubs, lounges, pubs, and taverns (Wenjia, 2017). These venues are where people can interact with friends and strangers alike after their social limitations and conventional stresses have befallen during the day (Cosman, 2014). In China, nightlife occurs in two additional areas; the café bars – for consumers who prefer non-alcoholic beverages, and in karaoke-television-private-rooms – for consumers who wish to enjoy personalized genres of music (Wenjia, 2017). In his case study *'Jogoo La Shambani Haliwiki Mjini'* (the countryside rooster does not crow in the city) Wa Mũtonya (2014) clarifies that nightlife does not include *'keshas'* (charismatic prayer vigils) where religious persons converge to 'join the train to heaven'; nightlife is entertainment that delivers economic revenue and is a city's opportunity to double its economy by maximizing utility of the twenty-four hours in a day. Consequently, churches, learning institutions, public parks/gardens, and stadiums, do not constitute nightlife-venues even though they choose to host social gathering after sunset, their core business is not nightlife entertainment (van Liempt, van Aalst, & Schwanen, 2015).

#### 1.1.1 The nighttime economy

The term nighttime economy originated from Rome between 1977-1985 amongst roman architects and politicians during the preparation of *'L'estate Romana'* a series of cultural festivals and nightlife activities (Shaw, 2014). The terminology is also considered as a subset of the cultural economy which includes music concerts, folk festivals, and theatre entertainment (Chew, 2009). Nighttime economy is dependent on the vitality in the music industry, and trends related to alcohol consumption for supply; income per capita and consumer entertainment needs drive demand (American Nightlife Association, 2016). City planners, governments, and parastatals, have realized that their economies do not siesta in the absence of daylight; supply and demand continue to exist even in the night (Kelly, 2016). They have accordingly, developed measures to capitalize on nighttime hours and support the nightlife-venues and businesses by making significant improvements such as:-

- Providing night transport – city residents are encouraged to use night buses, night trains, and taxis at night rather than drive personal cars (D.P.M London, 2004; Aubrey, Chatterton, & Hollands, 2011).

- Flexibility on business hours – supporting or encouraging nightlife-venues to remain open until public transport is available in the morning for consumers (van Liempt et al., 2015).
- Waste management – nightlife-venues in New York are required to sweep the facade of their premise within an hour of closing or before 6am whichever comes earlier (Dept of Consumer Affairs - NYC, 2014).
- Improving public cloakrooms – revelers frequent cloakrooms more often than normal and providing additional and hygienic public toilets reduces street fouling (Green, 2014).
- Enhancing the perception of safety – street lighting, lighting pedestrian paths, refurbishing alleys/foot-bridges (Kiarie, 2010).
- Managing crime and disorder – consistent police patrols, and CCTV surveillance (Gov of W-Australia, 2017).

All these endeavors to support nighttime economy lead to the creation of a Twenty-four hour City or a 24-Hour Economy. The term Twenty-four Hour City coined by Carmona, Tiesdell, Heath, and Taner (2010) is commonly used in developing cities that suffer insecurity but realize the potential to double their economy by strengthening the nightlife activities. They therefore make attempts to attract residents and non-residents into the city centers in the evening. Miyakubo (2009) granulizes this and cites that 98% of the opportunity in a 24-Hour City is in the nightlife-venues, conventional businesses like retail stores and shopping malls do not serve as main attractions in the night; it is unlikely that a consumer will drive from one city to another in the night to shop at a grocery store but they willfully do so, and regularly, to nightlife-venues.

In the year 2015, the USA Trade Organizations of Nightclubs and Bars, recorded the sale of food and beverages from bars and nightclubs at USD 710 Billion, and total revenues of USD 26 Billion, with the average establishment accounting for USD 200,000 in revenue and according to the American Nightlife Association (2016), these numbers are exclusive of revenues from cover charge. The Night Time Industry Association of the UK (2017) estimated revenues from bars and nightclubs in 2016 at EUR 66 Billion and an 8% growth in employment rate in London City alone. In 2014, the Government of New South Wales introduced the Sydney Lockout Law<sup>1</sup> against bars and nightclubs which would later motivate

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<sup>1</sup> The Sydney Lockout Law was introduced in February of 2014 with legislative requirements that certain Nightclubs in precinct areas close down by 1:30am and sell the final drink to consumers at 3am.

losses of AUD 10 Billion in 2015 and AUD 15 Billion in 2016 from the nighttime economy. The authorities eased the stringent measures in December 2016 (Gov of W-Australia, 2017). Nighttime economic data and financial facts, remain undisclosed in emerging markets not because scholars have failed to notice the rise in this economy but that the majority view nightlife as the background of moral and social haphazardness or as playgrounds for urban middle-class men (Kelly, 2016). In addition, the research gap is widened by (a) the semi-legal activities in nightlife, (b) the involvement of local authority's, and (c) organized crime participation, which in turn enforce industry insiders and relevant officials to guard the nighttime economy from investigations (Chew, 2009).

### **1.1.2 Nightclubs**

Nightlife vibrancy in a city is measured by breadth (varieties of nightlife-venues) and depth (numbers per variety) and the greater the square numbers the more appealing the city (Cosman, 2014). Various types of nightlife-venues have different representations for example:-

- Bars and pubs are viewed as drinking dens or beer halls where consumers gather together with the sole purpose of consumption of alcoholic beverages (Kelly, 2016).
- Lounges and taverns are deemed to provide a relaxed atmosphere and attract middle aged adults who may consume alcoholic beverages, non-alcoholic cocktails, and food. They border restaurants with the exception of louder music either performed by a live band or by a DJ (Hollands & Chatterton, 2003; Carmona et al., 2010).
- Casinos are the Gaming<sup>2</sup> nightlife-venues and represent legal betting and gambling activities (Aubrey et al., 2011).
- Nightclubs are the most vibrant nightlife-venues; they play very loud music, have stroboscopic lighting, fog machines that emit a dense vapor-like smoke, beverages served with sparklers, and in some instances dancers in various costumes (Wenjia, 2017).

A nightclub is an enclosed entertainment area open only at night and usually serves alcoholic beverages, food, and provides music as well as space for customers to dance (Egan & Liao, 2012). It is distinguished from other nightlife-venues by the presence of a DJ and a dance

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<sup>2</sup> The word Casino originated from Italy in the 16<sup>th</sup> Century, it meant; a building specifically designed for entertainment and functions such as music, dancing, and gaming. The first Gaming Casino in the world was *Casino di Venezia* established in 1638 in Venice. This Casino is 380 years old and is still operational to date - 2018. (World History, 2014; Gambling History 2018)

floor. A nightclub is seen as a business offering amusement services in an experiential manner (Taffer, 2014). Aubrey et al. (2011), Egan and Liao, (2012), and Zaremba (2015) categorize nightclubs into the following divisions:-

- Dance clubs; these play a variety of music genres in high volume throughout the night, have a dance-floor, themed nights, dress code, and sometimes include a cover charge.
- Live music clubs; these differ from dance clubs by the presence of a live band that performs on a stage to the audience.
- Sports themed clubs; include indoor recreational activities such as billiards, pool tables, foosball, bowling, or other forms of games that do not require a consumer's full attention or communication while playing because of the loud background music.
- Comedy clubs; feature a series of stand-up comedians who entertain the audience for a while before the disc jockey takes over the entertainment role.
- Adult clubs; also known as strip clubs are the most lucrative of all clubs. They charge cover, and include ladies dancing suggestively in varying degrees of undress.
- LGBT clubs; these are the newest types of nightclubs that promote diversity and inclusion of homosexuality and gender identity-based persons into the communities. LGBT is an acronym for Lesbians, Gays, Bisexuals, and Trans-genders.

### **1.1.3 The consumers**

Globally, nightclubs are bound by statutes to restrict the admittance of minors into their premises because they serve alcoholic beverages which by law, must not be sold to persons under the legally responsible age (D.P.M London, 2004; Laws & Laws, 2005; ADC Act of Kenya, 2010). The younger generations crossing over from adolescent to adulthood are the majority population in a nightclub; they are energetic, lively, yearning for new experiences, finding their identity, experimenting with alcohol, and their sexuality, and the nightclub environment blends well with all these elements (Wenjia, 2017).

#### **1.1.3.1 Demographics**

In his controversial book titled *After 4:30* Maillū (1987) describes the 1970's nightclub consumers as a mix of young naïve ladies who were new residents in Nairobi and *sugar-daddies* (wealthy men in their 50's also known as silver-foxes) both of who found mutual understanding to satisfy their social and personal needs hence the unfortunate reputation of the nightlife scene in Kenya. As decades have passed, wealthier and younger middle-class men have replaced the old gamblers in the casinos and nightclubs, nonetheless, the trend

remains that nightclubs are not popular with low income gentlemen (Mũkoma wa Ngũgĩ, 2009). A survey done in San Francisco by the State Office of Economic Analysis revealed similar statistics as presented in table 1.1 where 57% of the crowd consists of persons aged 21-30 years.

**Table 1.1: Profile of consumers; San Francisco.**

Age	Percent
Under 21	3%
21 - 30	57%
31 - 40	24%
41 - 50	9%
Over 50	7%
Gender	Percent
Male	57%
Female	43%

Source: Egan and Liao, 2012 p.23.

As the cosmopolitan capital of Kenya, Nairobi is no different from other cities, it hosts persons from disparate races, ethnicities, tribes, religions, classes, and political ideologies who co-exist in spite of their diversities (Wa Mũtonya, 2014). When it comes to nightclub activities the miscellany grows even larger; consumers travel from the outskirts of the city (Thika, Kikuyu, Ngong, Athi-River, Kitengela, Machakos, Gilgil, Kiambu) for a night of entertainment and return to their respective counties in the morning hours (Okande, 2014).

### ***1.1.3.2 Sociological and psychological dynamics***

In her book *Risky Pleasures* based on a longitudinal study in the UK, Hutton (2016) describes going to a nightclub as an informal rite of passage into adulthood for teenagers because nightclubs entertain adults with all things stimulating that teenagers are discovering in life e.g. alcohol, drugs, tobacco, music, and sexuality.

#### ***1.1.3.2.1 Young adults – group A***

The youngest adults are aged 20 – 24 years. They are moody and irritable to the realities of life and therefore prefer to spend most of their time with their peers who share similar sentiments; this explains why younger adults have many friends (Human Development, 2010 p.99). In Las Vegas, nightclubs are designed with the 21 year old American consumers in mind Carmona et al. (2010) and around a 2003 campaign slogan ‘what happens here, stays here’ Hollands and Chatterton, (2003), which would later acclimate to ‘What happens in Vegas Stays in Vegas’, to connect with their psychological desire to be free, more specifically freedom from reality and freedom to express themselves while in Vegas (Shaw,

2014). Persons in this age group (20 – 24 years) are easily identifiable in a nightclub due to their intrinsic characteristics; they have their own peer culture, speak in their own language, dress in identical fashion styles, and have a preference to certain genres of music (Duberg, Möller, & Sunvisson, 2016).

#### *1.1.3.2.2 Young adults – group B*

A sub category of the majority consumers in a nightclub are those aged 25 – 30 years who according to Hutton (2016) go to nightclubs to ‘party like there is no tomorrow’ i.e. celebrate in a care-free spirit as though there is no future. This hedonistic behavior stems from the communal and societal pressure to become a more responsible adult and a liable citizen; find a long term partner, develop a career, improve social capital, start a business, acquire assets, pay taxes, (Shah, 2015). Furthermore, they are constantly reminded that they are growing older and they should start a family before graduating from this age category else regret (Hutton, 2016). These conditions create anxiety and so the group seeks refuge in clubs, to identify with the wider crowd, meet the socially required demands, and attempt to measure their success rate with their peers (Buford May, 2014).

Together, the two groups of 20 – 24years and 25 – 30years constitute a large portion of the generation of millennials and 60% of the population in nightclubs (Egan & Liao, 2012). Millennials have accurate cognition of their actions, consequences, and the events around them, a 2017 report by Deloitte revealed that millennials are in search of direction and passion, they prefer simple, plain, and direct language, and do not like controversy or radical change but rather gradual transformation (DTTL, 2017). This survey confirms Buford May's (2014) argument that millennials like stability, when they find a nightclub that satisfies their needs they are likely to frequent the venue often and stay loyal.

#### *1.1.3.2.3 Young adults – group C*

The second majority is consumers aged 31 – 40years contributing approximately 24% of the populace. Buford May (2014) refers to them as the heavy-spenders-heavy-drinkers due to their habitual preference to bottle service. The group is the revenue driver in the nightclub population; they have an income to support their preferences, are well accustomed to nightlife-venues, and can still endure the zealous environment of a nightclub (American Nightlife Association, 2016). Taffer (2014) advises that a nightclub should be concerned if they are not able to attract this group, they dictate the quality of the overall surrounding and their spending power influences the alcohol stock options, as well the offers in the food

menu. The social class of these persons aged 31 – 40years in a nightclub is the benchmark of its tier, all other groups (20 – 30years, 41 – 50years, 51 and above) subconsciously follow this philosophy to rate the club (Hutton, 2016). These persons are easily identifiable in a club while in groups due to their demeanor, confidence, formal to semi-formal fashion, and the constant purchase of alcoholic beverages, however, they can camouflage into a younger or older crowd independently (Wenjia, 2017). During the weekends, they begin their entertainment rituals in the afternoon with alcohol consumption in a bar or a pub, accompanied with *nyama choma* (open flame, grilled red-meat) and other local delicacies, and eventually, go to a nightclub after receiving a considerable level of intoxication (Mũkoma wa Ngũgĩ, 2009).

#### *1.1.3.2.4 Middle aged adults*

For the middle-aged adults of 41 – 50years, visiting nightclubs in the evening adds adventure to life; they go to nightclubs straight from work or the country club, with the intention of capitalizing on their precious time especially before the weekend or on the eve of a national holiday (Dredge et al., 2015). In Kenya the middle-aged adults are familiar with the reference of Fridays as ‘Members Day’ which suggestively means the beginning of an exciting weekend of drinking in bars, dancing, and other extra curricula activities (Wa Mũtonya, 2014). They tend to visit nightclubs sporadically and more often than not independently, save for situations where a group of two or three had made earlier arrangements to meet in the nightclub (Rosenberg, 2015).

## **1.2 Background to the problem**

Thus far, the study has presented that the main source of income for a nightclub is the sale of alcoholic beverages to its consumers; it is therefore imperative to have a nightclub filled with consumers, but even more important is that they visit as frequently as the club is open in order for the business to generate consistent sales revenues and maintain sustainable cash flow (van Liempt et al., 2015).

### **1.2.1 Global landscape**

Once a nightclub has been established, however efficient and effective the operating systems, the consumers will look for something new and will typically move to a newer nightclub (Taffer, 2014). This movement of consumers to newer nightclubs results in a cyclic or permanent decrease in sales revenues (American Nightlife Association, 2016). Because revenues come from consumers’, nightclubs should strive to attract new consumers, and

retain old consumers, and while most nightclubs recover their initial expenses of starting the business at an early stage – when the club is still brand new – they still have to maintain sales revenues to sustain general expenses (personnel, stock purchase, housekeeping), it is the consumers who keep a nightclub operational (Elberse et al., 2009).

Aubrey et al. (2011) compares the nightclub consumers with those of other businesses in the service sector like banks and insurance companies and concludes that, the former have greater flexibility of choice of preference on a daily basis because the decision on which nightclub to visit is made every night with minimal obligation. Because this flexibility can be exercised as regularly as the consumers wish, managing a nightclub is compared to hosting a party every night the club is open for business; hosting these parties successfully requires physical and mental effort, strategic concepts, efficient and effective operating systems, and strategies (Miyakubo, 2009). Nevertheless it is not clear if one or all these activities in amalgam will guarantee that consumers will frequent the nightclub.

Clubs make assumptions on the needs and wants of their consumers based on intuition or what they believe is necessary (Kotler & Armstrong, 2016). Kachelriess (2014) supports this argument and cites that most nightclubs are chameleon clubs and do not have a brand personality. A chameleon club is a type of nightclub that morphs from a restaurant (in the day), to a diner (in the evening), and into a nightclub (in the night) – during which different genres of music or activities (comedy, live-bands, indoor-games) take the stage in alternate days of the week. In essence a chameleon club attempts to attract everyone by offering everything. Whereas consumers like to make individual decisions, they prefer guidance, clarity, and direction DTTL (2017) which lack of reduces the level of excitement, mystery, and brand personality (Kotler & Armstrong, 2016). Consumers try to select brands that match their personality and if they are not able to comprehend the personality of a brand, they will abandon it. Nightclubs have also developed a negative moral perception because of their relations and historic involvement in (a) alcohol and drug abuse (b) criminal activities like homicides and robberies as discussed by Gov. of W-Australia (2017), (c) ammunition exposure (d) sex trade (e) gender violence, and (f) under aged drinking ADC Act of Kenya (2010). These associational perceptions make it difficult for nightclubs to attract new consumers.

### 1.2.2 Regional landscape

Five years is eternity in the nightclub business; most nightclubs close within the first 18 months of operation mainly because consumers stopped visiting as frequently as they did when the club was brand new (Elberse et al., 2009). The nightclub owner is always prepared for closure as soon as they launch (Buford May, 2014). In the year 2017 alone, eight nightclubs closed down in Nairobi County due to decreased consumer visits over a period of 12 months as presented in Table 1.2.

**Table 1.2: List of clubs closed down in 2017**

Club name	Location
Maggies Club	Tumaini House, City Square
Secrets Lounge	Utalii Lane
Rezorous	Westlands Area
Club Ibiza	Kimathi Street
Sabina Joy	Sommer House, CBD
Pink Elephant	Imenti House
Club Undecided	Westlands
Changes	Westlands

Source: Millennial News, 2018.

Sustaining longevity of a nightclub is strenuous; the longer a nightclub stays open after its popularity has decreased, and number of consumers have declined, the more expensive it is to maintain and even harder to sell (NITA, 2017). Other popular nightclubs in Nairobi that closed in 2016-2015 due to decreased popularity to consumers are in Table 1.3.

**Table 1.3: Clubs closed down in 2016 and 2015**

Club Name	Location	Time in operation
Seasons	Kimathi Street	<7 years
Club Zeep	Norwich Union Hse. – Mama Ngina Street	<6 years
Club Soundd	Hamilton House 2nd Flr - Kaunda Street	4 years
Club Psys	Hamilton House 1st Flr – Standard Street	1 year
Riviera	Kimathi Street	5 years
Hooters	Kaunda Street	<5 years
Verandah	Kenyatta Avenue	<5 years
Verandah	Ronald Ngala Street	<5 years
Mwenda's	Utalii House	3 years
KP's	Utalii House – CBD	< 5 years
Tacos	Kimathi Street	< 10 years
I-Club	Kimathi Street	< 3 years

Source: Nairobi Entertainment Journal, 2018.

However, there are nightclubs in Nairobi that have demonstrated business longevity, for example, The New Florida Nightclub famously known as ‘The Mad House’ or ‘F1’ is one of the oldest clubs opened by a South African gentleman Mr. Tam Winkie in 1979. The nightclub is so popular it is considered a rite of passage to all adults (young and old) visiting Nairobi for the first time, including foreigners (Okande, 2014). This nightclub has faced several relocation challenges but has overcome them through the years.

### **1.3 Problem statement**

In Nairobi, young and old entrepreneurs open nightclubs and gain popularity among consumers. After a number of months, they close down operations due to low consumer retention. The problem is continuous and cyclic, year after year. It is necessary to understand the consumer’s needs, wants, and desires – which the research terms as preferences – that affect their choices. Therefore, this study aims at determining the consumer’s preferences influencing the choice of a nightclub.

### **1.4 Research objectives**

- Determine the consumer’s preferences when choosing a nightclub.
- Establish how these preferences alternate when club hopping.
- Establish how consumers optimize choice of a nightclub.

### **1.5 Research questions**

- What do consumers prefer when choosing a nightclub?
- How do these preferences alternate when club hopping?
- How do consumers optimize choice of a nightclub?

### **1.6 Research hypotheses**

The hypotheses proposed for testing are in relation to research objective one. This was resolute because, preferences can be scaled and ranked in order of importance to the consumer, unlike choices which are a list of available options. The hypotheses are discussed in detail in the literature review; chapter two.

#### **1.6.1 Music**

H1<sub>n</sub>: *The type of music* is an important preference influencing choice of a nightclub.

H1<sub>a</sub>: *The type of music* is the most important preference influencing choice of a nightclub.

### **1.6.2 Dancing**

H2<sub>n</sub>: *Dancing* is an important preference influencing choice of a nightclub.

H2<sub>a</sub>: *Dancing* is less important than *the type of music* as a preference influencing choice of a nightclub.

### **1.6.3 Love**

H3<sub>n</sub>: *Intimacy, passion, and commitment* are an important preference influencing choice of a nightclub.

H3<sub>a</sub>: *Intimacy, passion, and commitment* are less important than *dancing* as a preference influencing choice of a nightclub.

### **1.6.4 Friendships**

H4<sub>n</sub>: *Partying with friends* is an important preference influencing choice of a nightclub.

H4<sub>a</sub>: *Partying with friends* is less important than *intimacy, passion, and commitment* as a preference influencing choice of a nightclub.

### **1.6.5 Crowds**

H5<sub>n</sub>: *Expressive crowds* are an important preference influencing choice of a nightclub.

H5<sub>a</sub>: *Expressive crowds* are less important than *partying with friends* as a preference influencing choice of a nightclub.

### **1.6.6 Service**

H6<sub>n</sub>: *Quality of service* is an important preference influencing choice of a nightclub.

H6<sub>a</sub>: *Quality of service* is less important than *expressive crowds* as a preference influencing choice of a nightclub.

### **1.6.7 Atmosphere**

H7<sub>n</sub>: *Perception and ambiance* are an important preference influencing choice of a nightclub.

H7<sub>a</sub>: *Perception and ambiance* are less important than *quality of service* as a preference influencing choice of a nightclub.

## **1.7 Significance of the study**

This study shall make a contribution to the following segments.

The literature of nightlife in Kenya; the nighttime economy is over 40 years old in Kenya, however, the researcher could not find any academic publications on consumers perceptions, preferences, needs, or wants. Several guesses have been made regarding what consumers want when selecting a nightclub, why they club hop, and why they abandon nightclubs entirely; based on friendly discussions and cultural assumptions. The study used scientific data to accurately confirm; what consumers want when choosing a nightclub, what they are willing to compromise when changing choices of a nightclub, and in cascading order to rate what they can and cannot tolerate.

Consumer market research; it provides information to international prospective investors who may wish to franchise their nightclub businesses in Nairobi. Other segments in the hospitality industry – accommodation and travel and tourism – are richer in consumer knowledge in comparison to food and beverages in which nightclubs fall under. This segment is continuously growing and receiving international attention with an increase in global franchise restaurants and casinos in Nairobi. The study makes available statistical information which is integral to market entry, regarding consumer's behavior and more specifically, their wants, needs, and desires when selecting a nightclub.

Current investors of nightclubs in Nairobi; investors are aware of the excitement consumers have at the beginning about their nightclub. They are also aware that this excitement can diminish and consumers are apparent to club hop thus making it difficult to maintain profits as a business. The study closes the gap of knowledge in the differences within three mindsets; what consumers want at the beginning of the choosing process, what they actually choose, and what they are looking for when they make a decision to change choices whilst inside a nightclub.

## **1.8 Scope of the study**

The study was conducted in Nairobi which is the capital of Kenya. The researcher developed a working definition of nightclubs as; an enclosed entertainment area which is open till late at night, plays loud music, serves alcoholic beverages and occasionally food. This research further distinguishes nightclubs from bars, pubs, and taverns by the presence of a DJ, a DJ booth live entertainment, and/or provision of space to dance.

### **1.9 Limitations to the study**

There are instances where nightclubs are closed down by the local authorities on matters of compliance with regulations. During the preparations for the collection of data, the National Environmental Management Authority (NEMA) and the Kenya Police served four nightclubs with a closure notice, three of which formed part of the population of study (Nation Media Group, 2018). These nightclubs had to be withdrawn from the study.

## CHAPTER 2 LITERATURE REVIEW

### 2.1 Introduction

In consumer behavior, choice and preference are independent elements where inconsistency exists between what the consumer chooses versus what they prefer i.e. a choice-induced preference. They are also dependent elements because preferences make no sense in the absence of choices and choices have no value if there is no preference (Izuma & Murayama, 2013). This chapter begins by distinguishing the differences and similarities between choice and preference. It then looks at the relationship between the two, as they converge (stage three) and detach (stage five) through the Purchase Decision Process (PDP). The study deploys the economic Principle of Trade-Offs and The Theory of Consumer Choice (TCC) to understand how consumer connect the two variables in the choosing process.

### 2.2 Choices

Choice is defined as the assortment or variety of options available to a consumer from which they can make selection. Two things must therefore exist for choice to occur; assortment, and availability (Izuma & Murayama, 2013). The selection process is termed choosing and happens in the consumers mind (Martin, Yu, Martin, & Fazzio, 2006). The existence or non-existence of choice can be interpreted faster by asking questions such as; (a) what are the available options in the consumers environment, and (b) are the consumers aware of these options (Martin et al., 2006). Choice can thus be termed as listing down the available options known to the consumer and then presenting this list to the consumer for the choosing process (Venkatraman, Clithero, Fitzsimons, & Huettel, 2012).

The choosing process is mental and can be influenced by macroeconomic factors, microeconomic factors, personal limitations, physical attributes, and psychological behaviors (Martin et al., 2006). All these aspects affect what is eventually chosen. This choosing process is inferred in stage three of the Purchase Decision Process (Figure 2.1) as the evaluation of choices. It can therefore be argued that, the variables of interest for this study i.e. the consumers, have approximately 26 nightclubs (the population of nightclubs in the study) in their list of available options to choose from in Nairobi County. Unknown to the study is reasons behind the choices made, and that is why research objective three seeks to '*establish how consumers optimize choice of a nightclub*'. The researcher was not able to find any academic literature that has analyzed or evaluated this objective for Nairobi County.

### 2.3 Preferences

Preference can be described as the discriminative and conscious selection of available options (Isik & Yasar, 2015). According to Keat, Young, and Erfle (2014), preference occurs where there is freedom; it implies that, the consumer must first have the freewill to purchase a service and the income to support this freedom. The three authors use this justification to define preference as, the freedom of choice among options, and the most important non-price determinant (along with taste) of demand, in their analysis of demand and supply of products as presented in table 2.1.

**Table 2.1: Non-price determinants of demand and supply**

Demand	Supply
<b>Taste and Preference</b>	Costs and Technology
Income	Prices of other products offered
Prices of related products	Future expectations among sellers
Future expectations among buyers	Number of sellers
Number of buyers	Weather conditions

Source: Keat, Young, and Erfle 2014 p.73, Table 3.5.

It is therefore important to examine the consumer's preferences, because preferences affect demand, and demand affects sales revenues. Preferences are measured in various scales and dimensions e.g. most affordable, least favorable, somewhat important, not necessary, severally, strongly agree, (Keat et al., 2014). The most common measurement for consumer preference in economics is known as the Scale of Preference which was developed by Ragnar Anton Kittil Frisch in 1926. Timaya (2017) defines the scale of preference as a list of needs, wants, and desired, arranged in order of importance. An example of a scale of preference for a gentleman making a decision from a list of the best places to take his girlfriend out to in London is presented in table 2.2.

**Table 2.2: Scale of preference**

3 of top 10 best places.	Approximate cost £
Club A: The Gibson. Beautiful lounge bar, ladies love the cocktails. East London.	1,000.00
Club B: Simmons. Neon lights, kitsch décor, hot cocktails, good for stag parties and hen-nights. Euston Square.	600.00
Club C: Café de Paris. An adult club with live performances. Leicester Square.	800.00

Source: Adapted from Design My Night 2018 p, 1.

What can be interpreted from the known information is that the gentleman will select the options in the guide and in the order suggested by the guide to ensure his girlfriend gets the best. The list suggests a preference of Club A, to Club B, and Club B to Club C.

The Scale of Preference is critiqued in the same way as the Theory of Revealed Preference Chambers, Echenique, and Shmaya (2017) for not taking into consideration psychological and behavioral changes and making assumptions (Salvatore, 2011) such as:-

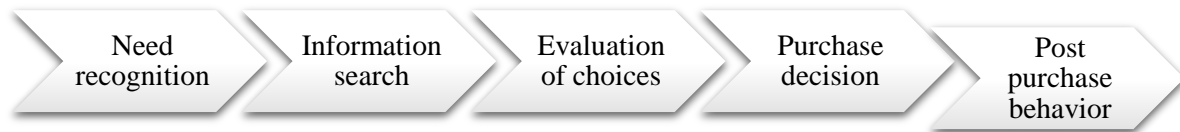
- Preferences are constant; the couple's preferences will remain the same throughout the night, they will go to Club A only or Club B only.
- Preferences are consistent; so that if they prefer Club A to Club B, they will never prefer Club B to Club A.
- Preferences are transitive; if they move from Club A to Club B, and Club B to Club C, there is no chance that they will go from Club A to Club C.
- Preferences are price sensitive; the couple can be induced to select any Club (A, B or C) if the approximated spend is lowered enough.

The second research objective of this study attempts to understand these assumptions. It appreciates that consumers can change their minds as they please and can club-hop in whatever order, and without planning to do so from the beginning. It intends to compute the reasons for the change of heart to change choice of clubs in the same night.

#### **2.4 How consumers make and change choices**

Consumers do not consciously separate choices from preferences when making decisions or during the choosing process (Kotler & Armstrong, 2016). This has driven marketing scholars to attempt to discover the combination of attributes that affect the choosing process in order to understand how consumers make choices (Matsatsinis & Samaras, 2000). Venkatraman, Clithero, Fitzsimons, and Huettel, (2012) have analyzed and segmented these attributes into two; (a) physical attributes such as location, ambience, price, and (b) psychological attributes such as goals, attitudes, hopes and dreams. Rani (2014) on the other hand argues that the decision process occurs in stages, and that the physical and psychological attributes only affect certain stages. He cites that consumers go through a subconscious process while making a purchase decision; this process follows five stages as outlined in Figure 2.1. The speed at which they go through the process is dependent on the urgency to arrive at a decision.

**Figure 2.1: The Purchase Decision Process (PDP).**



Source: Rani, 2014, Vol. 2, Issue 9, p.53.

#### **2.4.1 Stage one – need recognition**

The consumer develops a desire for a good or service, with or without aid, and sets to fulfill the ambition to satisfy it (Ge, Brigden, & Häubl, 2015). Consumers are known to go to nightclubs when they want to party with friends, to look for a partner, to meet new people, to listen to music, or to dance (The Capitalist, 2017).

#### **2.4.2 Stage two – information search**

In the second stage the consumers first instinct is to retrieve information from memory which according to Ge et al. (2015) offers unattractive choices due to familiarity. This compels the consumer to search for additional choices from any other source but themselves. Sometimes consumers ask the bartenders or the waiters and waitresses in a club, bar, or restaurant, for recommendations of nightclubs where their needs can be met (Taffer, 2014).

#### **2.4.3 Stage three – evaluation of choices**

This is the stage of interest to research objective one, *‘determine the consumer’s preferences when choosing a nightclub’*. It is at this stage that choice and preference converge. Limitations begin to affect the choosing process and the consumer is forced to select based on their physical attributes (budget, location) and psychological attributes (hopes, dreams, life goals) as described by Venkatraman et al. (2012). When the choices are evaluated in a social group, additional psychological attributes such as group norms, perceptions, and opinions interfere with the process (Spillan & Harcar, 2013). The consumers will then settle for one or more preferences while compromising other preferences, to make a choice. The variety of preferences is further discussed in-depth in section 2.5 of this study under the Theory of Consumer Choice.

#### **2.4.4 Stage four – purchase decision**

At this stage, the consumer has subconsciously made their choice and intends to support it. Objective three '*establish how consumers optimize choice of a nightclub*' has been achieved. According to (Kotler & Armstrong, 2016) there are two factors that can disrupt choice at this stage; (a) negative feedback – this may be through reviews on social media, websites, word-of-mouth, and (b) the level of motivation to accept the feedback. Once choice has been disrupted, the consumer reverts to stage three to evaluate from the balance of choices, or stage two (information search) in the absence of a balance. A recent occurrence of negative feedback is the closure of four popular nightclubs in Nairobi County by NEMA on the night of 10th January 2018 on claims of lack of compliance to legal regulations regarding noise emission (Nation Media Group, 2018). What is unknown is whether consumers will revisit these nightclubs when they re-open, and if they do so, what are these preferences that motivate consumers to sustain their choices of these nightclubs. This research will shed light on the specific preference drivers of nightclubs in Nairobi County.

#### **2.4.5 Stage five – post purchase behavior**

This stage shall provide insights for research objective two '*establish how these preferences alternate when club hopping*'. The choice has been made; it is the preferences that the consumer is left with, or without. Preferences determine continuity of choice (Rani, 2014). The consumer makes a comparison of their expectations from the choices made, and the level of satisfaction they feel. A conflict in the mind of the consumer which shows a discrepancy of what they hoped to achieve versus what they finally achieved, is known as cognitive dissonance (Hasan & Nasreen, 2014). For example, the first thing that consumers do when they walk into a nightclub is to look around (Hendrie et al., 2009). The main reason they look around or scout around is to quickly tick the boxes in their mental scale of preference. This is done to assess (a) which preferences have been met, (b) which preferences have not been met but can be compromised, and (c) which preferences have not been met and will not be compromised; in which case they will immediately exit the club and go to another club; this phenomena is termed as club hopping (Hendrie et al., 2009). Roberts (2015) however argues that, a consumer's preferences can diminish or increase post-purchase and as the night progresses. Even though consumers may be in a state of cognitive dissonance they are patient and hopeful enough to wait for an improvement in their nightclub of choice. It is therefore important for the club owner to clearly understand their current consumers preferences and which ones they are willing to forgo, and for how long (Roberts, 2015).

## **2.5 The Theory of Consumer Choice**

One of the 10 Principles of Economics according to Mankiw (2010) states that, consumers face trade-offs. A trade-off occurs when a consumer buys more of one product and so, has to buy less of another product because they spent more resources in the former. Economists have developed the Theory of Consumer Choice (TCC) to understand how consumers make decisions on which products to trade-off, and how they respond to trade-offs in a changing environment (Salvatore, 2011). TCC has three main aspects which shall be discussed in detail and in relation to the research topic.

- Budget constraints – what the consumer can afford.
- Preferences – what the consumer wants.
- Optimization – what the consumer chooses.

## **2.6 Budget constraints – what the consumer can afford**

A budget constraint is defined as the combination of goods and services that a consumer can afford and is normally represented on a budget constraint line (Mankiw, 2010). Because consumers have limited resources, they must be willing to buy within their budgets by reducing the quantities of some products, buying lower quality products, or forgoing certain products (Blanchard & Johnson, 2017). According to Cătălin and Andreea (2014) consumers are not price sensitive while spending on luxury items and entertainment, they buy goods and services which glorify their lifestyles; products that they believe will enhance their personal image, reputation, appeal, popularity, and likeability. On the contrary, Salvatore (2011) argues that the tastes and preferences of consumers are regulated by their income and the price constraints they encounter, consumers must make decisions on which goods and services to purchase, and at what quantities, in order of utility and this can be represented in a budget constraint line. The highest possible cost incurred by consumers in a nightclub is on the purchase of alcoholic beverages, seconded by the purchase of foods served in the nightclub (Chaloupka, F., et al., 2002). Other expenses consumers may incur are transport fees (from one club to another), cover charges, parking fees, locker rental fees, and tips to waiters/waitresses, and showtime entertainers. Once the consumer has a general estimate of the expenses they may incur and the factors that can support their spending capabilities, they begin to combine the known available options. Table 2.3 shows some of the combinations available for a consumer who would like to go clubbing in New York City (NYC) on an approximate budget of \$ 50.00.

**Table 2.3: Combinations available in NYC for a \$50.00 budget**

Name of Club, Location	Regular price		Unit combination		Total
	Cocktail	Snack	Cocktail	Snack	
Club A. Pouring Ribbons, East Village	\$ 14.00	\$ 12.00	1	3	\$ 50.00
	\$ 14.00	\$ 12.00	2	1	\$ 40.00
	\$ 14.00	\$ 12.00	3	0	\$ 42.00
	\$ 14.00	\$ 12.00	4	0	\$ 56.00
Club B. ZZ's Clam Bar, Thompson St.	\$ 20.00	\$ 25.00	1	1	\$ 45.00
	\$ 20.00	\$ 25.00	2	0	\$ 40.00
	\$ 20.00	\$ 25.00	3	0	\$ 60.00
	\$ 20.00	\$ 25.00	4	0	\$ 80.00
Club C. The Elephant Bar, Manhattan	\$ 12.00	\$ 16.00	1	2	\$ 44.00
	\$ 12.00	\$ 16.00	2	1	\$ 40.00
	\$ 12.00	\$ 16.00	3	0	\$ 36.00
	\$ 12.00	\$ 16.00	4	0	\$ 48.00

Source: Adapted from Serious Eats, 2018 p, 1.

An assumption of the theory that is clear in this illustration is preferences are constant, which means that the consumer is going to select one club and exhaust their budget. However, the optimal combination for the consumer to buy as many cocktails as possible within the budget of \$50.00 is-

- The Elephant Bar; buy three cocktails (\$36.00), do not buy food, save \$14.00
- Pouring Ribbons; buy one cocktail with balance of \$14.00 then go home.

Club-hopping in this scenario makes basic sense (excluding transport costs). The strains in individual budgets have led consumers to find home-based solutions in order to maximize utility which opens the next section of our discussion.

### **2.6.1.1 Pre-drinking**

Pre-drinking is a terminology used to describe the consumption of alcohol in a private home before going out to a nightclub, with the sole intention of ensuring generous levels of intoxication have been achieved in order to spend less money buying alcohol in the nightclub (Bancroft, 2012). Pre-drinking is also known as chasing, front-loading, pre-gaming, pre-loading, or pre-partying and is common amongst millennials (Roberts, 2015). Pre-drinking is normally done in groups of friends and is scheduled a few hours in advance; one of the friends in the group is either selected or volunteers to host the event in their home and alcohol is brought by the guests for the occasion (Bancroft, 2012).

Apart from the economic and financial benefits of the occasion to the consumers, pre-drinking also reduces the levels of anxiety associated with going to a nightclub; it increases the consumer's confidence levels and builds solidarity amongst the actors in the occasion (Wechsler et al., 2002). Consumers believe that it is important to share a similar intoxication level with the crowd in the nightclub in order to fit-in and this can be achieved through pre-drinking. Pre-drinking is not necessarily pleasurable but is more of a preparation for a pleasurable night and is considered a key factor for a successful night out by consumers (Baldwin et al., 2014). The pre-drinkers' (participants of the pre-drinking event) original intention is to go to a nightclub after reaching an equilibrium of intoxication, which means that most pre-drinkers arrive at nightclubs no earlier than 11pm. An observational study done in Europe by Bancroft (2012) revealed that, the choice of which club to go to is a decision made by the entire group because they have already built cohesion; pre-drinkers arrive in nightclubs intoxicated and in groups (Laws & Laws, 2005). Wechsler et al. (2002) disagrees and cites that, the decision is influenced by a team leader who is chosen based on group-think psychology. The pre-drinking session is regularly interrupted with arguments and justifications of which club the group should visit and the optimal time to leave for the club however, the group leader will intervene in solving these disputes and ensuring everyone leaves the premise to the club which they have chosen for the group (Bancroft, 2012).

Roberts (2015) reveals that, when pre-drinkers arrive at a club, personal preferences start to cultivate and the group separates; some will dance, other will sit and drink more alcohol, while others will choose to interact with other people in the nightclub. While pre-drinkers arrive at a nightclub in a group and at the same time, they leave as individuals, at a time of personal preference, and to a destination of personal choice. It is evident that a consumer can compromise on certain preferences more than others, thus affecting choice. This study aims to understand and align these preferences as hypothesized. Furthermore it is not clear whether the consumers have preferences besides drinking many cocktails on a budget. This research must therefore seek to find other reasons besides budget constraints, which influence the consumer's choice of nightclubs. The search leads us to the second stage of the Theory of Consumer Choice which is preferences.

## **2.7 Preferences when choosing a nightclub**

The second segment of the theory helps develop an understanding of the consumer's preferences affecting choice i.e. research objective one '*determine the consumer's preferences when choosing a nightclub*', after they have made a budget analysis of the combination of what they can afford in the first segment. According to Chambers et al. (2017) a consumers preferences' provides guidance in the selection of the optimal combination of available choices that will maximize satisfaction. The section begins by first reviewing the different consumer preferences to a nightclub which are also the hypotheses of the study and thereafter, the probable combinations' of preferences that maximize satisfaction, and their marginal rate of substitution.

### **2.7.1 Music and dancing**

Music is known to stimulate the orbitofrontal cortex and the ventral striatum which are the pleasure and reward centers in the brain. Depending on the activation of these areas (in respect to how much the listener likes the music) the cerebellum is also stimulated and the listener begins to move in coordination with the rhythm, this is called dancing (Krakauer, 2016). This explains why a person may be viewed as mentally unbalanced if they dance to that which is not considered music. Music and dance are known as 'the pleasure double play' because together they stimulate the sensorial circuits and motor circuits in the brain (Krakauer, 2016).

#### **2.7.1.1 Music**

The emotional reaction to music is the common denominator in humans irrespective of their race, ethnicity, background or education level; everyone feels music (Friedmann, 2013). Music comes in a variety of genres and the six popular genres for nightclubs across the world are; alternative, dance, electronic, hip hop/ rap, pop, and rock. Other genres such as Latino, reggae, Rhythm and Blues (R&B), world music, and soul are a secondary selection while classical, opera, and jazz are alien. The type of music a person likes is linked to their personality and is an integral part of their identity or what they believe in (Nathaniel, 2017). Professor Adrian North of Heriot Watt University conducted the largest study on music preferences in correlation with personality types from 36,518 participants rating 104 musical styles. A summary of the findings are listed in table 2.4.

**Table 2.4: General personality and music**

Genre	Personality traits
Rock/ metal	Low self-esteem, creative, not hardworking, not outgoing, gentle, at ease.
Dance	Creative, out-going, not gentle
Hip hop/ rap	High self-esteem, out-going
Classical	High self-esteem, creative, introverted.
Reggae	High self-esteem, creative, not hardworking, outgoing, gentle, at ease
Chart Pop	High self-esteem, hardworking, outgoing and gentle, not creative, not at ease
Indie	Low self-esteem, creative, not hard working, not gentle

Source: North, 2010 p.5-7

Because music type is correlated to personality characteristics, people can get defensive about the types of music they listen to as it is connected to their outlook of how life should be. They may also pretend to like certain genres for purposes of associating themselves with traits that are viewed as strong, or distinguished (North, 2010). Nathaniel (2017) conducted a similar study with 4000 respondents segmented according to the Myers-Briggs Type Indicator (MBTI) and identified the results as described in table 2.5.

**Table 2.5: MBTI and music**

Punk			Pop			Rock & Alternative rock		
Logicians	INTP	51%	Entertainers	ESFP	88%	Debaters	ENTP	84%
Mediators	INFP	49%	Consuls	ESFJ	80%	Mediators	INFP	82%
Virtuosos	ISTP	48%	Adventurers	ISFP	78%	Logicians	INTP	82%
						Advocates	INFJ	84%
Jazz			Metal			Country		
Commanders	ENTJ	64%	Entrepreneurs	ESTP	50%	Consuls	ESFJ	53%
Protagonists	ENFJ	64%	Logicians	INTP	48%	Entertainers	ESFP	52%
Campaigners	ENFP	62%	Architects	INTJ	42%	Protagonists	ENFJ	46%
Classical			Hip-Hop/ Rap			Soul		
Commanders	ENTJ	79%	Entrepreneurs	ESTP	58%	Campaigners	ENFP	58%
Architects	INTJ	78%	Entertainers	ESFP	57%	Consuls	ESFJ	57%
Debaters	ENTP	76%	Executives	ESTJ	57%	Entertainers	ESFP	56%
Reggae			Electronic			World		
Adventurers	ISFP	46%	Entrepreneurs	ESTP	79%	Campaigners	ENFP	52%
Entrepreneurs	ESTP	42%	Campaigners	ENFP	75%	Protagonist	ENFJ	52%
Campaigners	ENFP	42%	Commanders	ENTJ	70%	Advocates	INFJ	46%
Ambient			Religious			Blues		
Campaigners	ENFP	65%	Executives	ESTJ	48%	Campaigners	ENFP	52%
Entertainers	ESFP	62%	Defenders	ISFJ	42%	Protagonists	ENFJ	52%
Adventurers	ISFP	64%	Consuls	ESFJ	39%	Consuls	ESFJ	47%

Source: Nathaniel, 2017 p.5-11

The researcher concludes that people have limitless availability and variety and while it may be good to have options they risk exposure to the curse of the tyranny of choice. Consumer become overwhelmed with the varieties of music and end up choosing none for fear of losing their identity (Nathaniel, 2017).

The only similarity between the music in a nightclub and the music playing from a radio, television, computer, or any other instrument, is the song; people scream with joy when a song they like is playing in a nightclub, but not on television or radio (Richter & Ostovar, 2016). The music in a nightclub is amplified, vibrant, mixed and re-mixed by DJ's and the more skilled the DJ, the better the mix of music and suddenly the same songs online sound fantastic to revelers in a nightclub. The intensity of music in a nightclub is so high it creates an aura of fantasy, a feeling of freedom and liberation to express oneself, it creates excitement. A clearer description is given by a respondent in an observational study conducted by Bancroft (2012) as quoted-

The pounding of the bass sends vibrations throughout my body as I get closer to the doors...when I walk through these doors, reality will unfold. The excitement builds; I can feel it in my heart beating rhythmically with the music. Music, heat from the mass of dancing, moving bodies, neon-flashing lights all blast my senses as the doors open...I've entered the fun house. The adult fun-house ('Tanya') (p.11 - 12)

#### *2.7.1.1.1 Noise*

Elberse et al. (2009) differs that consumer's chose nightclub based on their music genre preferences and the illusion of fantasia but rather, the quality of the sound of music. A study conducted by Röhl and Uppenkamp (2012) showed that unpleasant sound quality and intensity can cause stress. The intensity and type of music affects stress hormones in the body; more specifically techno and electronic genres of music were seen to record the highest increase in heart rate, systolic blood pressure, and stress-related hormones, while classical music had no significant change (Röhl & Uppenkamp, 2012). The authors use this to explain why consumers change their preferences in music genres as they get older or in instances of intolerable stress levels. Mesgarani and Chang (2012) explain that, out of the five components of music; (a) pitch, (b) timbre, (c) harmonics, (d) loudness, and (e) rhythm, a listener can only control one of these in a musical piece i.e. loudness. The researchers (Röhl & Uppenkamp, 2012) determine that even the oldest people in the world can find techno and rock music entertaining as long as the volume is well regulated because music loudness is

content-dependent. The other four components are context-dependent issue of personal preference where the listener is irritated by the pitch, timbre, harmonics, and the rhythm which are the main compositions of song architecture. The volume of music is measured in units of decibels of Sound Pressure Level (SPL) where the perception of loudness is proportional to the logarithm of sound pressure as seen in table 2.6.

**Table 2.6: Sound level by decibels**

Decibels SPL	Description	Example of sound
140 - 130	Pain	Sirens, firearms
129 - 120	Discomfort	Airplanes
119 - 100	Rock concerts	Bass drum, chain saw
099 - 070	Industrial noise	Lawnmower, power tools
069 - 050	Normal conversation	Light rainfall
049 - 030	Audible at 100 hertz	Quiet room
029 - 010	Audible at 10 hertz	Whisper
009 - 000	Audible at 3 hertz	Whisper
< 000	Silence	No sound

Source: Steven W. Smith, 2011, Chap.22, p.354.

The *Factories and Other Places of Work Act of 2005* of Kenya provide regulations on the allowed capacity of noise for nightclubs termed as ‘other places of work’ as quoted-

“No worker shall be exposed to a noise level in excess of- the continuous equivalent of 90dB in eight hours within any 24 hours duration; and, 140dB peak sound level at any given time” (Legal Notice No.25, Cap 514, p.2). This limits the options for consumers who are passionate about rock and techno genres of music in Kenya given that the preferred volume levels required for maximum entertainment exceeds the documented regulations of 90dB.

#### 2.7.1.1.2 *The cocktail party effect*

Two scientists from the University of California Mesgarani and Chang (2012) conducted an experiment which concluded that people only hear what they want to hear; everyone has an inherent capability in their auditory cortex to cancel out sounds they do not want and only listen to what they want. The experiment results gave proof that an average person can have a private conversation in a noisy environment with ease as if all other voices were muted i.e. selective hearing is a personal choice (Mesgarani & Chang, 2012). This selective hearing is commonly known as the Cocktail Party Effect; the phenomenon human brain’s ability to focus on a single speaker in virtually any environment as when a party-goer can hear every single word of a conversation even if the speaker’s voice is seemingly drowned out by the noise in a nightclub (Science Daily, 2012). It is therefore possible for a consumer to tolerate

music they do not prefer in order to meet other preferences. Out of these discussion the study formulated a hypothesis (H1) to test this variable among Nairobi nightclub consumers.

H1<sub>n</sub>: *The type of music* is an important preference influencing choice of a nightclub.

H1<sub>a</sub>: *The type of music* is the most important preference influencing choice of a nightclub.

### **2.7.1.2 Dancing**

The first observational survey on music and dancing was undertaken by Charles Darwin in 1871 in his book *The Descent of Man*, where he hypothesized that the ancestors of human beings strive to charm - with sound and rhythm - those whom they intend to express their love to. Darwin observed creatures and humans alike and discovered that they both distinguish between noise and musical mating voices; he would later theorize that the nature of music would not arise or persist if not for the function of attracting mates (Friedmann, 2013). This theory has been supported by several researchers such as Miller (2000) who confirms that music is used as a form of sexual selection, Wang (2015) music is used for social cohesion, and Richter and Ostovar (2016) music is used to entice desires between men and women. This would later be confirmed by Detmers (2014) who explains that men go to nightclubs to meet women and hope to dance with them, while women go to nightclubs to dance and hope to meet men.

#### *2.7.1.2.1 The opinions and beliefs of women*

Most women believe that there is an association between male dancing and male sexual capabilities and a woman would therefore prefer to see a man dancing in order to make an assessment of the probability of contentment should she choose to have relations with him (Saad Gad, 2012). Women also use dancing to measure compatibility by the synchrony and harmony of their rhythm with that of the prospective male partner's and will choose a nightclub that offers a crowd for them to measure and re-measure from a variety of male dancers (Roberts, 2015). Bancroft (2012) argues that, women do not necessarily go to dance in a nightclub to attract men; they do so because they enjoy the music, and they feel confident, attractive, and glamorous. Löw (2006) supports Bancroft's argument and cites that, women are creatures who like their personal space and while they may like dancing, they are extremely mindful of the crowd around them and make a rapid inspection to ensure their personal space will not be invaded. Threatening these socially constructed spaces e.g. through unpleasant sexual advances from men makes them feel vulnerable and affects their decision to dance in a nightclub, stay in a nightclub, or return to the same nightclub (Bancroft, 2012).

### 2.7.1.2.2 *The opinions and beliefs of men*

Because men go to nightclubs hoping to dance with women, they may not be motivated to frequent a club where a woman dancing is a rare occurrence or where the music is not vibrant enough to support gleeful dancing. Men walk into a nightclub and read visual cues from women's dance styles to assess how best they can approach the women to dance with and how far they can interfere with these socially constructed spaces (Duberg et al., 2016). Bancroft (2012) gives a brief overview on some of the signals that men look out for (table 2.7).

**Table 2.7: Signals and interpretation**

State	Signal
Inactive	Ladies standing still, engaged in other activities
Gentle	Low intensity movements of arms
Active	High intensity, full body movement in rhythm of music
Seductive	Slow rhythmic movements of the pelvis, hips, and/or chest
Intimate	Similar to seductive but directed at a specific person

Source: Bancroft 2012, p.36-37.

Wang (2015) disagrees with this idea and argues that, these factors are secondary selection pressures of Rhythm Related Rewards of Emotion (RRRE). Men do not always stay in their biological function of RRRE; there are instances when the Social Related Rewards of Emotion (SRRE) such as social cohesion and bonding override the biological functionalities of a man. In those instances they may not be interested in dancing with a woman they have no connection with or watching strange women dance. The study developed a hypothesis (H2) to compare and contrast the findings from research done in Europe, Australia, China, and the USA with the Kenyan consumers.

H2<sub>n</sub>: *Dancing* is an important preference influencing choice of a nightclub.

H2<sub>a</sub>: *Dancing* is less important than *the type of music* as a preference influencing choice of a nightclub.

## 2.7.2 Love

Psychologist John Alan Lee (1976) categorized love into three; eros, ludus, and storge. These categories have been refined by Sternberg (2004) and Sol Mateo (2015) into eight kinds of love as follows.

- Agape; represents divinity and sacredness. Agape exists in the spirit.
- Eros; represents passion and intensity to arouse romance and sexual desires. The catalyst for eros is the physical body.

- Ludus; represents affection between young couples. Ludus is said to fade in the long-term. It is driven by the mind.
- Mania; represents an imbalance between eros and ludus catalyzed by human survival instincts.
- Philautia; represents personal balance and enrichment of the mind, body, and spirit. Philautia is catalyzed by the soul.
- Philia; loyalty and honor amongst friends. No physical attraction. Philia is catalyzed in the mind.
- Pragma; the most rare kind of love built over decades, requires effort, and commitment.
- Storge; represents family and childhood friendships. Storge is built in the human memory.

Sternberg (2004) connected all eight kinds of love and developed the triangular theory of love, he states that love has three components; intimacy, passion, and commitment. The variation of strength among the components is dependent on an individual's agenda. It is from the agenda that the human being selects the kind of love to seek; to love or not to love can thus be answered by first asking the question, 'what is the agenda?' Table 2.8 below offers a brief translation of the intensities per component dependent on the agenda.

**Table 2.8: Taxonomy of love components**

Individual agenda	Intimacy	Passion	Commitment
	5 = Most Important		
Stability	4	1	4
Conscious control	3	1	5
Short-term relationships	3	5	1
Mid-term relationships	5	1	3
Long-term relationships	5	3	5
Psychophysiological involvement	3	5	1
Susceptibility to conscious awareness	2	5	4

Source: Sternberg, 2004 p.120

### ***2.7.2.1 Love in the nightclub***

The prospect of meeting attractive women is the primary reason why men go to nightclubs Detmers (2014) and that is why the nightclub environment is structured to ensure that women are comfortable, because their presence can entice men to visit the club. Hendrie et al. (2009) states that, women are sensitive to the kind of attention they contest for; they are also the most selective of all female species about the companions they choose to relate with. This is because these companions (men) are hypothetically greater investors of parental investments. The competition for male attention is higher in a nightclub where the men demonstrate the

potential to make significant contributions to parental investments, and display acts of ownership of vast economic resources (Hendrie et al., 2009). This is a challenge to nightclub owners because, it is not enough to entice men with a promise to meet women, they must also ensure that these men meet the characteristics of what women want in a partner (Detmers, 2014). Saad Gad (2012) argues that it difficult to point out what women want and even with several presumptions there is no guarantee that the strategy will work mainly because women go to nightclubs to do an amalgamation of things; listen to music, sing, dance, eat, drink , gossip with friends, and while at it look for a partner. Their innate ability to perform multiple tasks at the same time comfortably supports this. These multiple tasks are prioritized and deprioritized depending on their moods which are also affected by the consumption of alcohol (Saad Gad, 2012). In finality, Hendrie et al. (2009) conducted an observational survey at Majestyk’s Nightclub in Leeds – UK, to confirm that nightclubs are a prime place for both men and women to meet one another, and provided evidence as presented on table 2.9.

**Table 2.9: Observational change in coupling**

Observation day	Couples in	Couples out	Change (%)	X <sup>2</sup>
Saturday	98	148	+49	18.88
Sunday	104	161	+55	24.52
Tuesday	49	80	+63	7.42

Source: Hendrie et al. 2009, p.1337.

### ***2.7.2.2 A nightclub is the right place***

While researchers have different views on how human attraction between men and women can influence the choice of preferences to a nightclub, they debate with more criticism on consumers opinions of a nightclub as an appropriate place to meet a partner (long-term or short-term). Rosenfeld, Thomas, and Falcon, ( 2014) conducted a longitudinal survey in four waves with respondents aged 18 – 59 years in the USA on how couples meet and which ones stay together longer. The survey revealed results as represented in table 2.10.

**Table 2.10: How couples meet and stay together**

Description	% in sample	% separated in 1 year	Satisfaction with relationship
Met through friends	27.3%	9.6%	89.4%
<b>Met in a restaurant, bar, club, lounge, pub</b>	<b>23.4%</b>	<b>7.3%</b>	<b>89.4%</b>
Met online (within past 10 years)	20.8%	15.6%	90.2%
Met as colleagues or through a colleague	9.9%	6.3%	90.2%
Met in College or University	7.6%	6.5%	91.4%
Met through family	5.5%	8.7%	88.0%
Met as neighbors or through a neighbor	2.8%	7.6%	89.6%
Met in Primary or Secondary School	1.5%	5.2%	91.8%
Met in Church	1.2%	1.4%	93.4%

Source: Thomas and Rosenfeld, 2012 p.41-47

The interpretation of the study is that, a large numbers of US residents meet in nightclubs and build relationships. These couples have a lower separation rate (7.3%) as compared to all couples who meet online, through friends, through family, and neighbors. The survey results offer US residents direction on where to look for a partner and the possible rate of sustenance of the relationship. The study would further specify the exact nightclubs.

### **2.7.2.3 A nightclub is the wrong place**

Nicholson Jeremy (2014) argues that nightclubs are not the ideal places to look for a partner for a long term relationship but are good for short term and sexual relationships. This he states is because the individuals at such venues are more likely to have similar goals of short term relationships and/or looking for a partner for immediate sexual gratification and can only offer one of three components of love i.e. passion as described by (Sternberg, 2004). Furthermore the nightclub environment is designed to encourage public displays of affection and passion, and this makes it's easier for individuals with short term goals to fulfill their objective of finding a partner (Detmers, 2014).

### **2.7.2.4 The category of a club is what matters**

Wright-Onoz (2016) disagrees and argues that, a nightclub is not the wrong place; the problem is the type of nightclub that a consumer chooses based on their age because different demographic groups have different needs and life objectives. Some clubs attract younger adults and if the consumer's objective is to meet young adults they should visit these clubs, and vice versa for the younger adults who would like to meet seniors. The author goes on to

give a guideline to consumers who would like to go to nightclubs in Las Vegas by demographic category represented in Table 2.11.

**Table 2.11: Where to party in Vegas**

Age group	Life objectives	Nightclubs
20's	To have as much fun as possible, in the most cost effective way.	Omnia, Marquee
30's	Let loose, have a great time, experience and explore new places, travel.	Park on Fremont, Commonwealth
40's	Create good memories, dine in new places, indulge and rejuvenate with class and style.	Chandelier Bar, Skyfall Lounge

Source: Wright-Onoz, 2016, Issue 1, p.3.

In conclusion the research developed hypothesis three (H3) to test whether this is a major factor in selecting a nightclub for consumers in Nairobi.

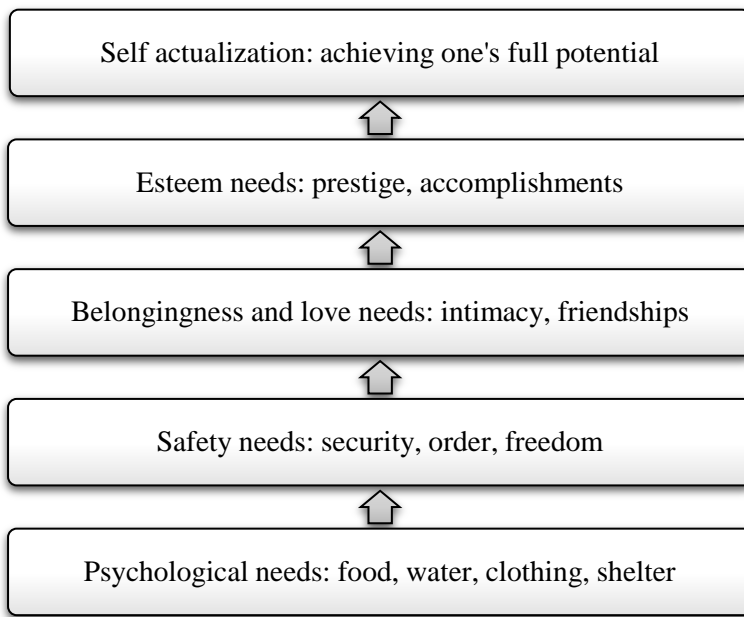
H3<sub>n</sub>: *Intimacy, passion, and commitment* are an important preference influencing choice of a nightclub.

H3<sub>a</sub>: *Intimacy, passion, and commitment* are less important than *dancing* as a preference influencing choice of a nightclub.

### 2.7.3 Friendships

Human beings have a desire to form and maintain positive relationships with persons of similar likeness, character, attitude, opinions, and beliefs; this desire is known as social needs. A deprivation in the fulfillment of social needs is known to cause somber mood, low self-esteem, and in the long run depression (Pillow, Malone, & Hale, 2015). Abraham Maslow developed a theory in 1948 known as Maslow's Hierarchy of Needs to suggest that needs are met progressively and once a need has been fulfilled another one emerges which must also be fulfilled, and so on (McLeod, 2017). Maslow's original hierarchy of needs implies that social needs are met only after physiological needs and safety needs have been satisfied as seen in the order in figure 2.2.

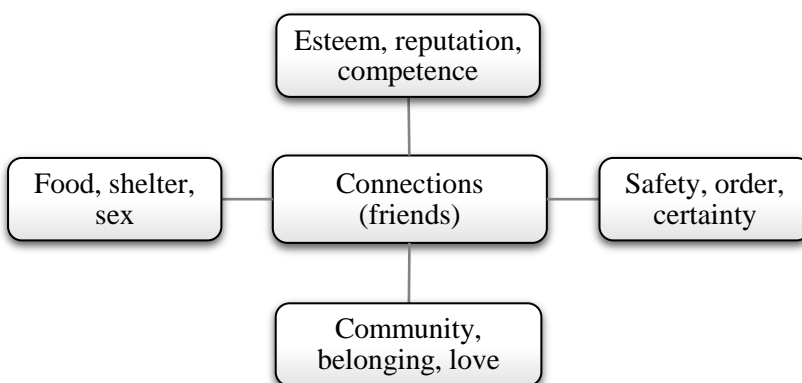
**Figure 2.2: Maslow's hierarchy of needs**



Source: McLeod, 2017, p.1-2.

Rutledge (2011) critiques Maslow's hierarchical method and argues that it is irrational to believe that those who do not have sufficient food or water do not have friends. She reorganizes Maslow's Hierarchy of Needs, as seen in figure 2.3, and defends the restructure by explaining that belongingness and connections are the key drivers of human behavior and cannot be tiered on a scale; all other needs in the hierarchy (accomplishments, shelter, safety, security, community) are dependent on people's ability to bond and connect with others.

**Figure 2.3: Maslow Model Rewired.**



Source: Rutledge, 2011, p.2

What the two scientists do not dispute is that social connection and belonging is necessary for human well-being. Detmers (2014) summarizes it altogether and outlines that people need friends, and the need to connect and participate in social activities with friends increases the levels of oxytocin (a neurotransmitter to the brain which regulates social interactions) and this explains why people would prefer to go to nightclubs to strengthen their connection with friends.

Bancroft (2012) differs with the need to belong as a motivator of bonding and explains that people do not go to nightclubs to party with their friends because they have a strong connection with them but, they do it for safety and security purposes. He made an observation in his survey that ladies feel safer in a nightclub with their friends close by since going to a nightclub comes along with several risks such as; date rape, drink spiking, and sexual assault. In addition society believes that it is a lady's duty to ensure that she does not expose herself to such risks and she is also responsible for her vulnerability in an environment where the crowd is intoxicated. In his conclusion, the researcher suggests that the stigma related to this notion is the reason why ladies escort one another to outdoor restrooms, keep their drinks at sight, and/or completely avoid a nightclub filled with strangers, fresh faces, and unfamiliar persons. The study formulated a hypothesis (H4) to measure the level of importance to consumers in Nairobi.

H4<sub>n</sub>: *Partying with friends* is an important preference influencing choice of a nightclub.

H4<sub>a</sub>: *Partying with friends* is less important than *intimacy, passion, and commitment* as a preference influencing choice of a nightclub.

#### **2.7.4 Crowds**

A crowd is a gathering of persons with a common purpose or interest (Deeksha, 2012). According to Gauttai (2014) and CC BY-NC-SA (2015) there are four main types of crowds;

- Acting crowds; group of persons with a common action cause e.g. rioters.
- Casual crowds; group that form by coincidence for example, road accident spectators.
- Conventional crowds; groups that gather for a specific reason out of common interest e.g. concert audiences, classroom of students.
- Expressive crowds; groups that gather to express themselves and their emotions (scream, shout, cheer, dance, and sing)

Revelers fit the description of crowd type four, the expressive crowds. They dress in clubwear to express their moods, dance to loud music, and are at liberty to outwardly portray

actions guided by their inner emotions with minimal consideration of consequences (Hutton, 2016). Roberts (2015) cites that people rate the crowd in a nightclub as good or bad, wild or toned-down, or somewhere-in-between, and even if a consumer visits a club and does not interact with someone new, the place still feels lively because of the crowd which makes it part of the fun. Rosenberg (2015) resolves that adults dislike crowds and more specifically, middle aged adults' dislike the 'filler crowd' and avoid nightclubs with such persons. A filler crowd comprises of persons who densely populate a nightclub but contribute minimal revenues. These are, individuals who visit the nightclub, hold on to one beer all night, and spend all of their time circling the club or on the dance floor (Taffer, 2014). Others are the pre-drinkers who arrive in a club already intoxicated and in groups (Wright-Onoz, 2016).

Some club owners go to the extent of hiring attractive women from different races, countries, and backgrounds to visit their club in order to increase the diversity of women in the crowd. Others hire professional escorts and international models, to walk around the club and smile at the male consumers (Detmers, 2014). This diversity and inclusion creates a larger choice of preferences for the men and a competitive environment for the women to contend for male attention, which makes the nightclub scene even more exciting and thrilling for the men (Duberg et al., 2016). The study created a hypothesis similar to the other variables to test and rate its importance on a scale.

H5<sub>n</sub>: *Expressive crowds* are an important preference influencing choice of a nightclub.

H5<sub>a</sub>: *Expressive crowds* are less important than *partying with friends* as a preference influencing choice of a nightclub.

### **2.7.5 Service**

The interaction with the people offering a service and the processes involved in the delivery of the service that may require consumer's participation by effort or time can either delight, or displease the consumer (Kotler & Armstrong, 2016). The numbers of staff members in a nightclub is dependent on the overall size of the business, the premise, and the willingness of the management to invest in human resources. However, there are some commonalities in staffing methods of a nightclub.

#### **2.7.5.1 First interaction**

This occurs at the entrance with security personnel who check for; proof of identification, dress-code, and possession of drugs, weapons, and firearms. This ensures that those under the recommended age or in possession of illegal items are not allowed into the clubs (Abramson,

2015). These checks are normally performed by a bouncer who is also responsible for refusing entry to intoxicated persons, issuing verbal warnings to those who do not comply with the policies of the nightclub, or completely remove persons with aggressive behavior from the club. Most nightclub consumers' do not like bouncers given that security checks can prove to be somewhat unfriendly, and refusal to admit or eject persons requires force which can lead to assault (Bancroft, 2012). How a bouncer treats a consumer determines their mood and perception about the nightclub and or whether they shall proceed to the next stage of entry or not (Cătălin & Andreea, 2014).

#### **2.7.5.2 *Second interaction***

The ticketing service or cover charge personnel who are also stationed at the entrance, and like any other billing desk, this stage can develop a queue because of system failures, and foreign currency exchanges (Jacobs & Chase, 2014).

#### **2.7.5.3 *Third interaction***

The non-compulsory staff i.e. the hosts and hostesses, whose role is to welcome guests, find them a sitting area if they please, escort them, and ensure that they are comfortable from time to time (Buchanan & Huczynski, 2013). Waiters and waitresses are mandatory personnel and can make or break the service cycle for a consumer (Kotler & Armstrong, 2016). They perform duties alike to those in hotel, restaurants, and cafeteria business and follow a similar process. This process normally involves dialogue between the consumer and employee; waiting time by consumers, serving the beverages followed by the food, documenting of all items consumed, clearing tables, and presenting the accurate bill. All these stages must be harmonious and seamless to ensure the consumer is delighted (Jacobs & Chase, 2014).

#### **2.7.5.4 *Fourth interaction***

The bartender or the mixologist is the consumers' most trusted person in the club for clear reasons; they deliver single-serve alcoholic beverages at high speed on spot payment. Mixologist are swift, very good listeners, skilled, and can blend varieties of alcoholic and non-alcoholic beverages to make tastier beverages of which they give fancy names (Detmers, 2014). They are normally busy and do not leave the back-bar to perform any other duties besides serving drinks on the bar counter. Hypothesis six (H6) was created to test this variable and rank its level of importance in comparison to other variables.

H6<sub>n</sub>: *Quality of service* is an important preference influencing choice of a nightclub.

H6<sub>a</sub>: *Quality of service* is less important than *expressive crowds* as a preference influencing choice of a nightclub.

## **2.7.6 Atmosphere**

The physical environment of a drinking establishment gives an impression of the expected service encounter. External appearance such as building location, access roads, architectural beauty, gardening, parking area, security guards, and cleanliness are what the consumers see upon arrival. Internal appearance succeeds the external and has three constituencies; (a) ambience, (b) layout and functionality, and (c) interior décor (Rosenberg, 2015).

### **2.7.6.1 External appearance**

The lack of upkeep of the external environment sends a message to consumers for what is seen on the outside is perceived to be on the inside as well, the message a club sends from the street determines the social class of persons who walk through its doors. First impressions count and consumers are extensively unforgiving for a gradually run down external environment (The Capitalist, 2017). Furthermore, many nightclubs do not own the business property they engage, they normally lease spaces that were previously occupied by other nightclubs, re-name them, and remodel the interior décor to create a perception of difference from the old (Elberse et al., 2009). Getting the right lease is a great challenge especially when considering convenience to the consumers and other factors like; the general security of the neighborhood, ventilation, number of washrooms availed, and square-feet for the dance floor. For these reasons, most clubs are left with minimal options but to sign lease agreements that attract high insurance and utility costs or opt for inconvenient unattractive areas (Elberse et al., 2009).

### **2.7.6.2 Internal appearance**

Most nightclubs are designed to meet the basic requirements of consumers and not much thought goes into the construction of internal spaces. Basic considerations made are, how much bar space is required, size of the dance floor, sitting space of the expected consumers, hues and textures of the interiors, and the location of the bathrooms (Chew, 2009). Others like the XS Nightclub in Las Vegas are extravagant; the interiors include a swimming pool, fountains, patios, escalators to different dance floors, and a live performance stage (Kachelriess, 2014). Wright-Onoz (2016) argues that factors like VIP lounges and membership exclusivity do not matter, even after acquiring a few selected members the majority populace is normally non-members and as the club becomes more popular, the

membership list grows longer. This normally upsets the original club members because distinctiveness is diluted and they may cease to visit the club entirely. The research intended to establish the degree of relevance and rate of influence in nightclub selection relative to the other hypotheses in the study hence developed hypotheses seven (H7).

H7<sub>n</sub>: *Perception and ambiance* are an important preference influencing choice of a nightclub.

H7<sub>a</sub>: *Perception and ambiance* are less important than *quality of service* as a preference influencing choice of a nightclub.

The study closed this section by tabulating the preferences and frequency of mentions by authors as seen in table 2.12. While this may have benefited the study in leveling the preferences in order of importance, it did not close the literature gap. It was still unclear whether the scale represented in table 2.12 were suitable for consumers when choosing and/or when club hopping. Furthermore, none of the studies were done in Nairobi.

**Table 2.12: Summary of preferences**

Preferences	Authors
Music	13
Dancing	12
Love	11
Crowds	10
Friendships	9
Service	8
Atmosphere	6

Source: Researcher, 2018.

The theory gave insights to the researcher on how to measure the variables that provide an optimal combination that will satisfy the consumer i.e. those that are very important/ important and those that the consumer is indifferent to (Chambers et al., 2017) as seen in table 2.13.

**Table 2.13: Tabulation of preferences**

No.	Variable	Most Important	Important	Indifferent	Less Important	Not Important
H1	Great music			✓		
H2	Space to dance					✓
H3	Meeting a lady			✓		
H4	Friendships			✓		
H5	The crowd		✓			
H6	Service quality				✓	
H7	Décor/ ambiance	✓				

Source: Researcher, 2018.

During the tabulation of preferences, the consumer might realize that they prefer a certain combination in the same magnitude as they prefer another combination, this situation according to Isik and Yasar (2015) is called indifference. The illustration is table 2.13 represents a consumer who is indifferent to H1, H3, and H4.

## 2.8 Alternating preferences when club hopping

While the preferences are known to the consumers, they may be willing to subsidize the quantity of one preference in order to gain a higher quantity of another preference, and this is known as the marginal Rate of Substitution (MRS). The MRS is relevant in measuring substitutes according to Pengguna (2015), and thus gives more guidance to the research to analyze and understand which preferences a consumer is willing to compromise for others to arrive at a decision as illustrated in table 2.14.

**Table 2.14: Alternating preferences**

	<b>First choice</b>	<b>Club hopping</b>
H1	Music	Service
H2	Dancing	Love
H3	Love	Dancing
H4	Friendships	Friendships
H5	Crowd	Atmosphere
H6	Service	Crowd
H7	Atmosphere	Music

Source: Researcher, 2018.

In this situation (table 2.14), the consumer in this nightclub is willing to completely compromise on music (H1), when they decide to club hop. They however maintained their friends at the same level (H4) in both situations. The perfect alternates are H2 and H3.

## 2.9 Optimization of choice of a nightclub

The theory closes with a combination of the first two sections; (a) budget constraints, and (b) preferences, in order to (c) optimize choice. Optimization therefore, requires an integration of information from:-

- Table 2.3: Combinations available in NYC for a \$50.00 budget
- Table 2.13: Tabulation of preferences

This is illustrated in table 2.15.

**Table 2.15: Optimization**

<b>Theory of Consumer Choice</b>	<b>Optimizing (\$50) at the start of the night</b>	<b>Optimizing (\$50 - \$36 = \$14) at the end of the night</b>
Budget constraints	Pouring Ribbons = \$40.00 Clam Bar = \$45.00 The Elephant Bar = \$36.00	Pouring Ribbons = \$14.00 Clam Bar = \$20.00 The Elephant Bar = \$12.00
Tabulation of preferences	Music	Service
	Dancing	Love
	Love	Dancing
	Friendships	Friendships
	Crowds	Atmosphere
	Service	Crowd
	Atmosphere	Music
<b>Optimum choice</b>	<b>Elephant Bar</b>	<b>Pouring Ribbons</b>

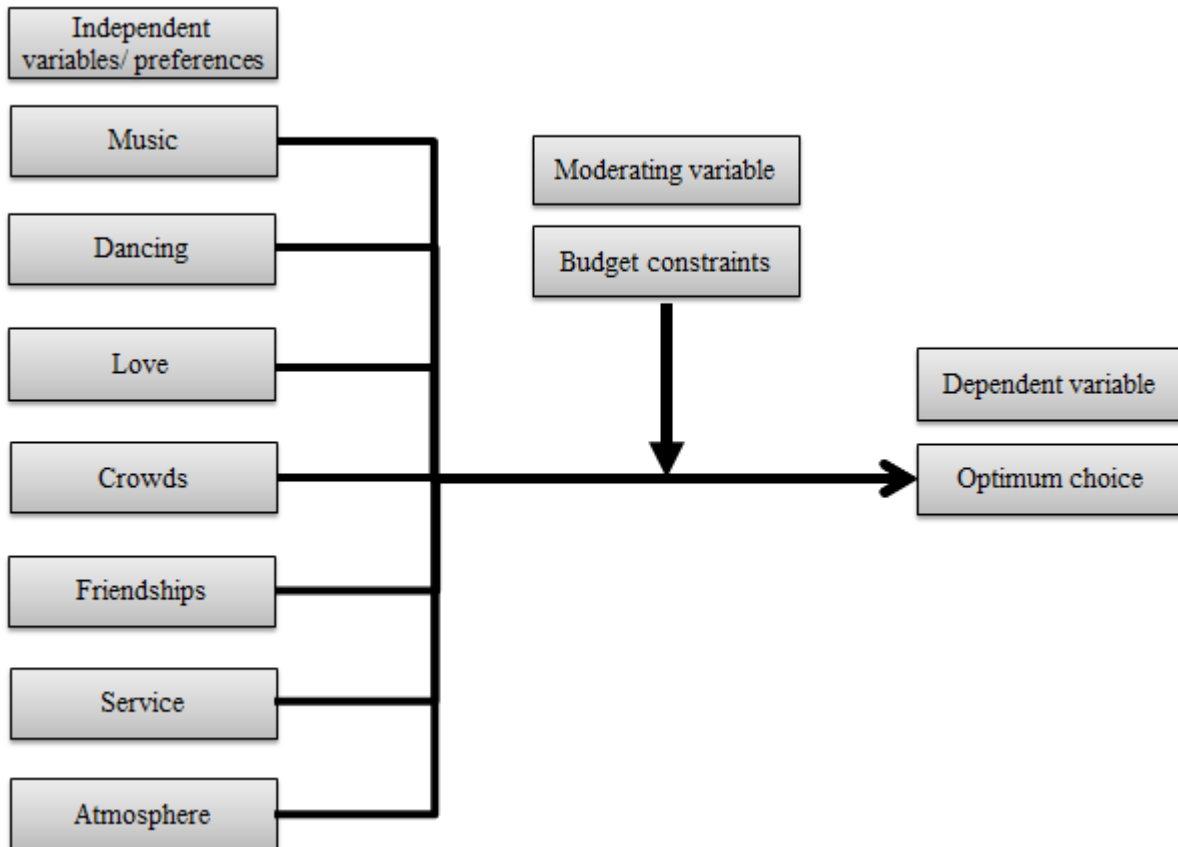
Source: Researcher, 2018.

It is not uncommon to find consumers who put their personal preferences ahead of price, these consumers believe that the value is not in the commodities (alcoholic beverages, food) but in the fun they get from listening and dancing to music. After much a sought, Mankiw (2010) concluding that, people do not make buying decision by drawing and tabulating indifference, writing down their budget constraints, and checking for their tangents and cross-sections on graphs and tables, rather, they make psychological assessments of how they maximize satisfaction.

## 2.10 The conceptual model

Thus far, the research identified that consumer's preferences are variables which they combine, to optimize their choice; this optimization normally includes how much money they have, or are willing to spend. The relationship between the variables is presented in figure 2.4.

**Figure 2.4: The conceptual model of preferences affecting choice**



Source: Researcher (2018)

## 2.11 Conclusion

The discussions highlighted the factors that influence consumer's choices and possibly what they prefer. The chapter tabulated the preferences in table 2.12 and proceeds to design a suitable methodology to collect data in Nairobi, analyze, conclude, and make a contribution about Kenyan consumers to global literature.

## CHAPTER 3 METHODOLOGY

### 3.1 Introduction

This chapter covers the choices of preference made in relation to the research design, the data collection methods and data analysis techniques. It sets out the various stages and phases followed in deriving the population of study and the sample sizes. It also provides details on instruments used for collection, and the assessment techniques used to ensure quality of the research. The selection of methods was guided by the range of similar researches from the literature review that were done in other countries and summarized in table 3.1.

**Table 3.1: Summary of methodologies for similar studies**

Researchers	Research titles	Sample sizes	Sampling techniques	Data collection methods
Pillow et al. (2015)	The need to belong and its association with fully satisfying relationships	869	Simple random sampling	Self-administered questionnaire
Duberg et al. (2016)	Experiences of a dance intervention for adolescent girls	112	Randomized control sampling	Observation
Rosenfeld et al. (2014)	How couples meet and stay together	2,429	Random sampling	Questionnaire
Baldwin et al. (2014)	It's five o'clock somewhere: happy hour drinking	2,349	Stratified sampling	Self-administered questionnaire
Hendrie et al. (2009)	Evidence to suggest that nightclubs function as human sexual display grounds.	1,014	Convenience sampling	Observation
North (2010)	Individual Differences in Musical Taste.	36,518	Simple random sampling	Self-administered questionnaire
Wechsler et al. (2002)	Trends in College binge drinking	119	Convenience sampling	Questionnaire
Bancroft (2012)	Drinking with and without fun: pre-drinking and club-drinking	251	Convenience sampling	Focus Groups, Observation

Source: Researcher, (2018)

## **3.2 The research design**

The design of research has steps that are arranged in sequence to illustrate the issues underlying the choice of data collection method/s, and the timeline of the research (Saunders, Lewis, & Thornhill, 2016). This section, analyzes the research design for the study and how each layer influenced the next.

### **3.2.1 Research approach**

The study chose to integrate qualitative and quantitative methods to collect and analyze data as guided by similar studies in table 3.1. This technique is known as triangulation (Creswell, 2014). The approach is also known as a mixed approach, or a hybrid approach, and is normally used in research to confirm the validity, credibility, and authenticity of findings from one approach against another, thus enriching the research (Hughes, 2016). The research performed the two approaches in sequence with qualitative approach preceding quantitative approach. The results and findings of the qualitative approach helped in the formation of the questionnaires' for the quantitative approach.

### **3.2.2 Research type**

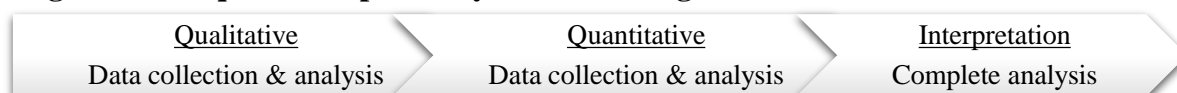
As discussed in literature review paragraph 2.7, the researcher could not find academic publications on the topic of study from Nairobi in comparison to other regions. The topic thus befitted the first description of an exploratory study which according to Creswell (2014) is conducted to study a problem in a new market i.e. a market where the broader perspective and existence of information on a problem is uncommon. Furthermore, the research questions restated below satisfy the features of an exploratory research as informed by various academics.

- Research question number one; *what do consumers prefer when choosing a nightclub?* Kim, Sefcik, and Bradway, (2017) cites that exploratory research questions are likely to begin with 'What' or 'How' and are particularly useful in clarification of an issue (consumer choice) with an unknown background.
- Research question number two; *how do these preferences alternate when club hopping?* The attempt to discover motive from a population of interest regarding a phenomenon (Kim et al., 2017) commonly referred to as club-hopping. To scope the magnitude of a behavior and its occurrence (Bhattacharjee, 2012).
- Research question number two; *how do consumers optimize choice of nightclub?* van Esch and van Esch (2013) clarify that an exploratory study should have business

significance and give information that will add value to a business or the industry. The responses to this question will give insight to consumer's wants and desires that affect their choice of preference.

The research type was therefore defined as sequential exploratory (Saunders et al., 2016) where one approach precedes the other with the intention of the second confirming findings from the former as seen in figure 3.1.

**Figure 3.1: Sequential exploratory research design.**



Source: Adapted from *Research methods 7<sup>th</sup> Edition* by; Saunders et al., 2016 p.170.

### 3.3 Phase one: qualitative research

As indicated in figure 3.1 the research followed a sequence of the qualitative method first followed by the quantitative method as a confirmatory.

#### 3.3.1 Research technique: focus group discussions

The key techniques used in collection of qualitative data are; (a) in-depth interviews, (b) focus groups, (c) observations, and (d) action research (Hughes, 2016). The study selected focus group discussions as informed by the literature review that:-

- The pre-drinkers; an already formed group of friends arrive in nightclubs together and intoxicated. This indicated that the nightclub consumers have specific groups of friends they go with, to nightclubs.
- Partying with friends; suggesting that there is likely to be group-settings of persons with similarities in a nightclub. The probability of FGD attendance and participation of such groups is higher due to the comfort of familiarity to one another and a sense of safety and security especially for women as indicated by Bancroft (2012). The researcher construed that they are likely to get richer information from a group of friends that is well coalesced.
- Consumers generally choose nightclubs that attract their peers and play music correlated to their personality types; it is feasible that persons in a nightclub, on the same night, are homogeneous.

This eliminated in-depth interviews and action research as choices. The study would also eliminate observations as an option due to the data requirements of hypothesis three (love) which is difficult to deduce by observation.

### **3.3.2 Sample size determination**

Focus groups normally consists of 4 – 10 respondents relative to the nature of the persons, topic of discussion, and skill of the interviewer to moderate a group (van Esch & van Esch, 2013). Krueger and Casey (2010) suggest that a researcher should conduct interviews with 3 – 5 groups or until they reach saturation i.e. a state of no new information. The research followed these guidelines and conducted three focus group discussions (FGD's). These three groups were selected using non-probability sampling techniques.

#### **3.3.2.1 Demographic segmentation**

The first step in determining the type of participants was division of groups by gender:-

- Focus group one (FG1); female participants
- Focus group two (FG2); male participants
- Focus group three (FG3); male and female participants

The study found this appropriate in order to collect accurate, valid, and reliable data for reasons as outlined below.

- The level of comfort in participants discussing matters regarding their assessment while meeting persons from the opposite gender, and how it affects their preference to a nightclub. The accuracy of this data shall inform hypothesis three.
- The perception of women dancing by men, and men dancing by women, and its effect in selection and preference to a nightclub is a gender sensitive topic. The validity of its data shall contribute to resolving hypothesis two.
- Control the Peacock Effect<sup>3</sup>. Because the two hypotheses are viewed differently by both genders, there is a likelihood that the gentlemen will speak louder and with more authority in the presence of women (Barbour & Morgan, 2017).
- The other hypotheses of the study are generic to both genders thus specificity is a preference but not entirely necessary. The study also acknowledges that groups of homogenous persons may constitute both genders hence the choice to have FG3 with mixed gender participants.

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<sup>3</sup> The Peacock Effect is a theory generated by scientists through observational studies; where the male peacocks display their grandeur and beauty in order to attract the attention of female peacocks who observe in admiration (Miller, 2000), (Oesch & Miklousic, 2012), and (Friedmann, 2013).

#### 3.3.2.1.1 *Focus group one (FG1) – female participants*

Snowball sampling technique was deployed because it is almost impossible to identify a nightclub consumer from their outward appearance. The researcher therefore selected the initial participant and requested them to make contact with other similar participants of the same gender to form the group. The researcher selected this method because it is likely to generate a homogenous group in line with the purpose of conducting an FGD.

#### 3.3.2.1.2 *Focus group two (FG2) – male participants*

A similar exercise in selection of FG1 participants was conducted for FG2.

#### 3.3.2.1.3 *Focus group three (FG3) – male and female participants*

A different technique was used in selecting FG3 because the researcher required participants from both genders, while still maintaining homogeneity.

- Simple random sampling technique by Kutools™ Excel 2013 was used to select one nightclub from the representative sample of nightclubs listed in Appendix C.
- Visited this nightclub on several Saturday nights and used convenience sampling to select participants seated together or engaging in group conversations. The choice of day was guided by the population density of nightclubs per day from **Error! Reference source not found.** The researcher sought the help of a research assistant at this stage.

### 3.3.3 **Point of interaction**

Once the potential participants were identified, the Mall-Intercept Technique<sup>4</sup> was deployed for FG3, and a regular conversation with the initial participants of FG1 and FG2, in approaching and interacting with these persons.

- Self-introduction followed by a brief conversation on; the study, its importance, relevance, and why they have been approached.
- We asked the potential participants if they are interested in participating in a Focus Group Discussion with their friends at a time and date of their choice.
- If prospects refused, we thanked them and proceeded to the next prospects. If prospects agreed then proceed to next step.

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<sup>4</sup> Mall-Intercept technique is commonly used in marketing research whereby respondents are approached in a shopping mall or a public area, screened for appropriateness and either interviewed on the spot or invited to participate in the survey at a nearby location, and at a later date or time (Kotler & Armstrong, 2016).

- A date and time that is appropriate for the participants was agreed upon, as well as a suitable location.
- Collected participants' cellular phone numbers in order to contact them ahead of time for the FGD. For FG1 and FG2 a social engagement platform (WhatsApp) was used to create chat-groups and members added to these groups as the snowballs rolled.

The screening questions for the aforementioned protocol are provided in Appendix D.

### **3.3.4 Data collection**

#### **3.3.4.1 Location**

FG3 participants were selected on-premise i.e. from a nightclub and while Barbour and Morgan (2017) encourage holding discussions on-premise the study preferred otherwise considering the nightclub environment can be very noisy. The researcher aligned with the participants on a convenient and quiet room/space to conduct the discussions for all three groups.

#### **3.3.4.2 Conduct during the FGD's**

- The participants were welcomed into the meeting room; a standard introduction, overview of the topics of discussion, house-keeping rules. (Appendix E).
- Participants were informed that the meeting will be audio recorded and precautions taken to ensure anonymity and confidentiality of information (Appendix F). Participants signed consent form. (Appendix H).
- Researcher was the moderator of the meeting. Questions were in order of topics of discussion (Appendix G).
- Language; the researcher spoke in Basic English however, some participants consistently responded in Swahili so the researcher followed suit to ensure participants remain comfortable with the discussion.
- Closing remarks by researcher, meeting adjourned, refreshments served.

#### **3.3.4.3 Incentives to FGD participants**

Focus group participants invest personal time and money to attend the meeting, not to mention the effort required in answering questions, giving suggestions and comments to the discussion, it is therefore courteous to provide a generous token of appreciation to motivate their attendance and participation during the FGD (Barbour & Morgan, 2017). The researcher found it appropriate to incentivize each participant with a variety of snacks and numerous

non-alcoholic beverages. Additionally, each participant received a refund of their transport expenses incurred to and from the venue.

### 3.3.4.4 Questionnaire design

The questionnaire was segmented into three classes in respect to the types of data variables (Dillman et al., 2014) and in alignment with the three research objectives as seen in table 3.2.

**Table 3.2: Data variables and relation to research objectives**

Data variables	Research objective
Attitudes, and opinions	1. Determine the consumer’s preferences when choosing a nightclub. 2. Determine the consumer’s preferences when club hopping.
Behaviors and events	3. Establish how consumers optimize choice of nightclub.
Factual and demographic	All. This information is used to analyze how variables differ across genders and age groups.

Source: Researcher, 2018

Table 3.3 outlines the relationship between questions in the FGD Questions Guide (Appendix G) and respective data variable required for the study.

**Table 3.3: FGD Data requirements table**

No.	Data variables	Type of question	Guiding principle	RO	HO
1	Opinions and attitudes	Introductory	Industry outlook	Nil	Nil
2	Behaviors and events	Reflective	Choice –the recent past and influences	3	
3	Behavior	Reflective question.	Forced choice	3	
4 (a – g)	Beliefs and opinions	Opinion	Preferences	1	1 – 7
5 (a – b)	Behavior	Opinion and reflective.	Intervening variable – budget constraints	Nil	
6	Opinions and beliefs.	Transition	Views on choices and preferences	2	1 – 7
7	Behaviors and events.	Reflective	Views on personal choices and preferences	2	1 – 7
8	Behaviors and events.	Reflective	Choice of preference – drastic changes.	2	1 – 7
9	Behaviors	Transition	Future choices and preferences	3	
10	Events	Reflective	Future choices; influences and motives.	3	

Source: Researcher, 2018

### **3.3.5 Data analysis**

The Focus Group Discussion data was analyzed using the order as outlined by Miles, Huberman, and Saldaña, (2014).

- Transcription; the audio recordings from the FGD's were transcribed into extended text.
- Thematic content analysis; this method was found suitable because the FGD questions were developed in respect to the research questions and research hypotheses as described in Table 3.3. The responses from the transcripts were segmented into their relevant codes i.e. research objectives and hypotheses. Once the coding process was complete, segments with similar codes were grouped together so that all material pertinent to a research question or hypotheses was congregated.
- Data condensation; data was reduced into smaller and more manageable units in excel tables, and summaries.
- Data display; the researcher assembled the data into matrices in accordance to the research questions, focus group questions, and research hypotheses – these shall be displayed in chapter four of the study. This eases recognition of relationships, similarities, and differences, of the data collected from the three focus groups.
- Drawing and verifying conclusions; a thorough examination of each FGD responses to enable refinement of the hypotheses was done at this stage.

## **3.4 Phase two: quantitative research**

This phase was executed 21 days post-completion of qualitative data collection and analysis in chapter four. Results were compared with those of phase one to make conclusion.

### **3.4.1 Research technique - Survey**

A quantitative survey allows for inferential statistical application because the sample data collected will be used to make conclusions about the population McClave et al. (2014) regarding; the factors that motivate consumers to club hop, predictions to why consumers prefer going to a certain nightclub, and generalizations on the consumers nightclub of choice. The study chose a survey technique for the quantitative approach as guided by previous studies done and summarized in Table 3.1. In addition, Saunders et al. (2016) advises on the consideration of a survey as a suitable method if the research intent is to source and record narratives directly from the units of analysis (consumers), within their natural environment (the nightclubs).

### **3.4.2 Nightclub population**

The first level of population in this phase is all nightclubs in Nairobi County. This population is governed by various Statutes in different segments from which they obtain a license or certificate to remain operational as outlined in Appendix A. Because of the diversity of requirements and un-synchronized information in the different bodies governing nightclubs, there is borderline clarity on which business operates as a nightclub, a bar, a pub, an inn, a lounge or a tavern. For this reason the research was guided by the working definition of a nightclub as given in chapter one paragraph 1.1.2 of the study to derive the population of nightclubs.

- Nightclubs serve alcoholic beverages. The Alcoholic Drinks Control Act of 2010 requires that all persons selling alcoholic beverages obtain a liquor license. The liquor license type of interest for this study is described in Schedule 3 section 10.2 of the Act as Club Alcoholic Drink License-for a proprietary club, nightclub or discotheque of which a complete list of licensees is provided in Appendix B.
- Nightclubs open till late in the night. The Nairobi City County Alcoholic Drinks Control and Licensing Bill of 2014 authorizes licensed drinking establishments to sell alcoholic drinks from Monday to Friday during the hours of 5pm to 11pm, and on Saturday, Sunday, and National Holidays during the hours of 2pm to 11pm. Drinking establishments that close earlier than 11pm will be reduced from the population of study.
- Type of entertainment: presence of a DJ and a DJ booth are a requisite for a night club. Live-entertainment (live bands, stand-up comedians, dancers), and/or a dance floor are dependent on the category of nightclub (paragraph 1.1.2). These are visible physical features which the researcher was able to determine their existence or non-existence during pre-visits ahead of data collection.

This criterion left a total of 26 nightclubs listed in Appendix C which formed the population of study. The study collected data from consumers in all 26 nightclubs.

### **3.4.3 Consumer population**

The second level of population was the nightclub consumers of which the research could not establish a sampling frame. Therefore, the researcher estimated the population based on the following aspects.

- The capacity of consumers that a nightclub is required to hold in respect to space tenanted or leased (table 3.4).

**Table 3.4: Recommended consumer capacity of nightclubs**

Category No.	Business Activity	Area in Square Meters	Customer Capacity
571	Large Night Club/ Casino	>500sqm	>50 persons
574	Medium Night Club/ Casino	>100sqm ≤ 500sqm	16 to 50 persons
577	Small Night Club/ Casino	≤100sqm	≥6, but <50 persons

Source: *Nairobi County single business permit registration requirements, 2017 p.1.*

- Discussions with bartenders and club owners from the representative sample on the average numbers of consumers' who visit on a daily basis (table 3.5).

**Table 3.5: Approximate number of consumers Thurs, Fri, Sat, per category**

Cat.	Thu		Fri		Sat		Total	
	Low	High	Low	High	Low	High	Low	High
Small	30	40	40	45	40	50	110	135
Med	60	70	80	90	70	100	210	260
Large	70	90	90	100	90	120	250	310
Total	160	200	210	235	200	270	570	705

Source: Researcher, 2018

- The study eliminated days with lower volumes (Monday, Tuesday, Wednesday, and Sunday) because of (a) domination of numbers (b) the nature of club hopping occurs towards and during the weekend. Segmenting the representative sample of 26 nightclubs into their respective categories and using the information in table 3.6 delivers results in table 3.6.

**Table 3.6: Number of consumers Thurs, Fri, Sat**

Sample	Thu			Fri			Sat			Total		
	Low	High	Av.	Low	High	Av.	Low	High	Av.	Low	High	Av.
3	90	120	105	120	135	127.5	120	150	135	330	405	367.5
16	960	1120	1040	1280	1440	1360	1120	1600	1360	3360	4160	3760
7	490	630	560	630	700	665	630	840	735	1750	2170	1960
26	1540	1870	<b>1705</b>	2030	2275	<b>2152.5</b>	1870	2590	<b>2230</b>	5440	6735	6087.5

Source: Researcher, 2018

Therefore, the average is  $(\text{Thurs } 1705 + \text{Fri } 2152.5 + \text{Sat } 2230) \div 3 = 2029$

### 3.4.3.1 Consumer sample size

The study used Cochran's formula to determine a representative sample from the population for the quantitative approach.

Equation 1: Cochran's Formula

$$n_o = \frac{z^2 pq}{e^2}$$

Where:  $n_o$  is the sample size,  $p$  is the probability of occurrence of a state or condition,  $e$  is the level of precision,  $q$  is  $1 - p$ ,  $z$  is the z-value corresponding to required confidence level, representing the extent to which the researcher can be sure that characteristics of the population have been accurately estimated by the sample survey.

The research, maintained a 95% confidence level which equates the z-value to 1.96, a maximum degree of variability at 50% and  $\pm 7\%$  level of precision.

Thus  $z = 1.96$ ;  $p = 0.5$ ;  $q = (1-0.5) = 0.5$ ;  $e = 0.07$

Substitute:-

$$n_o = \frac{(1.96)^2(0.5)(0.5)}{0.07^2} = 196$$

The value 196 exceeds 5% of the population size of 2029. Therefore, Cochran proposes a correction formula to calculate the final sample size.

Equation 2: Cochran's Correction Formula

$$n = \frac{n_o}{1 + \frac{(n_o - 1)}{N}}$$

Where  $n_o$  is the sample size derived from Equation 2 and  $N$  is the population size.

Substitute:-

$$n = \frac{196}{1 + \frac{(196 - 1)}{2029}} = 178.8$$

This figure was rounded off to 179 and increased by 4 to make 183 to accommodate for non-responses errors. The sample size for the quantitative approach was 183 respondents.

### 3.4.3.2 Sampling technique

Stratified sampling of nightclub as seen in table 3.7 was used to allot 183 respondents in respective nightclub categories (small, medium, large), and per day of week, by using equation 3 below:

Equation 3:

$$\frac{N_0}{N} \times n$$

Where  $N_0$  is the population on a day of week,  $N$  is the total population, and  $n$  is the sample size.

$$\text{Thursday sample size} = \frac{568}{2029} \times 183 = 51$$

Thursday contribution by category of small, medium, large; S=6%, M=61%, L=33%.  
Substituted with 51 persons; S=3 M=31 L=17

$$\text{Friday sample size} = \frac{718}{2029} \times 183 = 65$$

Friday contribution by category of small, medium, large; S=6%, M=63%, L=31%. Substitute with 65 persons; S=4 M=41 L=20

$$\text{Saturday sample size} = \frac{743}{2029} \times 183 = 67$$

Saturday contribution by category of small, medium, large; S=6%, M=61%, L=33%.  
Substitute with 67 persons; S=4 M=41 L=22

A summary of the stratified sample size is represented in table 3.7.

**Table 3.7: Stratified sample size**

Category	Thurs	Fri	Sat	Total
Small	3	4	4	11
Medium	31	41	41	113
Large	17	20	22	59
<b>Total</b>	<b>51</b>	<b>65</b>	<b>67</b>	<b>183</b>

Source: Researcher, 2018

Convenience sampling method was used to select respondents who happened to be in the nightclub at the time of data collection. The choice of method was driven by absence of a sampling frame, and collective popular methods as informed by literature; previous studies have found this to be a suitable method (Table 3.1).

#### **3.4.4 Data collection**

Quantitative survey data collection instruments include; (a) telephone interviews, (b) face-to-face interviews, (c) questionnaires. The instrument choice was informed by the literature review with minor adaptations to suit the study as discussed in this section.

##### ***3.4.4.1 Location***

Data was collected on-premise i.e. the nightclubs. The common areas accessible to consumers in a nightclub are; the bar counter, the dance floor, the lounge/sitting areas, and the restrooms. The researcher and assistants approached consumers seated at the bar counter and/or the sitting area, introduced themselves and politely stated their intent.

##### ***3.4.4.2 Duration***

Data was collected on Wednesday, Friday and Saturday between the hours of 5:30pm to 9:30 pm. The bias of timelines is guided by the legally regulated timelines (5pm to 11pm) allowed for selling and serving of alcoholic beverages Alcoholic Drinks Control Act (2010), and thus, the probability that nightclubs will be open during these opportune hours is high. The choice of days of the week was driven by the need to capture many respondents as theorized by Abramson (2015) that people look forward to the weekends (Friday & Saturday) to indulge in entertainment, and once so often, they party in moderation a day or two earlier (Thursday) in preparation and anticipation.

##### ***3.4.4.3 Screening of participants***

The researcher did not approach persons engaged in activities that would cause obvious interruptions e.g. dancing, playing indoor games, talking on phone, or an intrusion of privacy e.g. the restrooms. The sobriety of the respondents was assessed using the Clinical Signs and Symptoms of Visible Intoxication as guided by The American Addiction Centres (2018), Dubowski (2008), and The Oregon Liquor Control Commission (2012). These guidelines provide that if a person shows one or two symptoms they may not necessarily be intoxicated but in the sub-clinical stage; however, if they exhibit several symptoms, or ignite a sudden reaction, then it is an indication that they are intoxicated. Table 3.8 lists the common signs of

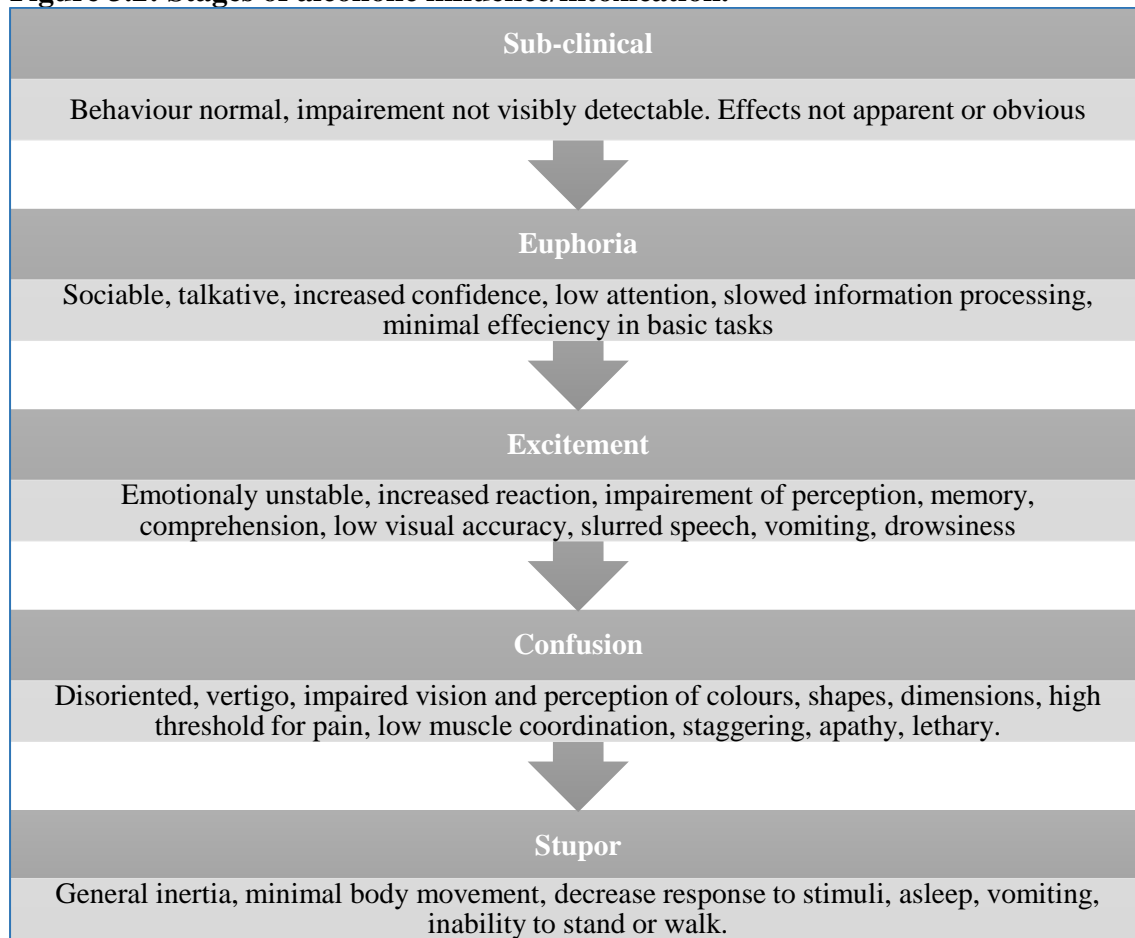
visible intoxication and figure 3.2 the stages of intoxication which the researcher and assistants shall look out for.

**Table 3.8: Common signs of visible intoxication**

<b>Appearance</b>	
Bloodshot, glassy, or watery eyes	Thick and slurred
Flushed face	Loud, noisy speech
Droopy eyelids	Speaking loudly then quietly
Blank stare or dazed look	Slow response to questions or comments
Twitching or body tremors	Repetitive statements
Dishevelled clothing	Bravado, boasting
Speech	Making irrational statements
<b>Attitude</b>	
Annoying other guests and staff	Obnoxious or mean
Argumentative	Inappropriate sexual advances
Aggressive	Overly friendly to others
Belligerent	Boisterous
<b>Behaviour</b>	
Swaying, staggering or stumbling	Difficulty standing up
Unable to sit straight	Unusual Walk
Careless with money	Poor hand-mouth coordination
Difficulty making change	Falling off chair/ stool
Restless	Difficulty lighting cigarette
Depressed or sullen	Lighting more than one cigarette
Crying or moody	Clumsy, spilling drinks
Extreme or sudden behaviour change	Difficulty remembering
Overly animated/entertaining	Grinding teeth
Crude, inappropriate speech or gestures	Vomiting
Drowsiness or falling asleep	Disoriented, agitated, anxious
Lack of focus and eye contact	Repeated trips to rest rooms
Excessive perspiration	Odour of alcohol, marijuana

Source: *Oregon Liquor Control Commission*, 2012, p.1

**Figure 3.2: Stages of alcoholic influence/intoxication.**



Source: Adapted from *The University of Oklahoma, Department of Medicine*, 2016, p.1

#### **3.4.4.4 Point of interaction**

Mall intercept survey technique was used where the researcher/research assistant approached potential respondents, made a brief introduction and mention they were conducting a consumer survey for Strathmore University on choice of nightclubs. They would then ask the consumer if they were interested in participating in the survey by filling in a 5 - 10 minute questionnaire. The researcher initiated the following protocol for the consumer who agreed to participate-

- Display of the information sheet; the researcher briefly explained the highlights i.e. the purpose of the research, its voluntary nature, and the respondent's rights. A copy is provided in Appendix F.
- Introduction of the consent form; the respondent would select either of two states 'Yes' or 'No' on the automated form. A copy is provided in Appendix H.

- Consent automatically allowed the application to proceed to the next page which was the questionnaire. The respondent would be handed the cellular phone to mark on the electronic form their desired responses to the questions.
- At the end of the questionnaire the respondent was required to select ‘submit’ to release the questionnaire for review.
- Upon submission of the questionnaire, the researcher thanked the respondent for their participation and proceeded to screen, and approach the next potential respondent.

#### **3.4.4.5 *The instrument***

The research was designed to be paperless via the use of a self-completed questionnaire fitted in a cellular phone application. The choice of instrument was motivated by the following aspects.

- The nature of nightclubs

Because nightclubs play music in high volume it would be challenging to garner accurate and clear responses through oral interviews. A self-completed questionnaire is fit for this surrounding as the verbal communication required between the researcher and the respondent is minimized.

- Privacy of the consumers

The respondents are in a social setting where they are trying to impress one another and so they may give answers that are appealing to those around them. According to Dillman, Smith, and Christian, (2014) respondents to self-completed questionnaire are less likely to give answers that are socially desirable or appealing to the researcher because of the privacy in written communication. In addition, the use of a mobile phone to fill in a questionnaire is unobtrusive and does not require handwriting which may not be comfortable in nightclub lighting.

- Automatic controls to detect errors

The mobile application questionnaire was electronic, therefore prone to range and inconsistency errors. Hard controls were implemented whereby unanswered questions were filtered immediately and the respondent prompted to give answers in order to submit the final questionnaire; this ensured that the researcher received duly completed questionnaires. This control method, according to The European Statistics Code of Practice of 2015, is reasonable if the interviewer or research assistant is present to guide the respondent during the process; the research met the stated condition.

### 3.4.4.6 Questionnaire design

During collection and analysis of qualitative data, the researcher realized that ladies and gentlemen, not only interpreted questions differently, but also had alternate perspectives on factors affecting their preferences to a nightclub, based on their inherent values. These differences are confirmed by Saad Gad (2012) who cites that it difficult to point out what women want, and even with several presumptions there is no guarantee that the strategy will work mainly because women go to nightclubs to do an amalgamation of things; listen to music, sing, dance, eat, drink , gossip with friends, and while at it look for a partner. Their innate ability to perform multiple tasks comfortably supports this. For these reasons, the researcher developed a questionnaire for each gender. Generically, nominal scales were used to obtain factual and demographic information while ordinal and interval-level scales were used to gather the non-numeric data.

#### 3.4.4.6.1 Gentlemen's questionnaire

Each question was mapped in relation to respective research objectives (RO) and hypotheses (HO) and the independent variables in the conceptual model. The content of the questions was derived from the FGD analysis in chapter four. The context was also informed by the PDP and the three aspects of the Theory of Consumer Choice. These are presented in table 3.9.

**Table 3.9: Summary of design; gentlemen's questionnaire**

Question	Type of scale	HO	RO	Content		Context	
				Qual. data displays	Qual. narratives	PDP Stage	TCC Aspect
1 – 3	Likert scale	1	3	-	4.4.1.1	3 & 4	c.
4 – 5	Likert scale	2		-	4.4.1.2		
6 – 10	Likert scale	3		-	4.4.1.3		
11 – 13	Likert scale	4		-	4.4.1.4		
14 – 16	Likert scale	5		-	4.4.1.5		
17 – 19	Likert scale	6		-	4.4.1.6		
20 – 21	Likert scale	7		-	4.4.1.7		
22 – 23	Likert scale	Nil	-	4.4.3	a.		
24 – 31	Likert scale	1 - 7	1	Table 4.2 - Table 4.8	-	1 & 2	b.
32 – 39	Likert scale	1 - 7	2	Table 4.9	-	5	b.
40	Multi Chotomous	-	-	-	-	-	-

Source: Researcher, 2018

### 3.4.4.6.2 Ladies questionnaire

A similar exercise to that of developing the gentlemen’s questionnaire was carried out to create the ladies questionnaire as presented in table 3.10.

**Table 3.10: Summary of design; ladies questionnaire**

Question	Type of scale	HO	RO	Content		Context	
				Qual. data displays	Qual. narratives	PDP Stage	TCC Aspect
1 – 3	Likert scale	1	3	-	4.4.1.1	3 & 4	c.
4 – 5	Likert scale	2		-	4.4.1.2		
6 – 8	Likert scale	3		-	4.4.1.3		
9 – 12	Likert scale	4		-	4.4.1.4		
13 – 15	Likert scale	5		-	4.4.1.5		
16 – 18	Likert scale	6		-	4.4.1.6		
19 – 22	Likert scale	7		-	4.4.1.7		
23 – 24	Likert scale	Nil		-	4.4.3	a.	
25 – 32	Likert scale	1 - 7	1	Table 4.2 - Table 4.8	-	1 & 2	b.
33 – 40	Likert scale	1 - 7	2	Table 4.9	-	5	b.
41	Multi Chotomous	-	-	-	-	-	-

Source: Researcher, 2018

The questionnaires were made available in English which is the national language in Kenya. No photographs were taken during the data collection exercise. Draft copies of the questionnaires’ are provided in Appendix I and Appendix J.

### 3.4.4.7 Reliability

Cronbach’s Alpha in SPSS Statistics was used to measure internal consistency because the tool had multiple Likert Scale questions and this formulation would determine if these scales are reliable, (Field, 2013). The recommended value to pass this test of reliability ranges between 0.70 and 0.80. If Cronbach’s  $\alpha$  is greater than 0.80 or less than 0.70, then an Item-Total Statistics test will be conducted to determine the precise questions in the Likert Scale that may be causing the surge or have a higher value than the total Cronbach’s  $\alpha$  these will be eliminated to avoid questions in the same scale, testing the same thing, (Field, 2013).

#### **3.4.4.8 Ethical considerations**

Section 24 of *The Alcoholic Drinks Control Act of 2010* prohibits persons under the age of 18 years to enter or gain access to a premise in which an alcoholic drink is manufactured, stored, or consumed. This law minimized the risk of collecting data from minors, nevertheless the researcher exercised caution and used judgment to assess the respondent's character for any adolescent behavior such as dress style, language, peers, and group culture (Jensen & Nutt, 2016). In addition, the researcher obtained ethical clearance from the Strathmore University ethics review channel, see Appendix K.

#### **3.4.5 Data analysis**

- Coding

Data was downloaded from the soft copies in excel format and transferred into SPSS data displays table for analysis.

- Descriptive statistics

Data was displayed in order of variables by representation of their mean scores, the standard deviations, and the coefficient of variations.

- Objectives one and two

Levene's test and analysis of variance (ANOVA) was done to check the respondent's selection basis. This gave insights on how consumers make a decision in the choosing process and what they base their decision upon. ANOVA test would also reflect the differences in decision making by gender and age of respondents. Hypotheses' testing using Pearson's correlation of coefficient method was used to validate the scores of each hypothesis in order to rank them from most important to least important preferences affecting consumer's choice. The p-value derived from the two tailed test would determine if hypotheses would be accepted or rejected.

- Objective three

Tabulation of preferences and integration with budget constraints was done to confirm optimized choice in the first instance and when club hopping.

## CHAPTER 4 QUALITATIVE DATA ANALYSIS

### 4.1 Introduction

This chapter covers the results and interpretation of qualitative data gathered from the focus group discussions. The conclusions helped to refine the research hypotheses and informed the design of the questionnaire for phase two.

### 4.2 Transcription and summary of participants

As outlined in methodology, the first step of analysis involves transcribing the audio recording into extended text. A summary of the participants is provided in table 4.1

**Table 4.1: Summary of participants**

Focus Group	Ladies	Gentlemen	Age range	Education level
FG1	0	6	20 - 22	4 undergraduate students 2 with graduate degrees
FG2	4	0	20 - 22	All undergraduate students
FG3	3	4	20 - 26	1 undergraduate student (Female) 6 with graduate degrees

Source: Researcher, 2018

### 4.3 Data display

Display of data in matrices was used to make comparisons, identify relationships and patterns, amongst responses from the three focus groups. The matrices were segmented by research questions with sub-segments of; the FGD questions in Appendix H, and the research hypotheses.

#### 4.3.1 What do consumers prefer when choosing a nightclub?

This section provides the summary of responses for research question one in order of the independent variables on the preferences.

##### 4.3.1.1 Music

Table 4.2 below represents a comparative summary of responses from all FGD's in regard to music.

**Table 4.2: Responses to music**

<b>FG1: Ladies</b>	<b>FG2: Gentlemen</b>	<b>FG3: Ladies &amp; Gentlemen</b>
Music is the most important thing in a club		Music is the most important thing in a club
The DJ is the club	The DJ is the club	The DJ is the club
The DJ mix is what matters not his popularity	The DJ mix is what matters not his popularity	The DJ mix is what matters not his popularity
If we do not like the music we club-hop; we can abandon a club entirely because of the music	If we do not like the music we club-hop	If we do not like the music we club-hop
Music must be loud	Music must be loud	
	Different DJ mixes make a club fun	
The music genres must change in the same night	The music genres must change in the same night	The music genres must change in the same night
	The timing of the genres is also important	The timing of the genres is also important
Hip-hop and rap are most favorite genres	Afro-beat, rap and hip-hop are most favorite	Hip-hop followed by dancehall
Techno, and trance are the least favorite genres	Old Skool is least favorite genre	Old Skool, reggae are least favorite genre

Source; Researcher, 2018

### 4.3.1.2 Dancing

Table 4.3 below provides a summary of comparative responses from all three FGD's in regard to dancing.

**Table 4.3: Responses to dancing**

<b>FG1: Ladies</b>	<b>FG2: Gentlemen</b>	<b>FG3: Ladies &amp; Gentlemen</b>
Dancing comes second	Dancing comes second	Dancing comes second
	Watching ladies dancing is a motivator for men to go to a nightclub. Men will not go to a nightclub where women dancing is a rare occurrence	Watching ladies dancing is a motivator for men to go to a nightclub. Men will not go to a nightclub where women dancing is a rare occurrence
Women would not go to a nightclub that does not entertain dancing		Women would not go to a nightclub that does not entertain dancing
Dancing is more fun when drunk; dancing rarely happens before 11pm	Dancing is more fun when drunk; dancing rarely happens before 11pm	Dancing is more fun when drunk; dancing rarely happens before 11pm
Women must first like the music in order to dance.	The music does not matter as much as there are ladies dancing in the nightclub	Women must first like the music in order to dance (women)
Men go to clubs to dance with women	Men go to clubs to dance with women	Men go to clubs to dance with women
	Men like dancing with ladies in a nightclub	Women are attracted to great male dancers
Men expect more from women if they dance with them too long		Men expect women to dance with them if they buy them a drink
Women will abandon a nightclub entirely if they feel vulnerable to unpleasant sexual advances while dancing		Women will abandon a nightclub entirely if they feel vulnerable to unpleasant sexual advances while dancing

Source: Researcher, 2018

### 4.3.1.3 Love

Table 4.4 below provides a summary of comparative responses from all three FGD regarding intimacy, passion, and commitment.

**Table 4.4: Responses to intimacy, passion, and commitment**

FG1: Ladies	FG2: Gentlemen	FG3: Ladies & Gentlemen
	This is the most important factor for men; When men go to nightclubs, their main intention is to meet women	This is the most important factor for men (men)
Women prefer a wealthy male partner. They will visit clubs where this can be achieved. A nightclub is the right place.		Women prefer a wealthy male partner. They will visit clubs where this can be achieved (women)
The sole purpose of finding a male partner is so he can buy more drinks, in more nightclubs of the women's choice, night after night		The sole purpose of finding a male partner is to buy more drinks in more nightclubs of the women's choice, night after night (women)
	A man must have money to fulfill this agenda	In a club, it's all about money (women)
		Women are not interested in long-term partners who have no money and yet go to nightclubs (women)
Men are only interested in a one-night-stand from women in a nightclub	Sometimes women are interested in a one-night-stand. It's all about luck, there are no guarantees	Men are only interested in a one-night-stand from women in a nightclub
Men are not looking for a girlfriend in a nightclub. A nightclub is the wrong place.	It is possible to build a lasting relationship with a woman having met in a nightclub	It is possible to build a lasting relationship with a woman having met in a nightclub (men)  It is impossible to develop a lasting relationship

		with a man having met in a nightclub (women)
	Men are comfortable with casual relationships with women as long as the woman are fun to be around	Men are comfortable with casual relationships with women as long as the woman is fun to be around (men)
A man's approach to dancing with a woman is a predictor of the kind of partner he is looking for. Nevertheless dancing is secondary to a man's wealth.	Women send signals; what they're wearing, types of drink they're consuming, but mostly while dancing. These signals help men decide how much time they shall spend in a club or whether to re-visit.	Dance moves do not put food on the table. Money does (women).
Women go 'hunting' for sponsors; they choose clubs they believe they will find these sponsors	Men go 'hunting' for very beautiful and curvy women; most of all they must be approachable and fun. They choose clubs they believe they will find these women.	Women go hunting for sponsors; they choose clubs they believe they will find these sponsors (women)  Men go hunting for beautiful, women. They choose clubs they believe they will find these women (men)
Women 'hunt' on any day	Men prefer to hunt on Fridays and Saturdays	Women hunt on any day of their choice (women)
When women go hunting they go in smaller groups of 1-3 or better-off alone	Men go hunting in groups and disperse on arrival; unless they meet another group of women then they attempt to synchronize.	When women go hunting they go in smaller groups of 3 or better-off alone (women)
		A man's age is a predictor to whether he is looking for a short-term or long-term partner (men).  It does not matter all men are the same (women).

	Sometimes men do not mind meeting older women as long as they are fun to be around	
		It is important for women to meet other men in the club in order to increase the number of options of sponsors (women)
If you give women lots of money they will never look for a partner in a nightclub	If you give men lots of money they will attract more women in a nightclub	If you give women lots of money they will never look for a partner in a nightclub (women)

Source: Researcher, 2018

#### 4.3.1.4 Friendships

Table 4.5 below provides a summary of comparative responses from all three FGD regarding friendships.

**Table 4.5: Responses to friendships**

<b>FG1: Ladies</b>	<b>FG2: Gentlemen</b>	<b>FG3: Ladies &amp; Gentlemen</b>
I didn't want to go but we had fun	We had fun	I didn't want to go but we had fun
The choice is made with friends, all the time. Even for the regular club.	The choice is made with friends, all the time. Even for the regular club.	The choice is made with friends, all the time. Even for the regular club.
You cannot go to a nightclub alone	You cannot club alone, But you can chill by yourself	You cannot go to a nightclub to party alone
You must have a group of friends to go with	You either go with friends, or arrange to meet at the club.	You either go with friends, or arrange to meet at the club (men)
You need a lady friend to be crazy with	You need your crew of men to be crazy with	You need your crew to be crazy with
The group has a strong influence to the choice.	The group has a strong influence to choice of club.	The group has a strong influence to choice of club.

The decision is made by the whole group	The decision is made by the whole group	The decision is made by the whole group
Sometimes women do not like the choice of club but because they are with friends they are likely to enjoy the night	It is unlikely that a man will not be happy with the choice men have similar interest; besides alcohol can solve it.	Sometimes women do not like the choice of club but because they are with friends they are likely to enjoy the night
These groups are normally former schoolmates (high school, university)	These groups are normally former schoolmates (high school, university)	These groups are normally former schoolmates (high school, university)
Friends make the night fun even in a boring club	Friends make the night fun even in a boring club	Friends make the night fun even in a boring club
If the group has many options to choose from the majority wins	If the group has many options to choose from the majority wins	
Sometimes women prefer to go with fellow women, other times a mix of genders.	Men prefer to go to a nightclub with a group of men only	Women prefer to go with at least one man, so that he can pay the bills
Women feel safer in groups of women; and might drink excessively in such situations		Most people feel safer in groups; they might drink excessively in such situations
It's safer to go in groups; Women go in groups and follow-up on one another during the night	Men go in groups and disperse, most times they do not follow-up on one another	It's safer to go in groups; some clubs are filled with thieves
	Sometimes men go to a club just to hang out with their crew; this normally change as the night progresses	

Source: Researcher, 2018

#### 4.3.1.5 Crowds

Table 4.6 below provides a summary of comparative responses from all three FGD regarding crowds.

**Table 4.6: Responses to crowds**

<b>FG1: Ladies</b>	<b>FG2: Gentlemen</b>	<b>FG3: Ladies &amp; Gentlemen</b>
Some clubs are filled with familiar faces, women do not like this but they feel safer in these clubs		Some clubs are filled with familiar faces, women do not like this but they feel safer in these clubs
Millennials are the preferred group	Women in the millennial generation	Wealthy men (women). Beautiful women (men)
Older crowds are not a preference	Older crowds are not a preference	Older crowds are not a preference
Women are not interested in making new female friends from nightclubs	Men are not interested in making new male friends while in a nightclub	Women are not interested in making new female friends from nightclubs (women)
Women are not concerned with gender popularity when they are clubbing with friends	Men will not stay in a nightclub if the crowd did not comprise of beautiful women	Men will not stay in a nightclub if the crowd did not comprise of beautiful women (men)
	Women mean everything in a club; Nightclubs should pay women to simply sit-in; and men will frequent the club	Women mean everything in a club to men; men like the sight of women in a nightclub (men)
The social class of the crowd in the club matters to a very large extent; crowds in expensive clubs are more glamorous hence more preferred	Sometimes the social class of the crowd in the club matters	The social class of the crowd in the club matters to a very large extent. Wealthier men means better options (women) Sometimes the social class of the crowd in the club matters (men)
Some choices require a woman to prepare intensively (dresses, shoes, hair, & make-up) to		Some choices require a woman to prepare intensively (dresses, shoes, hair, & make-up) to fit

fit in with the crowd		in with the crowd
Women predict the social status of men in a nightclub by their appearance; discontent means they will not re-visit the club	Men are not as concerned with social status as much as age; they are mindful of the age of women in a nightclub. If they think the women are under-aged they will avoid that club.	Women predict the social status of men by their appearance; discontent means women will not re-visit the club (women)
Some clubs are completely avoided due to theft from the crowds	Some clubs are completely avoided due to theft from the crowds	Some clubs are completely avoided due to theft from the crowds
Clubs that charge a cover fee do so to control filler crowds; they are a less preferred options		Clubs that charge a cover fee do so to control social classes and filler crowds; they are a less preferred options (women)
Cheaper clubs are high risk areas of drink-spiking and date-rape from the crowd	Cheaper clubs are high risk areas	Cheaper clubs are high risk areas of drink-spiking and theft from the crowd
A club with wealthy men is popular with women	A club with attractive women is popular with men	A club with wealthy men ins popular with women
Celebrities are somewhat important	Celebrities are not important	Celebrities are not important
A crowded club is not attractive	A crowded club is not attractive	A crowded club is not attractive

Source: Researcher, 2018

#### 4.3.1.6 Service

Table 4.7 below provides a summary of comparative responses from all three FGD regarding quality of service.

**Table 4.7: Responses to service**

<b>FG1: Ladies</b>	<b>FG2: Gentlemen</b>	<b>FG3: Ladies &amp; Gentlemen</b>
Bouncers, waiters, and waitresses are kinder to women	Bouncers are not kind to men especially if they perceive that a man is not wealthy; this can lead	Bouncers, waiters, and waitresses are kinder to women

	men to entirely abandon a club	
In some clubs, waiters and waitresses persist on selling drinks; this can be very irritating		In some clubs, waiters and waitresses persist on selling drinks; this can be very irritating
	The service delivery is very important	The service delivery is very important, poor service can result to abandonment (men)
	Men prefer nightclubs with attractive waitresses, and hostesses.	Men prefer nightclubs with attractive waitresses and hostesses (men)

Source: Researcher, 2018

#### 4.3.1.7 Atmosphere

Table 4.8 below provides a summary of comparative responses from all three FGD regarding perception and ambiance.

**Table 4.8: Responses to atmosphere**

<b>FG1; Ladies</b>	<b>FG2: Gentlemen</b>	<b>FG3: Ladies &amp; Gentlemen</b>
Dancing space is very important	Dancing space is very important; A club with no dancing space must compromise with price of liquor to make sense	Dancing space is very important (men)  Seating space is equally important one cannot dance all night (women)
The size of the club matters, big is better	The size of the club matters, big is better	The size of the club matters, big is better (women)
Lighting is important; poor lighting is hazardous		Lighting is important; poor lighting is hazardous (women)

Source: Researcher, 2018

### 4.3.2 How do these preferences alternate when club hopping?

Table 4.9 below provides a summary of comparative responses from all three FGD's, to research question two (RQ2) and gives insights to stage five of the PDP (post purchase behavior).

**Table 4.9: Responses to RQ2**

<b>FG1; Ladies</b>	<b>FG2: Gentlemen</b>	<b>FG3: Ladies &amp; Gentlemen</b>
When the music is boring move	When the music is boring move	When the music is boring move
When the music genres do not seem to change, move	When the music genres do not seem to change, move	When the music genres do not seem to change, move
When the crowd is boring move		When the crowd is boring move
	When you go to a club and it's filled with men, move immediately	When you go to a club and it's filled with men, move immediately (men)
	When the ladies are older and not attractive men leave	When the ladies are older and not attractive men leave
If there are no sponsors move		If there are no sponsors move
If the men are not well groomed, move	The women do not look dressed for a nightclub, move	The women do not look dressed for a nightclub, move (men)  If the men are not well groomed, (women)
	If there are no women dancing, wait a while; nothing changes move	If there are no women dancing, wait a while, nothing changes move (men)
If the second club disappoints, move; keep moving because the options are limitless and you	If the second club disappoints move; keep moving because the options are limitless and you know	If the second club disappoints; do not waste time move (women)

know what you want	what you want	Better still, go home (men)
Uber and other tech hail-cabs have made it easier to move clubs,; hail Uber and move	Uber and other tech hail-cabs have made it easier to move clubs; hail Uber and move	Uber and other tech hail-cabs have made it easier to move clubs; hail Uber and move
Sometimes women move because they have been informed (Instagram, Twitter) that a certain nightclub is lit	Sometimes men move because they have been informed (snap chat, Instagram, WhatsApp)that a certain nightclub is lit	
If a club is too crowded, move	If a club is too crowded, move	If a club is too crowded, move
If there's no dance floor, drink then move	If there's no dance floor, drink then move	If there's no dance floor, drink then move
If you are tired of chilling, move	If you are tired of chilling, move	If you are tired of chilling, move
If you want good food and there's none, move	Men don't eat much in nightclubs they eat in pubs; it's not a reason to club hop they can eat elsewhere	Men don't eat much in nightclubs they eat in pubs; it's not a reason to club hop they can eat elsewhere
	When you have plenty of money the slightest irritation will cause you to move	
It is possible for a woman to club-hop even when she is broke	Men do not go club-hopping when they are broke, they chill	Men do not go club-hopping when they are broke (men)  It is possible for a woman to club-hop even when broke (women)
	When men are informed that there are beautiful women in a certain club, they will move to that club	
If one person in the group is not allowed into a	If one person in the group is not allowed into a	If one person in the group is not allowed into a

nightclub, the entire group moves to find other alternatives	nightclub, the entire group moves to find other alternatives	nightclub, the entire group moves to find other alternatives
		Younger persons (in campus) are more likely to club-hop; club-hopping requires a lot of energy (men)
Club-hopping starts after midnight after one is well intoxicated	Club-hopping starts after midnight after one is well intoxicated	Club-hopping starts after midnight after one is well intoxicated
Extreme club-hopping is more likely to happen on Friday, Saturday	Extreme club-hopping is more likely to happen on Friday, Saturday	Extreme club-hopping is more likely to happen on Friday, Saturday
The closer the distance from one club to another, the easier it is to club-hop		

Source: Researcher, 2018

### 4.3.3 How do consumers optimize choice of nightclub?

As discussed in the literature review (para. 2.9) optimization requires integration of budget constraints and preferences. Table 4.10 below provides a summary of comparative responses from all three FGD's, to budget constraints which is the first step of optimization.

**Table 4.10: Summary of responses to budget constraints**

<b>FG1; Ladies</b>	<b>FG2: Gentlemen</b>	<b>FG3: Ladies &amp; Gentlemen</b>
Money is important	Money is everything	Money is everything
A woman's main concern is her taxi-fare to go home		A woman's main concern is her taxi-fare to go home
	Uber has made life easier	
	Lack of money limits choices	Lack of money limits choices
One can choose to chill instead of clubbing	One can choose to chill instead of clubbing	One can choose to chill instead of clubbing
		'Shisha' is very expensive but the price has never stopped women from clubbing
A 'sponsor' can turn out to be useful and pay the bills; some women flirt and dance provocatively with men then demand money from them	Men buy drinks, it is important to have lots of money while clubbing	A 'sponsor' can turn out to be useful and pay the bills
	When you're broke you go to your regular club and chill or tier to a lower club/ bar.	
Men buy drinks for women	Men buy drinks for women	Men are only generous with buying drinks
Foreigners are more generous to women		Women in Nairobi prefer white men or Nigerian men because they are more generous with money. This influences their choice of clubs

	When a man has money, he can choose to go to any club irrespective of his age.	
Women have to spend prior going to a club; salon visits, clubwear etc.		Women have to spend prior going to a club; salon visits, clubwear etc.
Clubs have a cover charge to manage the social class of crowds, women avoid these clubs		Clubs have a cover charge to manage the social class of crowds, women avoid these clubs
Clubs do not appreciate filler crowds, they force them to buy drinks		Clubs do not appreciate filler crowds, they force them to buy drinks
Pre-gaming in a bar, or a house, then go to the club together	Chasing in a bar, or a house, then go to the club together	Pre-drinking in a bar, or a house, then go to the club together
Pre-gaming <sup>19</sup> is an economical way to save money	Chasing <sup>19</sup> is economical	Pre-drinking <sup>19</sup> is economical
	Men don't consciously decide how much to spend	Men don't consciously decide how much to spend
The price of alcohol is a prime factor	The price of alcohol is a prime factor	The price of alcohol is a prime factor
Women don't spend a lot of money in clubs because men buy them drinks	Men buy drinks for women, it is important to have a lot of money	Women don't spend a lot of money in clubs because men buy them drinks
	Most men don't have an outlined budget	Most men don't have an outlined budget
Most times women buy their first drink; thereafter men offer to buy	Most times women buy their first drink; thereafter men offer to buy	Most times women buy their first drink; thereafter men offer to buy
Sometimes women do not spend anything at all!		Sometimes women do not spend anything at all!
		Sometimes men attempt to make a budget plan;

		but they rarely follow through with it. They spend and regret the following morning
In a mixed gender group, it is likely that the men will pay the bills	In a mixed gender group, the men are expected to pay the bills	In a mixed gender group, the men are expected to pay the bills
	Even with all the money in the world, a man will still choose a club he finds comfortable	Even with all the money in the world, a man will still choose a club he finds comfortable
More money means higher tier of clubs for women		More money means higher tier of clubs for women
Pre-gaming is not necessarily to save money it also sets the mood of the party	Chasing sets the mood, it gets you tipsy you should not get drunk in a chase	
Bouncers do not admit drunk people; one must be careful not to get drunk in a pre-party	Bouncers do not admit drunk people; one must be careful not to get drunk in a chase	Bouncers do not admit drunk people; one must be careful not to get drunk in a pre-drink

Source: Researcher, 2018

After assessment of how much money they are willing to spend, participants tabulate are re-tabulate their preferences (tables 4.2 to tables 4.8) until they arrive at a decision. Table 4.11 represents the optimum choice of nightclub which participants refer to as, the default club or the regular club.

**Table 4.11: Responses to RQ3**

<b>FGD. Q2. You have been to a club recently; how did you choose the club you were in?</b>		
<i>FG1: Ladies</i>	<i>FG2: Gentlemen</i>	<i>FG3: Ladies &amp; Gentlemen</i>
It's my/our regular club	It's my/our regular club	It's my/our regular club
	It's the first club that comes to mind	It's the first club that comes to mind

Everyone has a regular club	Everyone has a regular club	Everyone has a regular club
No one thinks about it; it is natural, you just go	No one thinks about it; it is natural you simply go.	No one thinks about it; it is natural you simply go.
To explore	To explore	To explore
Every time a choice has to be made; the regular club always comes first	Every time a choice has to be made; the regular club always comes first	Every time a choice has to be made; the regular club always comes first
	Other choices are made whilst in the regular club	Other choices are made whilst in the regular club
	It is less likely to club-hop from the regular club	It is less likely to club-hop from the regular club
The regular can change but much later in the year	The regular can change but much later in the year	

Source: Researcher, 2018

Table 4.12 gives insights on how consumers make choices ahead of time which means they have already tabulated their preferences and calculated the approximate cost of various choices.

**Table 4.12: Responses to RQ3**

<b>FGD Q9. Are you going clubbing today, or maybe this weekend?</b>		
<b>FGD Q10. How did you make that choice?</b>		
<i>FG1; Ladies</i>	<i>FG2: Gentlemen</i>	<i>FG3: Ladies &amp; Gentlemen</i>
Undecided	Undecided	Undecided, then decided during the FGD!
	Sometimes we plan ahead most times we don't	Most times we don't plan (men)
	If the plan involves women, men are less likely to cancel	If the plan involves women, men are less likely to cancel (men)
Most times women pre-plan		Women pre-plan, they call several men for options and select the optimal offer (women)

	If the weekend plan involves watching a soccer game, men are likely to plan to go to a nightclub, but only after the game	
Fridays & Saturdays are most preferred	Fridays & Saturdays are most preferred	Wednesdays, Fridays & Saturdays are more preferred (women)
		as well as the eve of a National Holiday (men)
	Sometimes men choose to chill and end up going to a nightclub	

Source: Researcher, 2018

#### **4.4 Results and discussions**

The FGD's started with an introductory question '*What is the first thing that comes to your mind when you hear the word nightclubs?*' The purpose of this question was to gather general opinions and attitudes from participants on clubbing. All groups had similar views of nightclubs that can be categorized into three elements:-

- Fun – the crowd, the music, drinks, ladies and gentlemen in the club
- Costs – alcoholic beverages and transport
- Risks – drink-spiking, pick-pocketing, date-rape, and police arrests.

The risks and insecurities do not stop participants from clubbing but encourage club-hopping behavior, or complete abandonment of specific nightclubs. This section shall discuss how the three elements are distributed into the research objectives.

##### **4.4.1 Consumer Preferences when choosing a nightclub**

This section of the analysis is arranged according to the hypotheses for better readability.

###### **4.4.1.1 Music**

At the start of the discussion, music was ranked by both ladies and gentlemen as the most important factor affecting preference to a nightclub (the gentlemen would later substitute it for meeting a lady). Participants referred to the DJ as 'the club' to emphasize the importance of music. They acknowledge that it is the DJ's responsibility to entertain them throughout the night. The DJ must also change the genres of music as described by Nathaniel (2017) in accordance to their mood, level of alcohol intoxication, and time in the night, or else, they will relocate to another nightclub. A recurrence in lack of synchrony (mood, intoxication, and music) during a re-visit will result in complete abandonment of the nightclub. The presence of a celebrity DJ does not influence the participants' choice of nightclubs because they are more interested in the type of music played by the DJ and not his/her popularity.

###### FG2

*P: So every time you come to 18, you find a new DJ and the music is just nice, so, Rafikis (the club next to 1824) will be closing soon, that's according to my study. Actually they're late. 3:22*

*S: See after the clubbing, the following day people will be talking about the how, fun it was (P agrees) and many people will know about it, they'll want to go again and again*

FG3

**Re: Is the DJ important? 58:10**

Group: Yes!

J: The DJ is important

SC: He is the club! 58:12

**Re: The DJ is the club?**

Group: Yes!

**RE: Is having a well-known DJ important? 58:18**

SC: Well-known DJ?

SC & J: NO!

SC: As long as he plays nice music

M: Good music is the work of the DJ he's supposed to be updated otherwise people will leave

4.4.1.1.1 Noise

Music was dissected into genres with the most preferred being; hip-hop, rap, urban-afrobeat, and dancehall. Participants clarified that good music in a nightclub must comprise of a mix, of all their favorite genres and should be played in order of intensity from low to high as the night progresses. Less favorable genres were old skool, reggae, and R&B. At the bottom of the list were metal, rock, and punk music. The reflexive action to anything short of good music is considered noise, described by Röhl and Uppenkamp (2012) in the literature review and results into instant club-hopping.

FG1

K: there are some clubs (The Alchemist) that play like really white music that I can't even...it's not something you can relate to!

D: aaaaaaahhhhh (exclaims in despair) it's so white (laughter), like extremely white! Like, am not saying it's a bad thing but, Ai (exclaims) you know...

D: It's not rap, its trance, and house, and (pauses to think) very white music, if I may say.

C: Techno music

D: Yeah, but you know techno music can be cool, but theirs is (pause) ugh.

J: It's boring

FGD 3

**Re: Does the type of music determine where you go? 5:40**

Group: YEAH

J: Me I can go to an empty club as long as there's good music 5:46

*SC: (jumps in) me too!*

**Re: Oh! It is music and music?**

*J: Music, music*

**Re: It is number 1?**

*J: Yeah music!*

In respect to the classification of personalities in chapter two in tTable 2.4 the researcher can conclude that all the participants in the FGD have a high self-esteem and are out-going. They are also extroverts and are irritable to genres preferred by introverts such as punk, metal, rock, and alternative rock (Table 2.5).

#### *4.4.1.1.2 The cocktail party effect*

Good music was described as loud, danceable, energetic, continuous, and synchronized. These characteristics match the literature review summary of, the desired music in a nightclub; amplified, vibrant, intense, and exciting. Participants also confirmed the validity of the cocktail party effect which decrees that revelers are capable of blocking out music and hold a conversation in a noisy nightclub. The cocktail party effect makes a bad choice tolerable, especially when friends interfered with the choosing process or, music is deprioritized for love as discussed in the next paragraph.

#### *FG1*

**Re: So why would you go to Alchemist? (Alchemist plays loud metal, punk, and rock music which the ladies strongly dislike)**

*D: If you like (breaks) it depends (breaks) you know there are times at night when you wanna have fun, like you wanna dance, then there are times when you want a chilled vibe. Alchemist is a chilled place. (Pause) Cause there is food. (5.33)*

*D: So if you want that kind of chill environment where you want to talk with your friend that's the club to go.*

**Re: Really?**

*Group: YEAH (Group agrees)*

*D: Yeah cause other clubs you can't even talk...*

*S: You have to shout*

*(Group laughs and makes shouting noises) 5.49*

**Re: Like which clubs?**

*R: but that's the fun bit! (Group agrees)*

**Re: That's the fun bit? 5:53**

*Group: YEAH!*

***Re: the shouting?***

*Group: YEAH*

***Re: The loud voice and the music?***

*Group: YEAH*

***Re: Speaking over the loud music?***

*Group: YEAH*

***Re: Is fun? 6:04***

*Group: YEAH*

*S: Cause that's when you feel you're so young*

***Re: Really?***

*(Group laughs)*

The study maintained hypothesis one as it were for further testing.

#### ***4.4.1.2 Dancing***

Dancing came second as an important factor affecting the preference of a nightclub for both female and male participants. Dancing in a nightclub starts after 11pm when participants have consumed a substantial amount of alcohol because it is more liberating to dance when drunk. The music during these hours (11pm+) must be exciting enough to match the intoxication levels otherwise they shall club-hop in search of energetic music. Gentlemen go to nightclubs to watch ladies dancing and hope to dance with them. They will not waste time in a nightclub where a lady dancing is a rare occurrence.

#### ***FG3***

*SP: Aaahh, (pauses) sometimes (pauses) ladies motivate us a lot. If a club doesn't have ladies (shakes his head) even if you're not talking to the ladies, you just need to see them (pauses) dancing. So if we don't see them it's like aaaaahhhh wasee tutafutene base ingine tutarudi baadaye (aaaaahhhh guys, let's go to another nightclub; we can come back here later) 4:12*

Because music is the most important factor in selection of a nightclub for ladies, dancing would naturally follow suit; this is known as 'the pleasure double play'. Ladies love to dance, preferably with the company they came along with to a nightclub or a person they are familiar to.

FG3

*SY: Dancing is close to everything (pauses to reminisce) dancing is nice.*

*M: I dance with the people I've gone to the club with*

FG2

***Re: Would you go to a club that doesn't entertain dancing? (Asks entire group)***

*Group: NOOOO (in chorus) 13:11*

Dancing in a nightclub can prove to be uncomfortable for ladies especially if it is provocative and excused by the crowd. This can result into abandonment of the nightclub.

FG1

*D: Not even a one-night-stand, to just be sugua-d or something.*

***Re: What is sugua-d?***

*(Group laughs)*

*D: Sugua-d is twerking (pause) on a boy.*

***Re: Twerking?***

*(Group laughs louder) 28:28*

*Group: Rubbing your behind, your assets, on a boy (hysterical laughter) 28:35*

*D: Basically grinding, dry-humping, am trying to use old terms (more laughter) 28:40.*

*D: I think. That's why I hate nightclubs nowadays 30:07. Cause it's all about that! (Stresses)*

*(Group agrees with solemn voices, they are very disgusted at this point)*

While some ladies avoid nightclubs that entertain sensual dancing, others are the entertainers themselves. These entertainers will consistently choose such nightclubs and participate in arousal and sensual dance techniques with gentlemen but only for personal benefits and offers of money.

FG1

*S: No but there are some it's like a business, (continues)...you know what she does, she goes and sugua's a guy, and that guy (interrupted)*

*D: Ata-m-sort the whole weekend?*

*C: Even after that.*

*S: (continues) Yeah give me money! And she never sleeps with them for her, just sugua-ing them and then she tells them, give me money, ekelea pesa hapa.*

Dancing is exciting for both genders but it is approached with more caution in a nightclub by ladies and influences their choices. The study maintained hypothesis two as it were and proceeded to test it further in the next stage.

#### ***4.4.1.3 Love; intimacy, passion, and commitment***

Thus far, music and dancing were top priority in selecting a nightclub until the researcher opened the discussions on this topic, and it became the most important factor affecting the preference to a nightclub for gentlemen. The researcher therefore discussed this topic in length with the gentlemen and probed further on music and dancing, to distinctively rate the three hypotheses. When gentlemen walk into a nightclub that is not populated with ladies, they immediately start to plan their exit.

##### FG3

***Re: ...so if you walked into a club and it was filled with gentlemen? 30:15***

*SP: Hapo ndio, you just order one drink (gentleman 1)*

*J: You don't order anything (gentleman 2)*

*SP: (continues) or you order a drink, unakunywa ukichoreanga (drink while planning the next move).*

*(Group laughs).*

*SP: Uko tu mmh-mhh-mhh-mhh-mhh-mhh-mhh (humming while gazing around) and then hapo unajitoe! Unaenda kutafuta another place, then you'll come back there later, if it's your favorite joint 30:34*

*D: you can even go back to sleep (gentleman 3) 30:36*

##### FG2

***Re: Ok, so the reason you would go is because there's ladies in that club? 11:56***

*Group: YEAH (Group laughs)*

*M: That is a major reason 11:57*

***Re: It is a major reason?***

*P: It's a major reason (laughs)*

***Re: It is number one?***

*Group: Yeah*

*P: When you just hear ladies aaaaaaaahhhhh (exclaims). Even if you were asleep*

***Re: You will wake up? (Surprised)!***

*P: Yeah, and your friends say there are many ladies we need a wing man you will just get up and go.*

***Re: It's not about the DJ anymore?***

***GROUP: NO! NO!***

The gentlemen were very specific about the type of ladies they would like to meet in a nightclub. Beauty, age, and hospitability are the primary factors they consider. Gentlemen prefer younger ladies, ladies of comparable age, and slightly older ladies (+ 5 years max.) respectively. They avoid nightclubs that are crowded with much older ladies and entirely abandon those that admit volumes of under-aged ladies ( $\leq 18$  years). Furthermore if the ladies in a nightclub are not hospitable (more common with older ladies) the gentlemen will seek an alternative.

FG2

***Re: I don't get it. What kind of ladies? 12:38***

*(Long pause)*

*M: Aaahhh I would say, young, and like....*

*P: Curvy*

*S: Curvy*

*P: And very beautiful*

*B: You can find ladies who, yeah, they are of our age, yes, but then there are other ladies who are like around, let's say 25 to around 30 but they know how to (pauses)*

*M: They know how to club*

*S: They know to club*

*B: They know how to club like really well.*

*P: And their attitude is positive, you see, you can't have people who have negative attitude, as in, when you talk to her, she's responding well (group agrees), as in, you must have somebody who responds nicely, as in, she knows how to mingle and interact with people.*

According to the gentlemen if the ladies in a nightclub are not beautiful, they will roam around for a while and shortly leave for another club. They communicate with one another on the possibilities of meeting beautiful ladies from one nightclub to another and if the chances are better elsewhere, they will immediately relocate. This behavior is customary on Fridays and Saturdays and is known as hunting.

FG2

*P: When you go to the club, your main intention is meeting ladies 27:56. So you can't just go to the club, just sit there waiting for a chic to come approach you, you must go....we call it hunting (laughs).*

*B: Hunting*

*P: you must go and hunt*

*(Group laughs)*

***Re: And how often do you hunt? Say in a week? 28:13***

*(Group pauses to think)*

*P: Uhm, on Saturdays.*

*B: Fridays*

*B: Mostly*

#### *4.4.1.3.1 A nightclub is the right place*

There are certain activities that ladies do that are interpreted as probabilities of a successful ‘hunt’ by gentlemen in a nightclub. These are (a) dance techniques, (b) dressing styles, and (c) alcoholic beverages in consumption.

- The dancing techniques. These were defined by the ladies as *sugua*, and *twerking*. They are also the exact type of signals described in the literature review in Table 2.7.

#### *FG2*

*S: Signals yeah*

*P: But there’s the body language 16:07*

***Re: Signals?***

*S: Body language*

*P: But there’s the body language (repeats)*

***Re: Like what?***

*P: She might be dancing, like, just swinging, like she dancing on the chair*

***Re: So if she’s dancing she’s sending signals?***

*S: Yeah, when she’s dancing, she’s sending signals 16:37*

***Re: What kind of signals?***

*S: Like (interrupted)*

*B: Company, I need company, or come buy me a drink (S agrees)*

- The dressing styles. The ladies in FG1 would later confirm this in paragraph 4.4.1.5.

#### *FG2*

***Re: So at this point it is not that ‘we have met ladies’ it is what they’re wearing?***

*Group: YEAH!*

*P: There are some dress codes that put you off, even if you go to a club that way, they won't even open for you (gentlemen laughing loudly).*

***Re: So what dress code are you looking for?***

*P: For a lady, you must wear a dress, a short one*

*M: Not really short*

*S: Decent*

*M: Something attractable*

*S: Attractable*

***Re: What is something attractable? Is a shirt attractable? 36:40***

*(Loud Laughter)*

*M: Something that exposes you*

*S: Not really exposing but eeeeehhhh, you just look. When you look at her you say Wow! 36:49*

*P: Like for me, personally, I would want to approach a lady wearing a dress, a short tight dress. 37:30*

- The beverages' the ladies are consuming

FG2

*B: What you're drinking also matter (interrupted)*

*B: (continues) an approachable person drinks something, (pauses to think) you can say, ok, something that I can drink (pauses) coz you can't tell me, to go drink with you, and you're drinking wine. Or I come drink with you and you're drinking Guarana, or water.*

*S: But in my case I think it also depends because, maybe the girl may be drinking water because she doesn't have that capital to buy (group agrees) a drink. So, she is waiting for a man (interrupted)*

*S: (continues) Yeah, you know, maybe she's waiting for a man to approach her, and buy that drink.*

*B: She's sending signals*

Gentlemen look out for these signals when they walk into a nightclub, or as the night progresses, and tick the boxes in their mental checklist on the probability of success. The more the ticks, the greater the chance they will stay in that nightclub, until they get lucky or tired whichever comes first.

#### 4.4.1.3.2 *A nightclub is the wrong place*

Even with these ‘signals’ men are not certain if a nightclub is the right choice of places to meet a lady. They make guesses and try their luck. The luck levels’ from a particular nightclub can translate into repeat visits, depending on what concurs in the future which they try not to predict. Like gambling, they let the die roll.

##### FG2

**Re: What about the ladies you are expecting to meet in the club, are they also expecting to meet you?**

*(Long pause)*

*P: Eh, you can't say definitely.... And not every lady comes to the club to meet a man. 15:03*

*P: You just try your luck, you see it's like, it's like gambling, (pauses) you are not given that you'll win. You're just trying your luck.*

**Re: You're trying luck for what? 17:23**

*M: Company, and make friends, and...*

*S: And have fun too, you know dancing with a chic in a club is fun*

*P: The end goal is having fun*

**Re: And how long do you intend on having fun?**

*Group: The whole night*

**Re: For a night?**

*Group: Yes.*

**Re: So you're looking for company for one night? 17:41**

*(Group becomes a little tense)*

*S: Yeah*

*P: Yeah*

**Re: Not three nights, four nights, next week?**

*P: It depends (laughs)*

*S: Depends (laughs)*

*(The whole group is now laughing)*

*B: Cause there's a friend of mine, a chic, who we met last year-but-one, till to date, we met in a club and to date we are still friends*

*(Long pause)*

*B: It will come (laughs)*

*M: It will come later (laughs)*

*S: It will unfold itself but for the night, have fun with the chic*

*P: Maybe the chic also has come to the club to look for a one-night-stand you never know, yeah so you might be there for a one-night-stand also.*

***Re: You might get lucky?***

*Group: YEAH (laughs very loudly).*

At this stage of the analysis, the gentlemen have deprioritized music, and dancing for, love. This is known as the Marginal Rate of Substitution (MRS) presented in **Error! Reference source not found.**

#### *4.4.1.3.3 The category of the club is what matters*

Ladies go to nightclubs with the hope of meeting a wealthy gentleman, the greater the number of wealthy gentlemen the more attractive the club to ladies.

##### *FG3*

*SP: Ok, generally, you are not going to look for a relationship, but to look for money. 32:01*

*SC: Money yeah, a loaded man 32:02*

***Re: A man?***

*D: Loaded (corrects the researcher). 32:04*

*SP: Loaded (confirms). 32:05*

*D: Not just a man. Loaded*

***Re: Not just any man?***

*SC: No. No. Not just any man*

The lady participants seemed to know these clubs quite well. This clear intention of choice of nightclub is described in Table 2.11, and confirmed in the transcript excerpt as follows:-

##### *FG1*

***Re: But doesn't Kiza attract a different older crowd which you are not very happy with? Or mingling with? 23: 45***

*S: you know why Kiza doesn't like these young young people ama just anyone getting in, yeah cause they think you don't have money (group agrees) they think you're going to look for sponsors.*

While the ladies were ready to conclude that partying with their friends was more important than seeking a partner for intimacy, passion, and commitment, they changed their minds and maintained the order as it were as illustrated.

FG1

**Re: Alright. So if you're going to, say a club like Kiza, would you go with your group of friends or by yourself?**

C: you go with you group... (Interrupted)

(Group seems uncertain...)

S: maybe 3 people

C & S: But you can't go with your squaaaaaad (very loud laughter)

**Re: Suddenly the squad does not apply here?**

D: (Laughing) unless mnagawana watatu wengine mbele, wawili mbele (unless the group is divided into 3 to 2 persons)

(Very loud laughter)

The lady participants clarified that a lady's interest with these gentlemen is for financial gain to manage budget constraints discussed in paragraph 2.6 and analyzed in the next section. Accordingly, the sole purpose these gentlemen should serve in a lady's life is to fund her entertainment and extra-curricular activities. Ladies refer to these men as sponsors. The hope of economic support from potential sponsors greatly affects ladies preference to specific nightclubs.

FG1

S: ....they think you're going to look for sponsors. Guys

**Re: What is looking for a sponsor?**

(Group becomes a little tense)

C: Like someone to buy you drinks, someone to pay for your cab (group laughs, mood is tense)

S: Actually someone to even give you money!

C: Mm-hmm

FG3

**RE: So ladies would prefer going to a nightclub where there's a lot of spending propensity?**

26:25

SC: Yes. Drinks

**Re: From the gentlemen?**

SC: True

**Re: And the purpose of these gentlemen ladies would like to meet is for more clubbing?**

Group: Yes

**Re: Assuming money wasn't a factor, what would drive ladies preference to meet a gentleman in these nightclubs? 35:00**

SC: In a club?

**Re: Yes**

M: Nothing!

MO: Nothing.

SC: Aki I don't know (thinks) nothing!

**RE: Nothing at all?**

SP: dance moves. Dance moves! (A gentleman interjects)

SC: NOT AT ALL! (Refutes strongly). WILL YOU EAT DANCE MOVES? 35:10

(Group laughs)

SC: Nothing!

SP: Money is not everything (a gentleman in the group differs with the ladies)

SC: Now what else? (Lady 1)

M: Money is everything. (Lady 2)

The level of importance for this hypothesis fluctuated for both genders. However the researcher discovered that there was a correlation between two variables (love and budget constraints) where one manages the short-comings of the other, for optimization of choice, from the ladies. The hypothesis was modified to H3<sub>a</sub>; *intimacy, passion, and commitment* are a preference influencing consumer choice of a nightclub. It previously read as H3<sub>a</sub>; *looking for a partner* is a preference influencing consumer choice of a nightclub. The word partner seemed to confuse participants. Fortunately it was captured immediately it was mentioned in the discussion and clarified.

#### **4.4.1.4 Friendships**

All participants agree that it is unusual for anyone to go to a nightclub alone. Everyone has a group of friends (the geng-geng, the crew, the fam., the boys, my girls) they prefer to go clubbing with. These groups not only make a night fun, they can also be a shield from the perils of nightlife: drink-spiking, pick-pocketing, date-rape, and police arrests, listed as the third element in perceptions of clubbing. Friends influence a consumers' choice of nightclubs. While the decision to go clubbing is individual, the choice of which nightclub is made by the group. In the event the group is undecided amongst a variety of choices of nightclubs, then the domination of numbers takes center stage. Participants confessed to go to nightclubs they did not choose because their friends made the choice for them. Nonetheless,

they always have an enjoyable night because they were in the company of friends; it is the company a person chooses that makes a night vibrant, and not the venue. Most times consumers are introduced to a nightclub by their friends, or choose to go to a new nightclub as a group to explore.

FG1

**Researcher: Would you go somewhere you squad prefers even if you didn't prefer it?**

*Group: YEAH (agrees firmly) 14:34*

*K: All the time 14:35*

*D: We do that all the time 14:36*

FG3

*SC: The first time I was introduced to a club, I was introduced by a friend. So this friend had 2 other friends, one of the friends was her boyfriend (group laughs) so there were 2 friends and we were 4 girls.19:02*

The choice to re-visit this new club is dependent on preferences met during the first experience. Participants stated that they gather information about new nightclubs from social media platforms mainly: Instagram, Twitter, and Snap-chat. The images displayed on these platforms and reviews from other groups of friends influence the participants' decision to consider venturing. The flow of information and communication through these platforms happens rapidly and as the night progresses, which in turn affects the decision to change clubs in the same night. This hypothesis was maintained as it were.

#### **4.4.1.5 Expressive crowds**

The decision to go clubbing is often made on the same day as the activity, or a few days prior to the weekend. Ladies take the lead in planning and the intensity is dependent on their mood as well as the type of nightclub they intend to visit. Preparations ahead of the weekend may involve a salon visit, and a shopping spree for clubwear. Ladies prefer to go to elite nightclubs and are willing to invest time and money for the choices they have made in order to fit in with the crowd in these nightclubs. When they are not dressed for the scenario they will avoid these clubs from fear of appearing inappropriately dressed for the occasion.

FG1

**Researcher: So how does that change your choice? 21:40**

*J: Get a new dress (stated as an obvious decision)*

**Researcher: You have to buy a new dress?**

Group: YEAH (giggling)

K: And heels

C: You have to invest in heels, nice make-up (interrupted)

**Researcher: Is the investment worth it?**

Group: YEAH 22:08

D: And you look nice (smiles)

K: Snap chat!

C: For the experience yes!

FG3

M: Dressing matters in the club. Yeah, the shoes you have the dress you're getting. You should be in a 4-Inch and above (refers to height of heels). 01:11:03

Ladies can choose to go to a boring nightclub, to interact with a crowd that portrays a glamorous appeal. In the following illustration, music was less important than an expressive crowd.

FG1

K: Ok there are days it's actually really fun, but 90% of the time it's just.... (Throws arms in the air)

D: People look nice (laughs)

K: Yeah (exclaims), people look nice there!

**Re: They look nice?**

D: Yeah! Oh Yeah, they do. They do.

S: ...when you see someone you know, you're like heh (exclaims), you can look like that!

(Group laughs loudly)

D: People look glaaaaaammm (exclaims) Eeehh! People look nice. Eeehh! It's a whole other world. 11:01

All participants were skeptical of nightclubs that charge a cover-fee, not because of the cost but the perception they have of such nightclubs; a club charges a cover-fee in order to regulate the social class of consumers. They also do so to avoid filler crowds described in paragraph 2.7.4.

FG3

*SC: ...Reggae night, and the mentality of these people ni 'these kids wanatoka (they reside) in slums' so that's why they have to pay 200 kuingia (KES 200 cover-fee), and that 200 is not redeemable for them. Hiyo ni kuingia (this amount is for admittance only). So there are some clubs who are sure kuna watu huwa wanakujanga tu ku-dance peke yake (there are consumers who visit clubs and do nothing else but dance) they don't buy drinks so that's why it's a must you pay entrance 01:03:32*

***Re: So would you go to this club? 01:03:33***

*SC: NO WAY! (Lady 1)*

*J: Eish, No. (Gentleman 1)*

*SC: It has chokoraa (pick-pockets)*

*D: It's insecure, you cannot keep your phone on the table (gentleman 2)*

*(Loud laughter)*

*J: Eh hao even in your pocket*

***Re: Even if you like the music? 01:04:09***

*SC: NO! Imagine I can't. Goodness, hata kama (even though) you don't have something to be stolen from, but the behaviors! Oh! 01:04:14*

While the ladies were ready to conclude that partying with friends is more important than the crowd they changed their minds and debated on the priorities.

*FG1*

*S: You know you can go to a boring club, but you have the right squad, and its fun! (stresses).*

*Group: YEAH*

***Re: Aha. So it's not the club. It's the group? 10:04***

*D: Yes*

*K: Yes*

*(Long pause)*

*C: Sometimes*

*(Very long pause)*

*D: Ok it depends*

***Re: It depends?***

*K: Does it? (Second guessing)*

***Re: How?***

*(Over-lap of discussions)*

*C: Ok you can go with boring people... (Interrupted)*

*J: Space!*

*D: Like Space, but then Space itself is fun!*

*C: (continues) it's lit (Group agrees)*

*C: It's lit*

*R: You can always go to Space, it's ever lit (stresses)*

***Re: Friends or no friends, Space is lit?***

*S: You know something about Space, it has like every Strathmore person knows Space, so every time you go to Space it's like you're in the Student's Center!*

*(Group laughs loudly)*

*D: By the way it's true*

*K: That's why it's always amazing*

*D: That's true by the way*

Conclusively familiarity to persons in a nightclub breeds comfort to individuals because they consider these persons as friends, but only in the timeline of clubbing. This influences the choice of a nightclub when one member of the group would want to go clubbing but their friends feel otherwise. They would eventually select a club where they are likely to meet familiar faces in the absence of their friends. While all participants are conscious of the types of crowds, they were not interested in forming new friendships with persons in a nightclub especially of same gender.

#### FG1

***Re: Do you make other friends in the club besides the ones you went with? 25:41***

*J: You can*

*K: I don't think lasting ones though*

*C: But not lasting ones, you can interact with them there, but afterwards (interrupted)*

*R: You have nothing in common*

*S: You can chat with them but when you meet huko nje you're like hi (waves to demonstrate non-interactive greetings).*

#### FG2

***Re: what if you go out and meet another group of gentlemen... (Interrupted) 26:45***

*P: You can't go to a nightclub to meet another group of gentlemen.*

*(Loud laughter from the gentlemen)*

***Re: Huh?***

*P: If you must meet somebody it's just a group of ladies not gentlemen (more laughter) gentlemen we just say hi to each other and find our way.*

*S: When you hear ladies, your antennae just goes up, like (swings hand around head)*

***Re: you will not go to the club to meet any gentleman? It is not in the list of options?***

*B: Sitting with other gentlemen who are not your crew! Ai!*

The gentlemen explained that in social interactions, the purpose of a nightclub was to meet beautiful ladies. Bars, pubs, country-clubs, and other nightlife-venues are commonly patronized to socialize with fellow men.

FG3

**Re: Do you make other friends inside the club?**

SC: I don't know, mi wacha nikuambie, let me tell you something (pauses) my specific reason for clubbing is dancing. 20:00 (Lady 1)

SP: Sometimes (Gentleman 1)

D: Sometimes (Gentleman 2)

J: Sometimes we form sometimes no (Gentleman 3)

M: I think it depends with the connection, ok there're people you meet and click on the first (pauses) you know (pauses) (Lady 2)

J: I think it's, the idea is to have fun (pauses) and if you meet a group of people and you just decide, these guys are going to be a wonderful group of people (gentleman 3)

SC: People who decide to be generous (Lady 1).

All participants were in agreement that security – which is evaluated by the social class and age of the crowd – was an important factor when selecting a nightclub. Drink spiking, theft, and date-rape were highlighted as the more popular crimes. Nightclubs with repeat incidences are completely avoided.

FG3

D: I think there's one thing people are not talking about, the security of the club 55:28 you know there are some clubs you go and you see the people that are there, you feel insecure (group laughs)

SC: But, but, it is so rare you as friends you go to a club that has issues with security so like lately Space has a lot of Chokoraa. Chokoraa are High School kids.

**Re: They're called Chokoraa? (Group laughs) 55:54**

SC: Coz they steal, so if you know that club is infested by a lot of Chokoraa, I don't know (pause to think)...you limit.

**Re: You stop going? 56:03**

SC: Yes

FG1

**Re: Insecure?**

C. Yes

**Re: How come?**

*K: You can get drugged.*

**Re: Drugged?**

*K: Yeah, people spike your drink and stuff*

*D: Yeah it's like the new scandal on Instagram*

**Re: What is the new scandal on Instagram?**

*(Group laughs)*

*D: Ah, it's about some guys who were in a scandal, they were accused of raping women.*

This hypothesis was modified to read H4; *an expressive crowd* is a preference influencing choice of a nightclub. It was originally written as H4; *making new friends* is a preference affecting choice of a nightclub, which dimensionally is not important to revelers. Furthermore, making new friends requires a crowd.

#### **4.4.1.6 Quality of service**

##### *4.4.1.6.1 First interaction*

Similar to the situation in other nation's bouncers are the least favorite personnel of nightclubs to participants. They are said to humiliate men especially when they perceive them as insolvent by certain stereotypes. This is enough reason to alienate men from a nightclub. They are gentler to ladies and more flexible in admitting any lady whom they perceive would be attractive to the gentlemen in the nightclub.

##### FG2

*P: There's this tiny tiny tiny detail we're leaving out, the bouncers in the club matter.*

*P: Some bouncers usually treat you like you don't have money. You might be seated in a table then somebody say somebody with a flashy car drives in and he'll be like, give him space, give him space, he had already booked the place and for sure he did not book. So somehow the bouncers also influence the club so when you do that to me, I'll just go out and never come back to that club again. 29:54*

##### *4.4.1.6.2 Second interaction*

Contrary to Jacobs and Chase (2014) in the literature, this agonizing stage is almost non-existent to nightclubs in Nairobi as compared to other cities; London, Sydney, Las Vegas, and San-Francisco. The researcher discarded it at this point.

#### 4.4.1.6.3 Third interaction

Hostesses, waiters, and waitresses play a key role in the mood of the participants and their delay in services can result to club-hopping. Ladies mentioned that they notice, but are less agitated, by the service quality and the general appearance of the employees, as compared to gentlemen. Gentlemen also have a preference to nightclubs with more waitresses than waiters; these waitresses must be beautiful.

##### FG1

**Re: What about the service? When you buy a drink, pay for it, they give you change correctly..?**

*D: They can mess you up*

*C: If you don't follow up they'll pretend they just forgot.*

**Re: Does it affect where you go?**

*Group: No*

##### FG3

**Re: Has it stopped you from going to K1? The waitresses? And the service? 24:29**

*M: Me I don't care for service really (Lady 1)*

*SC: No (Lady 2)*

##### FG2

*M: If I owned a club, personally, I'll just hire ladies every day*

*P: Everyday!*

*B: Everyday!*

**Re: Full time?**

*Group: YEAH*

*P: You just hire ladies to come and, as in, (interrupted)*

*S: They will attract men*

##### FG3

**Re: So what is a perfect club?**

*M: I think the women who are serving should be on-point 57:24 I'm speaking as if I'm a boy (laughs) (M is a lady).*

**Re: Service?**

*J: Yeah, their service is very good. The moment you walk in you get served immediately, there's someone in charge of your table 23:50 (gentleman 1)*

**RE: The waiters and the waitresses?**

*D & SP: The waitresses only. There are no waiters. (Gentlemen 2 & 3)*

**RE: There are no waiters?**

*M: Wait, there are no waiters? (Lady 1)*

*SP: There are no waiters just waitresses (gentleman 3)*

*SC: There are no waiters? (Lady 2)*

*SP: Hakuna (none). (Gentleman 3)*

*SC: Oh, that specific club.*

**RE: So the waitresses are very... (Interrupted)?**

*J: Their service is very good actually. 24:04*

**RE: When you say good...you mean?**

*J: So 64, the difference between K1 and 64, 64 the moment you sit down there's someone there. Even before you sit (demonstrates ushering) it's like a VIP lounge. When you get to the entrance someone escorts you, they look for you chairs, you go and sit, then they serve you 25:28 And there's someone just standing there, yeah, if you need water... (Gentleman 1)*

#### 4.4.1.6.4 Fourth interaction

The bartender or mixologist did not feature as an influencer to choice of a nightclub in the FGD's. The researcher discarded it at this point.

#### 4.4.1.7 Atmosphere

##### 4.4.1.7.1 External appearance

Contrary to literature by The Capitalist (2017) participants were more concerned with the safety of the neighborhood than architectural beauty. The type of property occupied by the club did not matter except that it was; well lit (electrical lighting) but more importantly, lit (which also means exciting).

##### FG1

*C: Space is lit*

**Re: So lighting? What do you mean it's lit?**

*(Group laughs loudly)*

*C: Oh no! It's fun!*

*J: It's dope*

*C: you have your friends. Means it's lit.*

**Re: Lit is a phrase meaning?**

*D: Fire*

*J: Dope*

**Re: Not lighting on the ceiling?**

Group: NOOOO!

**Re: Oh, lit means fun?**

Group: YEAH!

D: Extremely fun (stresses

FG1

C: Eh! Space looks so good and it's so... (Interrupted)

J: Really! Ai! Space doesn't look nice!

C: I think it's the lighting that makes it look good

S: You know Space is a parking Lot!

D: Yeah it's a parking lot.

C: But there's this way it's organized at night it looks so nice by the way

R: It's spacious

J: The lights

S: Lighting

C: The lighting.

#### 4.4.1.7.2 Internal appearance

Seating and dancing spaces were the most important factors of ambiance affecting choice. Both elements are interrelated because while participants would like to dance all night long, they have to take regular breaks in between genres they dislike. Interior décor and a beautiful ambiance bring good memories to participants and stories to tell their friends in order to influence the next weekend's choice.

FG1

**Re: Aha. So the bigger the club the better?**

Group: Agrees, yes there has to be space (laughter)

FG2

**Re: What about the way the club looks, the ambiance?**

S: Yeah that matters

P: The club must have a dancing space

**Re: It has to have dancing space?**

S: Dancing space...must.

**Re: Must? 30:17**

P: Must (reconfirms) 30:18

FG1

**Re: Any other thing that would take you to Kiza? 23:17**

*S: The experience*

*K: It has a very good ambience*

*Group: Si Vitz (it is not a Toyota-Vitz).*

*R: Nikiingia hapo na-feel nimeshafika (When I walk into Kiza, I feel accomplished)*

*(Group laughs)*

FG3

**Re: Alright so if you were to make an ideal, perfect club, what would it have? 56:20**

*J: Space*

*SC: Space. Seating space*

**Re: That is your number 1 factor?**

*SC: Me that is, me I would say that is my number 1 factor 56:29 cause you can't dance the whole night, maybe you love Urban music but they're playing Hip-Hop you sit down 56:39*

The study maintained hypothesis six and hypothesis seven as they were for testing in phase two. After a lengthy debate and consideration of preferences, participants resumed to their opening statements and music maintained its position as the most important preference.

FG3

**Re: Which other things? 58:00**

*M: Like SC said, space, security,*

*J: And music*

*M: Music*

**Re: The DJ? 58:10**

*Group: Yes!*

*J: The DJ is important*

*SC: He is the club! 58:12*

**Re: The DJ is the club?**

*Group: Yes.*

#### **4.4.2 Alternating preferences when club hopping**

This section analyzes the narratives given by participants on reasons for club hopping, to look for patterns prior making final conclusions.

##### **4.4.2.1 Music**

- *Noise*; this was pointed to certain genres and poor sound quality. Noise has two possible outcomes; the peacock party effect or instant club hopping.
- *Good music gone bad*; Participants stated that there are genres they enjoyed that do not blend well with nightclub environment. Nightclub music must be vibrant and ostensibly familiar.
- *Hits and misses*; every song played by the DJ must marry with their mood which is led by intoxication levels. A slight mistake causes irritation and a retrieve from the dance floor. Repeated mistakes lead to club hopping.
- *Change in genres*; if the genres do not change to match their mood, they club hop.

##### **4.4.2.2 Dancing**

- *Dance o'clock*; participants stated that if they walked into a nightclub after 10pm and no one was dancing, they would club hop immediately. This does not apply for hours between 6pm – 9pm. This is a new phenomenon that the researcher was not able to find in literature review and has named it 'dance o'clock'.
- *A sparse dance floor*; if there is no one on the dance floor after 9pm gentlemen begin to plan their exit.
- *A crowded dance floor*; participants may not join in dancing with a large crowd unless heavily intoxicated. They might also stay in the club if the music meets their standard.
- *Dance techniques*; ladies will club hop if they are not impressed by the dancing techniques exhibited by the crowd.

##### **4.4.2.3 Intimacy, passion, and commitment**

- *Ladies*; depending on their agenda and mood, ladies will club hop if they believe their chances are minimal.
- *Gentlemen*; probability of a successful 'the hunt' is the key to club hopping.

#### **4.4.2.4 Friendships**

- *Solidarity*; if one member is not permitted into a nightclub, the entire group club hops. If one member is ejected by a bouncer in the nightclub, the entire group leaves for another club.
- *Tyranny of numbers*; if the majority decides to club hop, all others shall follow.
- *Absence of friends*; participant will choose a club where they believe they will see familiar faces. Thereafter, they shall look for their friends (Instagram, Twitter, and Snap chat) and club hop to join them.

#### **4.4.2.5 Crowds**

- *Too many people*; if the club is densely populated, they club hop.
- *Not enough people*; if the club is sparsely populated, they club hop.
- *Too young*; if the club is populated with persons aged  $\leq 18$  years, they club hop.
- *Too old*; if the club is populated with persons not considered millennial, they club hop.
- *Fashion*; if the ladies are not in clubwear or exciting attires, gentlemen club hop.
- *Social class*; if the crowd is not within or above their social standards, they club hop.
- *Social spaces*; if ladies sense that their socially constructed spaces will be violated, they club hop.

#### **4.4.2.6 Service**

- *Bouncer*; if the bouncer treats them unfairly, they not only club hop but entirely abandon.
- *Waiters and waitresses*; if the service is not satisfactory, the gentlemen will club hop.
- *Purchase process*; if buying a drink is hectic e.g. the club is too crowded, or there are no waiters attending to participants, they club hop and may not re-visit in the future.

#### **4.4.2.7 Perception and ambiance**

This factor did not appear to influence participants' club hopping behavior. Physical ambiance is an experiential element that remains constant. The only effect from the aspects of ambiance was in the selection process. Nevertheless, it was tested in phase two.

The proximity from one nightclub to another makes it easy for participants to club hop. However, it does not influence their choice. Participants will not club hop if the music meets their expectations no matter how close the next nightclub is located. Peculiarly, they may relocate to a distant nightclub across the city, passing-over several nightclubs, in search of

good music, a dance floor, friends, or better service. This search can continue until day break (7pm – 6am) totaling to 11 hours of rapid movement, while buying 1 – 2 drinks in each nightclub, sometimes none. Club hopping does not always result into a successful night for participants. They explained that some nights are disappointing, in which case they give up, eat a meal or take-out from a quick service restaurant, and retire home. Repeated disappointment leads participants to abandon a nightclub in the long run i.e. 6 – 9 months.

FG1

*S: then when its goes to 4 you have to go to Space (group laughs) 18:55*

***Re: So 4 O'clock is Space?***

*Group: Yeah*

***Re: There is no debate?***

*Group: (laughs and agrees)*

*J: That's where the morning should find you!*

*D: Or 18 (18 is a club known as 1824)*

*Group: Ah! Actually 18!*

*D: Zamani it used to be G-Skyy (group agrees) then G-Skyy got locked.*

*R: And Alive (Alive was a nightclub located on Ngong Road)*

*Group: (agrees in unison; bringing back a pleasant memory)*

*C: It was closed down after like within 2 years, after 2 years*

#### **4.4.3 Optimization of choice of a nightclub**

The most worrying cost for women is the transport fee to go back home from the nightclub which can be based on the intrinsic nature of women to desire security in the unknown future (Miller, 2000). Men are more concerned about the cost of alcoholic beverages. The women established that men express extreme generosity in the purchase of alcoholic beverages; however this philanthropic performance does not extend beyond the nightclub, men's interests lie in the advancement of a woman's intoxication levels from sobriety to the sub-clinical stage while in the nightclub. Because some women consider this a fact, they either take advantage and ensure they go to a nightclub with a man or flirt and dance with men in nightclubs in pretense to create an illusion of a forthcoming reward. They also prepare intensively (coordinated and sensual dressing, hair styling, and facial make-up) in order to attract men's attention in the nightclub. In these ways women can choose to go to any nightclub, without worrying about money. However, there are women who prefer to remain independent of men's favors and cater for their expenses in the nightclub even when they are

experience budget constraints. These women are aware of the approximate prices of alcohol in various clubs and make a choice based on price.

Men need money to buy alcoholic beverages for; themselves, their current friends, older friends, acquaintances, former schoolmates, former colleagues, several women, and everyone else they recognize in the nightclub, night after night. Unlike women it is almost impossible for men to go clubbing without a large amount of money. Men are more than happy to spend their money buying alcoholic beverages for strangers in a nightclub; however they deeply regret this decision the following morning. They do not make conscious choices on the precise amount to spend in a nightclub but, are aware of the average price of alcoholic beverages in different clubs.

When men are experiencing budget constraints they choose to go to a bar or pub instead of a nightclub (this is called chilling). Alternatively, they buy an alcoholic beverage from a liquor store and consume it at home with friends (this is called chasing). What they do not do is club hop because club-hopping is an expensive adventure. It includes accumulative transport costs and the varied prices' of alcoholic beverages from one nightclub to another are difficult to contain in a budget. They also do not invite their friends to share alcoholic beverages with them in a nightclub or invite women to go clubbing with them. When men have more money to spend, they still choose their regular club; invite all their friends to share alcoholic beverages from their regular club, and club hop from the slightest provocation. In addition, they invite plenty of women to go club-hopping with them.

#### ***4.4.3.1 Pre-drinking, pre-partying, chasing.***

All participants agreed to have attended a pre-drinking event. Pre-drinking is a cost effective method to have a successful night out. The event habitually takes place in a bar, a pub, or liquor establishments that provides temporary solutions to serve alcoholic beverages (stackable chairs and disposable plastic cups). The event is not only for economical salvage but also to set the mood for the night. The pre-drinking pattern defined by the participants has precise similarities to the description given in the literature review by Bancroft (2012). Below are some of the descriptions given corresponding to the literature review.

##### ***FG1***

*D: Or you play pre-game, yeah it's called pre-game 35:42*

*Group: Yeah!*

**Re: When was the last time you pre-gamed?**

D: (Laughs) people do it every day (group laughs), ok no, no, when (you're dressing up) like mkivaa manguo si that's when people start pre-gaming (K confirms). You play music. You pre-game.

C: And you would have bought drinks

R: And food

**Re: So is the pre-gaming to get ready, to dress-up and go to the club, or just drink?**

D, C, & K: All of it!

S: To set the mood

R: The mood of the party.

K: Cause it's convenient and cheaper to buy alcohol and drink at home than to buy alcohol and drink in the club

**Re: (continues) Ah! And then when you're done? Or, will you be done?**

D: You call an Uber and go

**Re: Do you all go together?**

Group: YEAH

## FG2

S: Yeah it happens you buy a drink from a wines and spirits and chill

P: Actually people usually start chilling in the house

S: They call it chasing yeah

**Re: Chasing? 24:54**

S: Yeah they chase in the house. Like, chasing, is, like you buy liquor, when you have friends and you want to go and party later in the night, you come with your friends you buy drinks. Get uhhhh, get drunk, then go to the club, maybe if you want to go (interrupted)

B: Actually it's not really drunk, it's like get psyched

M: Get psyched

S: (continues in agreement) yeah, yeah, get psyched

B: High

S: A bit high, then go to the club 25:18

**Re: Tipsy?**

Group: YEAH Tipsy!!

M: Tipsy is the right word

B: Yeah tipsy

**Re: So how do you decide, we are chasing at M's?**

B: Just holla (call on cell phone) at each other

M: Ok, I would say, it depends with the house (group laughs)

After the event, the group makes a choice of nightclub in the following order:

- The regular club
- The nearest club from the pre-drinking venue
- The most exciting club as communicated from social media platforms (Instagram, Snapchat) on that night.

FG2

**Re: And then after chasing where do you go?**

*B: Default club*

*(Group laughs; the response was in chorus and spontaneous!)*

**Re: It is always default?**

*Group: Yeah*

**Re: Default is No. 1?**

*S: But it actually depends on what you've decided*

*M: I would say it depends with the nearest, as in the nearest interesting club 26:00*

**Re: Do you agree together?**

*B: Actually yeah*

*P: Yeah*

Altogether, it is the women who have a greater choice of preference in selecting a nightclub when faced with budget constraints. Women either request, or receive invitations from several men to go clubbing. They choose the optimum option that offers the best combination of personal preferences as well as the exclusivity of these offers. This confirms the validity of the third stage of the TCC which is optimization. The offer-acceptance-invitation-discussions normally take place on Fridays.

FG3

*SC: on Friday lazima utafute form.01:12:52. (On Friday a lady must look for an invite)*

**Researcher: what is a form? 01:09:42**

*SC: A form is (laughs hysterically) a plan, a plan*

*M: An invitation*

*D: A plan from how you will go from home, to the club, another club...etc....*

*SC: Yeah, yeah, who will buy us drinks, who will pay for us Uber?*

*SC: Now, from there everyone calls si you are in a group? So everyone calls unaongea na huyu halafu, aki men, si mnapitianga shida, unapigia nanii, unapigia nanii, unapigia nanii, sasa mwenye atakubali form. Sometimes hata 3 men wanasema, then we weigh! 01:10:20. Huyu*

*amesema atatupeleka wapi? Na huyu amesema atatupeleka wapi? And then we consider these places, and then we choose! 01:10:27*

*(Women call several men, to see if they can get an invitation to a date, to go clubbing. They call the first gentleman, a second gentleman, a third gentleman, and so on. Sometimes a woman can get up to 3 invites at the same time. She considers the best option, and selects one).*

**Researcher: How do you consider those places? 01:10:30**

*SC: Si it depends with the places. Mtu akikuambia atakupeleka B-Club, mwengine atakupeleka 18, mwengine atakupeleka Space, wapi utaenda? B-CLUB 01:10:37*

*(The consideration is based on the type of nightclub. If one gentleman offers to take a lady to B-Club, and another offers to take her to 1824 Nightclub, and another one to Space Lounge, the lady will select the most exclusive club of the three i.e. B-Club)*

Based on this analysis, the study suggestively concluded that budget constraints have a higher impact on men than women. The study sought more information in phase two (quantitative) to make the final resolute.

#### **4.5 Conclusion**

In this chapter, we have seen that the participants' are often quick to discover the newest nightclubs through social media. They visit these clubs with friends and make a complete assessment on the first night. They still frequent their regular club as they slowly warm up to the new club. Soon after, they abandon the regular club, and the new club becomes the regular. This situation is cyclic and based on satisfaction of preferences and capacity to compromise. In the next chapter, the study analyses quantitative data as the next step of the exploratory research.

## CHAPTER 5 QUANTITATIVE DATA ANALYSIS

### 5.1 Introduction

This chapter begins with a presentation of the reliability results of the final pilot study. It then presents the reliability and validity results of the main study and the diagnostics tests performed as discussed in the methodology. Because the questionnaires were gendered the study generated three data sets; (a) data from the ladies questionnaires, (b) data from the gentlemen's questionnaires, and (c) data from a combination of the homogenous questions from both questionnaires. All three sets are presented in each section using a comparative approach.

### 5.2 Pilot studies

The study invested time and resources and conducted three consecutive pilot tests for the following reasons.

- Gender of questionnaire; the three pilot tests were used to synchronize questions in the gendered questionnaires in order to achieve a balance that can be used to analyze total data. Each variable contained a minimum of two homogenous questions and a maximum of three heterogeneous questions.
- Testing hard controls; there were a few inconsistencies in the total number of responses (N) from pilot test one and two because the study had not fully engaged hard controls at the time but did so for pilot test three and the main study.
- Length and correlation of items; the research took this opportunity to reduce the length of the questionnaires and minimize duplicative questions with guidance from the inter-item correlations.
- Reliability test; some sections performed poorly and thus had to be restructured and were retested in the second and third pilot tests while maintaining homogeneity and heterogeneity of questions. A Cronbach's alpha  $< 0.7$  is unreliable and  $\geq 0.7$  is reliable (Malhotra, Birks, & Wills, 2012).

### 5.2.1 Pilot test reliability results; ladies

- Music

Table 5.1 summarizes the final results of pilot test for music.

**Table 5.1: Music attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
This club has good music	.861	.879	Items = 3 N = 15	Reliable
The DJ plays my favorite songs	.772			
The sound is vibrant and energetic	.865			

- Dancing

The third attempt maintained a reliable alpha. The questions were more refined, brief, and non-duplicative as seen in table 5.2.

**Table 5.2: Dancing attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The music is perfect for dancing	.	.848	Items = 2 N = 15	Reliable
I enjoy dancing in this club	.			

- Love

The alpha results were reliable in the first attempt but the set of questions were numerous and the correlation unsatisfactory. They were refined and reduced as seen in table 5.3.

**Table 5.3: Love attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The gentlemen in this club are attractive and wealthy	.861	.824	Items = 3 N = 15	Reliable
They are charming, and know how to spoil a lady	.715			
If I stay in this club, I might get lucky	.648			

- Friendships

Table 5.4 represents the final questions with item 4 unique to the ladies questionnaire. Item 4 was also tested in the next variable (the type of crowd) to find a suitable correlation. This is because the study was still uncertain to why ladies invest money and time in preparations to visit a nightclub. It performed better in the variable of friendships.

**Table 5.4: Friendships attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
To meet my friend (s)	.901	.845	Items = 4 N = 15	Reliable
We like this club	.784			
We made a plan to come here	.749			
<b>I (we) enjoy dressing up to come here</b>	.728			

- Crowds

Table 5.5 below represents the reliability results for crowd. The alpha score was  $>0.7$  thus declared reliable for testing.

**Table 5.5: Crowds attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
This club has a good crowd	.620	.855	Items = 3 N = 15	Reliable
They look glamorous	.965			
They make the place lively and exciting	.670			

- Service

The first pilot yielded an unreliable alpha; questions were restructured and retested. Attempt three in table 5.6 was successful with  $\alpha > 0.7$ .

**Table 5.6: Service attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The bouncers are respectful	.	.785	Items = 2 N = 15	Reliable
The customer service is good	.			

- Atmosphere

Results of pilot test one for perception and ambiance were reliable. The number of items was reduced to improve overall alpha (table 5.7).

**Table 5.7: Atmosphere attempt 1**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The decor is beautiful	.831	.825	Items = 4 N = 11	Reliable
The ladies room is clean	.813			
The lighting is sufficient	.788			
The floors are comfortable to walk on high heels	.654			

- Budget constraints

Table 5.8 represents the results for budget constraints. Test one was successful by eliminating one query regarding preference to happy-hour as a motivator of choice.

**Table 5.8: Budget attempt 1**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The price of drinks is fair	.	.798	Items = 2 N = 15	Reliable
The price of food is reasonable	.			

### 5.2.2 Pilot test reliability results; gentlemen

- Music

Table 5.9 presents the alpha score for music as reliable.

**Table 5.9: Music attempt 1**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
I like the music	.832	.844	Items = 4 N = 14	Reliable
I like the DJ's mix of songs	.764			
The volume is enough	.842			
The sound quality is good	.777			

- Dancing

Item 2 from table 5.10 was personalized and synchronized with item 2 in the ladies questionnaire for the same variable.

**Table 5.10: Dancing attempt 2**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The music is good for dancing	.	.715	Items = 2 N = 14	Reliable
Dancing in this club is fun	.			

- Love

Table 5.11 presents a reliable alpha score for the variable. Items 1 and 5 were synchronized with item 1 and 3 in ladies questionnaire.

**Table 5.11: Love attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
Ladies in this club, are beautiful	.780	.846	Items = 5 N = 17	Reliable
I like what they are wearing	.821			
They seem to be of the right age	.839			
They are taking the right drinks	.760			
If I stay in this club, I get lucky	.875			

- Crowds

The variable had a high alpha score of 0.902 as presented in table 5.12 below.

**Table 5.12: Crowd attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
This club has a variety of ladies	.935	.902	Items = 3 N = 17	Reliable
They are social and charming	.731			
They make the place lively and exciting	.880			

- Friendships

Table 5.13 below presents a reliable score of 0.873 for partying with friends. Item 3 was re-analyzed and reinterpreted to match data display in Table 4.5 by FG2. It was written as 'I am likely to meet other people I know, in this club.'

**Table 5.13: Friendships attempt 3**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
My friend (s) like this club	.843	.873	Items = 3 N = 17	Reliable
We often meet here	.712			
Other friends will join later	.889			

- Service

The alpha score in table 5.14 below was unreliable at the beginning but was salvaged by elimination of items to arrive at a score of 0.862.

**Table 5.14: Service attempt 1**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The bouncers are respectful	.785	.862	Items = 3 N = 17	Reliable
The waitresses are warm and welcoming	.752			
They serve my drinks quickly	.886			

- Atmosphere

The first attempt yielded an unreliable score of 0.436 which could not be improved as there were only two items on the scale. The second attempt represented in table 5.15 had an improved alpha score of 0.826.

**Table 5.15: Atmosphere attempt 2**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The ambiance is good	.	.826	Items = 2 N = 14	Reliable
The lighting is sufficient	.			

- Budget constraints

Table 5.16 represents the results of budget constraint variable. The alpha score was reliable however, the study deleted item 2 due to low correlations with items 1 and 3, improve the overall alpha score, and synchronize with the ladies questionnaire.

**Table 5.16: Prices attempt 1**

	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
The price of drinks is fair	.538	.787	Items = 3 N = 14	Reliable
They have regular happy-hours for drinks	.898			
The price of food is reasonable	.645			

After a final and thirds successful pilot study, the research proceeded to collect data for the main study.

### 5.3 Response rate

The high response rate could be accredited to the tool used to collect data – smart phones – and the exciting topics of discussion in the questionnaire. The spoilt questionnaire was entirely blank and the non-response questionnaires were incomplete as depicted in table 5.17 below.

**Table 5.17: Response rate**

Questionnaires	Respondents	Percentage
<b>Usable</b>	<b>183</b>	<b>98%</b>
Non response	2	1%
Spoilt	1	1%
Total	186	100%

### 5.4 Factual and demographic data

85% of ladies who participated in the survey were aged 18-29 years while only 15% were 30-40 years. There were no lady participants over the age of 40 (table 5.18).

**Table 5.18: Ladies demographic data**

Ladies						
Age	18 - 24	25 - 29	30 - 36	37 - 40	41 - 50	Total
Count	36	42	12	2	0	92
% within Gender	39%	46%	13%	2%	0%	100%
% of Total	20%	23%	7%	1%	0%	50%

62% of gentlemen in the survey were aged 18-29 years, 35% were aged 30-40 years, and 2% above the age of 40 years as seen in table 5.19.

**Table 5.19: Gentlemen’s demographic data**

Gentlemen						
Age	18 - 24	25 - 29	30 - 36	37 - 40	41 - 50	Total
Count	16	40	24	8	3	91
% within Gender	18%	44%	26%	9%	3%	100%
% of Total	9%	22%	13%	4%	2%	50%

Millennials formed 82% of the survey participants (table 5.20). The largest group of millennials was aged 25-29 years at 45%, with 42 ladies and 40 gentlemen. The second to the largest group were millennials aged 18-24 years at 28% with 36 ladies and 16 gentlemen. The oldest group of millennials aged 30 – 36 formed 20% of the survey majorities of whom were gentlemen.

**Table 5.20: Total respondents demographic data**

Total Respondents						
Age	18 - 24	25 - 29	30 - 36	37 - 40	41 - 50	Total
Count	52	82	36	10	3	183
% of Total	28%	45%	20%	6%	2%	100%

## 5.5 Reliability results

### 5.5.1 Preferences when choosing a nightclub

There were no heterogeneous items in this section of either questionnaire. Table 5.21 below represents the reliability results which were denoted as reliable given an overall alpha score >0.7.

**Table 5.21: Reliability results for preferences when choosing**

Items	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
Great music	.683	.717	Items = 8 N = 183	Reliable
Dancing	.676			
Meeting a gentleman/ lady	.688			
Meeting my friends	.679			
The type of crowd in the club	.675			
The ambiance	.691			
Customer service	.711			
The price of drinks	.710			

### 5.5.2 Alternate preferences when club hopping

There were no heterogeneous items in this section of either questionnaire. Table 5.22 below represents the reliability results which were denoted as reliable given an overall alpha score >0.7.

**Table 5.22: Reliability results for changing choices**

Items	$\alpha$ if Item Deleted	Cronbach's $\alpha$	N	Status
Music	.831	.854	Items = 8 N = 183	Reliable
Dancing	.839			
Meeting a gentleman/ lady	.836			
Meeting friends	.831			
The type of crowd in the club	.826			
Ambiance	.826			
Service	.854			
Price of drinks	.846			

### 5.5.3 Optimum choice in choosing a nightclub

Items from section one of the ladies questionnaires were scaled into respective variables and each variable scored >0.7 as seen in table 5.23 below and denoted as reliable for analysis.

**Table 5.23: Reliability results for ladies; optimum choice**

Variables	Cronbach's $\alpha$	Items	N	Status
Music	.811	3	92	Reliable
Dancing	.729	2		
Love	.860	3		
Crowds	.888	3		
Friendships	.792	4		
Service	.850	3		
Atmosphere	.862	4		
Budget	.777	2		

Items from section one of the gentlemen's questionnaires were scaled into their respective variables. All variables had reliable scores >0.7 as seen in table 5.24 below.

**Table 5.24: Reliability results for gentlemen's; optimum choice**

Variables	Cronbach's $\alpha$	Items	N	Status
Music	.786	3	91	Reliable
Dancing	.770	2		
Love	.787	5		
Crowds	.792	3		
Friendships	.786	3		
Service	.783	3		
Atmosphere	.830	2		
Budget	.861	2		

Table 5.25 represents the results of variables generated by scaling of homogenous items. All variables had an alpha score >0.7 and thus considered reliable for analysis.

**Table 5.25: Reliability results for all respondents'; optimum choice**

Variables	Cronbach's $\alpha$	Items	N	Status
Music	.801	3	183	Reliable
Dancing	.748	2		
Love	.824	3		
Crowds	.834	3		
Friendships	.786	2		
Service	.813	3		
Atmosphere	.717	2		
Budget	.818	2		

### 5.6 Validity results

Each data set (ladies, gentlemen, total respondents) was tested using the Principal Component Analysis for construct validity evidence. The Kaiser Meyer Olkin measure was used to test for adequacy as seen in table 5.26. The interpretation of results according to the originators, Cerny and Kaiser, (1977) is as follows:- 0.0 – 0.49 unacceptable, 0.5 – 0.59 miserable, 0.6 – 0.69 mediocre, 0.7 – 0.79 middling, 0.8 – 0.89 meritorious, 0.9 – 1.00 marvelous.

All three data sets scored between 0.8 – 0.89 and are therefore meritorious and valid for analysis. The p-value of the Bartlett's test of Sphericity must be < 0.05 to be considered significant (Peri, 2012).The scores meet this condition and confirm that all data sets were appropriate for analysis, and that the items in each data set had a significant correlation.

**Table 5.26: Validity index**

KMO and Bartlett's Test				
		Ladies	Gentlemen	Total respondents
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		<b>0.805</b>	<b>0.850</b>	<b>0.870</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	1371.480	1368.467	1735.808
	df	276	253	171
	Sig.	0.00	0.00	0.00

A communality index is a representation of how well an item correlates with other items; the higher the score the more suitable the item. Low indices (0 – 0.49 or < 49%) are undesirable because they indicate that < 50% of the variation in the specific items can be explained by the factor model (Cerny & Kaiser, 1977). Table 5.27 presents the communalities for the study; all items in each data set had indices > 0.5 and so, no item was excluded from the analysis.

**Table 5.27: Communalities**

Ladies. N = 92			Gentlemen. N = 91			Total respondents. N = 183		
	Initial	Extraction		Initial	Extraction		Initial	Extraction
This club has good music	1	0.742	This club plays good music	1	0.542	This club has good music/ This club plays good music	1	0.639
The DJ plays my favorite songs	1	0.746	The DJ Mix is great	1	0.737	The DJ plays my favorite songs/ The DJ Mix is great	1	0.706
The sound is vibrant and energetic	1	0.788	The sound quality is good	1	0.718	The sound is vibrant and energetic/ The sound quality is good	1	0.729
It is perfect for dancing	1	0.761	It is perfect for dancing	1	0.710	It is perfect for dancing	1	0.697
I enjoy dancing in this club	1	0.649	Dancing in this club is fun	1	0.698	I enjoy dancing in this club/ Dancing in this club is fun	1	0.643
This club has a good crowd	1	0.777	This club has a variety of ladies	1	0.649	This club has a good crowd/ This club has a variety of ladies	1	0.614
They look glamorous	1	0.720	They are social and charming	1	0.773	They look glamorous/ They are social and charming	1	0.698
They make the place lively and exciting	1	0.748	They make the place lively and exciting	1	0.659	They make the place lively and exciting	1	0.684
The gentlemen in this club are attractive and wealthy	1	0.700	Ladies in this club, are beautiful	1	0.670	The gentlemen in this club are attractive and wealthy/ Ladies in this club, are beautiful	1	0.643

They are charming, and know how to spoil a lady	1	0.701	I like what they are wearing	1	0.679	They are charming, and know how to spoil a lady/ They are taking the right drinks	1	0.704
If I stay in this club, I might get lucky	1	0.711	They seem to be of the right age	1	0.537	If I stay in this club, I might get lucky/ If I stay in this club, I will get lucky	1	0.717
To meet my friend (s)	1	0.645	They are taking the right drinks	1	0.569	To meet my friend (s)/ To meet my friend (s)	1	0.654
This is my/ our regular club	1	0.651	If I stay in this club, I will get lucky	1	0.819	This is my/ our regular club	1	0.569
We made plans to come here	1	0.648	To meet my friend (s)	1	0.684	The bouncers are respectful	1	0.738
I (we) enjoy dressing up to come here	1	0.686	This is my/ our regular club	1	0.814	The waitresses are warm and welcoming	1	0.712
The bouncers are respectful	1	0.768	I am likely to meet other people I know, in this club	1	0.798	They serve my drinks promptly	1	0.667
The waitresses are warm and welcoming	1	0.757	The bouncers are respectful	1	0.720	The decor is beautiful/ The ambiance is good	1	0.565
They serve my drinks promptly	1	0.744	The waitresses are warm and welcoming	1	0.601	The lighting is sufficient	1	0.722
The decor is beautiful	1	0.712	They serve my drinks quickly	1	0.642	The price of drinks is fair	1	0.800
The lighting is sufficient	1	0.744	The ambiance is good	1	0.576	The price of food is reasonable	1	0.763
The ladies room is clean	1	0.730	The lighting is sufficient	1	0.781			
The floors are great to walk on high heels	1	0.650	The price of drinks is fair	1	0.816			
The price of drinks is fair	1	0.776	The price of food is reasonable	1	0.761			
The price of food is reasonable	1	0.683						

## 5.7 Descriptive analysis

This section is arranged in order of the research questions, similar to the data displays in analysis of phase one. The data is described numerically in tables for ease of comparisons. The standard deviation (SD) is a variability measure of data sets McClave et al. (2014) and an SD less than 1 indicates consensus amongst respondents (Malhotra et al., 2012).

### 5.7.1 What do consumers prefer when choosing a nightclub?

Table 5.28 shows a standard variation of 0.961 which means there is consensus by ladies in responses regarding preferences. Item number seven ‘meeting a great gentleman’ (derived from the variable love; intimacy, passion, and commitment) has the highest SD and a coefficient of variation of 31%. This means that there was lower unanimity among the ladies on this variable.

**Table 5.28: Responses by ladies to RQ1**

Ladies N = 92			
Items	$\bar{x}$	s	CV
Great music	4.48	0.943	21%
Customer service	4.42	0.855	19%
Freedom to dance anyhow	4.41	0.904	20%
The ambiance	4.41	0.787	18%
Meeting my friends	4.36	0.806	18%
The type of crowd in the club	4.22	1.046	25%
<b>Meeting a great gentlemen</b>	<b>4.01</b>	<b>1.254</b>	<b>31%</b>
The price of drinks	3.87	1.092	28%
Total	4.27	0.961	22%

In table 5.29, a standard deviation of 0.852 indicates unity among men in regard to preferences when choosing a nightclub. Unlike the ladies, gentlemen seem to be in agreement with the variable on love from the results of item three ‘meeting a beautiful lady’ which recorded an SD of 0.790 and CV at 17%.

**Table 5.29: Responses by gentlemen to RQ1**

Gentlemen N = 91			
Items	$\bar{x}$	SD	CV
Great music	4.75	0.569	12%
<b>Meeting a beautiful lady</b>	<b>4.58</b>	<b>0.790</b>	<b>17%</b>
The ambiance	4.46	0.911	20%
Meeting my friends	4.42	0.651	15%
The type of crowd	4.23	0.844	20%
The price of drinks	4.14	1.091	26%
Dancing	4.08	1.003	25%
Customer service	4.04	0.953	24%
Total	4.34	0.852	20%

A mean score of 4.31 for all respondents indicates that there was a strong agreement on what they generally prefer when choosing a nightclub. Items four and eight (in bold) have higher SD's and CV's and these shall be analyzed in greater detail in the next section.

**Table 5.30: Responses by all respondents to RQ1**

All respondents. N = 183			
Items	$\bar{x}$	SD	CV
Great music	4.61	0.790	17%
The ambiance	4.44	0.848	19%
Meeting my friends	4.39	0.732	17%
<b>Meeting a gentlemen/Meeting a lady</b>	<b>4.30</b>	<b>1.085</b>	<b>25%</b>
Freedom to dance anyhow/ Dancing	4.25	0.966	23%
Customer service	4.23	0.923	22%
The type of crowd	4.22	0.949	22%
<b>The price of drinks</b>	<b>4.01</b>	<b>1.097</b>	<b>27%</b>
Total	4.31	0.924	21%

### 5.7.2 How do these preferences alternate when club hopping?

There is lower consensus among ladies on the motivators of club hopping, especially on music and appearance of the club as seen in table 5.31.

**Table 5.31: Responses by ladies to club hopping**

Ladies N = 92			
	$\bar{x}$	SD	CV
<b>I do not enjoy the music</b>	<b>3.55</b>	<b>1.507</b>	<b>42%</b>
Poor service	3.50	1.355	39%
My friends do not like the club	3.46	1.329	38%
The price of drinks	3.39	1.284	38%
There are no potential gentlemen to meet	3.34	1.409	42%
I am not comfortable dancing	3.29	1.426	43%
The crowd is not my type	3.29	1.305	40%
<b>The club looks run down</b>	<b>3.28</b>	<b>1.492</b>	<b>45%</b>
Total	3.39	1.388	41%

Gentlemen had a lower variation in their responses with an SD of 1.298 and a higher mean score of 3.58 (table 5.32) indicating consensus, in comparison to the ladies.

**Table 5.32: Responses by gentlemen to club hopping**

Gentlemen N = 91			
	$\bar{x}$	SD	CV
There's no chance of meeting a lady	3.78	1.243	33%
The crowd is not my type	3.74	1.176	31%
My friends do not like the club	3.68	1.334	36%
Poor service	3.66	1.319	36%
I do not like the music	3.57	1.403	39%
<b>The price of drinks</b>	<b>3.55</b>	<b>1.484</b>	<b>42%</b>
There is no one dancing	3.48	1.228	35%
The club looks run down	3.16	1.200	38%
Total	3.58	1.298	36%

Overall respondents seem to have somewhat disagreed on certain factors as motivators to club hopping given  $\bar{x} = 3.48$ ,  $SD = 1.35$ , and  $CV = 39\%$  as seen in table 5.33.

**Table 5.33: Responses by all to club hopping**

All respondents. N = 183			
	$\bar{x}$	SD	CV
Poor service	3.58	1.336	37%
I do not enjoy the music	3.56	1.453	41%
My friends do not like the club	3.56	1.332	37%
Gentlemen/ ladies	3.55	1.345	38%
The crowd is not my type	3.51	1.260	36%
The price of drinks	3.47	1.383	40%
Dancing	3.39	1.333	39%
The club looks run down	3.22	1.356	42%
Total	3.48	1.350	39%

### 5.7.3 How do consumers optimize choice of nightclub?

- Budget constraints

This variable has a somewhat narrow consensus with an SD of 0.982 (table 5.34). However not as deviated as partying with friends at 0.990 and love at 1.189

**Table 5.34: Choice made based on price**

N = 183			
	$\bar{x}$	SD	CV
The price of drinks is fair	3.97	1.029	26%
The price of food is reasonable	4.13	0.934	23%
Total	4.05	0.982	24%

- Music

All respondents strongly agree that music is a preference that influenced the choice of nightclub they visited as indicated in table 5.35. Coefficients of variation of 18, 17, and 17 indicate that responses were not scattered among 183 respondents.

**Table 5.35: Choice made based on music**

N = 183			
	$\bar{x}$	SD	CV
This club has good music/This club plays good music	4.43	0.815	18%
The DJ plays my favorite songs/ The DJ Mix is great	4.42	0.765	17%
The sound is vibrant and energetic/ The sound quality is good	4.39	0.733	17%
Total	4.41	0.771	17%

- Dancing

Consensus was high in dancing as a basis for the choice made (table 5.36). A mean score of 4.22 indicated that there is unanimity among respondents to the variable.

**Table 5.36: Choice made based on dancing**

N=183			
	$\bar{x}$	SD	CV
It is perfect for dancing	4.29	0.818	19%
I enjoy dancing in this club	4.14	0.894	22%
Total	4.22	0.856	20%

- Love

This variable had a lower mean score, higher SD, and a relatively higher CV as seen in table 5.37, compared to music and dancing. Respondents seem to disagree that meeting persons from the opposite gender played a role in their selection of the nightclub they were in. The study analyzed this section by gender for in-depth information.

**Table 5.37: Choice made based on love**

N=183			
	$\bar{x}$	SD	CV
The gentlemen in this club are attractive and wealthy/ Ladies in this club, are beautiful	4.11	1.121	27%
They are charming, and know how to spoil a lady/ They are taking the right drinks	3.87	1.158	30%
If I stay in this club, I might get lucky/ If I stay in this club, I will get lucky	3.74	1.287	34%
Total	3.91	1.189	30%

A descriptive analysis by gender shed more light to the high variation scores; it appears the gentlemen are in consensus with an SD of 0.826, a mean score of 4.34 and a CV at 19% as seen in table 5.38.

**Table 5.38: Choice made based on love; gentlemen only**

Gentlemen. N = 91			
	$\bar{x}$	SD	CV
Ladies in this club, are beautiful	4.41	0.802	18%
I like what they are wearing	4.25	0.825	19%
They seem to be of the right age	4.37	0.852	19%
They are taking the right drinks	4.08	1.014	25%
If I stay in this club, I will get lucky	4.03	1.048	26%
Total	4.34	0.826	19%

Contrary to the gentlemen, the lack of unanimity amongst ladies is evident in table 5.39 with an SD of 1.33 and CV at 37%. This may be the cause of a higher SD in the combined data. At this point the researcher expects to find similar disagreements amongst ladies on this variable through the analysis of the quantitative data.

**Table 5.39: Choice made based on love; ladies only**

Ladies N = 92			
	$\bar{x}$	SD	CV
The gentlemen in this club are attractive and wealthy	3.83	1.306	34%
They are charming, and know how to spoil a lady	3.67	1.259	34%
If I stay in this club, I might get lucky	3.45	1.432	42%
Total	3.65	1.332	37%

- Crowds

Respondents are in unity that the type of crowd is a preference that influenced their choice (table 5.40) where  $\bar{x} = 4.23$  and  $SD = 0.91$ .

**Table 5.40: Choice made based on expressive crowds**

N=183			
	$\bar{x}$	SD	CV
This club has a good crowd/ This club has a variety of ladies	4.35	0.894	21%
They look glamorous/ They are social and charming	4.16	0.909	22%
They make the place lively and exciting	4.17	0.954	23%
Total	4.23	0.919	22%

- Friendships

Friends influenced how respondents arrived at a choice of a nightclub with an SD of 0.990 as seen in table 5.41. However, this variable may not have been as influential as music and dancing (0.771 and 0.856) respectively.

**Table 5.41: Choice made based on friends**

N=183			
	$\bar{x}$	SD	CV
To meet my friend (s)/	4.21	0.989	23%
This is my/ our regular club	4.17	0.990	24%
Total	4.19	0.990	24%

- Service

There is unison in service quality as a measure of choice made by respondents evident with an SD 0.889 and  $\bar{x}$  at 4.2. This is represented in table 5.42.

**Table 5.42: Choice made based on quality of service**

N=183			
	$\bar{x}$	SD	CV
The bouncers are respectful	4.32	0.883	20%
The waitresses are warm and welcoming	4.19	0.990	24%
They serve my drinks promptly	4.08	0.795	19%
Total	4.20	0.889	21%

- Atmosphere

Similar to service, there is unanimity amongst respondents regarding perception and ambiance of the nightclub with an  $SD < 1$  as depicted in table 5.43.

**Table 5.43: Choice made based on perception and ambiance**

N=183			
	$\bar{x}$	SD	CV
The decor is beautiful/ The ambiance is good	4.30	0.949	22%
The lighting is sufficient	4.41	0.713	16%
Total	4.36	0.831	19%

## 5.8 Preferences in choosing a nightclub

The study conducted three diagnostic tests for research objective one; (a) homogeneity of variances (b) ANOVA, and (c) factor analysis.

### 5.8.1 Homogeneity of variances

Levene's test was conducted and summary of the results presented in table 5.44. Levene's test is significant when p-value < 0.05 in which case the variance is significantly different (Field, 2013). Friendships had the highest p-value=0.667 indicating that the responses in the variable have the highest similarities; they are not significantly different and the homogeneity of variance assumption is tenable (table 5.44). Music, love, and atmosphere had p-values < 0.05 specifying that the variation in responses is high and the homogeneity of variance assumption has been violated. The researcher sought to conduct an ANOVA test to compare results.

**Table 5.44: Test of homogeneity of variances**

N = 183				
	Levene Statistic	df1	df2	Sig.
Friendships	0.727	8	174	0.667
Budget	0.950	8	174	0.477
Dancing	1.264	8	174	0.265
Service	1.311	8	174	0.241
Crowds	1.511	8	174	0.156
Music	2.265	8	174	<b>0.025</b>
Love	7.179	8	174	<b>0.000</b>
Atmosphere	5.622	8	174	<b>0.000</b>

### 5.8.2 ANOVA test

Analysis of variance was done to provide in-depth information regarding the variables. An F statistics value <1 indicates that the variance between the means of populations is significantly different (McClave et al., 2014). In table 5.45 crowd and music have F-values <1 with very low margins of 0.984 and 0.999 each. The interpretations shall thus be guided further by the p-values. The alpha level of significance for ANOVA tests is 0.05. Atmosphere and love have p-values < 0.05 and are statistically significant indicative of variations in responses between the means of populations. What table 5.45 below presents is that two variables; atmosphere and love have lower consensus amongst groups by gender and age. Tuckey's post hoc test was done to further analyze the agreements and variances between groups for the two variables.

**Table 5.45: ANOVA test**

Variable	F	Sig.
Crowds	0.984	0.451
Music	0.999	0.439
Service	1.218	0.291
Budget	1.222	0.289
Friendships	1.386	0.206
Dancing	1.491	0.164
<b>Atmosphere</b>	2.671	<b>0.009</b>
<b>Love</b>	3.167	<b>0.002</b>

**5.8.2.1 Tukey Post hoc for love**

Table 5.46 presents the post hoc results for ladies in regards to the love variable. What is common among the ladies (except 25 – 29 years), is a lower level of agreement with gentlemen aged 25 – 29 and 30 – 36 years as highlighted. Ladies aged 25 – 29 have a low agreement level with their fellow ladies 18 – 24, 30 – 36, and 37 – 40.

**Table 5.46: Post hoc test; ladies on intimacy, passion, and commitment**

Early 20's	Groups	Sig.	Late 20's	Groups	Sig.
18 - 24 Ladies	25 - 29 Ladies	0.203	25 - 29 Ladies	<b>18 - 24 Ladies</b>	<b>0.203</b>
	30 - 36 Ladies	1.000		<b>30 - 36 Ladies</b>	<b>0.689</b>
	37 - 40 Ladies	0.986		<b>37 - 40 Ladies</b>	<b>0.676</b>
	18 - 24 Gents	0.678		18 - 24 Gents	1.000
	<b>25 - 29 Gents</b>	<b>0.004</b>		25 - 29 Gents	0.901
	<b>30 - 36 Gents</b>	<b>0.026</b>		30 - 36 Gents	0.962
	37 - 40 Gents	0.648		37 - 40 Gents	1.000
	41 - 50 Gents	0.991		41 - 50 Gents	1.000
Early 30's	Groups	Sig.	Late 30's	Groups	Sig.
30 - 36 Ladies	18 - 24 Ladies	1.000	37 - 40 Ladies	18 - 24 Ladies	0.986
	25 - 29 Ladies	0.689		25 - 29 Ladies	0.676
	37 - 40 Ladies	0.990		30 - 36 Ladies	0.990
	18 - 24 Gents	0.888		18 - 24 Gents	0.753
	<b>25 - 29 Gents</b>	<b>0.151</b>		<b>25 - 29 Gents</b>	<b>0.391</b>
	<b>30 - 36 Gents</b>	<b>0.238</b>		<b>30 - 36 Gents</b>	<b>0.420</b>
	37 - 40 Gents	0.811		37 - 40 Gents	0.662
	41 - 50 Gents	0.994		41 - 50 Gents	0.893

There is higher unanimity between ladies aged 25 – 29 years and all groups of gentlemen.

**Table 5.47: Post hoc test; gentlemen on intimacy, passion, and commitment**

Early 20's	Groups	Sig.	Late 20's	Groups	Sig.
18 - 24 Gents	18 - 24 Ladies	0.678	25 - 29 Gents	18 - 24 Ladies	0.004
	<b>25 - 29 Ladies</b>	<b>1.000</b>		<b>25 - 29 Ladies</b>	<b>0.901</b>
	30 - 36 Ladies	0.888		30 - 36 Ladies	0.151
	37 - 40 Ladies	0.753		37 - 40 Ladies	0.391
	25 - 29 Gents	0.959		18 - 24 Gents	0.959
	30 - 36 Gents	0.979		30 - 36 Gents	1.000
	37 - 40 Gents	1.000		37 - 40 Gents	1.000
	41 - 50 Gents	1.000		41 - 50 Gents	1.000
Early 30's	Groups	Sig.	Late 30's	Groups	Sig.
30 - 36 Gents	18 - 24 Ladies	0.026	37 - 40 Gents	18 - 24 Ladies	0.648
	<b>25 - 29 Ladies</b>	<b>0.962</b>		<b>25 - 29 Ladies</b>	<b>1.000</b>
	30 - 36 Ladies	0.238		30 - 36 Ladies	0.811
	37 - 40 Ladies	0.420		37 - 40 Ladies	0.662
	18 - 24 Gents	0.979		18 - 24 Gents	1.000
	25 - 29 Gents	1.000		25 - 29 Gents	1.000
	37 - 40 Gents	1.000		30 - 36 Gents	1.000
	41 - 50 Gents	1.000		41 - 50 Gents	1.000

### 5.8.2.2 Tukey post hoc for atmosphere

A post hoc test was conducted for ladies in regards to the atmosphere variable and there was high consensus (0.9 – 1.0) among the groups. The test for the variable by groups of gentlemen disclosed that the level of consensus and the significant difference in the p-value=0.009 was driven by gentlemen aged 37 – 40 years as seen in table 5.48 below.

**Table 5.48: Post hoc test; gentlemen on atmosphere of nightclub**

Early 20's	Groups	Sig.	Late 20's	Groups	Sig.
18 - 24 Gents	18 - 24 Ladies	0.981	25 - 29 Gents	18 - 24 Ladies	0.962
	25 - 29 Ladies	1.000		25 - 29 Ladies	1.000
	30 - 36 Ladies	0.998		30 - 36 Ladies	0.999
	37 - 40 Ladies	1.000		37 - 40 Ladies	1.000
	25 - 29 Gents	1.000		18 - 24 Gents	1.000
	30 - 36 Gents	1.000		30 - 36 Gents	0.999
	37 - 40 Gents	0.009		37 - 40 Gents	0.003
	41 - 50 Gents	1.000		41 - 50 Gents	1.000
Early 30's	Groups	Sig.	Late 30's	Groups	Sig.
30 - 36 Gents	18 - 24 Ladies	0.762	37 - 40 Gents	<b>18 - 24 Ladies</b>	<b>0.032</b>
	25 - 29 Ladies	0.999		<b>25 - 29 Ladies</b>	<b>0.003</b>
	30 - 36 Ladies	0.965		<b>30 - 36 Ladies</b>	<b>0.096</b>
	37 - 40 Ladies	1.000		<b>37 - 40 Ladies</b>	<b>0.594</b>
	18 - 24 Gents	1.000		<b>18 - 24 Gents</b>	<b>0.009</b>
	25 - 29 Gents	0.999		<b>25 - 29 Gents</b>	<b>0.003</b>
	37 - 40 Gents	0.001		<b>30 - 36 Gents</b>	<b>0.001</b>
	41 - 50 Gents	1.000		<b>41 - 50 Gents</b>	<b>0.214</b>

### 5.8.3 Factor analysis

Bivariate correlation was used to measure the relationship between the consumer's preferences and choices made. An analysis with a p-value < 0.05 is statistically significant (McClave et al., 2014) which guides the research to accept or reject the hypotheses. According to (Sharpe, De Veaux, & Velleman, 2015) correlation is interpreted by magnitude as guided by the following scale:-

- 0.0 no linear relationship
- 0.1 – 0.3 very low
- 0.4 – 0.5 low
- 0.6 – 0.7 moderate
- 0.8 – 0.9 high
- 1.0 perfect linear relationship

#### 5.8.3.1 Music

- H1<sub>n</sub>: *The type of music* is an important preference affecting choice of a nightclub.

The correlation between music and choice is statistically significant with a p-value = 0.000 as presented in table 5.49. This means that a change in music will cause a change in choice in the same direction. The study thereby accepted the null hypothesis.

- H1<sub>a</sub>: *The type of music* is the most important preference affecting choice of a nightclub.

A correlation value of 0.678 indicates that the relationship between music as a preferences influencing choice of nightclub is moderate for total data set. The study rejected the alternative hypothesis because the value 0.678 is < other variables (tables 5.53, 5.54).

**Table 5.49: Correlation between music preference and choice**

Variables		Ladies		Gentlemen		Total data	
		Choice	Music	Choice	Music	Choice	<b>Music</b>
Choice	Pearson Correlation	1	0.681	1	0.687	1	<b>0.678</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Music	Pearson Correlation	0.681	1	0.687	1	0.678	1
	Sig. (2-tailed)	0.000		0.000		0.000	

#### 5.8.3.2 Dancing

- H2<sub>n</sub>: *Dancing* is an important preference affecting choice of a nightclub.

Table 5.50 represents a p-value=0.000; this confirms that dancing is a preference affecting choice i.e. statistically significant and that both variables change in the same direction. The study accepted the null hypothesis.

- H2<sub>a</sub>: *Dancing* is less important than *the type of music* as a preference affecting choice of a nightclub.

The correlation is moderate for all three data sets. The study accepted the alternate hypothesis given the correlation value 0.678 for music is > 0.670 for dancing.

**Table 5.50: Correlation between dancing preference and choice**

Variables		Ladies		Gentlemen		Total data	
		Choice	Dancing	Choice	Dancing	Choice	<b>Dancing</b>
Choice	Pearson Correlation	1	0.665	1	0.669	1	<b>0.670</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Dancing	Pearson Correlation	0.665	1	0.669	1	0.670	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.8.3.3 Love

- H3<sub>n</sub>: *Intimacy, passion, and commitment* are an important preference affecting choice of a nightclub.

A p-value = 0.000 presented in table 5.51 indicates that the variable is statistically significant. It also signifies that the two variables love and choice change in the same direction. The study accepted the null hypothesis.

- H3<sub>a</sub>: *Intimacy, passion, and commitment* are less important than *dancing* as a preference affecting choice of a nightclub.

The relationship can be described as moderate for total data set, and high for ladies and gentlemen. The study rejected this alternate hypothesis because correlation value 0.670 dancing is < 0.790 for love.

**Table 5.51: Correlation between love when choosing and choice**

Variables		Ladies		Gentlemen		Total data	
		Choice	Love	Choice	Love	Choice	<b>Love</b>
Choice	Pearson Correlation	1	0.849	1	0.862	1	<b>0.790</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Love	Pearson Correlation	0.849	1	0.862	1	0.790	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.8.3.4 Friendships

- H4<sub>n</sub>: *Partying with friends* is an important preference affecting choice of a nightclub.

Correlation between partying with friends and choice was significant with a p-value = 0.000 presented in table 5.52. This signifies that peer influence and choice of nightclub change in the same direction. The study accepted the null hypothesis.

- H4<sub>a</sub>: *Partying with friends* is less important than *intimacy, passion, and commitment* as a preference affecting choice of a nightclub.

The relationship can be described as moderate for all three data sets. The study accepted the alternate hypothesis because the correlation value 0.790 for love is > 0.705 for friendships.

**Table 5.52: Correlation between friendships preference and choice**

Variables		Ladies		Gentlemen		Total data	
		Choice	Friends	Choice	Friends	Choice	Friends
Choice	Pearson Correlation	1	0.754	1	0.784	1	<b>0.705</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Friends	Pearson Correlation	0.754	1	0.784	1	0.705	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.8.3.5 Crowds

- H5<sub>n</sub>: *Expressive crowd* is an important preference affecting choice of a nightclub.

Correlation between type of crowd and choice was statistically significant with a p-value = 0.000 as seen in table 5.53. This shows that, a change in crowd causes a change in the choice of nightclub in the same direction. The study accepted the null hypothesis.

- H5<sub>a</sub>: *Expressive crowd* is less important than *partying with friends* as a preference affecting choice of a nightclub.

Table 5.53 presents the relationships as moderate for ladies, high for gentlemen, and high for total data set. The study rejected the alternate hypothesis because the correlation value 0.705 for friendships is < 0.808 for crowds.

**Table 5.53: Correlation between crowd preference and choice**

Variables		Ladies		Gentlemen		Total data	
		Choice	Crowd	Choice	Crowd	Choice	Crowd
Choice	Pearson Correlation	1	0.739	1	0.882	1	<b>0.808</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Crowd	Pearson Correlation	0.739	1	0.882	1	0.808	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.8.3.6 Service

- H6<sub>n</sub>: *Quality of service* is an important preference affecting choice of a nightclub.

As presented in table 5.54, correlation is statistically significant with a p-value = 0.000. This signifies that the quality of service and choice change in the same direction. The study accepted the null hypothesis.

- H6<sub>a</sub>: *Quality of service* is less important than *expressive crowd* as a preference affecting choice of a nightclub.

The relationships can be described as moderate for ladies, high for gentlemen, and moderate for total data set. The study accepted the alternate hypothesis given that correlation value 0.808 for crowd is  $> 0.765$  for service.

**Table 5.54: Correlation between service preference and choice**

Variables		Ladies		Gentlemen		Total data	
		Choice	Service	Choice	Service	Choice	Service
Choice	Pearson Correlation	1	0.667	1	0.859	1	<b>0.765</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Service	Pearson Correlation	0.667	1	0.859	1	0.765	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.8.3.7 Atmosphere

- $H_{7a}$ : *Perception and ambiance* are an important preference affecting choice of a nightclub.

As presented in table 5.55 the correlation between atmosphere and choice is statistically significant given a p-value = 0.000. This indicates that atmosphere and choice change in the same direction. The study accepted the null hypothesis.

- $H_{7b}$ : *Perception and ambiance* are less important than *quality of service* as preferences affecting choice of a nightclub.

A correlation value of 0.574 as presented in table 5.55 signifies that the relationship between the two variables is low for total data set. The relationship is however, moderate for both genders. The study accepted the alternate hypothesis given that the correlation value 0.765 for service is  $> 0.574$  for atmosphere.

**Table 5.55: Correlations between atmosphere when choosing and choice**

Variables		Ladies		Gentlemen		Total data	
		Choice	P&A	Choice	P&A	Choice	P&A
Choice	Pearson Correlation	1	0.698	1	0.652	1	<b>0.574</b>
	Sig. (2-tailed)		0.000		0.000		0.000
P & A	Pearson Correlation	0.698	1	0.652	1	0.574	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.8.3.8 *Tabulation of preferences*

Table 5.56 below represents the order of importance of preferences for research objective one based on the results of the factor analysis.

**Table 5.56: Tabulation of preferences**

Rank	Ladies	Gentlemen	Total data
1	Love	Crowds	Crowd
2	Friendships	Love	Love
3	Crowds	Service	Service
4	Atmosphere	Friendships	Friendships
5	Music	Music	Music
6	Service	Dancing	Dancing
7	Dancing	Atmosphere	Atmosphere

## 5.9 Alternating preferences when club hopping

The study conducted similar tests for objective two as objective one.

### 5.9.1 Homogeneity of variances

Friendships had the highest p-value as presented in table 5.57. Music and love had p-values < 0.05 indicating that the variables are statistically significant and the homogeneity of variances assumption has been violated. An analysis of the variances and Tukey post hoc tests were conducted to understand causation.

**Table 5.57: Test of homogeneity of variances**

N = 183				
	Levene Statistic	df1	df2	Sig.
Friendships	0.390	8	174	0.925
Service	0.939	8	174	0.486
Dancing	1.216	8	174	0.292
Crowds	1.491	8	174	0.163
Atmosphere	1.776	8	174	0.085
Budget	1.950	8	174	0.055
Music	2.398	8	174	<b>0.018</b>
Love	3.266	8	174	<b>0.002</b>

### 5.9.2 ANOVA test

All variables except budget and music had F statistics < 1 indicating that the means between populations was significantly different as presented in table 5.58. The p-value for love was statistically significant at 0.008 and this prompted for further analysis. Tukey post hoc tests were conducted for this variable.

**Table 5.58: ANOVA test for changing choice**

N = 183		
Variables	F	Sig.
Service	0.475	0.873
Crowds	0.667	0.720
Friendships	0.756	0.642
Music	0.762	0.636
Atmosphere	0.825	0.582
Dancing	0.952	0.475
Budget	1.059	0.394
<b>Love</b>	2.691	<b>0.008</b>

### 5.9.2.1 Tukey post hoc test for love

The post hoc test is presented in table 5.59 below. The lack of unanimity is high across genders especially within respondents aged 18 – 29 years as highlighted. The only group above the age of 30 that had low consensus was gentlemen aged 30 – 36 who seem to disagree with the views of ladies aged 25 – 29 years with a sig. value of 0.183.

**Table 5.59: Post hoc test for respondents aged 18 – 29 years**

Early 20's	Groups	Sig.	Late 20's	Groups	Sig.
18 - 24 Ladies	25 - 29 Ladies	0.955	25 - 29 Ladies	18 - 24 Ladies	0.955
	30 - 36 Ladies	1.000		30 - 36 Ladies	0.941
	37 - 40 Ladies	1.000		37 - 40 Ladies	0.990
	<b>18 - 24 Gents</b>	<b>0.127</b>		<b>18 - 24 Gents</b>	<b>0.007</b>
	<b>25 - 29 Gents</b>	<b>0.511</b>		<b>25 - 29 Gents</b>	<b>0.026</b>
	30 - 36 Gents	0.847		<b>30 - 36 Gents</b>	<b>0.183</b>
	37 - 40 Gents	0.995		37 - 40 Gents	0.813
	41 - 50 Gents	1.000		41 - 50 Gents	0.999
<hr/>					
18 - 24 Gents	<b>18 - 24 Ladies</b>	<b>0.127</b>	25 - 29 Gents	<b>18 - 24 Ladies</b>	<b>0.511</b>
	<b>25 - 29 Ladies</b>	<b>0.007</b>		<b>25 - 29 Ladies</b>	<b>0.026</b>
	30 - 36 Ladies	0.664		30 - 36 Ladies	0.985
	37 - 40 Ladies	1.000		37 - 40 Ladies	1.000
	25 - 29 Gents	0.946		18 - 24 Gents	0.946
	30 - 36 Gents	0.912		30 - 36 Gents	1.000
	37 - 40 Gents	0.965		37 - 40 Gents	1.000
	41 - 50 Gents	0.966		41 - 50 Gents	1.000

### 5.9.3 Factor analysis

A repeat exercise of bivariate correlational analysis was executed for objective two. Correlation for a two-tailed test is significant at  $\leq 0.01$  level. The interpretation of the relationship between variables shall follow the scale in paragraph 5.8.

#### 5.9.3.1 Music

The relationship between music and club hopping is low given a value of 0.455.

**Table 5.60: Correlation between music as a preference when club hopping**

Variables		Ladies		Gentlemen		Total data	
		Club hop	Music	Club hop	Music	Club hop	Music
Club hopping	Pearson Correlation	1	0.414	1	0.528	1	<b>0.455</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Music	Pearson Correlation	0.414	1	0.528	1	0.455	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.9.3.2 Dancing

The correlation relationship is low at 0.455 but is in the exact values as the correlation for music 0.455 in table 5.60. There are situations when the consumer is uncertain about two or more variables; this situation is termed as indifference in the Theory of Consumer Choice paragraph **Error! Reference source not found.** Indifference occurred in this study for two ariables, music and dancing as seen in tables 5.60 and 5.61.

**Table 5.61: Correlation between dancing preference and club hopping**

Variables		Ladies		Gentlemen		Total data	
		Club hop	Dance	Club hop	Dance	Club hop	Dance
Club hopping	Pearson Correlation	1	0.429	1	0.545	1	<b>0.455</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Dance	Pearson Correlation	0.429	1	0.545	1	0.455	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.9.3.3 Love

Correlation is significant for all data sets with p-values < 0.01. The relationship can be described as very low for all three data sets.

**Table 5.62: Correlation between love preference and club hopping**

Variables		Ladies		Gentlemen		Total data	
		Club hop	Love	Club hop	Love	Club hop	Love
Club hopping	Pearson Correlation	1	0.329	1	0.322	1	<b>0.339</b>
	Sig. (2-tailed)		0.001		0.002		0.000
Love	Pearson Correlation	0.329	1	0.322	1	0.339	1
	Sig. (2-tailed)	0.001		0.002		0.000	

### 5.9.3.4 Friendships

Correlation is significant for all data sets with p-values < 0.01. The relationship is described as low for ladies, very low for gentlemen, and low for total data.

**Table 5.63: Correlation between friendship preference and club hopping**

Variables		Ladies		Gentlemen		Total data	
		Club hop	Friends	Club hop	Friends	Club hop	Friends
Club hopping	Pearson Correlation	1	0.421	1	0.304	1	<b>0.417</b>
	Sig. (2-tailed)		0.000		0.003		0.000
Friends	Pearson Correlation	0.421	1	0.304	1	0.417	1
	Sig. (2-tailed)	0.000		0.003		0.000	

### 5.9.3.5 Crowds

Correlation is significant for all data sets with p-values < 0.01. The relationship was described as low for all data sets.

**Table 5.64: Correlation between crowd preference and club hopping**

Variables		Ladies		Gentlemen		Total data	
		Club hop	Crowd	Club hop	Crowd	Club hop	Crowd
Club hopping	Pearson Correlation	1	0.501	1	0.420	1	<b>0.425</b>
	Sig. (2-tailed)		0.000		0.000		0.000
Crowd	Pearson Correlation	0.501	1	0.420	1	0.425	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.9.3.6 Service

Correlation is significant for all data sets with p-values < 0.01. Relationship is described as low for all data sets.

**Table 5.65: Correlation between service preference and club hopping**

Variables		Ladies		Gentlemen		Total data	
		Club hop	Service	Club hop	Service	Club hop	Service
Club hopping	Pearson Correlation	1	0.416	1	0.313	1	<b>0.328</b>
	Sig. (2-tailed)		0.000		0.002		0.000
Service	Pearson Correlation	0.416	1	0.313	1	0.328	1
	Sig. (2-tailed)	0.000		0.002		0.000	

### 5.9.3.7 Atmosphere

Correlation is significant for all data sets with p-values < 0.01. The relationship can be described as low for all three data sets.

**Table 5.66: Correlation between atmosphere preference and club hopping**

Variables		Ladies		Gentlemen		Total data	
		Club hop	P&A	Club hop	P&A	Club hop	P&A
Club hopping	Pearson Correlation	1	0.367	1	0.446	1	<b>0.423</b>
	Sig. (2-tailed)		0.000		0.000		0.000
P&A	Pearson Correlation	0.367	1	0.446	1	0.423	1
	Sig. (2-tailed)	0.000		0.000		0.000	

### 5.9.3.8 Alternated preferences

Table 5.67 summarizes the alteration of preferences when club hopping based on factor analysis (table 5.60 – table 5.66). For ladies, atmosphere and service are perfectly altered when club hopping. Music remained constant in both situations. Gentlemen had an organized method of thought. The order of crowds, love, service, and friendships remained the same

when choosing the first nightclub and when club hopping. Altogether, ladies and gentlemen alternated love for dancing and vice versa.

**Table 5.67: Alternated preferences**

Rank	Ladies		Gentlemen		Total data	
	First choice	Club hop	First choice	Club hop	First choice	Club hop
1	Love	Crowds	<b>Crowds</b>	Dancing	Crowd	Music
2	Friendships	Dancing	<b>Love</b>	Music	<b>Love</b>	<b>Dancing</b>
3	Crowds	Friendships	<b>Service</b>	Atmosphere	Service	Crowds
4	<b>Atmosphere</b>	<b>Service</b>	<b>Friends</b>	<b>Crowds</b>	Friendships	Atmosphere
5	<b>Music</b>	<b>Music</b>	Music	<b>Love</b>	Music	Friendships
6	<b>Service</b>	<b>Atmosphere</b>	Dancing	<b>Service</b>	<b>Dancing</b>	<b>Love</b>
7	Dancing	Love	Atmosphere	<b>Friendships</b>	Atmosphere	Service

### 5.10 Optimization of choice of a nightclub

Optimization involves integration of budget constraints and the tabulated preferences. This section begins with correlation of budget constraints variable with choice prior tabulating it with preferences.

#### 5.10.1 Budget constraints

Table 5.68 presents the correlation between choice and budget. The correlation between budget and choice is statistically significant given a p-value=0.000. This indicates that budget and choice change in the same direction. The relationship can be described as low for ladies, moderate for gentlemen, and moderate for total data set.

**Table 5.68: Correlations between budget variable and choice**

Variables		Ladies		Gentlemen		Total data	
		Choice	Budget	Choice	Budget	Choice	Budget
Choice	Pearson Correlation	1	0.575	1	0.643	1	0.627
	Sig. (2-tailed)		0.000		0.000		0.000
Budget constraints	Pearson Correlation	0.575	1	0.643	1	0.627	1
	Sig. (2-tailed)	0.000		0.000		0.000	

Table 5.69 represents the correlation between budget and club hopping. The correlation is statistically significant at a p-value=0.000. This indicates that budget and club hopping change in the same direction. The relationship can be described as low for ladies, moderate for gentlemen, and moderate for total data set.

**Table 5.69: Correlations between budget variable and club hopping**

Variables		Ladies		Gentlemen		Total data	
		Club hop	Budget	Club hop	Budget	Club hop	Budget
Club hopping	Pearson Correlation	1	0.340	1	0.334	1	0.322
	Sig. (2-tailed)		0.001		0.001		0.000
Budget	Pearson Correlation	0.340	1	0.334	1	0.322	1
	Sig. (2-tailed)	0.001		0.001		0.000	

**5.10.2 Optimization at the start of the night**

Table 5.70 summarizes the results of how consumers arrive at an optimum choice of their first nightclub visit. The findings are compared with what the theory of consumer choice (TCC) recommends.

**Table 5.70: Optimization**

T.C.C.	Ladies	Gentlemen	Total respondents
<b>Budget constraints</b>	<b>Preferences</b>	<b>Preferences</b>	<b>Preferences</b>
<b>Preferences</b>	Love	Crowds	Crowd
Music	Friendships	Love	Love
Dancing	Crowds	Service	Service
Love	Atmosphere	Friendships	Friendships
Friendships	Music	Music	Music
Crowds	Service	Dancing	Dancing
Service	Dancing	Atmosphere	<b>Budget constraints</b>
Atmosphere	<b>Budget constraints</b>	<b>Budget constraints</b>	Atmosphere
<b>Optimum choice</b>	<b>Optimum choice</b>	<b>Optimum choice</b>	<b>Optimum choice</b>

**5.10.3 Optimization when club hopping**

Table 5.71 summarizes the results of how consumers arrive at an optimum choice when they decide to club hop.

**Table 5.71: Optimization**

T.C.C.	Ladies	Gentlemen	Total respondents
<b>Budget constraints</b>	<b>Preferences</b>	<b>Preferences</b>	<b>Preferences</b>
<b>Preferences</b>	Crowds	Dancing	Music
Music	Dancing	Music	Dancing
Dancing	Friendships	Atmosphere	Crowds
Love	Service	Crowds	Atmosphere
Friendships	Music	<b>Budget constraints</b>	Friendships
Crowds	Atmosphere	Love	Love
Service	<b>Budget constraints</b>	Service	Service
Atmosphere	Love	Friendships	<b>Budget constraints</b>
<b>Optimum choice</b>	<b>Optimum choice</b>	<b>Optimum choice</b>	<b>Optimum choice</b>

## **5.11 Conclusion**

The chapter represented analytical results from 183 respondents all of whom were in the natural environment i.e. nightclubs. The literature gap was closed. The data revealed that there is definitely a difference in the levels of importance of preferences when; making a choice (RO1) and when changing choices (RO2).

## CHAPTER 6 DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS

### 6.1 Introduction

This chapter covers the discussions which is the final stage of the sequential exploratory design. Discussions constitute reporting findings from chapters four and five and interpreting them. Thereafter, the chapter makes conclusions and offers recommendations.

### 6.2 Discussions

The purpose of the study was to determine preferences affecting consumer's choice of a nightclub. This section aims at meeting this purpose by discussing the analysis in order of research objectives by comparing the literature review, qualitative, and quantitative results.

#### 6.2.1 Preferences when choosing a night club

##### 6.2.1.1 Ladies in Focus Group 1

- The most important preference for ladies when choosing a nightclub was love of the financial capability of the men they would meet. The reasons for selecting gentlemen of a specific financial capability are supported by Hendrie et al., (2009).
- Partying with friends was the second preference after meeting gentlemen. This finding supports Detmers (2014) who noted that ladies prefer to visit nightclubs among their groups of friends for safety and security purposes as well.
- The type of crowd and ambiance were the third and fourth preferences respectively. These two variables were simultaneous in ranking from discussion with ladies as summarized in the qualitative analysis.
- Music was the fifth preference for the ladies after love, friends, crowds, and atmosphere. This endorses the cocktail party effect that a consumer may tolerate music they do not prefer in order to meet other preferences (Mesgarani & Chang, 2012). In other words, if the ladies find love, friends, crowds and an atmosphere they like, they are willing to overlook/ignore the music.
- Quality of service was the sixth preference. It was of low importance to ladies. The ladies indicated that they are less agitated by service quality and the general appearance of the employees. That service was so low on the list of preferences was a surprising finding given the importance often attached to service quality in the services industry (Kotler & Armstrong 2016; Jacobs & Chase 2014). These points to the unique clientele and expectations of ladies going to nightclubs.

- Dancing was the least important preference for the ladies. This was an unexpected finding. However, the ladies explained that they no longer like going to nightclubs because of the provocative dancing and sexual advances when dancing that happen in Nairobi nightclubs, a finding supported by Miller (2000). Universally ladies enjoy dancing (Wang 2015) but they approach dancing cautiously to protect their socially constructed spaces (Brancroft 2012).

#### **6.2.1.2 *Gentlemen in Focus Group 2***

- The most important preference for gentlemen was the type of crowd they expect to find in the nightclub. The specific type of crowd should include a variety of ladies who are social and charming, and must also make the nightclub lively and exciting. The ladies they would like to meet should be approachable, and ‘know how to club’ as summarized in the qualitative analysis and supported by Duberg et al., (2016).
- Meeting a beautiful lady would naturally follow suit considering the available variety in order for gentlemen to declare it a successful night as, this is in tandem with the findings by Detmers (2014). The only ladies who strongly agreed with gentlemen on this factor were those aged 25 – 29 years.
- Quality of service came third as a preference when choosing a nightclub. This was also echoed by the gentlemen in the mixed gender focus group (FG3), that the warm nature of hostesses and waitresses is a key driver to repeat purchase. It is also supported by Buchanan and Huczynski, 2013.
- Gentlemen positioned their friends in the fourth place after a crowd of ladies, meeting a beautiful lady, and good service. This was highlighted by the gentlemen who made it very clear that while they may agree to go to a nightclub with their ‘crew’ they disperse on arrival because the main intention of going to a nightclub is to meet ladies. Similar behavior is also described by Hendrie et al., (2009).
- In fifth and sixth position were music and dancing respectively. This was an expected outcome because the gentlemen in the focus group shared similar sentiments – deprioritizing the DJ and his music – for a beautiful crowd of ladies and wonderful and attentive waitresses. It however contradicts the findings of North (2010) and Nathaniel (2017) who stated that music choice is a personality preference and cannot be deprioritized.

- Last on the list of preferences was perception and ambiance of the nightclub. This does not infer that gentlemen are not concerned with the outlook of a nightclub and would be revealed in the discussions on club hopping.

### ***6.2.1.3 Ladies and gentlemen in Focus Group 3***

- The type of crowd is the most important preference to consumers when choosing a nightclub. Gentlemen prefer a crowd of beautiful and social ladies (Duberg et al., 2016), while ladies prefer a crowd with a glamorous appeal as described by Roberts (2015).
- The search for intimacy, passion, and commitment came second after the type of crowd. This sequence was expected given that a crowd must exist in order to eventually meet one person, which was also the reason for the alteration and refinement of the hypothesis as summarized in chapter four. The nightclub is also second best option to search for love according to Thomas and Rosenfeld (2012).
- The quality of service came third and owes its high position to gentlemen. This attitude was also expressed by the gentlemen in FG2. It however contradicts literature summary of preferences and levels of importance mentioned by Pillow, Malone, and Hale (2015) who state that social needs precede external environmental needs.
- Partying with friends was the fourth preference on the list. The participants clarified that they prefer to go to nightclubs with friends and most times, they do not make new friends. This is contrary to the works of Rutledge (2011) whose found that connections and friends are central to all other factors in life. However, it is in tandem with findings by Roberts (2015).
- Music and dancing were ranked in the fifth and sixth place respectively. It is inevitable that music precedes dancing when genders are united as stated in the FGD analysis. The finding is similar to Krakauer (2016) who stated that music and dancing always work simultaneous and are known as the pleasure double play.
- Perception and ambiance is the least important preference to consumers when choosing. At this point, the study does not advise that perception and ambiance of a nightclub is an irrelevant factor of choice because it was ranked third as an influential motivator when club hopping.

## **6.2.2 Alternating preferences when club hopping**

### **6.2.2.1 Ladies in Focus Group 1**

- The greatest motivator of changing choice for ladies is the type of crowd; if the crowd is not glamorous, lively, and exciting, ladies will club hop. If the crowd is too old, too young, unruly, or poorly dressed ladies will exit the nightclub immediately.
- Discomfort while dancing was the second motivator to club hopping. This is similar to the findings by Saad Gad (2012) and was extensively discussed in the qualitative analysis.
- Partying with friends came third as a reason to club hopping. This was also echoed by ladies in the mixed gender focus group (FG3) in chapter four. Similarly, Bancroft (2012) articulated that ladies prefer to go clubbing with their friends for safety and security reasons and would therefore relocate with their familiar group.
- Quality of service was the fourth motivator to club hop. This variable was perfectly substituted with atmosphere. This substitution did not reflect in the qualitative analysis, however, atmospheric features were barely mentioned by participants as a reason to club hop.
- Music remained the fifth in both situations; first choice of nightclub and club hopping. It was not substituted with any variable. However, it did not precede dancing mainly because the interruption of social space is physical and is not influenced by music Löw, (2006).
- The search for intimacy, passion, and commitment, was the lowest motivator of club hopping. This finding is comparable to Nicholson Jeremy (2014) who explains the perils and pitfalls of looking for love in a nightclub.

### **6.2.2.2 Gentlemen in Focus Group 2**

- Watching ladies dancing was the gentlemen's greatest motivator to club hop. This is supported by findings by Bancroft (2012) in the literature review and summarized in the qualitative analysis.
- Music was the perfect substitute for love when club hopping. This was evident in the qualitative analysis where the gentlemen switched from music to love and vice versa when choosing to club hop. While contradicting Krakauer (2016), the findings are similar to Friedmann 2013; Wang 2015; Richter & Ostovar 2016.
- The atmosphere in a nightclub was third in motivators of club hopping with the most sensitive group being gentlemen aged 37 – 40 years as determined by the post hoc test in table 5.48.

- Four variables; crowd, love service, and friendships maintained a sequence in both situations. This is evident that gentlemen preserve a structural thought process for these variables when choosing the first nightclub to visit and when club hopping.
- A gentleman's friends are the least important preferences when club hopping. The gentlemen clarified that while they may go to a nightclub with their 'crew' they disperse on arrival because the main intention of going to a nightclub is to meet ladies and not fellow men.

### ***6.2.2.3 Ladies and gentlemen in Focus Group 3***

- Consumers were indifferent about music and dancing when club hopping. Literature established that the two variables cannot be separated in a generic situation (Krakauer 2016).
- The type of crowd is the third motivator of club hopping. This was not only expressed by the mixed gender group (FG3) but also the other two, single gender focus groups.
- While consumer felt strongly about the quality of service when making the first choice, they do not consider service as an important factor when club hopping. This variable was deprioritized.

## **6.2.3 Optimization of choice of a nightclub**

The theory of consumer choice recommends a tabulation of preferences and intervention of budget constraints for optimization. The following discussions interpret the consumer's views on budget constraints.

### ***6.2.3.1 Ladies in Focus Group 1***

Budget constraints had no effect on the choice ladies made. The ladies were comfortable with the price of drinks when the order of preferences is at its optimum level. However, when choosing to club hop ladies put budget constraints ahead of one variable, love. This is in synchrony with the comments by ladies in FG1 that finding love serves the purpose of managing budget constraints. This contradicts the theory of consumer choice as described by Salvatore (2011).

### ***6.2.3.2 Gentlemen in Focus Group 2***

Similar to ladies, budget constraints had no effect on the choice gentlemen made. Gentlemen in the qualitative analysis made it clear that, men do not go to a nightclub when they do not have money. They also clarified that when all preferences are in order, money has no room

for intervention. On the contrary budget constraints intervene for love, service, and friendships when club hopping in tandem with Mankiw's (2010) conclusions regarding the theory of consumer choice. The conclusions made in the qualitative analysis regarding budget constraints are confirmed as true. Love and friendships in the nightclub are costly variables to gentlemen. The service quality must warrant the cost of beverages.

### ***6.2.3.3 Ladies and gentlemen in Focus Group 3***

The total data set revealed that budget constraints intervene for atmosphere as seen in table 5.72. The mixed gender group included the ambiance of a nightclub as an important preference when choosing a nightclub. On the contrary, budget does not intervene for any variable for the total data set when club hopping. The arrangement of the theory of consumer choice is completely altered when consumers are club hopping.

## **6.3 Conclusions**

This section combines collaborative variables based on the interpretations in paragraph 6.2 to conclude the study.

### **6.3.1 Preferences and the optimum choice**

Research objective one correlated with research objective three formed the foundation of the following conclusions.

#### ***6.3.1.1 Ladies***

##### ***6.3.1.1.1 Love and money***

Love was the most important variable of choice. Ladies choose nightclubs where they can meet a great gentleman who is; (a) attractive, (b) wealthy, and (c) will spend money on them generously. This kind of love is described in the literature review by Sol Mateo (2015) as ludus. A person in ludic love is only interested in a short-term relationship as illustrated in the taxonomy of love (Table 2.8) and a common way to practice ludus is going to bars and nightclubs and flirting and dancing with strangers. Because ludus is a game to the ludic lover, the opponent must play – invest money on the lady – and win in order to be rewarded (Sol Mateo 2015). When ladies decide to go clubbing, they call and flirt with several gentlemen in order to receive a variety of offers to choose from. The most lavish offer wins. This confirms why budget constraint is at the bottom of the list when the choice of a nightclub is at optimum levels. The situation is also discussed in the qualitative analysis. Nightclubs should therefore strive to attract this type of gentlemen as defined by the ladies to sustain a

continuous flow of consumers. Doing so guarantees groups of ladies aged 25 – 29 years (Table 5.47). A nightclub must also ensure that it attracts older and wealthier gentlemen more than younger gentlemen, as they are more popular with the ladies. When a nightclub aligns these factors their mandate to control prices of alcoholic beverages is higher.

#### *6.3.1.1.2 Friendships and crowds*

The two variables took second and third place respectively. Friends serve a purpose; they provide social comfort in the search and absence of love, and some form of security in a risky environment, Bancroft (2012). Ladies align with their friends ahead of time and make preparations which may include a salon visit and a shopping spree for appropriate clubwear. The fashionable appeal is to ensure they feel comfortable amongst their friends and blend in with an equivalently glamorous crowd. Nightclubs should therefore remain firm on dress codes to instigate this culture in the consumers' minds about their club.

#### *6.3.1.1.3 Atmosphere – music – service*

Aura, lighting, and cleanliness (specifically in the ladies room) are of greater importance than music. This endorses the cocktail party effect and was also confirmed by ladies in focus group one. Because ladies wear high heels to nightclubs, they additionally put into consideration the comfort levels of walking around on the exterior landscape (gravel, trumps, gradient) and interior flooring (stairways, grip) when choosing. Appreciation for music is achieved after atmospheric features have been established when choosing; this ideal alternates when changing choices. Service quality was not a major concern to the ladies in the focus group nevertheless, noticeable. This was an expected outcome post-analysis of love and money; it is the gentlemen who make the purchases. Consequently interaction with the nightclub employees is lower with ladies and this explains its level of importance to them.

#### *6.3.1.1.4 Dancing*

This was the least important preference affecting choice. Literature indicated that ladies go to nightclubs to dance and hope to meet gentlemen (Duberg et al., 2016); they send signals to get attention. Once the attention has been attained, dancing is no longer a priority which expounds why dancing is irrelevant when the choice is optimized. This does not suggest that a nightclub should exclude a dance floor because gentlemen need to see ladies dancing else they will leave. On the other hand, ladies would only dance if they enjoyed the music and had uninterrupted social spaces.

### **6.3.1.2 Gentlemen**

#### *6.3.1.2.1 Crowds and love*

As described by the gentlemen in focus groups, a man intends on meeting one lady at the end of the night, however, the ‘hunt’ for one lady is made easier and the probability of success higher in a nightclub with a larger variety, of whom the gentlemen referred to as slay-queens. This kind of attraction is described in literature by Sternberg (2004) and Sol Mateo (2015) as eros. Eros is the dynamism of sexual attraction to persons of the opposite gender catalyzed by vision. Eros must see in order to love or hate, it is intense and has no middle ground; the crowd either befits the description given by the gentlemen or, they call it a night. The eros lover has the capacity to remain in the psychophysiological involvement stage for a longer period of time (Sternberg 2004), and this explains the decree by the ladies regarding gentlemen in the nightclub. However, eros can progress to ludus, and this is where the two genders converge in their agenda. The importance of these variables also explains why nightclubs in developed nations hire professional models to charade in the nightclubs as described by Detmers (2014).

#### *6.3.1.2.2 Service and atmosphere*

Quality of service is of higher importance than ambiance. Gentlemen are sensitive to courtesy and competency of nightclub employees. In granular detail, they prefer attractive and sociable hostesses to welcome them, and competent ladies to wait on them. Atmosphere is not very important when choosing as compared to quality of service. These two variables will perfectly substitute one another when changing choices.

#### *6.3.1.2.3 Friendships*

Gentlemen clarified that, while men may go to a nightclub in groups, they disperse because the main intent is to meet ladies and not fellow gentlemen. Their friends act as a social support when approaching ladies and the informal terminology used for this type of friend is wing-man. Part of a wing-man’s responsibility is to identify ladies he is familiar with in the nightclub and introduce his friends to these ladies. A wing-man breaks the ice for his friends and calms the nervousness of meeting a complete stranger in the nightclub for the ladies. Nightclubs should notice that, ill treatment of one member of a social group of men could cause the entire group to leave and in the long run they may all abandon the club entirely. This solidarity is described in the qualitative analysis.

#### *6.3.1.2.4 Music and dancing*

Gentlemen deprioritized the DJ and his music – for a beautiful crowd and wonderful and attentive waitresses. They are happy to dance as long as there are ladies dancing, since they do not dance with one another. The music genre in the nightclub should instigate and accommodate certain dance techniques they prefer to see ladies commit to; these techniques are summarized in chapter four of the study. The atmosphere of the nightclub was the last variable in the scale of preferences.

#### *6.3.1.2.5 Money*

This was the last item on the list when optimized with all seven preferences. Spending money was of no concern to gentlemen as long as all other preferences were in the order prescribed. When some preferences are unreachable or missing as discussed in club hopping, money becomes a major issue and moves upwards in the scale of preferences.

### **6.3.1.3 Ladies and gentlemen**

#### *6.3.1.3.1 Crowds and love*

An expressive and liberated crowd is the most important preference to consumers when choosing a nightclub. Gentlemen prefer a crowd of beautiful and social ladies, while ladies prefer a crowd with a glamorous appeal. These crowds facilitate the next preference which is love. Intimacy, passion, and commitment require meeting persons from the opposite gender, and this is easier accomplished in expressive crowds' majority of who are found in nightclubs. Nightclubs need to ensure that they have the type of crowd that both genders are looking for or else they shall both abandon the club.

#### *6.3.1.3.2 Friendships*

Both genders purpose to go to nightclubs with friends for social support to facilitate their more important preferences. In the literature review Roberts (2015) cites that pre-drinkers arrive in nightclubs in groups and intoxicated. This was later confirmed by the FGD's. Because these groups have coalesced and formed allegiance, non-admission of one member into the club would see the entire group opt for an alternative choice of nightclub.

#### *6.3.1.3.3 Music and dancing*

Gentlemen enjoy watching ladies dancing in a nightclub and ladies do not dance to music they do not enjoy. Ladies declared that dancing rarely happens before 11pm (the researcher dubbed this phenomena 'dance o'clock') and that both ladies and gentlemen prefer to dance

at certain levels of intoxication later in the night. Because all data was collected before dance o'clock, and a thorough screening of intoxication symptoms was done by the researcher and the research assistants, then presumably music and dancing were not a priority to the consumers at those specific hours. This would later be confirmed by the priority of preferences when club hopping in the next section.

#### *6.3.1.3.4 Service and atmosphere*

Service was more important than perception and ambiance of the nightclub. The study does not advise that perception and ambiance of a nightclub is an irrelevant factor of choice because it was ranked third as an influential motivator when changing choices.

### **6.3.2 Altered preferences and the optimum choice**

Research objective two was correlated with objective three and forms the foundation of the following conclusions.

#### *6.3.2.1 Ladies*

##### *6.3.2.1.1 Crowds – dancing – friendships*

Ladies will leave a nightclub if they perceive the crowd as risky. The top of mind elements at the beginning of the focus group discussion with the ladies were crowds and insecurity. Insecurity in a nightclub exists in the presence of a crowd. A description of a risky crowd was given by ladies and summarized on chapter four. Further, a risky crowd is one that interferes with a lady's socially constructed space. Persons in this crowd can make unwanted sexual advances which in turn, make dancing extensively uncomfortable for ladies similar to findings by Roberts (2015). Ladies are known to entirely abandon nightclubs they believe attract risky crowds. A lady's friends serve as security against the risks that come along with club hopping.

##### *6.3.2.1.2 Service – music – atmosphere*

When making the first choice of nightclub, the order of preferences was atmosphere – music – service. Service and atmosphere are perfect substitutes when club hopping. The translation is that ladies can compromise quality of service for a magnificent ambiance but only for a short duration. Their expectation of the next nightclub, should they choose to change, is that the service will be more delightful than the ambiance. An investment in atmospheric pleasantries and great music, with poor service, can only sustain female consumers for the short term.

#### *6.3.2.1.3 Money and love*

Money is more important than love. Ladies will club hop because the prices on alcoholic beverages has suddenly changed, before they club hop in search of intimacy, passion, and commitment. This is an indication that, if ladies complain about prices, then that particular nightclub does not meet their first preference of choice which is love. Abandonment in night if the complaints are sustained.

### **6.3.2.2 Gentlemen**

#### *6.3.2.2.1 Dancing and music*

When choosing a nightclub, gentlemen placed music ahead of dancing in the ranks. However, when club hopping, dancing not only came ahead of music, but was also the highest motivator of leaving a club. This confirms to the study that ‘dance o’clock’ is more important to gentlemen than it is to ladies. When it is dance o’clock and there is no one dancing in the nightclub (preferably ladies), gentlemen begin to plan their exit. Their next choice must satisfy the visual venture of watching ladies dancing before they take notice of the music. This was described by Sternberg (2004) as eros, only this time, stimulated by alcohol. The visual cues of dancing were defined in literature in Table 2.7 and confirmed in the qualitative analysis. The presence and appeal of these cues determine whether gentlemen will stay in a nightclub or not. The DJ’s responsibility is to ensure they play music enticing enough for ladies to dance especially at the critical hours before dance o’clock. Once gentlemen are content with the sight and sound, they narrow the scope to the next variables.

#### *6.3.2.2.2 Atmosphere*

A poorly maintained club is unattractive to gentlemen more specifically gentlemen aged 37 – 40 years. Considering the number of years they have going to nightclubs, while spending their money, it is probable that endurance for discomforts (no parking space, no seating space, poor lighting) has diminished.

#### *6.3.2.2.3 Crowds – money – love*

An assessment of the variety of ladies in the crowd, their dressing styles, their smiles, enthusiasm, and excitement follows suit. Availability of options points at funding, which is a requirement to play ludus. The best receptors of the game are ladies aged 25 – 29 years. This group of ladies is one that a nightclub should not fail to attract because they are aligned to the views of all gentlemen on their most critical preferences.

#### *6.3.2.2.4 Service*

Ill treatment by a bouncer, unfriendly waitresses, and incompetent waiters are triggers of club hopping. Excellent service is a massage to a gentleman's ego especially in a nightclub where impressions to the opposite gender matter; the vice versa is true (Taffer, 2014). The likelihood of a repeat visit from gentlemen, after an unbecoming incident with employees is very low. Negative word-of-mouth could also influence their circles of friends.

#### *6.3.2.2.5 Friendships*

Gentlemen could not be bothered to club hop because their friends do not like the club. As long as all other variables are in the preferred order friends come last. This does not mean that gentlemen do not care about their friends; they are focused on the agenda of going to a nightclub which is to meet ladies. The longer they stay in a nightclub the greater the focus on the agenda.

### **6.3.2.3 Ladies and gentlemen**

#### *6.3.2.3.1 Music and dancing*

This situation is in tandem with the literatures order of importance. When consumers are in great need of enjoyable music, they will responsively dance to this music; this is a generic neurological function (Krakauer, 2016). It explains why the results of 183 consumers generated indifferent values of the two variables, when the time came to abandon bad music and search for great music. It also clarifies that, tolerance to noise (Röhl & Uppenkamp, 2012) and the cocktail party effect (Science Daily, 2012), come to pass. They are existent factors but are unreliable; they cannot contain consumers in a nightclub, even for a night.

#### *6.3.2.3.2 Crowds and atmosphere*

External and internal appearances of a nightclub can be used to make judgment of whom to expect in the crowd as summarized by Rosenberg (2015) in the literature review. This was spelt out by FG1 ladies, that the higher the tier of a nightclub the more glamorous the crowd and the safer they felt. A great atmosphere is guaranteed to attract gentlemen aged 37 – 40 years.

#### *6.3.2.3.3 Friendships and love*

Friends make the search for intimacy, passion and commitment easier. The longitudinal study by Thomas and Rosenfeld (2012) on how couples meet and stay together separated the two factors. This revelation closes the research gap that even though coupling occurs in

nightclubs, it is still within the context of friends. Nightclubs also serve as dating grounds where friends with benefits are formed and friends meet and fall in love.

#### *6.3.2.3.4 Money*

Contrary to the theory of consumer choice, budget was the last aspect consumers considered when optimizing choice. They put preferences ahead of money. This is a golden opportunity for nightclubs to maximize profit without increasing price of products.

### **6.4 Recommendations**

The following recommendations are proposed for parties to whom the study is significant. International prospective investors who may wish to franchise their nightclub businesses in Nairobi and current investors of nightclubs in Nairobi. The recommendations given herein are consumer marketing oriented.

#### **6.4.1 Positioning**

Positioning is the act of occupying a selective space in the mind of the consumer. The purpose of positioning is to become top of mind and remain the consumers preferred choice every moment they think of the category or industry. Positioning requires in depth understanding of consumers beliefs, desires, fears, habits, needs, superstitions, values, and wants. Positioning has three necessary steps (a) identifying the consumer, (b) assessing the competitive landscape, and (c) reaching the consumer.

##### *6.4.1.1 Identifying the consumer*

Nightclubs must first identify who they wish to attract in their club. This study segmented ladies into four groups and gentlemen into five. All nine segments are known as the universe of nightclub consumers. A universe is not a target market. The study recommends a strategic target formulated from the universe which should be approximately double the size of the desired market share the business intends to own between years 1 – 5 of operation. In this situation the strategic target is skewed to consumers aged 18 – 36 years as they constitute 93% of the universe. It is not necessary to target the balance of 7% but important to understand their behavior as they too are consumers. This study recommends that the maximum expected volume share of business be 46.5%. Growth > 46.5% in the first five years would indicate that the club is going through the product-life-cycle faster than it is positioning itself to the strategic target, and is about to reach decline stage.

The study further recommends a precision of consumers from whom the business shall generate immediate growth. These are the prime prospect. Prime prospects are derived from the strategic target and it is possible to have more than one subset of prime prospect. The recommended prime prospects are groups of:-

- Ladies age 25 – 29 years
- Gentlemen age 25 – 29 years
- Ladies age 18 – 24 years
- Gentlemen age 30 – 36 years, respectively.

This leaves out ladies age 30 – 36 and gentlemen age 18 – 24 from the strategic target.

#### ***6.4.1.2 Assess the competitive landscape***

Identifying and analyzing the competition is the next step in positioning. A complete list of potential industry competitors is provided in Appendix B and specific market competitors in Appendix C. The study recommends a dissection of the strengths, weaknesses, strategies and objectives of each competitor in Appendix C. Upon completion, the business should compare similarities and differences with the competition. The intention is to minimize similarities and optimize differences.

##### ***6.4.1.2.1 Similarities***

Quality of service and ambiance are the easiest elements to compare. In the qualitative analysis we saw that ladies have clear memory of nightclubs that have clean bathrooms, sufficient lighting, and comfortable floors. Gentlemen vividly remember the quality of service, the attentive nature of the waitresses, and the ease of purchasing beverages. These are internal elements of the business that should remain polished night after night because they are key take-homes for the consumer and will be used to evaluate choice in their next decision process. The study further recommends that the two variables remain balanced at all times. This is because consumers prefer a good atmosphere at the beginning of the night however, a disappointment in the quality of service leads to club hopping. While club hopping, the delightful atmosphere is mentally substituted for quality of service in the PDP. The following morning the consumer associates the first nightclub with bad service and the second with a moderately good ambiance, in turn affecting the nightclub perception.

#### *6.4.1.2.2 Performance differences*

Focus group participants named the DJ as the club. They clarified that, the popularity of the DJ is not important; it is his/her capacity to entertain that would contain them in a nightclub. Investing in a popular DJ is therefore a matter of preference but is not necessary. Bad music was the number one reason for club hopping. The study recommends an investment in great music, and recruitment and retention of an extensively skilled DJ who is not necessarily popular. When club hopping, a sudden outburst of bad music causes instant irritation in the orbitofrontal cortex which sends neurotransmitters to the cerebellum which motions the body to turn away from the irritant. Bad music is as equivalently powerful as good music; therefore a nightclub should never experiment with music. Music must be thoroughly assessed, vetted and approved for excellence several nights before it is played.

#### *6.4.1.2.3 Engagement differences*

The research revealed that ladies are mindful of their social spaces especially when dancing. While a nightclub may not be able to control the actions of the dancing crowd, the study recommends that consumer's complaints are taken more seriously and such situation managed better, to control recurrence. When grievances regarding discomfort of dancing are excused or mishandled, ladies and all their lady friends entirely abandon the nightclub. Nightclub management should not be surprised when there are no ladies dancing in their club after such occurrences, however good the music. When there are no ladies dancing in a nightclub, gentlemen reflexively leave.

All consumers (ladies and gentlemen) stated that they are fearful of risks associated with crowds and avoid certain nightclubs for this reason. The study recommends higher supervision of the probable insecurities and risks within the premise. Crowd control, are surveillance are methods to mitigate these issues. When consumers know that crimes committed within a premise are taken seriously, they develop psychological comfort and confidence. Managing such situations with sincerity differentiates the club to the prime prospects, improves share of mind, share of heart, and eventually share of market. The study could not find any customer care response system during data collection which is pitiful for the hospitality industry. The first nightclub that develops a responses system will create a positive perception of its business, and will be in a position to manage crises, and receive direct feedback.

### **6.4.1.3 Reaching the consumer**

Friends are the entry point to love and are responsible for an exciting and successful night out. Capturing the consumer's friends requires a holistic analysis of their lifestyle. Friends introduce new nightclubs, recommend nightclubs, choose nightclubs, and connect their friends to other friends of the opposite gender in the nightclub. Consumers trust their friends. Below are some selling tools to reach the consumer.

#### *6.4.1.3.1 Create value for the friends*

Reward the friends for recommending the nightclub and for bringing along the consumer. This creates loyalty and a sense of appreciation to the friends. It also encourages the consumer to recommend the nightclub to other friends.

#### *6.4.1.3.2 Encourage connections through testimonials*

Find couples who met in the nightclub and ask them to share their story with others. This will create the perception that your nightclub offers more. Encourage older couples > 50 years to share their clubbing experiences with younger couples through testimonials. Broadcast engagement proposals that occur in the nightclub.

#### *6.4.1.3.3 Improve relevance*

Discourage the celebration of birthdays in nightclubs and encourage celebration of anniversaries instead. Consider theme nights for anniversaries and couples who share dates or anniversary months.

## **6.5 Research limitations**

The study faced the following limitations:-

- Access to nightclubs

The study intended to collect data from consumers in 26 nightclubs. This was made difficult due to denied access to some of the premises. The final number of nightclubs visited was 17 (excluding pilot studies). This however did not affect the total consumer sample size.

- References

Most of the literature material is from developed nations mainly because the study could not find sufficient literatures developed for Africa on the topic.

## **6.6 Areas for further studies**

Studies could be conducted in other nightlife venues. Similar studies could also be done in other counties in Kenya or maintained in Nairobi and granulate the details of preferences by social classes. An in-depth study on music and dancing in nightclubs will demystify the dance o'clock phenomena. A study on risks and insecurities associated with clubbing will provide insights on how to mitigate the issue. A study on expatriates and tourists perceptions of Nairobi nightclubs will provide information on areas of improvement.

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## APPENDICES

### Appendix A: Additional licenses required to operate a nightclub

Licence	Regulating body	Statute
Certificate of Registration	Registrar of Documents	Companies Act
Business Permit	Nairobi City Council	Companies Act
Operating Hours Licence	Nairobi County Liquor License Board	Alcoholic Drinks Control Act
Proprietary Club Licence	Nairobi County Liquor License Board	Liquor Licensing Act
Noise Permit	National Environment Management Authority (NEMA)	Environmental Management and Coordination Act
Music Licence	Music Copyright Society of Kenya	Communications Act
Fire Certificate	Nairobi City Council	Occupation Safety and Health Act
Food Handlers Medical Certificate	Nairobi City Council	Public Health Act
Food Hygiene Licence	Port Health Services Kenya	Food, Drug, and Chemical Substances Act
Advertising and signage permit	Nairobi City Council	Physical Planning Act

## Appendix B: Drinking establishments with Club-Alcoholic Drink License

	Name of Establishment	Category	Location	Constituency
1	Level 8 Ciroc Bar	Bar	Hurling ham	Dagoretti North
2	Zest Bar & Grill	Bar	Hurling ham	Dagoretti North
3	Sippers Club	Bar	Hurling ham	Dagoretti North
4	Nibs Bar & Restaurant	Bar	Kileleshwa	Dagoretti North
5	Azalea-Caribea Bar & Restaurant	Bar	Kilimani	Dagoretti North
6	Crave Bar	Bar	Laving ton	Dagoretti North
7	Kengele's Lavington Green	Bar	Laving ton	Dagoretti North
8	The Quins Bar	Bar	Ngong Road	Dagoretti North
9	Club Ichonic	Bar	Ngong Road	Dagoretti North
10	WWW Shop & Bar	Bar	Ngong Road	Dagoretti North
11	Impala Club Bar & Restaurant	Bar	Ngong Road	Dagoretti North
12	Salt Bar & Grill	Bar	The Junction Mall	Dagoretti North
13	Club Volar	Bar	Ngong Road	Dagoretti North
14	Tamasha Hurlingham	Bar	Hurling ham	Dagoretti North
15	Octagon Bar & Restaurant	Bar	Dagoretti	Dagoretti South
16	Oasis Bar	Bar	Dagoretti	Dagoretti South
17	Synergy Bar & Grill	Bar	Dagoretti	Dagoretti South
18	Skydome Bar & Grill	Bar	Koma rock	Embakasi C.
19	Kuzima Sports Bar Donholm	Bar	Don holm	Embakasi East
20	Eden Bar & Restaurant	Bar	Don holm	Embakasi East
21	Cubano Sports Bar	Bar	Green Span Mall – Don holm	Embakasi East
22	Utamaduni Bar & Restaurant	Bar	Umoja	Embakasi West
23	Memos Club	Bar	Kasarani	Kasarani
24	Tortilas I.Q	Bar	Kasarani	Kasarani
25	Kasarani Annex Club	Bar	Kasarani	Kasarani
26	Meladene	Bar	Upper Hill	Kibra
27	The Gazebo Grill & Sports Bar	Bar	Upper Hill	Kibra
28	Shebeen The Bar	Bar	Upper Hill	Kibra
29	Red Cube Bar & Restaurant	Bar	Karen	Langata
30	The Twist	Bar	Karen	Langata
31	Shayanas Bar & Grill	Bar	Karen	Langata
32	Daraso Bar & Bistro	Bar	Karen	Langata
33	The Legend	Bar	Karen	Langata
34	The Grassy Knoll Bar & Rest.	Bar	Karen	Langata

35	Weston Club	Bar	Langata Road	Langata
36	The Loop Bar & Lounge	Bar	Langata Road	Langata
37	Nerkwo Bar	Bar	South B	Langata
38	Captains Club Casino & Bar	Bar	South C	Langata
39	Afya Garden Bar	Bar	South C	Langata
40	Shooters & Dips	Bar	South C	Langata
41	Club Kijiji	Bar	Madaraka	Langata
42	Tamasha Langata	Bar	Langata Road	Langata
43	Tamasha Nairobi West	Bar	Nairobi West	Langata
44	Pints Makuti	Bar	Kahawa Sukari	Roysambu
45	Tortilas Black Rose	Bar	Roysambu	Roysambu
46	Natives Sports Bar & Grill	Bar	Ruaraka	Roysambu
47	Kuzima Sports Bar Thika Road	Bar	Thika Rd	Roysambu
48	Dancing Spoon Café & Wine Bar	Bar	CBD	Starehe
49	Dan's Lounge - Valencia	Bar	CBD	Starehe
50	Club Spree	Bar	CBD	Starehe
51	Beka Lounge	Bar	CBD	Starehe
52	Terminal 12	Bar	CBD	Starehe
53	Sky World Lounge	Bar	CBD	Starehe
54	Arfa Lounge - IMAX	Bar	CBD	Starehe
55	5th Avenue Jazz Bar	Bar	CBD	Starehe
56	Safari Terrace Bar	Bar	CBD	Starehe
57	Buffalo Bar & Pool Bar	Bar	CBD	Starehe
58	Club Ultimate	Bar	CBD	Starehe
59	Naivasha Road bar & restaurant	Bar	CBD	Starehe
60	Summit Pub & Restaurant	Bar	CBD	Starehe
61	Scratch Bar & Restaurant	Bar	CBD	Starehe
62	Heartz Pub & Restaurant	Bar	CBD	Starehe
63	The Wallet Pub & Restaurant	Bar	CBD	Starehe
64	The Smith Bar & Restaurant	Bar	CBD	Starehe
65	Safari Bar	Bar	CBD	Starehe
66	Fiesta Restaurant & Bar	Bar	CBD	Starehe
67	Club Sylk	Bar	CBD	Starehe
68	Heritage Grill	Bar	CBD	Starehe
69	Club Geo	Bar	CBD	Starehe
70	Champagne & Fishbowls	Bar	Gigiri	Westlands
71	Sawa Sawa Bar & Restaurant	Bar	Ngara Rd	Westlands
72	Verckys Bar & Grill	Bar	Ngara Rd	Westlands

73	Kutana Bar & Restaurant	Bar	Parklands	Westlands
74	111 Barz	Bar	Parklands	Westlands
75	Urban Flavors Grill & Bar	Bar	Parklands	Westlands
76	Bowling Green Bar & Restaurant	Bar	Parklands	Westlands
77	Kingfisher Bar	Bar	Ridgeways	Westlands
78	The Library Bar	Bar	Ridgeways	Westlands
79	Zing	Bar	Riverside	Westlands
80	The Rouge Deck	Bar	Riverside	Westlands
81	Sarabi Pool & Supper Club	Bar	Sankara Hotel - Westlands	Westlands
82	The Gallery Sankara	Bar	Sankara Hotel - Westlands	Westlands
83	Njuguna Place	Bar	Waiyaki Way	Westlands
84	Tusker Lite Sky bar	Bar	Westlands	Westlands
85	Havana Bar & Restaurant	Bar	Westlands	Westlands
86	Hidden Agenda Bar & Restaurant	Bar	Westlands	Westlands
87	Psys Bar	Bar	Westlands	Westlands
88	Changes	Bar	Westlands	Westlands
89	Vineyard Bar & Restaurant	Bar	Westlands	Westlands
90	Club Legend	Bar	Baricho Rd	Starehe
91	Qaribu Inn	Inn	Waiyaki Way	Westlands
92	Gipsy Bar	Bar	Westlands	Westlands
93	Sailors Restaurant Bar & Lounge	Lounge	Hurling ham	Dagoretti North
94	Kiza Lounge	Lounge	Kilimani	Dagoretti North
95	7 Degrees Bar, Rest, & Lounge	Lounge	Ngong Road	Dagoretti North
96	Ozone Lounge	Lounge	Valley Arcade – Laving ton	Dagoretti North
97	Onyx Lounge	Lounge		Dagoretti North
98	Uptown Grill	Lounge	Kilimani	Dagoretti North
99	Brew Bistro & Lounge	Lounge	Dagoretti	Dagoretti South
100	Club Asylum	Lounge	Baricho Road	Embakasi South
101	Marabou Lounge	Lounge	Highway Mall-Mombasa Rd	Langata
102	Le 63 Lounge & Restaurant	Lounge	Langata Road	Langata
103	Sirville Brewery & Lounge	Lounge	Langata Road	Langata
104	El Paso Garden & Lounge	Lounge	Langata Road	Langata
105	Club Vibro	Lounge	Langata Road	Langata
106	Rafikiz Bar & Lounge	Lounge	Langata Road	Langata
107	Likuid Sports Bar & Lounge	Lounge	Mombasa Rd	Langata
108	The Office Bar & Lounge	Lounge	South B	Langata
109	Zebra Lounge	Lounge	South C	Langata
110	Airborne Bar & Lounge	Lounge	Kahawa Sukari	Roysambu

111	Fahrenheit Lounge	Lounge	CBD	Starehe
112	LPD Lounge	Lounge	CBD	Starehe
113	24/7 Lounge	Lounge	CBD	Starehe
114	Johnnie Bar & Lounge	Lounge	CBD	Starehe
115	Myks Lounge	Lounge	CBD	Starehe
116	Oloibon Bar (Masai Lodge)	Lounge	CBD	Starehe
117	Giggles Restaurant	Lounge	CBD	Starehe
118	Secrets Lounge	Lounge	CBD	Starehe
119	Edge Lounge	Lounge	CBD	Starehe
120	Budhaa bar and lounge	Lounge	Delta Plaza - Westlands	Westlands
121	Misty Ginger Bar & Lounge	Lounge	Parklands	Westlands
122	Scotchies Lounge	Lounge	Ridgeways	Westlands
123	Kilele Rooftop Lounge	Lounge	Westlands	Westlands
124	Club R&B & Lounge	Lounge	Westlands	Westlands
125	The Wet Lounge & Grill	Lounge	Westlands	Westlands
126	Tambourin Roof top Lounge	Lounge	Westlands	Westlands
127	The Island Bar & Lounge	Lounge	Westlands	Westlands
128	Santa Fe Lounge & Grill	Lounge	Westlands	Westlands
129	Bacchu's Lounge	Lounge	Westlands	Westlands
130	Indigo Spice Bar & Lounge	Lounge	Westlands	Westlands
131	Mercury Lounge	Lounge	Westlands	Westlands
132	O3 Club	Lounge		Dagoretti North
133	Caramel Restaurant & Lounge	Lounge	Westlands	Westlands
134	Venom Lounge & Bar	Lounge	Westlands	Westlands
135	Ebony Lounge	Lounge	Westlands	Westlands
136	Bleau Lounge Nairobi	Lounge	Kilimani	Dagoretti South
137	40 Forty Lounge	Lounge		Westlands
138	Blue Velvet Lounge	Lounge	Westlands	Westlands
139	G Skyye Lounge	Lounge	Parklands	Westlands
140	Club Afrique	Lounge	Westlands	Westlands
141	Aqua Blu Club & Lounge	Lounge	Westlands	Westlands
142	Space Bar & Lounge	Nightclub	Ngong Road	Dagoretti North
143	Kryptonite Club	Nightclub	Ngong Road	Dagoretti North
144	Casablanca	Nightclub	Kilimani	Dagoretti North
145	B Club	Nightclub	Kilimani	Dagoretti North
146	XS Millionaires	Nightclub	Baricho Road	Embakasi South
147	K2 Klub House	Nightclub	Baricho Road	Embakasi South
148	Black Cotton Club	Nightclub	Karen	Langata

149	1824 Whisky Bar	Nightclub	Langata Road	Langata
150	Psys Langata	Nightclub	Langata Road	Langata
151	Simba Saloon	Nightclub	Langata Road	Langata
152	Cadillac Club	Nightclub	South C	Langata
153	Tacos Club	Nightclub	CBD	Starehe
154	64 Night Club	Nightclub	CBD	Starehe
155	New Florida Nightclub (F1)	Nightclub	CBD	Starehe
156	Florida 2000	Nightclub	CBD	Starehe
157	F3 Pango	Nightclub	CBD	Starehe
158	Club Mojós	Nightclub	CBD	Starehe
159	Club Bettyz	Nightclub	CBD	Starehe
160	Club Zodiak	Nightclub	CBD	Starehe
161	Club Rumourz	Nightclub	CBD	Starehe
162	Gallileo Xtreme	Nightclub	CBD	Starehe
163	Club Metro	Nightclub	CBD	Starehe
164	Club Envy	Nightclub	CBD	Starehe
165	Dolce Club	Nightclub	CBD	Starehe
166	Club City Space	Nightclub	CBD	Starehe
167	Monte Carlo Club	Nightclub	CBD	Starehe
168	Club Fameland	Nightclub	CBD	Starehe
169	Gatewat Club	Nightclub	CBD	Starehe
170	New Bamboo Night Club	Nightclub	CBD	Starehe
171	Little Temple	Nightclub	CBD	Starehe
172	Leedos	Nightclub	CBD	Starehe
173	Nairobi Apple Bottoms	Nightclub	CBD	Starehe
174	The Purple Train Club	Nightclub	Ngara Rd	Starehe
175	Tahiti Club	Nightclub	CBD	Starehe
176	The Alchemist	Nightclub	Westlands	Westlands
177	Club Hypnotica	Nightclub	Westlands	Westlands
178	The Tree House	Nightclub	Westlands	Westlands
179	K1 Klub House	Nightclub	Parklands	Westlands
180	Sohos Club	Nightclub	Westlands	Westlands
181	Club Ignition	Nightclub	Westlands	Westlands
182	Club Crooked Q	Nightclub	Westlands	Westlands
183	Skylux Bar & Lounge	Nightclub	Westlands	Westlands
184	Black Diamond Club	Nightclub	Westlands	Westlands
185	Blue Times	Nightclub	Westlands	Westlands
186	Privee	Nightclub	Westlands	Westlands

187	Pavements Club	Nightclub	Westlands	Westlands
188	Club Galileo	Nightclub	Westlands	Westlands
189	Sylux	Nightclub	Westlands	Westlands
190	Tribeka Restaurant & Pub	Pub	CBD	Starehe
191	Barrels Pub	Pub	Langata Road	Langata
192	Dambusters Pub	Pub	Hurling ham	Dagoretti North
193	Soiree Pub	Pub	Kilimani	Dagoretti North
194	The Curragh Irish Pub & Bistro	Pub	Ngong Road	Dagoretti North
195	Damera Restaurant & Club	Pub	Ngong Road	Dagoretti North
196	Club Long Life	Pub	Don holm	Embakasi East
197	Pub 4 You	Pub	Don holm	Embakasi East
198	Lips Pub	Pub	Don holm	Embakasi East
199	Club Hidden	Pub	Embakasi	Embakasi East
200	Choices Pub & Restaurant	Pub	Baricho Rd	Embakasi South
201	Kaskazini Pub	Pub	Buru Buru	Embakasi West
202	Sherehe Pub	Pub	Buru Buru	Embakasi West
203	The Next Pub	Pub	Umoja	Embakasi West
204	Tides Pub	Pub	Kasarani	Kasarani
205	Njagi's Pub	Pub	Langata Road	Langata
206	Steps Pub & Restaurant	Pub	CBD	Starehe
207	Lavish Lounge	Pub	CBD	Starehe
208	Solio Pub	Pub	CBD	Starehe
209	Clube Leo's	Pub	CBD	Starehe
210	Gloria Pub & Restaurant	Pub	CBD	Starehe
211	The Tarvern	Pub	CBD	Starehe
212	Pitcher & Butch	Pub	Westlands	Westlands
213	Solar Garden Bar & Grill	Tavern	Kilimani	Dagoretti North
214	Explorer Tavern	Tavern	Kilimani	Dagoretti North
215	Road House Grill	Tavern	Milimani	Dagoretti North
216	Horn Bill	Tavern	Buru Buru	Embakasi West

Sources: Adapted from: - *Club-Alcoholic Drink Licensees* by Nairobi County Liquor Licensing Board 2017, *Liquor Establishments Licensees* by Nairobi City Council 2017, *Licensed Establishments for On-Premise Consumption* by NACADA 2017, *Bars, Pubs, and Nightclubs in Nairobi City* from Soft-Kenya Website 2018, *Location Finder* by Google Maps 2018, *List of Constituencies and Boundaries in Nairobi County* by IEBC 2017.

### Appendix C: The representative sample of nightclubs

	Name of Establishment	Category	Street	Location	Constituency
1	1824 Whisky Bar	L	Langata Road	Langata Road	Langata
2	Florida 2000	L	Koinange Street	CBD	Starehe
3	K1 Klub House	L	Muranga Road	Parklands	Westlands
4	New Florida Nightclub (F1)	L	Banda Street	CBD	Starehe
5	Simba Saloon	L	Langata Road	Langata Road	Langata
6	The Alchemist	L	Parklands Road	Westlands	Westlands
7	XS Millionaires	L	Baricho Road	Baricho Road	Starehe
8	40 Forty Lounge	M	Westlands Road	Westlands	Westlands
9	64 Night Club	M	Kimathi Street	CBD	Starehe
10	Black Diamond Club	M	Mpaka Road	Westlands	Westlands
11	Blue Velvet Lounge	M	Westlands Road	Westlands	Westlands
12	Casablanca	M	Nyangumi Road	Kilimani	Dagoretti North
13	Club Crooked Q	M	Woodvale Groove	Westlands	Westlands
14	Club Zodiak	M	Cabral Street	CBD	Starehe
15	Dolce Club	M	Koinange Street	CBD	Starehe
16	F3 Pango	M	Moi Avenue	CBD	Starehe
17	K2 Klub House	M	Baricho Road	Baricho Road	Starehe
18	Little Temple	M	Tom Mboya Street	CBD	Starehe
19	Privee	M	1st Flr Fortis Tower	Westlands	Westlands
20	Psys Langata	M	Langata Road	Langata Road	Langata
21	Skylux Bar & Lounge	M	Westlands Road	Westlands	Westlands
22	The Purple Train Club	M	Ngara Road	Ngara Rd	Starehe
23	The Tree House	M	Museum Hill	Westlands	Westlands
24	Aqua Blu Club & Lounge	S	Woodvale Groove	Westlands	Westlands
25	Club Galileo	S	Waiyaki Way	Westlands	Westlands
26	Sohos Club	S	Parklands Road	Westlands	Westlands

Source: an excerpt from Appendix B developed for the study by the researcher, 2018.

## Appendix D: Screening questions for selection of FG3 participants

2018

1. Is this your first time in a nightclub?

a. Yes [ ]

b. No [ ]

*If yes, from 1/3 of members thank and terminate entire group unless able to eliminate such persons without seeming prejudiced.*

2. How often do you go out clubbing together?

c. Everyday

d. Once or twice in a week

e. Twice in a month

f. Once in a month

g. Once in 3 months

h. Other.....

*If answer g., or h., from group, thank and terminate..*

3. Would you like to participate in a focus group to discuss nightclubs; how you choose which ones to go to?

i. Yes [ ]

j. No [ ] *thank & terminate*

4. When are you available to meet for the focus group?

k. ....

*Ensure the group is aligned to the meeting date and time. If some members are not available proceed with the balance as long as total number does not fall below 4.*

5. Would you like to have the meeting in a different venue (suggest a place close by)?

l. ....

6. Please share you contact details.

m. Name: .....

n. Cell number: .....

*Immediately send a brief text message to each participant outlining; name, nightclub met, the study, relevance, date and time of meeting.*

*Thank participants for their cooperation. Depart.*

Source: developed for the study.

## **Appendix E: FGD code of conduct**

2018

### **Welcome**

*Self-introduction; researcher and research assistant*

Good afternoon/evening and welcome to the session, and thank you for taking the time to be here. My name is Skeeter Makau; I am a student at Strathmore University. I am conducting a research and would like to know what you look for in a nightclub, why you pick certain clubs, and why you club-hop.

### **Overview**

You have been invited your friend selected as someone they go partying with and you therefore have substantial information about clubs in Nairobi region.

There are no wrong answers, or invalid points, just a difference of opinion. Please share your point of view even if it is different from what everyone else thinks. Do not be shy to share negative comments, all suggestions are welcome.

### **Guidelines**

*Summarize the house-keeping rules.*

*Snack will be served briefly, after the meeting has been adjourned.*

*Cell phones on silent (call should be picked outside the room if necessary).*

*Address one another on a first name basis.*

*Researcher's role is to guide the discussion.*

You've probably noticed the recorder; I shall audio record this session because we would like to capture all your comments, and suggestions. I am meeting several groups for similar discussions and may not be in a position to recall or write down all the information shared and by which group. I shall not use your names or cell phone numbers in any reports without your consent; you are assured of complete autonomy and confidentiality. The recording shall remain with Strathmore University – Strathmore Business School – and will not be shared or duplicated without your consent. Let us open the discussion with a re-introduction.

*Request participants to introduce themselves and proceed to questions.*

Source: Adapted from *Designing and Conducting Focus Group Interviews* by; Krueger and Casey, 2010, p.1-5.

**Appendix F: FGD information sheet**

2018

Dear.....,

We are very excited to see you today, and hope that you will enjoy sharing with us, thank you very much for taking your time come here.

**Purpose of the session**

To understand the following;

- 1. What makes a person choose which nightclub to go to?
- 2. What makes a person prefer one nightclub over other nightclubs?
- 3. What motivates a consumer to change their mind and switch clubs in the same night?

**The use and protection of information**

The information you provide will be used for a research project for the Master’s Degree in Business Administration at Strathmore University. This information shall be shared with my supervisor and the University Senate that shall assess the project for examination purposes, and will later be stored at the Strathmore University Library with limited access. All information is highly confidential and any personal details you share with us e.g. your name, cell phone number, shall not be disclosed without your consent.

**Duration**

The session is scheduled for 60minutes however, may last longer depending on the discussions with other participants but shall not exceed 75minutes.

**Participant’s rights**

Your responses are very important to us; however, your decision to participate remains voluntary throughout the session. You are entitled to receive information regarding the outcome of the research project from the researcher before 28<sup>th</sup> June 2018 thereafter the research document becomes the property of Strathmore University.

I hope that you will find the session enjoyable. Have fun!

Researchers Name: Skeeter N. Makau

Researchers Signature: .....

## Appendix G: FGD questions

2018

1. What is the first thing that comes to your mind when you hear the word nightclubs?
2. You have been to a club recently, how did you choose the club you were in?
3. Would you have preferred to be in another nightclub? Do your friends affect your choice?
4. Do you believe that people (men and/or women) choose a nightclub because: -
  - a. Of the music
  - b. They want to dance
  - c. They would like to meet persons from the opposite gender
  - d. Of their friends
  - e. Of the type of crowd in the nightclub
  - f. Of customer service.
  - g. Of the ambience of the nightclub
5. Let us talk about money:-
  - a. Does it matter when choosing?
  - b. How do you decide how much to spend?
6. Then why do think people club-hop?
7. Do you club-hop? Tell us more.
8. How many clubs in a night? What was in the first club that was missing in the second..?
9. Where are you going clubbing today, or maybe this weekend?
10. How did you make that choice?

Source: Developed for the study.

**Appendix H: Participants consent form**

I understand the reason for the study

Yes       No

I know that I can stop sharing at any time

Yes       No

I agree to take part

Yes       No

**(Optional information)**

First Name: .....

Last Name: .....

Age: .....

Gender: .....

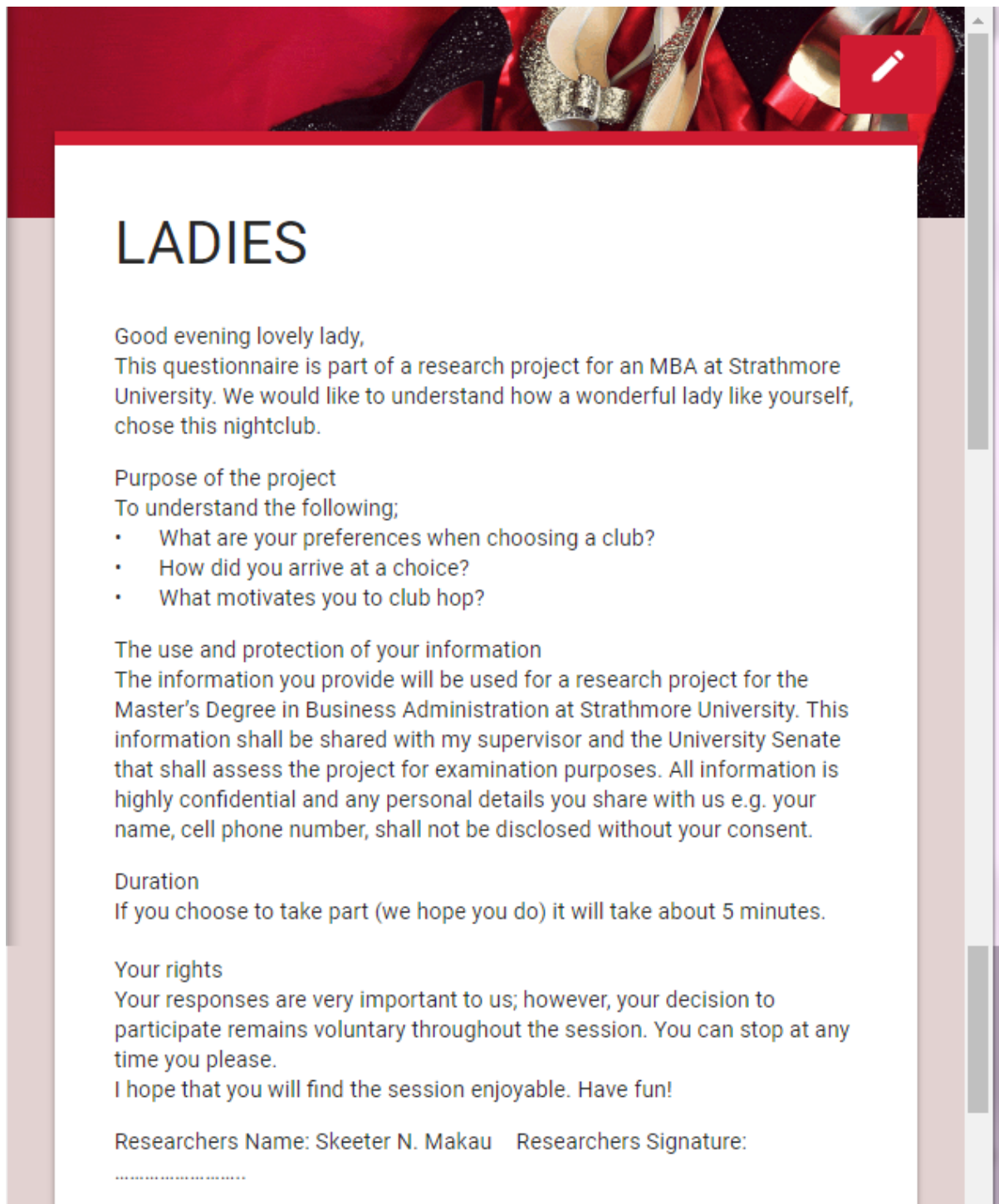
Cell Number: .....

Date: 15<sup>th</sup> February, 2018.

Time: .....

Signature: .....

## Appendix I: Draft copy of the ladies questionnaire



# LADIES

Good evening lovely lady,  
This questionnaire is part of a research project for an MBA at Strathmore University. We would like to understand how a wonderful lady like yourself, chose this nightclub.

**Purpose of the project**  
To understand the following;

- What are your preferences when choosing a club?
- How did you arrive at a choice?
- What motivates you to club hop?

**The use and protection of your information**  
The information you provide will be used for a research project for the Master's Degree in Business Administration at Strathmore University. This information shall be shared with my supervisor and the University Senate that shall assess the project for examination purposes. All information is highly confidential and any personal details you share with us e.g. your name, cell phone number, shall not be disclosed without your consent.

**Duration**  
If you choose to take part (we hope you do) it will take about 5 minutes.

**Your rights**  
Your responses are very important to us; however, your decision to participate remains voluntary throughout the session. You can stop at any time you please.  
I hope that you will find the session enjoyable. Have fun!

Researchers Name: Skeeter N. Makau    Researchers Signature:  
.....

Researchers Name: Skeeter N. Makau Researchers Signature: .....

\* Required

I understand the reason for the study \*

Yes

No

I know that it is voluntary \*

Yes

No

I agree to take part \*

Yes

No

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# LADIES

\* Required

## Music

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

This club has good music \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The DJ plays my favorite songs \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The sound is vibrant and energetic \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# LADIES

\* Required

## Dancing

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

It is perfect for dancing \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

I enjoy dancing in this club \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# LADIES

\* Required

## Who is in the club

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

This club has a good crowd \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They look glamorous \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They make the place lively and exciting \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# LADIES

\* Required

## Diamonds are a girls best friend

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

The gentlemen in this club are attractive and wealthy \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They are charming, and know how to spoil a lady \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

If I stay in this club, I might get lucky \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# LADIES

\* Required

## #myfriends

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

To meet my friend (s) \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

This is my/ our regular club \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

We made plans to come here \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

I (we) enjoy dressing up to come here \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# LADIES

\* Required

## Service

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

The bouncers are respectful \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The waitresses are warm and welcoming \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They serve my drinks promptly \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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## LADIES

\* Required

### Ambiance

The decor is beautiful \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The lighting is sufficient \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The ladies room is clean \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The floors are great to walk on high heels \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# LADIES

\* Required

## One drink, two drinks, three drinks....

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

The price of drinks is fair \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The price of food is reasonable \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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## LADIES

\* Required

### What really, really, really, really, matters to me

PLEASE TELL US WHAT IS IMPORTANT WHEN CHOOSING A CLUB

#### Great music \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not Important

#### Freedom to dance anyhow \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not Important

#### Meeting a great gentlemen \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not Important

#### Meeting my friends \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not Important

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## LADIES

\* Required

### Are you really, really, really, sure it matters?

PLEASE TELL US WHAT IS IMPORTANT WHEN CHOOSING A CLUB

#### The type of crowd in the club \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not Important

#### The ambiance \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not Important

#### Customer service \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not Important

#### The price of drinks \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not Important

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## LADIES

\* Required

### Leaving? Why?

I WOULD LEAVE A CLUB, IF...

I do not enjoy the music \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

I am not comfortable dancing \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

There are no potential gentlemen to meet \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

My friends do not like the club \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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## LADIES

\* Required

### Really? Why would you leave?

I WOULD LEAVE A CLUB, IF.....

The crowd is not my type \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The club looks run down \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Poor service \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They increase the price of drinks \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# LADIES

\* Required

## My lovely self

I am proudly..... \*

- 18 - 24 years
- 25 - 29
- 30 - 36
- 37 - 40
- 41 - 50
- Over 50

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## Appendix J: Draft copy of gentlemen's questionnaire

**GENTLEMEN**

Good evening Sir,  
This questionnaire is part of a research project for an MBA at Strathmore University. We would like to understand how you, choose a nightclub.

**Purpose of the project**  
To understand the following;

- What are your preferences when choosing a club?
- How did you arrive at a choice?
- What motivates you to club hop?

**The use and protection of your information**  
The information you provide will be used for a research project for the Master's Degree in Business Administration at Strathmore University. This information shall be shared with my supervisor and the University Senate that shall assess the project for examination purposes. All information is highly confidential and any personal details you share with us e.g. your name, cell phone number, shall not be disclosed without your consent.

**Duration**  
If you choose to take part (we hope you do) it will take about 5 minutes.

**Your rights**  
Your responses are very important to us; however, your decision to participate remains voluntary throughout the session. You can stop at any time you please.  
I hope that you will find the session enjoyable. Have fun!

Researchers Name: Skeeter N. Makau    Researchers Signature:  
.....

Researchers Name: Skeeter N. Makau Researchers Signature: .....

\* Required

I understand the reason for the study \*

Yes

No

I know that it is voluntary \*

Yes

No

I agree to take part \*

Yes

No

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# GENTLEMEN

\* Required

## Music

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

This club plays good music \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The DJ Mix is great \*

- Strongly Agree
- Agree
- Neutral
- Disagree

The sound quality is good \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## Dancing

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

It is perfect for dancing \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Dancing in this club is fun \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## Who is in the club

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

This club has a variety of ladies \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They are social and charming \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They make the place lively and exciting \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## Queens

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

Ladies in this club, are beautiful \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

I like what they are wearing \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They seem to be of the right age \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They are taking the right drinks \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

If I stay in this club, I will get lucky \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## New friends, old friends, other friends

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

To meet my friend (s) \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

This is my/ our regular club \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

I am likely to meet other people I know, in this club \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## Service

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

The bouncers are respectful \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The waitresses are warm and welcoming \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They serve my drinks quickly \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## Ambiance

The ambiance is good \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The lighting is sufficient \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## One drink, two drinks, three drinks.....

PLEASE TELL US WHY YOU CHOOSE THIS CLUB

The price of drinks is fair \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The price of food is reasonable \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## What really, really, really, really, matters to me

PLEASE TELL US WHAT IS IMPORTANT WHEN CHOOSING A CLUB

### Great music \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not important

### Dancing \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not important

### Meeting a beautiful lady \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not important

### Meeting my friends \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not important

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# GENTLEMEN

\* Required

## Are you really, really, really, sure it matters?

PLEASE TELL US WHAT IS IMPORTANT WHEN CHOOSING A CLUB

### The type of crowd \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not important

### Ambiance \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not important

### Customer service \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not important

### The price of drinks \*

- Most Important
- Important
- Neutral
- Slightly Important
- Not important

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# GENTLEMEN

## Leaving? Why?

I WOULD LEAVE A CLUB, IF.....

### I do not like the music

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

### There is no one dancing

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

### There's no chance of meeting a lady

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

### My friends don't like the club

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

## Really. Why would you leave?

I WOULD LEAVE A CLUB, IF.....

The crowd is not my type

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The club looks run down

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Bad service

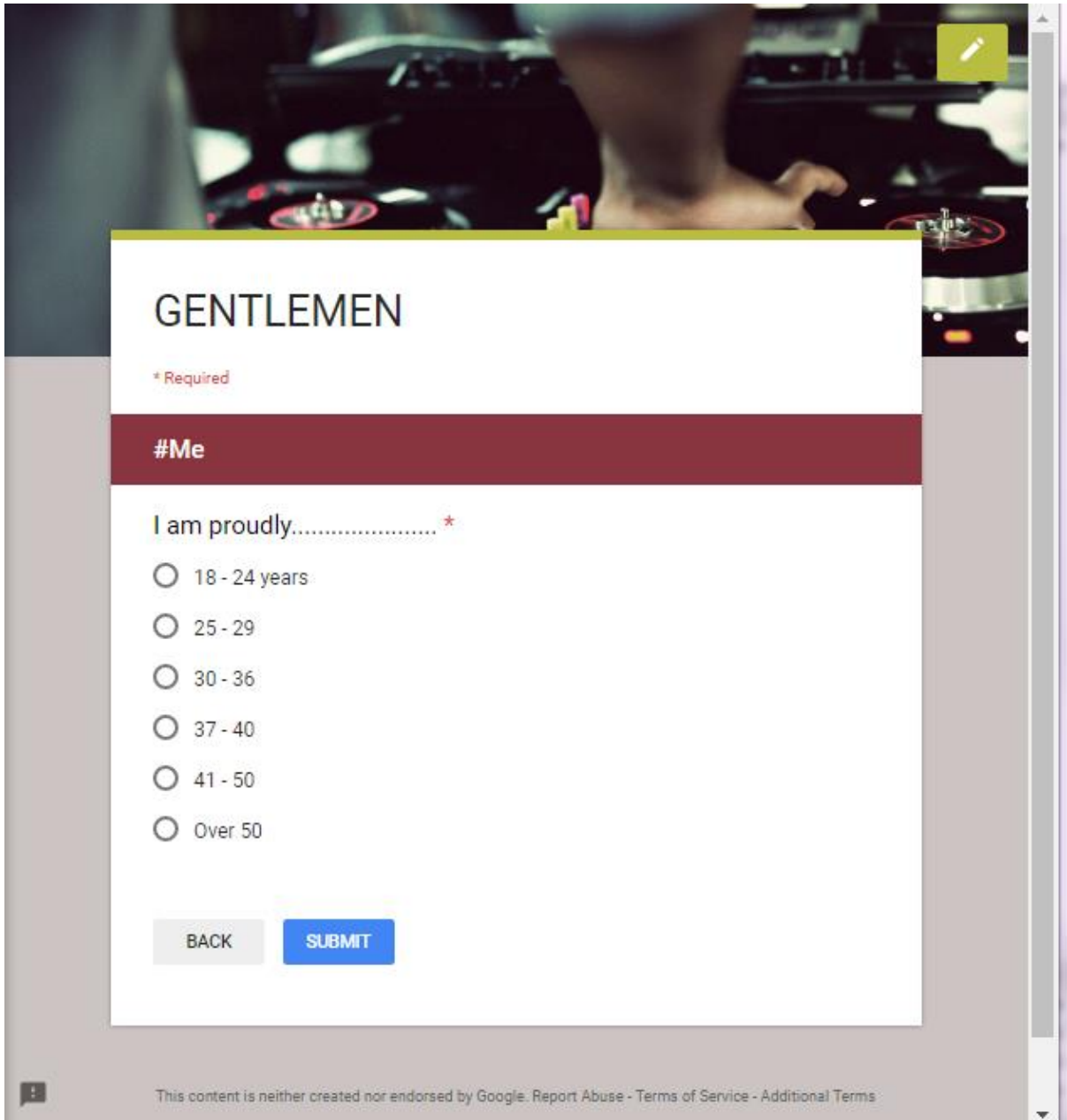
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

They increase the price of drinks

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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# GENTLEMEN

\* Required

## #Me

I am proudly.....\*

- 18 - 24 years
- 25 - 29
- 30 - 36
- 37 - 40
- 41 - 50
- Over 50

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## Appendix K: Ethical Clearance Approval



**Strathmore**  
UNIVERSITY

18<sup>th</sup> April 2018

SU-IRB 0199/18

Skeeter N. Makau  
P.O Box 00100  
Nairobi

Email: [skeeterndollo@gmail.com](mailto:skeeterndollo@gmail.com)

Dear Skeeter Makau,

**REF Protocol ID: SU-IRB 0199/18**  
**Title: Factors Affecting Consumer's Choice and Preference of a Nightclub**

---

We acknowledge receipt of your application documents to the Strathmore University Institutional Ethics Review Committee (SU-IERC) which includes:

1. Study Proposal dated 4 April 2018
2. Participant Information sheet and consent Form dated 4 April 2018
3. Study Questionnaires dated 4 April 2018
4. CV

The committee has reviewed your application, and your study "*Factors Affecting Consumer's Choice and Preference of a Nightclub*" has been granted **approval**.

This approval is valid for one year beginning **18<sup>th</sup> April 2018** until **17<sup>th</sup> April 2019**.

In case the study extends beyond one year, you are required to seek an extension of the Ethics approval prior to its expiry. You are required to submit any proposed changes to this proposal to SU-IERC for review and approval prior to implementation of any change.

SU-IERC should be notified when your study is complete.

Thank you

Sincerely,

A handwritten signature in blue ink, appearing to read 'A Salim'.

Amina Salim  
Regulatory Affairs Fellow

