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SERVICE ATMOSPHERICS AND CUSTOMER PATRONAGE OF PORT HARCOURT PLEASURE PARK

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ABSTRACT

This study centered on service atmospherics and customer patronage of Port Harcourt Pleasure Park. Descriptive survey design was adopted, with questionnaire as major instrument for data collection. A sample of 140 staff and customers of the Pleasure Park was purposively selected via Taro Yemen's formula from the accessible 240 population. Data collected were subjected to statistical analysis using descriptive statistics involving mean and standard deviation to analyze the research questions and Spearman rank order correlation statistics to test the study hypotheses. It was found that there is significant relationship between cleanliness and customer preference of Port Harcourt Pleasure Park. And there is significant relationship between lighting and customer positive word of mouth to Port Harcourt Pleasure Park. Consequently, it was recommended that the State government and managers of Port Harcourt Pleasure Park should regularly pay much attention to constant lighting of the park to keep having favourable words of mouth. And efforts should be geared towards having the park constantly cleaned to keep having the needed serene environment as customer choice place, and to keep visiting.

Key Words: Atmospherics, cleanliness, lighting, customer patronage, choice place, positive word-of-mouth

INTRODUCTION

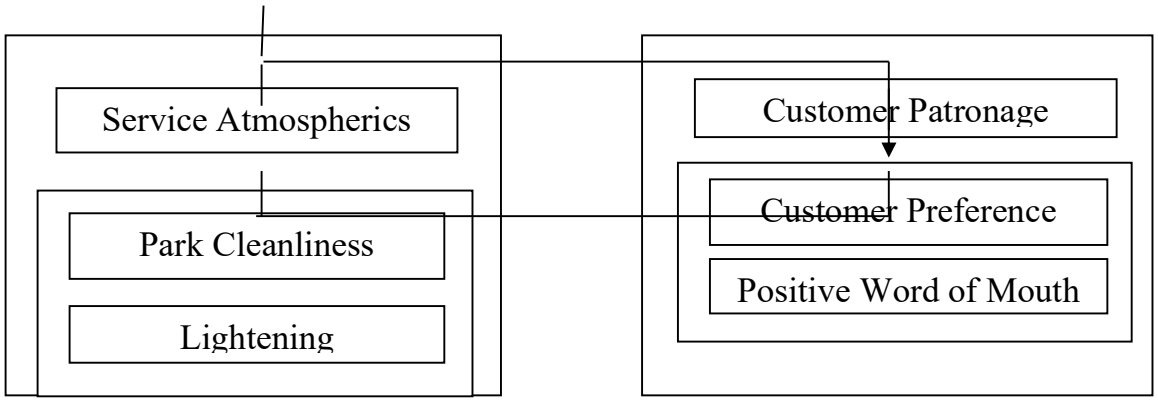
Atmospheric variables such as cleanliness, scent, lighting, and layout are known at having a positive influence on consumers' purchase intention (Hussain, & Ali, 2015). The various atmospheric variables of an attraction place for relaxation and refreshing have a significant association that defines the image of the Port Harcourt Pleasure Park and how patrons perceive this tourist attraction park. These associations can involve the outward characteristics of the park as well as the excitement, benefits and feelings that come from its patronage. They can also include symbols, people, advertising campaigns, slogans and logos, among others put together in customer memories for interpretation about the attributes, benefits and characteristics of the Pleasure Park (Hawkins, Mothersbaugh & Best, 2007). Accordingly, the tourist destination atmospheric remain one of the criteria used by customers in choosing pleasure parks, and this study is centered on service atmospherics and customer patronage of Port Harcourt Pleasure Park. The importance of atmospherics cannot be overstressed. A visit to Port Harcourt Pleasure Park can be enjoyable, exciting, very entertaining and a choice place to be, calling for repeat visit and referrals if positive and favourable first impression is gotten. First impression can make or break a tourist attraction business like the pleasure park. Good first impression is really very important in hospitality industry and pleasure parks in particular because it makes all the difference whether your customer will keep revisiting and remain loyal or not. Jalila, Fikrya, and Zainuddina, (2015) agreed that atmospherics such as facility aesthetics, ambience, spatial layout and employee factor plays an important role in influencing customer behavior. Tai and Fung, (1997) stressed on why in today's business world, especially in the service industry, increased attention is paid not only to the product or service offered, but also the environment in line with the business thinking has to be considered.

Interestingly, Port Harcourt Pleasure Park as a public recreational park in Niger Delta's oil rich garden city of Nigeria is strategically located along major Aba road, and flanked between the Army Barracks and Air force base junction. The park is where families, tourist alike could get out and have a bit of fun, very nice with excellent cleanliness record of all amenities and natural peaceful environment, providing much fun, excitement and desired relaxation. The park offers safe and enjoyable place for people to visit for hiking, picknicking, sporting activities or just relaxation.

Statement of the Problem

There has been drop in patronage of most tourist attraction centers including parks, due to COVID-19 pandemic, patrons are to continuously observe the pandemic protocols while visiting the park and other tourist destinations for pleasure and entertainments. Chukundah, (2021) observed growing customer discontentment with the environment of hospitality industry generally, thereby posing a challenge to operators of parks to pay attention to what attracts and retains customers in their service environment. Unfortunately, not much attention or research has been done in our local palace on the influence of the tourist destination like Pleasure Park service atmospherics on customer patronage. Major reviews on the impact of atmosphere on customer behavior and satisfaction (Tai & Fung, 1997; Chang, 2000; Ha & Jang, 2012; Liu & Jang, 2009; Namkung &Jang, 2007; Ryu & Jang, 2008) have been done either in separate, pair or combined elements of store atmospheric variables. These researches setting differ from the study at hand, as most of the studies centered on retail outlets and restaurants, none to the researcher or best of our knowledge considered Pleasure Park and are mostly Eurocentric. It is against this backdrop this study is set to empirically investigate service atmospherics and customer patronage, drawing our analysis from Port Harcourt Pleasure Park.

Conceptual Framework



Source: Researcher's Conceptualization, 2020.

Purpose of the Study

The primary aim of this study is to investigate service atmospherics and customer patronage of pleasure parks. The specific objectives are to;

1. Determine the extent to which cleanliness enhance customer preference of Port Harcourt Pleasure Park
2. Establish the extent to which lighting enhance customer positive word of mouth to Port Harcourt Pleasure Park

Research Questions

To achieve the objectives of the study, the following questions were highlighted:

1. To what extent does cleanliness enhance customer preference of Port Harcourt Pleasure Park?
2. To what extent does lighting enhance customer positive word of mouth to Port Harcourt Pleasure Park?

Research Hypotheses

The following hypotheses stated in null form guided the study

Ho_1: There is no significant relationship between cleanliness and customer preference of Port Harcourt Pleasure Park

Ho_2: There is no significant relationship between lighting and customer positive word of mouth to Port Harcourt Pleasure Park

Literature Review

Service Atmospherics

The term atmospherics comes from the surrounding air sphere and was first used by Kotler in 1973, as a marketing tool. He also defined the term as a form of area to produce a particular emotional impact on shoppers in order to enhance the likelihood of buying, stressing atmospherics can be captured through the five basic human senses, namely sight, sound, smell, touch and taste. Even so, Bitner (1992) has acknowledged ambient conditions, spatial layout and functionality and signs, symbols, and artifacts as a measurement for atmospherics or what she called the SERVICESCAPE. Ambient conditions discuss the nature of surroundings, such as temperature, lighting, noise, music and smell. Space layout and functionality visualize ways in which aisles, chairs, hallways and walkways, foodservice lines, toilets, and the entrance and exits are designed and organized in service settings. Signs, symbols, and artifacts consist of signage, personal artifacts, decoration, and other physical features that work as signals that connect with users. Some scholars have recommended the external aspect in atmospherics dimension namely (Berman & Evans 1995).

Ryu and Jang (2008) discovered the importance of human elements in atmospheric studies, thus came up with the conceptualization of DINESCAPE (facility aesthetics, ambience, lighting, service product, layout and human elements) as a measurement scale of the physical environment. Based on the conceptualization of DINESCAPE developed by Ryu and Jang (2008), facility aesthetics are being defined as a function of architectural plans, along with internal embellishment in order to create attractive image. Ambience refers to intangible background features such as light, music, scent, and temperature. Spatial layout refers to the seating arrangement in dining area and also measures the psychological characteristics (e.g. congestion) of the layout itself. Also, employee factors are being seen to comprise of the characteristics of staff and other customers in the service setting (Ryu & Jang, 2008).

The atmosphere or physical environment (Wall & Berry, 2007) may affect customers' physical comfort and movement. On the contrary, Voon, Chitra, and Kueh,(2009) found that environment had relatively small impact on the satisfaction and loyalty of customers. Siu, Wan and Dong (2012), found in hospital setting that design condition has no causal impact on patients' trust. Trust will only be built when the expectations of customers are met by the provider, which allows people to transact business under favourable circumstances (Suki, 2011). Even so, Altomonte and Schiavon (2014), suggest that the design aspect of physical surrounding cannot be regarded as a strong condition that could create a sense of belonging to customers. However, environment includes things and people around us in life. As such, the service environment encompassing the (physical environment) and the human service aspects of the pleasure park, and the items for service atmosphere include the attractiveness of the physical facilities, availability of parking space, cleanliness, temperature, music, good lightening, colour scheme, smell/scent, labels/signage and design/layout).Hence, Sahoo and Ghosh, (2016) held that servicescape is essential to build and to sustain positive relationships between the hospital and patients. Specifically, their findings

revealed that air conditioner (AC) is likely to enhance the patients' trust which is consistent with Alrubaiee, and Alkaa'ida, (2011), Nguyen and Leblanc (2002) posit that comfortable temperature and fresh air may result in customers having more favourable perceptions of the pleasure park operation and evaluating their experiences more positively. Similarly, Dube and Morin, (2001); Ryu and Han, (2010) adds that, temperature of restaurants affect customers physiologically for instance if the temperature is too cold or too hot in the park, customers will feel uncomfortable. The comfort will be reflected through their avoidance behavior (Zelthaml & Bitner, 2000;2003). Besides evoking favorable responses, surrounding environment can influence the trust the patients have in the case of healthcare service (Sahoo & Ghosh, 2016: Ng, Yuen, Tan, Hanaysha, Nikbin, & Lai, 2018). Contributing on services atmosphere, Holder and Berndt (2011) stated that air conditioner (AC) provides comfortable surroundings for patients to wait or rest, stressing that patients show approachable behaviors and having trust in the hospital when facilities and physical surroundings are well maintained, which is equally applicable in pleasure parks as customer show appreciation of good ventiliation from cool breeze and sereneness of the park. They added that hospitals have to do much detail planning in the arrangement of their equipment and layout design, as it is a service centre that accommodates a large number of patients every day (Holder & Berndt, 2011). Even so, signage in place helps the customers navigate to their destination without the barriers of language, culture and religion (Kusumarini, de Yong, & Thamrin, 2012). It follows that how well the Pleasure Park service providers help consumers find their way to the tourist destination in the first place without confusion will have an effect on customers' interest in returning to the service area. All these build needed trust, providing comfort to customers which, in turn, improves the efficiency and effectiveness of the services.

Pleasure Park Cleanliness

Obviously, you have to keep pleasure parks business environments clean, no matter how wonderful product or service is, if customers notice that neatness isn't a priority at your business, they will give themselves a lot of good reasons to do business with your competitors. Customers expects from inside and outside surroundings of the Pleasure Park be kept clean as no top notch customer experience is complete without a neat environment. Maintaining a clean ambience means keep every area of business clean, whether or not your customers will interact with it. This way of thinking ingrains a culture of neatness in the park since cleanliness and absence of litter leads to higher levels of children outdoor play (Lee et al. 2016). Cleanliness to Zhang and Wagner (2019) can impact pack usage. Chukundah (2021) stressed on giving extra attention to high traffic areas where customers frequent like; the reception, front desk, restrooms, windows, and offices, and to the back offices and stairs, canteen, lounges and other areas your employees and customers use. Over time, neatness becomes a culture for your organization, and will inevitably manifest in every aspect of the business the customer interacts with.

Lighting

The amount of lighting and the colour scheme of pleasure parks are massive contributors to the ambience, influencing customer's mood and emotion. For instance, colours like Red has been found to increase blood pressure and appetite, while colours such as blue reduce blood pressure and creates a calming atmosphere. Considering effect of various colours on mood, (Han and Ryu, 2009: Wall & Berry, 2007) maintained that the goal of engaging the customers visually is to keep them engaged, if done right it increases opportunities to cross-sell to them. Depending on the type of mood you want to create, he stressed on keeping the intensity of lighting just right. For instance, dim low lights will help create an intimate feeling for customers, while for retail stores, bright lighting helps customers find items faster, creates a sense of space and encourages them to shop for more goodies.

According to Kotler (2001), it is the conscious designing of space to produce specific emotional effects in buyers that enhance their purchase probability, positing that ambience is made up of a set of elements, such as lighting, music, scent and colour. More so, customer patronage is a combination of psychological factors that influences purchase behavior or making a brand choice, and ambience could remain the major yardsticks in determining which organization to patronize (Ogbuji, Onuoha, & Abdul, 2016). The Pleasure Park ambience could be the most important tool to attract customer and make the park their choice place with available background features like temperature, lighting, noise, music and scent, which mostly affect the five senses (Kwabena et al, 2011). Ambient conditions are used by customers as part of auditory components of their evaluations of Pleasure Park, in that the right ambience in the park therefore makes the service provider the right choice. Wakefield and Blodgett (2005) pointed out that, customers may not return if they are not satisfied with the ambient conditions. Ambient factors profoundly affect how people feel, think and evaluate the ambience of a particular centre of attraction. It's quite interesting that the ambiance of a park has become another significant influential factor in Pleasure Park customer experiences (Hyun, 2010; Sulek & Hensley, 2004). Wall and Berry (2007) agreed that the physical environment is positively related to customer perceptions of quality because it is part of the customer wonderful experience. Mattila (2001) found that ambiance particularly lighting has a positive influence on perceptions of service quality. Moreover, ambiance encourages customers toward positive patronage decisions because comfortable interior, pleasant colourful lights enable customers to have more favorable perceptions. Han and Ryu (2009) found that a relaxed interior well lighted affects the satisfaction of customers and their repeat-patronage intentions. Moreover, ambiance often plays an important role in enhancing the effect of the quality of the pleasure park service (Ryu & Han, 2010). Ambience can create mood and behavior of customer preference of particular park (Jain & Bagdare, 2011), help in forming physical and emotional states of pleasure park customers (Awasthi & Shrivastava, 2014) and encourage customers to spend more time in servicescape It stands to reason that every aspect of ambiance, particularly lighting leads to customers evaluating their experiences more positively. Therefore, it is expected that lighting be a considerable factor in customer motivation and service expectations.

Customer Patronage

Customer patronage has been measured by various authors in different dimensions, including store traffic flow (Engle et al, 1996); willingness, word-of-mouth and repurchase (Baker et al, 2002); repeat purchase, customer retention and customer referrals (Awah, 2015); and customer satisfaction and referrals (Ogbuji et al, 2016). Our dimensions of customer patronage include: Customer preference, positive word of mouth and revisit of the Pleasure Park. Customer patronizes their brand choice or preferred Pleasure Park, have positive word of mouth for it and revisit, which helps business to improve brand image. Pleasure Parks that are customers brand choice has already won trust of loyal customers, and they are more likely to share positive experience than new customers. This eventually helps the park to retain more customers and improve customer loyalty as well as their preference and positive word of mouth.

Atmospherics and Customer Preference

The recently developed pleasure park has been a boost in the hospitality industry and our cultural and creative industries. It has expanded the scale of the national consumer market, and launched international tourism. The attractive cleanliness of the pleasure park has been major source of its brand choice. Tiapana, (2009) opted that atmospherics which include music and lighting have received considerable attention in the retail and services literature, being important elements in parks and store selection. It follows that cleanliness, music and other atmospherics influences choice of Pleasure Parks. For instance, Lighting highlights products, beautifies space and captures a mood or feeling that enhances the park's image (Tiapana, 2009), Other characteristics like lighting, spatial layout that makes the park atmospherics attracts customer and make the park a

choice place to be in agreement with Wu and Tian (2017) that parks offer creative cultural heritage displayed in Port Harcourt Pleasure Park, and huge attribute to the success is the affordability, ambience, and the wide array of choices, giving it a competitive advantage and popular choice place (Cheng, Shih, & Wu, 2016) .

Positive Word of Mouth

Word of mouth (WOM) is defined as an informal conversation among particular parties on the appraisal of goods and services (Anderson, 1998). WOM is a primary source of information for consumer buying decisions, shaping attitudes, perceptions and expectations of brands, products and services (Kimmel & Kitchen, 2014), It is also seen as a highly credible source of information, since the sender is generally independent of the organization providing the service and does not receive direct benefits in defending it (Silverman, 2011). Contribution on positive word of mouth (PWOM) opposite of negative word of mouth (NWOM) Seunghyun (2016) noted that offering memorable experiences to customers is an effective marketing strategy in hospitality and tourism. Anderson, (1998) opted that customer are satisfied when they get positive word of mouth. It is the word of mouth that propels others to visit the pleasure park or switch to see things themselves, thereby influencing customer decision making (Tax, Chandrashekaran, & Christiansen, 1993; Wangenheim, & Bayón, 2004). Sweeney,Soutar, and Mazzarol, (2014) agreed that positive and negative service related messages enhance influence of word of mouth. This is because positive message about the park attracts customer to prefer visiting and revisiting. Interestingly, recent research suggests that PWOM has more influence than NWOM on purchase intention. A negative message is less useful than a positive one for many consumer choices (East, Uncles, Romaniuk, & Lomax, 2016). According to Sweeney et al. (2014), PWOM is more effective overall, is less dependent on situational or conditional factors, and has a greater influence on people's willingness to use a service than NWOM. This is because a substantial part of WOM related to services is based mainly on dissatisfaction, meaning that PWOM follows satisfaction with a service and negative WOM (NWOM) is generated by dissatisfaction with a service (East, et al. 2016). WOM has greater relevance in services consumption, as it minimizes this risk situation (Ennew, et al., 2000; File et al., 1994). In all, Le and Dong (2017) claimed that tourists will leave positive comments regarding the destination if they feel satisfied with the experience they had obtained at the destination, such as telling that the place offered good spatial layout, well designed, lightened and clean, which will in turn drive others to visit the place. Positive word of mouth is indeed a powerful tool to attract new customers to a destination (Konecnik & Gartner, 2007), thus tourists will visit a destination that has received positive feedback and the loyalty of other tourists.

Empirical Review

Hussain, and Ali, (2015) carried out study on effect of store atmosphere on consumer purchase intention. The study aimed at identifying the effects of atmosphere on the consumer purchase intention in international retail chain outlets of Karachi, Pakistan. It was the first study, which investigated the collective impact of atmospheric variables at one point in time on purchase intention. The study was causal in nature. A sample of 300 consumers was taken who usually visited the store outlets. Data was collected through a well-structured questionnaire and analyzed through regression analysis. Research findings indicate that atmospheric variables such as cleanliness, scent, lighting, and display/layout have a positive influence on consumers' purchase intention; whereas music and color have insignificant impact on consumers' purchase intention. The temperature has almost no impact on the purchase intention of the consumers.

Jalila, Fikrya, and Zainuddina, (2015) carried out research on the impact of store atmospherics, perceived value, and customer satisfaction on behavioural intention. They noted that store atmospherics which plays an important role in influencing customer behaviour, has received rising attention from academics and practitioners in current years. However, they maintained that studies

of store atmospherics in external environment of the restaurant has been excluded and has continued to remain scarce in Malaysia. In order to gain more understanding, they reviewed the literature related to store atmospherics, perceived value, customer satisfaction and behavioural intentions. Therefore, presented a research model which aims to examine the relationship between store atmospherics (facility aesthetics, ambience, spatial layout and employee factor), perceived value and behavioural intentions (return intentions and positive word-of-mouth) mediated by customer satisfaction. The Research propositions resulting from discussions on the relationship between the dimensions was tested in future research. And the research concludes with the research implications of the conceptual model.

Cheng**,** and Ma (2016) studied factors influencing theme park visitor brand-switching behaviour based on visitor's perception. They agreed that with the development of theme parks, which represent a multi-million-pound industry worldwide, research investigating the factors affecting theme park visitor brand-switching behaviour is an important method for improving theme park competitiveness. The study adopted models and research hypothesis constructed and based on visitors' perception, and the survey data were collected and analyzed to assess the hypothesis and to revise the conceptual model. The results indicated that there are seven factors influencing visitor brand-switching behaviour: 'visitor variety-seeking', 'visitor satisfaction', 'switching cost', 'perceived value', 'competitor attraction', 'theme park image' and 'visitor involvement'. They held that perceived value and visitor satisfaction strongly influence brand-switching behaviour as intermediate variables. Visitor variety-seeking and competitor attraction are positively related to visitor brand switching behaviour, whereas the other five factors are negatively related to visitor brand-switching behaviour.

METHODOLOGY

Our study adopted the use of descriptive design and (Orodho, 2004) contends that, to produce information that is of interest to policy makers even in business descriptive design is helpful. The descriptive study was undertaken in order to ascertain and be able to describe the characteristics of the variable of interest in a situation (Kothari, 2008). A total of 240 persons made up of staff and customers of Port Harcourt Pleasure Park formed the target population of the study. From the study target population accessible staff and customers of the Pleasure Park via non probability judgmental sampling technique was used to arrive at a representative 140 as sample for the study. The Yaro Yamen's statistics was used to determine the sample size for the study. The research instrument used for this study was questionnaire for the generation of primary data and secondary data was gotten from (internet, published books and journals). The degree of reliability of the questionnaire was based on adoption of test-re-test method. Data obtained were subjected to reliability test via Product moment correlation coefficient arriving at 0.79 a coefficient considered reliable enough. The questionnaire was self-administered through drop – and – pick method to selected staff and customers. Data collected were collated and subjected to statistical analysis. The researcher used mean and standard deviation to analyze the research questions, and Spearman rank order correlation statistics to test the study hypotheses as to indicate whether or not there is a significant relationship between service atmospheric and customer patronage of Pleasure Parks in Port Harcourt. The correlation statistics formula given as: Rho (e) = 1 - $\frac{6\Sigma D^2}{\mathrm{n}(n^2-1)}$

Two categories of respondents to the items in the research instrument were considered

Group 1 40 Employees of Port Harcourt Pleasure Park.

Group 2 100 customers who have visited three (3) or more times to the park

Research Question one: To what extent does cleanliness enhance customer preference of Port Harcourt Pleasure Park?

Table 1: Relationship between Cleanliness and Customer Preference of Port Harcourt Pleasure Park.

Questionnaire Items	SA	A	N	D	SD	Total No.	Mean ($\bar{x}$)

Customers are pleased with the well decorated pleasure park	15	11	1	8	5	40	3.58
	30	40	5	15	10	100	3.65
Customers are satisfied with the neatness and comfortability of the park	18	13	3	4	2	40	4.02
	48	32	7	11	2	100	4.13

Source: Survey Data, 2022.

Standard reference mean of the five point Likert scale rating is 3.00.

Table 1 shows that the mean ratings of the measured items are each greater than the standard reference mean of 3.00 therefore, were all used in the analysis of hypothesis one. Also the associated standard deviations are small indicating homogeneity of the responses of the respondents.

Hypothesis One

Ho_1: There is no significant relationship between cleanliness and customer preference of Port Harcourt Pleasure Park

i.e., Ho_1: e = 0

Ha_1: There is significant relationship between cleanliness and customer preference of Port Harcourt Pleasure Park

i.e., Ha_1: e ≠ 0 (i.e., two-tailed test).

Table 2 Computation of coefficient of correlation, rho (e):

Group 1	Group 2	R_1	R_2	$D = R_1 - R_2$	D
15	30	2	4	-2	4
11	40	4	2	2	4
1	5	10	9	1	1
8	15	5	5	0	0
5	10	6	7	-1	1
18	48	1	1	0	0
13	32	3	3	0	0
3	7	8	7	0	0
4	11	7	6	1	1
2	2	9	10	-1	1
					12

Applying Spearman rank correlation formula for pairs of sets of data;

$e = 1 - \frac{6\sum D2}{n(n^2-1)}$ We have:

$e = 1 - \frac{6 \times 12}{10(10^2-1)}$ Therefore, e = 0.927

Test of hypothesis One

Adopting Student t – test of the significance of the correlation between two sets of independent data;

$t = e \times \sqrt{\frac{n-2}{1-e^2}}$ we have;

$t = 0.927 \times \sqrt{\frac{10-2}{1-0.927^2}}$ Therefore, $t\text{-}_{cal} = 6.991$

Number of degrees of freedom is 8. Therefore, at a level of significance of 0.05, the critical value of t for a two-tailed test is 2.306.

Decision: $t\text{-}_{cal} > t\text{-}_{critical}$, reject Ho_1.

Research Question two: To what extent does lighting enhance customer positive word of mouth to Port Harcourt Pleasure Park?

Table 3: Relationship between Lighting and Customer Positive Word of Mouth to Port Harcourt Pleasure Park.

Questionnaire Items	**SA**	**A**	**N**	**D**	**SD**	**Total No.**	**Mean** $(\bar{x})$
The lighting system makes customers visit the park regularly	11	10	3	12	4	40	3.30
	30	41	4	16	9	100	3.67
Clients find the lightening of the park quite inviting	13	9	2	14	2	40	3.42
	43	27	5	25	3	100	3.91
The park is saturated with lights of attractive colours	12	16	1	7	4	40	3.62
	29	48	6	15	2	100	3.87

Source: Survey Data, 2022.

Table 3 shows that the mean ratings of the items measured are greater than the standard reference mean of 3.00 therefore, were all used in the analysis of hypothesis two. Also, the associated standard deviations are small indicating the homogeneity of the responses of respondents.

Hypothesis two

Ho_2: There is no significant relationship between lighting and customer positive word of mouth to Port Harcourt Pleasure Park

i.e., Ho_1: $e = 0$

Ha_2: There is significant relationship between lighting and customer positive word of mouth to Port Harcourt Pleasure Park

i.e., Ha_2: $e \neq 0$. (i.e. two-tailed test)

Table 4 Computation of Coefficient of Correlation

Group 1	**Group 2**	**R_1**	**R_2**	**D**	**D^2**
11	30	6	4	2	4

10	41	7	3	4	16
3	4	12	13	-1	1
12	16	4.5	8	-3.5	12.25
4	9	10.5	10	0.5	0.25
13	43	3	2	1	1
9	27	8	6	2	4
2	5	13.5	12	1.5	2.25
14	25	2	7	-5	25
2	3	13.5	14	-0.5	0.25
12	29	4.5	5	-0.5	0.25
16	48	1	1	0	0
1	6	15	11	4	16
7	15	9	9	0	0
4	2	10.5	15	-4.5	20.25
					102.50

Applying Spearman rank correlation formula:
e = 1 - $\frac{6\sum D2}{n(n^2-1)}$ we have: e = 1 - $\frac{6 \times 102.52}{15(15^2-1)}$
Therefore, e = 0.817.

Test of hypothesis two
Adopting t –test of significance of correlation between two independent sets of data;
t = e × $\sqrt{\frac{n-2}{1-e^2}}$ we have: t = 0.817× $\sqrt{\frac{15-2}{1-0.817^2}}$
Therefore, t_{cal} = 5.108.
At a level of significance of 0.05, a distribution with a degree of freedom of 13 for a two-tailed test has a critical t – value of 2.160.
Decision: $t_{cal} > t_{critical}$, reject Ho_2.

Discussion of Findings
In course of our study on service atmospheric and customer patronage of Pleasure Parks in Port Harcourt, it was found that cleanliness enhanced customers' preference of Port Harcourt Pleasure Park. The respondents, both employees and customers indicated that customers are pleased with the well decorated pleasure park, from their mean response of 3,58 and 3.65 respectively. And customers are satisfied with the neatness and comfortability of the Pleasure Park from their mean response of 4.02 and 4.13 respectively. Interestingly, the results of the tested corresponding hypothesis authenticated the fact that there is significant relationship between cleanliness and customer preference of Port Harcourt Pleasure Park, since t-calculated value of 6.991 is greater than the critical value of 2.306 at 0.05 level of significance.
It was equally found that lighting the Pleasure Park at strategic positions with different colours enhanced customer positive word of mouth, since the respondents revealed that the lighting

system made customers visit the park regularly from their respective mean response of 3.30 and 3.67. Again, that client found the lightening of the park quite inviting from their mean response of 3.42 and 3.31 respectively. Even so, that the park is saturated with lights of attractive colours from their mean response of 3.62 and 3.87 respectively. Again, this was authenticated by the corresponding hypothesis test result, at 0.05 level of significance, since the t-calculated value of 5.108 is greater than the critical value of 2.160. Thereby rejecting the null hypothesis and accepting the alternative hypothesis that there is significant relationship between lighting and customer positive word of mouth to Port Harcourt Pleasure Park.

CONCLUSIONS

It was held that significant relationship exists between cleanliness and customer preference of Port Harcourt Pleasure Park. And there is significant relationship between lighting and customer positive word of mouth to Port Harcourt Pleasure Park.

RECOMMENDATIONS

Based on the findings and conclusions thereof, it was recommended that the State government and managers of Port Harcourt Pleasure Park should regularly pay much attention to constant lighting of the park to keep having favourable words of mouth. Efforts should be geared towards having the park constantly cleaned to keep having the needed serene environment as customer choice place, and to keep visiting. Operators of parks generally and Pleasure Park in particular should manage available space for good car park and walk way, good seating arrangement, with right space and equipments for children to play with regularly kept clean and well maintained as to keep satisfying their customers.

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