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The Determinants of People's Preference of Night Entertainment Outfits in Abuja, Nigeria

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Abstract

Night entertainment as a form of leisure and relaxation is not a strange phenomenon globally, it is also gaining prominence in Nigeria particularly in urban centre. Scholars have discussed the prospects of this brand of entertainment in terms of its economic and social rewards, but most of these efforts are foreign based. This study studied the situation in Abuja in Nigeria. The study was quantitative in approach and has questionnaire as its main tool of data

collection. A total 100 respondents were involved in the study. The data collected were analyzed, interpreted and presented in simple percentage. Night entertainment was preferred because the period is unique, devoid of hustle and bustle commonly found in the day time (17%) and has power to enhance total wellbeing, opportunity to make business contacts (19%). Live Musical band (42%), wining and dining (34%), indoor game (14%) and comedy corner (10%) were the preferred activities. Challenges encountered in night entertainment include harassment by the law enforcement agents (36%), stigmatization on the part of the general populace (22%) and occasional disturbance due to unruly behaviour of some patrons (30%). Coping measures adopted to mitigate these challenges include moving in group with other patrons to prevent or minimise embarrassment (43%), possession of official identity card to prevent harassment from security agents (36%) and enlightenment of service of security agents to curtail unruly behaviour from patrons (21%).

Introduction

Tourism and associated arts, culture and entertainment facilities are playing an increasingly prominent role in the economy of the countries that embrace them. They also have an important role to play in the local economy, providing both direct and indirect employment opportunities, as well as supporting a wider range of local services and facilities that can be used by local residents. As a rapidly growing phenomenon, tourism has become one of the largest industries in the world (Bankole & Odularu, 2006; Roe and Urquhart 2001; UNEP 2002). It plays an important and certainly positive role in the socio-economic and political development in destination countries by offering new employment opportunities and in certain instances contribute to a broader cultural understanding by creating awareness, respecting the diversity of cultures and ways of life. In the words of Egbuewu (2007), tourism beautifies the environment and does everything that would make one feel satisfied.

People are always motivated by one factor or the other to travel for leisure, hence the desire to leave their traditional homes for various tourist destinations where they feel their touristic desires will be met. While at the destinations, whatever factor(s) that attract them always serve as source of entertainment for them. Apart from traditional sight-seeing activities that tourists usually engaged in while at the destinations, leisure and recreation providers identified the need to provide elaborate entertainment for their clients to make their stay and holiday worthwhile. Entertainment is as varied as the people who enjoy it. In today's world, people are bombarded with entertainment possibilities, many without even leaving their homes; this notwithstanding they are expected among all these choices to find something that suits them.

In some societies, entertainment industry has become a supplement for sustainable economic development. Burrows and Loader (1994) noted that the flourishing of new entertainment economy was due to political processes and regulatory responses by the national and local state to changes in the global economy and shifts in production (Harvey, 1989). It was further clarified that the new entertainment economy is being fuelled by the growth of night-time activity (Chatterton & Hollands, 2001; Chatterton and Hollands, 2002; Hollands, 2002) the entertainment and nightlife economy has received far less scholarly attention. In view of the forgoing, this work found it imperative to focus on entertainment and night-life with particular emphasis on factors that influence its preference in a society (like Nigeria) that is highly routed in cultural taboo of people moving around in the night.

An aspect of entertainment that has equally being neglected is Nightlife or night entertainment. What then is Night entertainment? Night entertainment denotes collective term for any entertainment that is available and more popular from the late evening into the early hours of the morning. It includes the public houses, nightclubs, discotheques, bars, live music, concert, cabaret, small theatres, small cinemas, shows, and sometimes restaurants. Increase in number of outfits that are providing services for nightlife consumers is a manifestation of preference to this brand of entertainment in tourism. In spite of this, available information about nightlife has been traditionally provided only through medium like newspapers and flyers. This usually includes current and general information about a limited number of entertainment events, which comprise among others restaurants, shows, music, bars, clubs, theater performances and movies. Night entertainment or Nightlife has not received desired scholarly works particularly in Nigeria.

In the light of this, the focus of this study is being directed at Night entertainment with specific concern on factors determining people's specific preference to this brand of entertainment. The reason behind this is that nightlife or night entertainment as a promising aspect of entertainment in tourism needs more exploration from academic point of view. The outcome of this will be useful in policy directed at developing and promoting tourism sector for sustainable development.

In achieving this, the concern of this study is examination of the rate of tourists involvement in Night-entertainment in the study area; the status of the people involved in this brand of entertainment; the factors determining their preference of night entertainment and the challenges confronting the tourists in the course of patronage of destinations that provides night entertainment.

The significance of the study lies in the fact that the fortune of tourism can be further boosted by giving proper attention to specific aspect of tourism like nightlife or night entertainment. With a step of this nature, the prospect of tourism will be explored maximally for optimum benefits. Ability to ensure this is tied to proper understanding of the current state of night entertainment. Determinants of people's preference of nightlife to other form of entertainment also proved a veritable tool for appreciation of potentials in tourism and how to harness them.

Methodology

Data for this study were collected through questionnaire. A copy of this instrument was administered on each of the 100 respondents sampled for this study.

The target populations for this study were male and female tourists found in the study settings at the time of data collection for this study. The sample for this study is put at one hundred (100) respondents.

The first step in sampling the respondents for this study includes purposive selection of areas within Abuja noted as 'hotspots' for night entertainment. In the course of this, five areas were identified and selected. They are Wuzo Zone; Utako District, Garki Area, Maitama Area and Central Area. From each of the identified areas 5 hospitality outfits that offer activities like nightclubs, discotheques, bars, live music, concert, cabaret, small theatres, small cinemas, shows were identified and selected. A total of 20 hospitality outfits were randomly sampled out of the five selected making two outfits per area sampled and ten outfits in all. In view of this, equal number of representations was given to each of these outfits. This means the study population of one hundred respondents was divided among 10

hospitality outfits sampled. The implication of this is that 10 respondents from each of these outfits took part in the study.

In picking eligible person for the survey from these hospitality outfit, willingness to partake was considered. Assistance of the Managers in charge of these outfits was obtained in the course of distributing the questionnaires to the respondents. The respondents who were tourists to these outfits were asked to pick a questionnaire for administration. The questionnaires were retrieved back after administration on weekly basis from these outfits for final analysis and interpretation.

The quantitative data generated in the study were analyzed with Statistical Package for Social Science (SPSS). The findings were interpreted accordingly and expressed in simple percentages.

Data Presentation

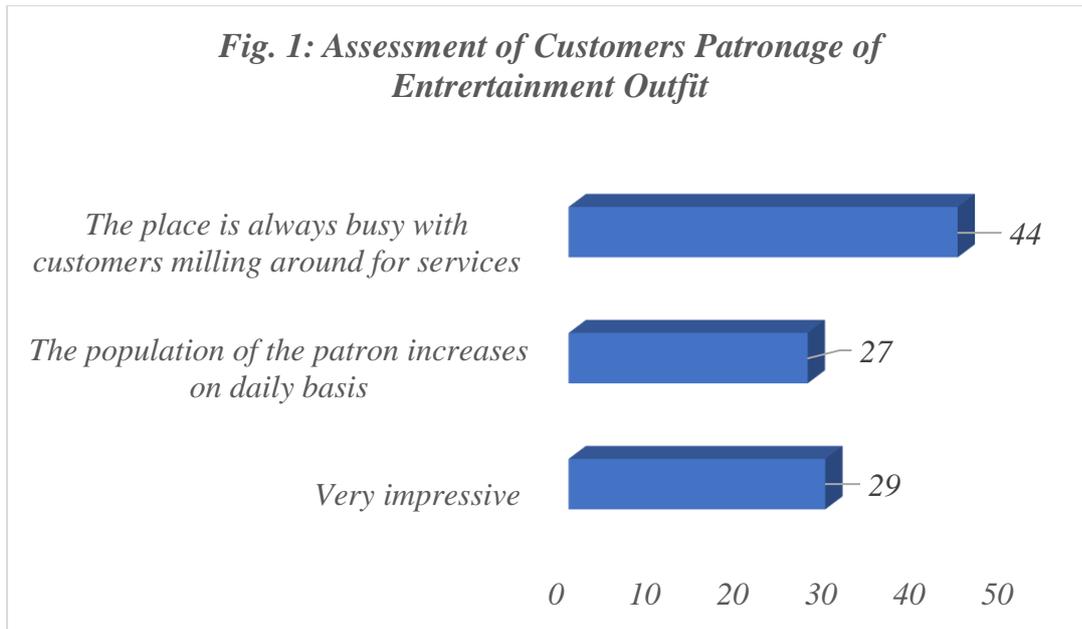
Socio-Demographic Characteristics of the Respondents

The data from the study showed that the male formed the majority of the respondents (62%), this was followed by the female gender (38%). The beauty of this finding is that it shows that gender parity in terms of patronage and involvement in Night entertainment. Age category of the respondents revealed that those within the ages of 31 and 40 years formed the majority (38%); this was followed by those who are 41 years of age and above (34%) and those between the age cohort of 20 and 30 years (28%). By this finding, it shows that those in productive cadre of the society are equally and actively involved in Night entertainment. The findings also corroborated a range of evidence that suggested that young people play a distinctive role in the consumption sphere (Willis, 1990; Miles, 2000), and in nightlife culture in particular (Intel, 2000; Intel, 1998; Malbon, 1999). It was further shown that marital status of the respondents revealed that most of the respondents (52%) were unmarried (single). The rest were married (34%) and divorced/widow (14%).

Income of the respondents from all sources according to the data in the study showed that 12% earned between ₦20,000 – ₦29,999 per month. Others include ₦30,000 to ₦39,999 (13%), ₦40,000 to ₦49,999 (37%) and ₦50,000 and above (34%).

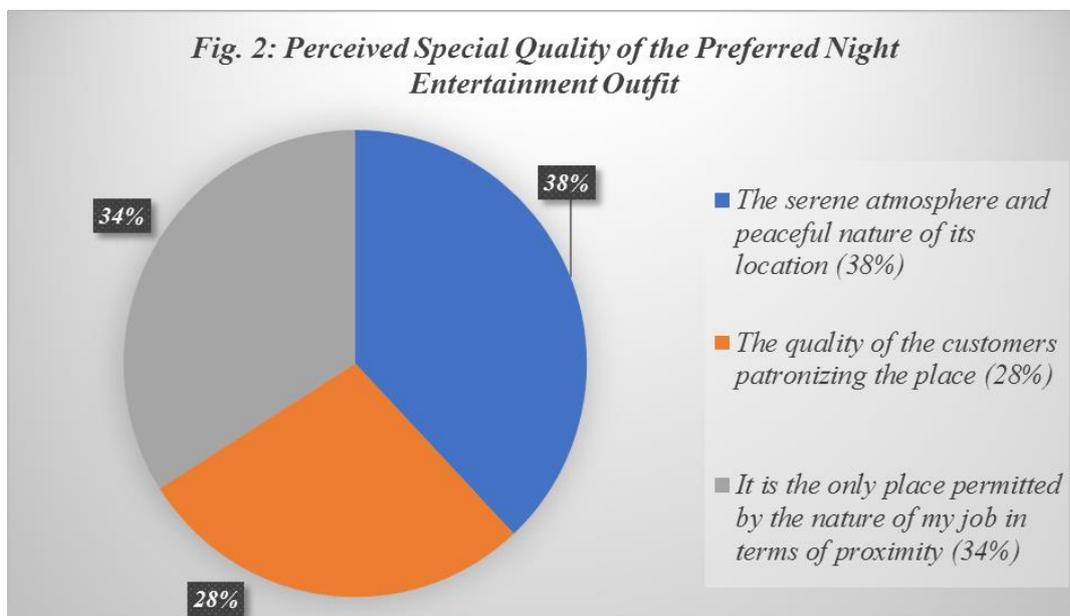
Issues Pertaining to Night Entertainment

In terms of visitation to the Night entertainment outfits, the respondents reveal as follow: less than 3 times in a month (24%), between 3 and 5 times in a month (36%) and more than 5 times in a month (40%).



Source: Field Survey, 2019

Figure 1 showed the assessment of Customers’ patronage of most of these outfits. According to the data, the respondents rated the outfits as very impressive (29%). In the opinion or observation of other respondents, the population of the patron increases on daily basis (27%). The remaining 44% submitted that the place is always busy with customers milling around for services (44%)



Source: Field Survey, 2019

Most of the respondents according to figure 2 visit their choice of night entertainment outfits because of the serene atmosphere and peaceful nature of its location (38%), the quality of customers patronizing the place (28%) and that it was the only place permitted by the nature of their jobs in terms of proximity (34%).

Table 1: Factors influencing Patronage of Night Entertainment

Factors	Frequency	Percentage
It is devoid of hustle and bustle commonly found in the day time	17	17.0
It doesn't affect official duties	10	10.0
It is easier to return home due to little or no traffic hold-ups	14	14.0
It creates room for interactions with the movers and shakers of the society	16	16.0
Opportunity to make business connections	19	19.0
It is the perfect period for relaxing the tensed nerves occasioned by official duties	24	24.0
Total	100	100.0

Source: Field Survey, 2019

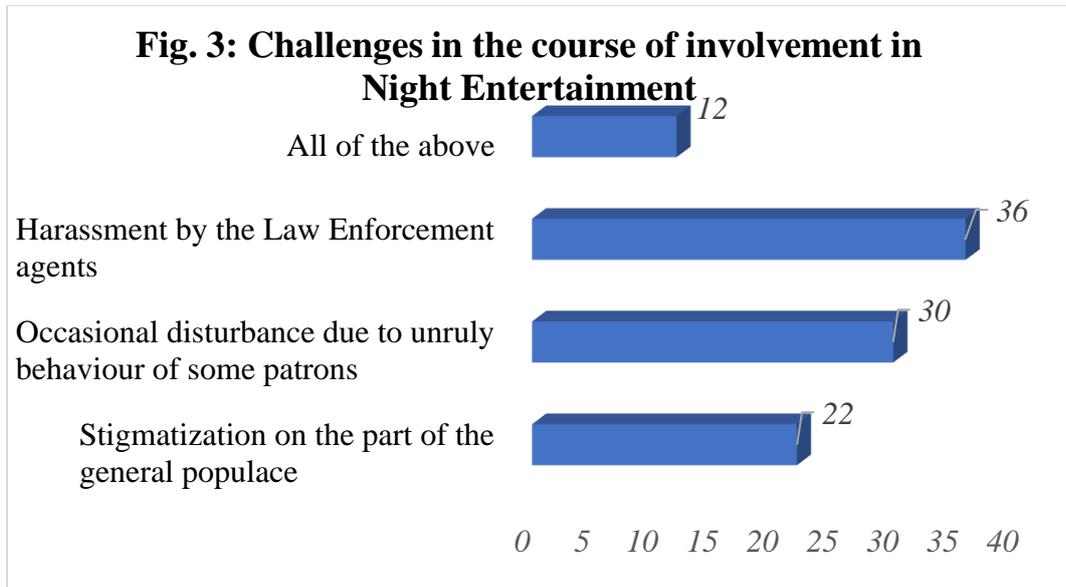
Series of factors were mentioned as influencing the preference of the Night entertainment by the respondents. According to the data from this study as displayed in the above table, the period is devoid of hustle and bustle commonly found in the day time (17%) and that it did not affect their official duties (10%). It was further revealed that availability of and avenue for interaction with the movers and shakers of the society (16%), flexibility in returning home after the day due to little or no traffic hold-up (14%), opportunity to make business connections (19%) and the recognition of the period as perfect for relaxing the nerves that have been tensed through official responsibilities were other factors listed as influencing their choice of night entertainment.

Table 2: Preferred Event(s) during Night Entertainment

Factors	Frequency	Percentage
Live Musical Band	42	42.0
Winning and Dinning	34	34.0
Indoor Game	14	14.0
Comedy Corner	10	10.0
Total	100	100.0

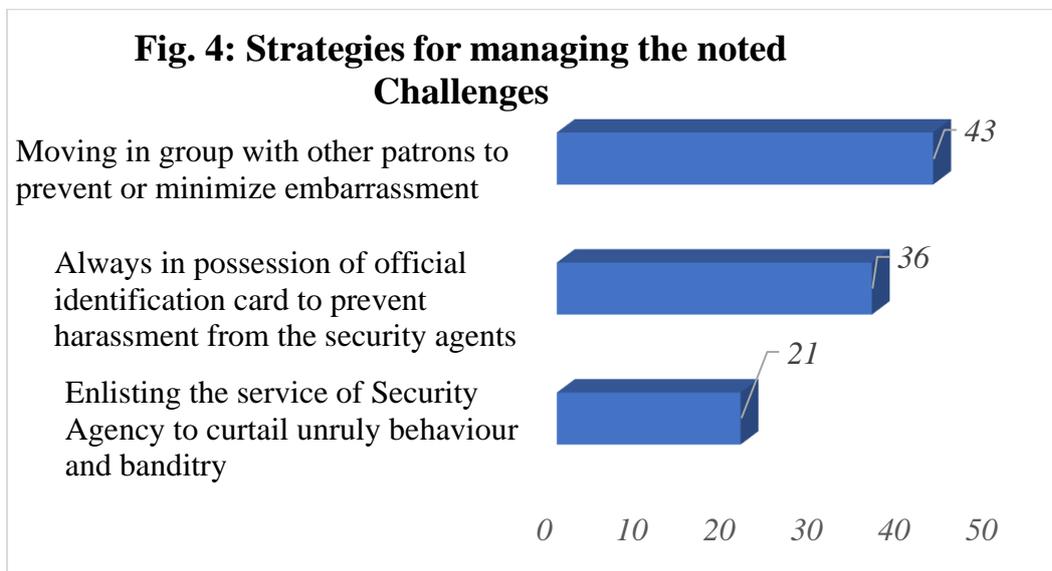
Source: Field Survey, 2019

Majority of the study population (42%) according to table 2, preferred live band being engaged to entertain the Patrons with music. The preference of the rest includes wining and dining (34%), indoor game (14%) and comedy corner (10%). The events mentioned above formed parts of what attracted them most. In line with the position of Stewart (1990), going out or drinking was found to be the third-most-important spending priority amongst 16–24-year-olds. Inference into the revelation on substantial proportion of young people being involved in this study is an affirmation of Mintel (2000, 1998) that young adults are more likely to frequent pubs and more likely to attend night-clubs than the general population.



Source: Field Survey, 2019

Harassment by the Law Enforcement agents (36%), stigmatization on the part of the general populace (22%) and occasional disturbance due to unruly behaviour of some patrons (30%) are the problems being experienced during the observation of night leisure also known as Night entertainment. The remaining percentage of the study population (12%) equally supported all the above-mentioned facts as the common challenges being experienced during Night entertainment.



Source: Field Survey, 2019

The respondents revealed various forms of coping measures adopted to mitigate the challenges being experienced during the patronage of Night entertainment outfits. The

measures include enlistment of assistance of security agency to curtail unruly behaviour and banditry (21%), being in possession of official identification card to prevent harassment from the security agents (36%) and moving in group with other Patrons to prevent or minimize embarrassment (43%).

Discussion

Night entertainment remains one of the activities people give preference to within Abuja metropolis. The patrons of the Night entertainment cut across the two genders. They were in their active and productive age. This finding has clearly shown that Night entertainment has come to stay in Nigeria. From this study, it is apparent that the benefits derivable from Night entertainment go beyond wining and dining. At the same time, emergence of Night entertainment outfits in whatever brands it might have appears is an indication of its acceptance and realization of its advantages. The study corroborated the position of Chatterton and Hollands (2002) that Entertainment and nightlife have become central components of this economic restructuring press for the individual and have provided many localities assumed escape routes to offset decline in the local economy. Clear picture about this is made by the respondents who patronise night entertainment outfits as points of making business contacts, relaxing the body for it to recuperate from job and societal stresses. This is automatically pointing at the efforts towards realizing *social, emotional, physical and spiritual wellbeing*. It further justified the previous studies that young people play a distinctive role in the consumption sphere (Bobcock, 1993, Willis, 1990; Miles, 2000), and in nightlife culture in particular (Intel, 2000; Malbon, 1999). The findings in this study corroborated earlier position of Godbey (2009) that Leisure Time, Community Attributes, Proximity to recreation Spaces, safety and social settings were noted as factors affecting participation in Night Entertainment.

Conclusion

Also, the emergence and prominence of night entertainment outfits in Nigeria is an indication that entertainment industry is flourishing due to political processes and regulatory responses by the federal and local state to changes in the global economy and shifts in production. As the global economy is gradually emphasizing the revitalization of core areas of old industrial cities for economic renewal the developing nations like Nigeria need to take a cue from it to better her economy. Since it is receiving reasonable patronage from the people, entertainment and nightlife industry needs to be seen and handled as central components of economic restructuring process that will provide escape routes to offset decline in the local economy.

Like every other western society, there is dire need to explore this avenue for economic gain. Concise efforts in this regard will even lead to official regularization of these outfits to ensure quality services delivery that will not be injurious to the society and the people therein. This will also afford the community the opportunity of benefiting from lots of advantages that are inherent in this tourism related sector.

Recommendations

Protection Against Sexual Assault

Borrowing from the recommendations of Guideline published by the New York Police (2011), the Management and employees of Night entertainment outfits can help to prevent their premises from being exploited by sexual aggressors, who may seek to take advantage of vulnerable patrons. According to this guideline, alcohol is the most common substance

aggressors use to facilitate sexual assault. Both the aggressor and the target may have impaired judgment and lower awareness as a result of alcohol consumption, leading to a greater chance of sexual violation anywhere along the spectrum from harassment to violent assault. However, the environment around a sexual aggressor can make a difference in their behaviour when the in-house security personnel are stationed to forestall such.

Police-Community Relations

The New York Police (2011) equally suggested that Entertainment establishments should provide a list of all special events and types of entertainment which will significantly increase the influx of patrons and vehicles within the Police jurisdiction in which they are located. From this, it is necessary that notifications should be sent to the appropriate Divisional Police Headquarters 72 hours in advance for the awareness of the Police and necessary action.

Provision of Infrastructure and Security

Government should provide all the social amenities like uninterrupted power supply, good and accessible roads to make movement in the night easier. Provision of adequate security and routine surveillance of all the night entertainment centres should be taken into cognizance to prevent unruly behaviour and disturbance of public peace. Since this brand of entertainment is night-biased, efforts should be made by the government to ensure that security patrol is intensified. The security personnel should be trained to be civil and methodical in their dealing with people so that the tourists are not harassed.

Provision of Enabling Law

There should be enabling law that will encourage investments in night entertainment. Such law will safeguard their interests on one part; on the other hand, it will help in regulating the entrants into this business. The law should specify the roles and interests of all stakeholders in such a way that the whole arrangement will usher in mutual benefits for everybody. The law should also include the age barriers for the Patrons. Such barrier will take care of immoral dealings, child abuse and under-age involvement.

Economic Empowerment:

Criminality breeds insecurity, uneven distribution of opportunities like jobs was ascribed as part of the cause of criminality. To save tourism industry from this havoc, it is necessary that job opportunities are provided for the youth and other employable citizens. Vocational training should be put in place to retrain others so as to meet up with the contemporary needs and challenges. While the enhancing economic situations in the country, it will also lead to drastic reduction of incidence of crime and criminality. Drastic reduction in the rate of crime will enhance a favorable atmosphere for the patrons of night entertainment to enjoy their leisure undisturbed.

Education and Sensitization:

People's participation should be encouraged through the mass media. People should be sensitized on the relevance of leisure and relaxation. There is also need for reorientation of people on sorts of entertainment available and their advantages so as to avoid stigmatization of night-entertainment patrons as 'night crawlers'.

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