

MERCY B. BELLO^a, ENESI C. MAJEBI^b, YEKINNI O. BELLO^c

Sustainability of Nigeria's Event Centre Industry: Analysing Venue Attributes and Choices for Wedding Banquets

Abstract. This study investigates key venue attributes that influence choices made by couples planning their wedding banquets in Lagos State in Nigeria with a view to filling the current research gap in the field of events management in an emerging economy. A quantitative research design was employed, involving a structured questionnaire to gather data from 323 married couples at 37 event centres in 20 local government areas in Lagos. The data were analysed using Partial Least Squares Structural Equation Modelling. Four out of six tested hypotheses were supported. It was found that seating capacity (H1), location/accessibility (H4), cost/affordability (H5), and power supply capacity (H6) significantly influence couples' choice of venue for a wedding banquet. The study offers practical recommendations for event centre managers to enhance service delivery and competitiveness. Additionally, it contributes to the broader literature on consumer behaviour and wedding event planning, supporting the sustainable growth of Nigeria's event industry.

Keywords: venue attributes, venue choice, Lagos state, events industry, PLS-SEM

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1. Introduction

Event hosting is considered a fundamental element of social life and a complex social phenomenon (Moufakkir & Pernecky, 2014; Majebi & Anierobi, 2017; Majebi & Amalu, 2023). According to Quinn (2013), the awareness and usage of event

^a School of Applied Sciences, Federal Polytechnic Auchi, Auchi, Edo State, Nigeria, <https://orcid.org/0000-0003-2218-8238>, bellomercy@gmail.com

^b Faculty of Social Sciences, National Open University of Nigeria, <https://orcid.org/0000-0001-6015-1079>, emajebi@noun.edu.ng

^c Faculty of Management Sciences, University of Port Harcourt, Choba, Rivers State, Nigeria, <https://orcid.org/0000-0003-3844-0290>, bello.yekini@gmail.com

centres for hosting events is rising. It is estimated that a billion events are held every year, significantly impacting the global Genuine Progress Indicators (GPI) (Silvers, 2008; Tassiopoulos, 2020). Globally, the business of event hosting contributed about US\$1.5 trillion to the global gross domestic product (GDP) in 2017 (Oxford Economics, 2019). In the United Kingdom, facilities that host events, known as event centres in Nigeria, were worth £42.8 billion in 2016 (Baan, 2019). According to Lock (2021), the market of event centres in the United States was valued at US\$4.89 billion. On average, the sector of event centres supports 252,000 direct and indirect jobs and contributed US\$7.7 billion to South Africa's GDP in 2019 (South Africa National Convention Bureau, 2020). At US\$20 billion, event spending in Nigeria is estimated to be among the most extravagant in the world (Ndiomewese, 2017), with venues frequently priced as much as ₦4 million. An average Nigerian company or middle-class family is reported to spend over \$15,000 per event (Ndiomewese, 2017). Lagos State alone reportedly hosted over 20,000 events monthly in 2015, with annual earnings amounting to about US\$300 million, according to the Association of Professional Party Organisers and Events Centre Managers of Nigeria (Ndiomewese, 2017). Even more revealing is the fact that venue rentals take up about 50% of event costs (Price, 2021). It is therefore surprising how little scholarly attention is paid to popular indices of venue bookings by customers of event centres in Nigeria in contrast to the massive amount of research in this domain undertaken in the United Kingdom (Baan, 2019); Sri Lanka (Bandara & Gangananda, 2021); Hong Kong (Chan, 2010; Chloe & Siu-Hung, 2010; Lau & Hui, 2010; Saayman, 2000); Kenya (Olanga et al., 2015); South Africa (Rogerson & Wolfaardt, 2015; Baan, 2019), and Australia (Wells, 2007).

The importance of weddings for the sustainability of the event hosting business cannot be overemphasised, especially in Lagos State. In this context, sustainability refers to actions that allow event hosting companies have a positive impact on people, and the society while making profits (Iwuh, 2012; Babatola & Ojatula, 2014; Simon, 2022; Bello, Ofodu & Bello, 2025). Sustainability of the event hosting business depends on the efficacy of actions undertaken by event centre operators to promote the quality environment (Inspirational Venues and Events, 2024); a balanced economy (Iwuh, 2012; Babatola & Ojatula, 2014) and support the continuity of human society/ social cohesion (Iwuh, 2012; Babatola & Ojatula, 2014) while generating revenue (Simon, 2022).

Wedding receptions are usually held at events centres after the signing of a marriage certificate by a government marriage registrar (Choi, 2002, as cited by Lau & Hui, 2010; Baan, 2019). In other words, event centres play a key role in wedding planning. According to a recent global survey of brides, couples spend between US\$12,343 and US\$14,006 (i.e., 40% to 50%) of their wedding budget to

hire a venue for their wedding reception (Price, 2021). In Nigeria, staging a wedding reception in an event centre is quickly becoming an important component of the Nigerian marriage ceremonial culture. According to an article published in 2018, "Forbes reports that Nigerian elites spend an average of US\$2 million on their dream weddings" (Shaping the Events Industry, 2018). In Lagos State, depending on the venue's location, size and features, the price of renting a wedding venue can range from US\$1,000 to US\$20,000 per day (Shaping the Events Industry, 2018). The choice of a venue for a wedding banquet is therefore a complex decision influenced by many factors, which must reflect the needs, preferences, and personalities of the couple (Van der Wagen, 2005; Bowdin et al., 2023). The recent proliferation of event centres and facilities for different events, especially wedding banquets in Lagos State is a genuine response to the increasing demand for professional event management services by prospective couples. Sustaining the growth of the event hosting business in Nigeria and Lagos State requires an understanding of the needs of event centres' customers, especially would-be married couples, regarding venue attributes and how they impact their choice of a venue for a wedding banquet. Such insights would enable event centres' owners and managers to develop and market their product offerings in order to best cater to the needs of the market, while sustaining their revenue flow.

To the best of our knowledge, the literature on event management in emerging countries, particularly in Nigeria, does not include empirical studies on couples' behaviour with respect to choosing a venue for a wedding banquet. The following study fills this gap by examining the links between six venue attributes (seating capacity, overall venue maintenance, on-site accommodation, location/accessibility, cost/affordability, and power supply capacity) and choices made by Nigerian couples who plan their wedding banquets in Lagos State.

2. Literature Review

2.1. The Concept of Venue Attributes

According to Van der Wagen (2005), venue attributes are the unique specifications including the facility's location, capacity, creative theme or image, availability, and accessibility, all of which contribute to customers' total experience. Callen and Hoyes (2000) defined venue attributes as a combination of services and designs such as the facility's convenience, cleanliness, lighting, decoration, audio equipment, accommodation, and price, which are capable of attracting and meeting custom-

ers' needs. For Bello and Bello (2019), venue attributes are venue-related amenities with aesthetic values used as the basis for banquet facility marketing and a focal point for customers' activities and spending. Venue attributes are also described as human features and designated permanent amenities, which are controlled and managed for the enjoyment, amusement, and entertainment of the visiting public (Bello & Bello, 2017). According to Mazlina et al. (2015), venue attributes are fixed and movable criteria that influence the selection of a banquet facility. In summary, venue attributes are a mixture of different elements that determine the quality and the appealing nature of banquet facilities.

2.2. The Definition of Venue Choice

The choice of a venue for a wedding banquet consists in selecting a place from among a set of uniquely identified facilities or features (Tromczynski, 2006; Le Falher et al., 2015). The site is selected with the specific purpose of hosting a wedding event (Olanga et al., 2015). The venue selection process involves a series of decisions (Lau & Hui, 2010). The choice is made to satisfy a definite wedding reception need or function taking into account a number of environmental variables (Pike, 2008; Saayman, 2006; Yoo & Zhao, 2010; Lau & Hui, 2010; Guan et al., 2015; Baan, 2019; Bandara & Gangananda, 2021).

2.3. Theoretical Underpinning: The Choice-sets Model

The choice-sets model has been widely employed in consumer research to explain individuals' decision-making process (Engel et al., 1990; Zeithaml & Bitner, 1996; Jani et al., 2009). The model has been widely applied, mainly to travel and tourism decisions, due to its simplicity, practical advantages, and theoretical soundness (Gitelson & Kerstetter, 1995; Stewart & Stynes, 1995). It is often used to explain the process of selecting a destination selection by couples (Sirakaya & Woodside, 2005; Jani et al., 2009). It has recently been applied to study how prospecting couples choose their banquet venues (Kim & Agrusa, 2005; Chen et al., 2008; Chloe & Siu-Hung, 2010). The model is based on the assumption that couples evaluate different venue-related and personal attributes before finally choosing a venue for a wedding banquet (Callan & Hoyes, 2000; Lau & Hui, 2010; Guan et al., 2015). This model was applied in the following study to explain the role played by venue-related attributes in how couples in Lagos State select venues for their wedding banquet.

3. Research on Venue Attributes and Hypothesis Development

3.1. Seating Capacity

The venue's seating capacity refers to the amount of available space that can be used to accommodate the guests (Callan & Hoyes, 2000; Wells, 2007). It is one of the main attributes that are considered when choosing a venue for a wedding (Van der Wagen, 2005; Wells, 2007; Lau & Hui, 2010; Tassiopoulos, 2005). In a study of attributes considered by prospective brides in the Gauteng province of South (Baan, 2019), the seating capacity was found to be the third most important factor. Based on these studies, the authors put forward the first hypothesis of the study:

H1: There is a significant relationship between the venue's seating capacity and venue choices made by Nigerian couples in Lagos State.

3.2. The First Impression

The first impression of the venue has an important effect on the overall image of a venue (Saayman, 2000; Chan, 2010). A study of selected attributes considered by couples from Hong Kong when choosing a venue for wedding banquets revealed that the facility's first impression was the most important factor (Lau & Hui, 2010). In a study investigating marketing strategies for the wedding business unit of Amari Atrium Hotel in Bangkok, Suvagondha & Soparat (2008) reported that the venue's physical evidence was one of the most important factors in wedding venue selection. In Baan's 2019 study of (2019), the venue's overall maintenance, up-keep and cleanliness were found to be the most important determinant of choices made by prospective brides. Therefore, the second hypothesis was formulated as follows

H2: There is a significant relationship between the venue's first impression and venue choices made by Nigerian couples in Lagos State.

3.3. On-site Accommodation

On-site accommodation is a collective term referring to the rooms where the couple and their guests stay overnight (Rogerson & Wolfaardt, 2015). According to Adler and Chien (2004), to be competitive, wedding packages should include bridal room facilities together with accommodation. Accommodation facilities at the venue premises make a good impression on wedding guests (Comas & Moscardo, 2005). In a study of factors affecting the choice of a venue for different types of

events, Callan and Hoyes (2000) found that wedding organisers consider on-site accommodation to be crucial. This finding was confirmed by Baan (2019). These results led to the formulation of a third hypothesis:

H3: There is a significant relationship between on-site accommodation and venue choices made by Nigerian couples in Lagos State.

3.4. Location Accessibility

According to Callan & Hoyes (2000), a good location increases the venue's attractiveness (Callan & Hoyes, 2000), making it convenient for the guests attending the wedding. The authors studies determinants of venue selection for different types of events and found that wedding organisers consider location accessibility to be the deciding factor. Their finding were confirmed by Van der Wagen (2005) and Lau and Hui (2010) and Baan (2019). A recent study by Bowdin et al. (2023) suggests that the best wedding venue needs to be close to the main transportation network and should be accessible within a short traveling time. Therefore, the following hypothesis was put forward:

H4: There is a significant relationship between the venue's location and venue choices made by Nigerian couples in Lagos State.

3.5. Cost/Affordability

The affordability attribute depends on the overall cost of the venue rental, food and beverages, the setting package, and equipment (Chloe & Siu-Hung, 2010; Lau & Hui, 2010). Chu and Choi (2000) reported that the venue charge was an important consideration in choosing a place for a wedding banquet. Lockyer (2005) reviewed several studies and found cost/affordability to be the most important consideration in the selection of event centres. Callen and Hoyes (2000) investigated the factors considered by event organisers when choosing unusual venues for different types of events and found that the cost of the facility was the most main determinant. This finding was confirmed by Lau and Hui (2010). Seebaluck et al. (2015) examined the push and pull motives for the choice of Mauritius as a wedding destination and found that reasonable costs of a wedding venue are a major pull factor. Couples studied by Comas and Moscardo (2005) reported the price of the venue to be one of their biggest considerations when deciding where to organise their wedding banquet. Therefore, the following hypothesis was formulated:

H5: There is a significant relationship between venue the cost of a venue and venue choices made by Nigerian couples in Lagos State.

3.6. Power Supply Capacity

Power supply is a very important factor at a venue during an event. It is therefore important to know the venue's capacity to manage power supply so that power failures can be avoided during the event (Tasssiopoulos, 2005). During larger events, an electrical technician should be present on site, in case additional power needs need to be taken care of during the event (Shone & Parry, 2004). The venue must be able to supply adequate lighting (Lin, 2011). The importance of this attribute was confirmed by Callan & Hoyes (2000). These finding led to the formulation of the last hypothesis:

H6: There is a significant relationship between the venue's power supply capacity and venue choices made by Nigerian couples in Lagos State.

3.7. Conceptual Framework

The following study assumes that the choice of a wedding banquet venue is determined by six attributes shown in Figure 1. It is assumed that these attributes are consciously or unconsciously considered by Nigerian couples when choosing a venue for a wedding banquet in Lagos State.

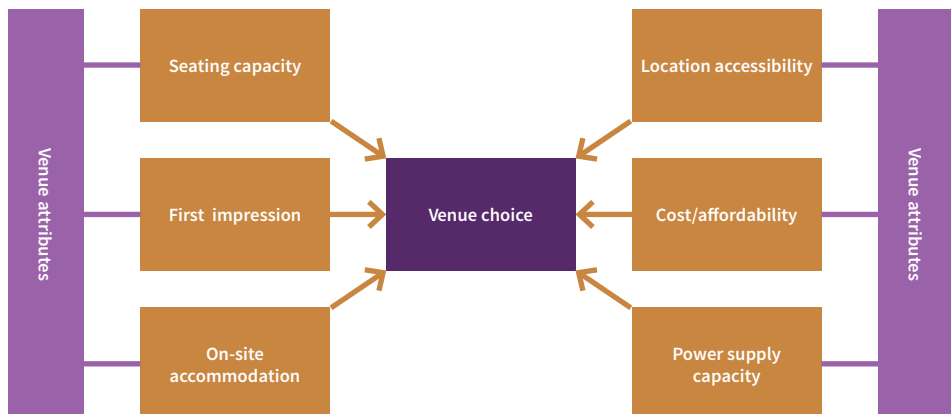


Figure 1. Venue attributes affecting the way Nigerian couples in Lagos State choose places for wedding banquets

Source: Authors

4. Material and Methods

4.1. Research Design

This study employed a quantitative research design, whereby data to determine the relationship between venue attributes and choices made by Nigerian couples when planning a wedding in Lagos State were collected using a structured questionnaire.

4.2. The Questionnaire

The questionnaire was based on 42 items derived from Baan (2019), which were reformulated into 24 items, relating to 5 venue attributes: the seating capacity (4 items), on-site accommodation (7 items), location/accessibility (5 items), cost/affordability (5 items), and power supply capacity (3 items). Moreover, a 6-item hotel physical environment scale developed by Bello & Bello (2021) was modified and used to measure the hotel's overall impression. In addition, a 5-item hotel choice scale used in Bello (2018) was adapted to measure venue choices made by couples in Lagos State. Each of the 35 questionnaire items was measured on a 5-point Likert scale ranging from (1) "Strongly disagree" to (5) "Strongly agree".

4.3. Study Population and Sample Size Techniques

The study population for this study consisted of couples that organised their wedding reception in any of the 65 registered event centres located in the 20 Local Government Areas (LGA) in Lagos State (Registered Hospitality and Tourism Enterprise in Lagos, 2021). To determine the exact sample size, the researchers selected 37 out of the 65 registered event centres through a systematic random sampling technique. The 65 registered event centres were consecutively assigned numbers from 1 to 65. The selection process consisted in automatically choosing the first event centre on the list in each LGA and then every second one. Consequently, the study focused on couples that had used the services of the 37 selected event centres for their wedding, which constituted a population of an indefinite size. To determine the exact sample size for the study, the authors applied the formula proposed by Freneund and William (2009), and used in Bello (2022):

$$n = \frac{(Z_{\alpha/2})^2 PQ}{e^2} = \frac{(3.8416)(0.7)(0.3)}{(0.0025)} = \frac{0.806746}{0.0025} = 323$$

The researchers personally visited each of the 37 selected banquet centres and obtained the emails and phone numbers of couples that had used their services in the previous year (2023–2024). Using the contact information the researchers reached out to potential respondents and asked to them to participate in the survey until they collected a sample of 323 completed questionnaires.

4.4. Statistical Methods

The collected questionnaire data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM), which explores linear relationships between multiple independent variables and single or multiple dependent variables (Hair et al., 2014). The analysis was performed with the help of *SmartPLS v4. Software*. The PLS-SEM relies on pre-specified networks of relationships between constructs and their measures (Hair et al., 2014), which distinguishes it from the regular regression approach.

4.5. Demographic Characteristics of the Respondents

The demographic profile of the 323 respondents, as summarised in Table 1, provides essential context for understanding preferences in wedding venue selection.

Table 1. Demographic characteristics of respondents

Variable	Number of respondents	% of the sample (n = 323)
Sex		
male	204	63.2
female	119	36.8
Current marital status		
married	216	66.9
divorced	107	33.1
Religion		
Christianity	44	13.6
Islam	232	71.8
other	47	14.6
Education		
National diploma	116	35.9
Bachelor degree	99	30.7
Master degree	108	33.4

Source: Field Survey (2025)

A majority of the sample were male (63.2%), suggesting that men may play a prominent role in decision-making regarding event logistics and venue choice. This gender distribution is relevant when evaluating how seating capacity and first impressions influence venue selection, as these attributes may be prioritised differently across genders.

Marital status data indicate that 66.9% of respondents were married, while 33.1% were divorced. This composition implies that most participants have direct experience with wedding planning, making their responses particularly valuable for assessing the relevance of attributes such as on-site accommodation and location accessibility. The inclusion of divorced individuals also offers retrospective insights into venue satisfaction and sustainability considerations.

Religious affiliation was predominantly Islamic (71.8%), followed by Christianity (13.6%) and other beliefs (14.6%). This religious diversity is critical in evaluating venue sustainability, as cultural and religious practices significantly influence requirements for seating arrangements, gender-sensitive spaces, and power supply reliability. Venues that accommodate these needs are more likely to be perceived as sustainable and inclusive.

Educational attainment among respondents was relatively balanced, with 35.9% holding a National Diploma, 30.7% a Bachelor's degree, and 33.4% a Master's degree. This suggests a well-informed population capable of discerning venue attributes such as affordability, environmental aesthetics, and infrastructure quality. Their educational background supports the validity of the hypotheses, particularly those related to cost and power supply capacity, as these respondents are likely to consider long-term value and operational efficiency in their venue choices.

5. Results

5.1. Assessment of the Measurement Model

The hypothesized model of this study was evaluated for its construct reliability, including convergent and discriminant validity using SmartPLS 4.0 (Hair et al., 2014; Ringle et al., 2005). The evaluation involves examining factor loadings of all items related to the study variables. Since 8 out of 35 items (i.e., SEC1, OVM1, OVM2, OVM5, OSA1, OSA2, OSA5, OSA6, and OSA7) had factor loadings below the acceptable threshold of 0.7 (Hair et al., 2014, 2017), they were removed from the initial model, one item at a time, starting from the one with the lowest loading. After

removing 8 items with low factor loadings, the final model yielded better results, which means it fits well with the data, as shown in Figure 2.

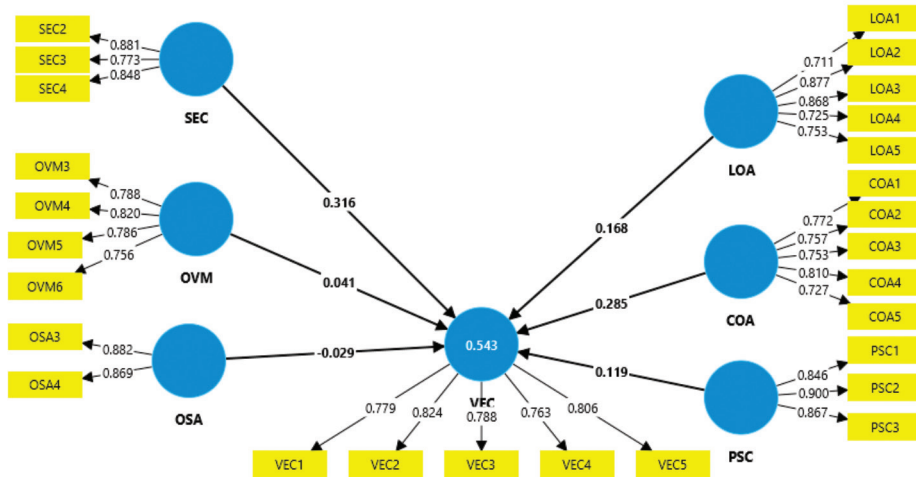


Figure 2. The hypothesized model with its factor loadings
Source: Field Survey (2025)

Table 2 shows values of the final hypothesised measurement indicators, such as Cronbach's alpha (α), composite reliability (CR), and average variance extracted (AVE), together with corresponding factor loadings of all the items in the study variables, yielded a better result as presented in Table 2.

Table 2. Diagnostics of the measurement model

Latent Variable	Items	Loadings	Cronbach's α	Composite Reliability	AVE
SEC	SEC 2	0.881	0.700	0.874	0.698
	SEC 3	0.773			
	SEC 4	0.848			
OVM	OVM 3	0.788	0.799	0.867	0.620
	OVM 4	0.820			
	OVM 5	0.786			
	OVM 6	0.756			
OSA	OSA 3	0.882	0.766		
	OSA 4	0.869			

Latent Variable	Items	Loadings	Cronbach's α	Composite Reliability	AVE
LOA	LOA 1	0.711	0.847	0.892	0.624
	LOA 2	0.877			
	LOA 3	0.868			
	LOA 4	0.725			
	LOA 5	0.753			
COA	COA 1	0.772	0.824	0.875	0.584
	COA 2	0.757			
	COA 3	0.753			
	COA 4	0.810			
	COA 5	0.727			
PSC	PSC 1	0.846	0.841	0.904	0.759
	PSC 2	0.900			
	PSC 3	0.867			
VC	VEC 1	0.779	0.852	0.894	0.628
	VEC 2	0.824			
	VEC 3	0.788			
	VEC 4	0.763			
	VEC 5	0.806			

Legend: SEC — Seating capacity, OVM — Overall impression, OSA — On-site accommodation, LOA — Location accessibility, COA — Cost / affordability, PSC — Power supply capacity, VC — Venue choice
Source: Field Survey (2025)

As can be seen, factor loadings of the remaining 27 items were statistically significant and exceeded the minimum acceptable threshold of 0.7 (Tabachnick & Fidell, 2007). Values of AVE, indicating the level of convergent validity of the final model, exceeded the minimum acceptable threshold value of 0.5 (Hair et al., 2014). In addition, the model was assessed for its internal consistency, as measured by Cronbach's (α) and composite reliability (CR), which exceeded the required threshold of 0.7 for each variable.

In addition, the external consistency of the data was assessed by measuring discriminant validity of the final hypothesised model, as shown in Table 3.

As can be seen in Table 3, the square roots of the variables' AVEs along the diagonal are higher than their correlations with other constructs, which is the requirement in the Fronell-Larcker criterion (Hair et al., 2014).

Table 3. Discriminant validity of the variables

Latent Variable	SEC	OVM	OSA	LOA	COA	PSC	VC
SEC	0.698						
OVM	0.666	0.620					
OSA	0.074	0.060	0.766				
LOA	0.614	0.071	0.075	0.624			
COA	0.419	0.294	0.088	0.405	0.584		
PSC	0.661	0.074	0.086	0.082	0.410	0.759	
VC	0.070	0.065	0.089	0.062	0.454	0.076	0.628

Legend: SEC — Seating capacity, OVM — Overall impression, OSA — On-site accommodation, LOA — Location accessibility, COA — Cost / affordability, PSC — Power supply capacity, VC — Venue choice
Source: Field Survey (2025)

5.2. Model Hypothesis Testing

The significance of the path coefficients is determined by β values of regression coefficients and their t-values, which are calculated using the bootstrap method (Hair et al., 2014). As a rule of thumb the critical t-value of 1.96 (significance level = 5%) for a two-tailed test is considered to be significant (Hair et al., 2014).

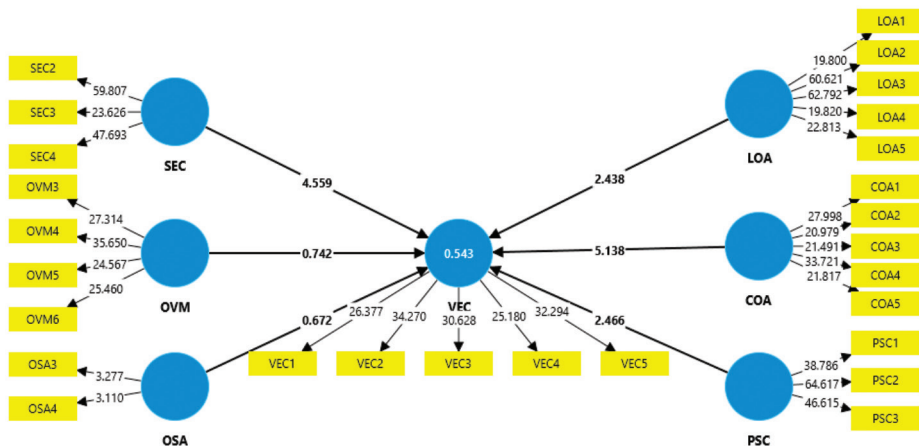


Figure 3. Hypothesis testing of the structural relationship model

Source: Field Survey (2025)

As shown in Figure 3, of the six direct hypothesised relationships tested, four proved to be supported (were found to be significant) while two were not supported.

Table 4 shows that hypotheses that were supported have a t-value > 1.96, while those rejected have a t-value < 1.96; hence, they show the effect of individual latent constructs (venue attributes) on the dependent variable (venue choice).

Table 4. Summary of hypothesis testing results

S/N	Path	β (Std. Est)	SE	t-value	Hypothesis	f-square	Effect size
1.	SEC \rightarrow VC	0.521	0.316	4.559	Supported	0.236	Medium
2.	OVM \rightarrow VC	-0.128	0.041	0.742	Rejected	0.015	Small
3.	OSA \rightarrow VC	-0.035	-0.028	0.672	Rejected	0.004	Small
4.	LOA \rightarrow VC	0.132	0.168	2.438	Supported	0.022	Small
5.	COA \rightarrow VC	0.326	0.285	5.138	Supported	0.161	Small
6.	PSC \rightarrow VC	0.111	0.119	2.466	Supported	0.032	Small

*p < 0.05, SE — standard error

Source: Field Survey (2025)

The study also shows that the combined R-squared value of all the constructs explains 70.0% of variability in venue choice. The remaining 30.0% is due to other factors and residuals.

5.3. Effect Size

Following Cohen's (1988) guidelines, the size of the effect exerted by the independent variable (a venue attribute on the dependent variable (venue choice) was measured by f-square. In the study, relatively the strongest effect (medium) was observed in the case of seating capacity (see Table 3/4). The remaining five independent variables (i.e., cost/affordability, location accessibility, on-site accommodation, overall impression, and power supply capacity) on the dependent variable (venue choice) were found to have a small effect size. We agree with Chin et al. (2003), who argue that even the smallest f^2 value is worth considering because they can affect the dependent variable in some way.

6. Discussion

The study was undertaken to test six hypotheses. Four of them were supported and two were rejected.

The first hypothesis concerns the relationship between the venue's seating capacity and venue choice. The results of SEM analysis suggest that it is positive and

significant. This is in line with the findings reported by Baan (2019), who found that the venue's seating capacity was the third most important attribute considered by prospective brides. Other studies, such as Comas and Moscardo (2005), and Wells (2007) also confirm that seating capacity is one of the main attributes considered when choosing a venue facility for a wedding event.

The second hypothesis describes the relationship between the overall impression of the venue's physical environment and venue choice, which was not found to be statistically significant. This finding differs from results published in previous studies, which indicated that the venue's physical environment was a key factor helping couples to make a decision (Saayman, 2000; Suvagondha & Soparat, 2008; Chan, 2010; Baan, 2019).

The third hypothesis refers to the effect of on-site accommodation on venue choice, which was also not found to be statistically significant. This result, again, contrasts with the findings of previous studies (Comas and Moscardo, 2005; Callen and Hoyes, 2000; Baan, 2019).

The fourth hypothesis describes the effect of the venue's location accessibility on venue choice, which was found to be statistically significant. This result corroborates the findings of previous studies (Lau and Hui, 2010; Baan, 2019).

The fifth hypothesis addresses the relationship between the venue's cost/affordability and choices made by prospective couples. The relationship was found to be statistically significant, which is in line with the results of previous studies, which confirm the importance of this attribute as the most or one of the most important factors in venue choice (Lockyer, 2005, Callen and Hoyes, 2000; Lau and Hui, 2010; Seebaluck et al., 2015).

The sixth hypothesis captures the relationship between power supply and venue choice, which was also found to be statistically significant. This result is corroborated by the findings of Callan & Hoyes (2000) and Lin (2011), who emphasised the importance of adequate lighting to enhance the guests' well-being.

7. Conclusions and Recommendations

7.1. General Conclusions

The findings of this study confirm four venue attributes, namely seating capacity, location accessibility, cost/affordability and power supply, have a statistically significant effect on venue choice in Lagos State. These factors collectively shape the decision-making process of event planners and couples, highlighting the impor-

tance of venue attributes in the competitive event centre market. This means that by improving these key attributes event centre operators can enhance customer satisfaction and attract new customers. Consequently, stakeholders in the event industry must strategically invest in infrastructure and service delivery to ensure long-term sustainability and relevance in a dynamic urban environment.

7.2. Practical Recommendations

The key takeaway for managers and operators of events centres in Lagos State is the importance of the venue's seating capacity, which should be sufficient to meet specific needs of different customers. This may increase demand for event venues, and create more job opportunities for economic sustainability of the state. Moreover, it is recommended that the ministry of urban planning of Lagos State should develop a master plan for siting new event centres that managers and operators of such businesses would need to comply with in an effort to promote the state's long-term environmental sustainability. Steps should also be taken by local authorities to encourage the creation of affordable and friendly tariff structure enabling more customers to benefit from event spaces for local gatherings and celebrations. This could stimulate and foster community engagement and social cohesion, and ultimately social sustainability. Finally, efforts should also be made by event centre's management to ensure uninterrupted, environmentally friendly power supply to ensure the high quality and reliability of event hosting service. The adoption of eco-friendly practices such as efficient energy and power management reduce environmental footprint generated by event centers, thus, promoting long-term environmental sustainability.

7.3. Limitations and Future Research

While the study provides valuable insights into the factors influencing the way couples choose wedding banquet venues in Lagos State, some limitations should be acknowledged. First, the study was purely quantitative and relied exclusively on questionnaire data, which may not fully capture emotional and cultural nuances influencing venue selection. Additionally, the sample size of 323 respondents from 37 event centers, though substantial, may not reflect the diversity of preferences across Nigeria's broader socio-economic and geographic spectrum. Finally, the study focused on six venue attributes, ignoring emerging factors such as the possibility of digital booking, sustainability practices, and aesthetic appeal, which recent studies have identified as increasingly relevant in event planning (Hagen, 2021).

Therefore, future studies could adopt a mixed-method approach to explore deeper psychological and experiential dimensions of venue choice. Expanding the scope beyond Lagos State would enable comparative analysis across urban and rural contexts, offering broader generalizability. Researchers may also investigate the impact of digitalization and hybrid event models on consumer preferences, as these have become prominent in the post-pandemic event industry (Hagen, 2021). Additionally, longitudinal research could assess how evolving trends, such as eco-conscious venue design and smart infrastructure, affect the sustainability and competitiveness of event centers in emerging economies.

CRediT Authorship Contribution Statement

Dr Mercy B. Bello contributed to the conceptualisation and methodology of the study, supervised the research process, and prepared the original draft of the manuscript. Dr Enesi C. Majeji, corresponding author, conducted the investigation, validated the findings, managed project administration, and participated in the review and editing of the manuscript. Prof Yekinni O. Bello was responsible for data curation, formal analysis, and visualisation, and contributed to the review and editing of the manuscript.

Declaration of Competing Interest

The authors declare that there are no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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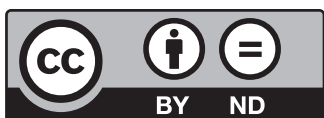
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Zrównoważony rozwój nigeryjskiej branży eventowej: analiza czynników wpływających na wybór obiektu na przyjęcie weselne

Streszczenie. Artykuł opisuje badanie mające na celu analizę kluczowych cech obiektu, jakimi kierują się pary w stanie Lagos w Nigerii przy wyborze miejsca na przyjęcie weselne. Autorzy chcieli w ten

sposób wypełnić istniejącą lukę badawczą w dziedzinie zarządzania wydarzeniami w kontekście gospodarki rozwijającej się. Na potrzeby badania ilościowego przeprowadzono ankietę z udziałem 323 par małżeńskich, które skorzystały z usług 37 agencji eventowych zarejestrowanych na terenie 20 jednostek samorządu terytorialnego stanu Lagos. Zebrane dane poddano analizie za pomocą modelowania równań strukturalnych metodą częściowych najmniejszych kwadratów (SEM-PLS). Na podstawie uzyskanych wyników modelowania potwierdzono cztery z sześciu wysuniętych hipotez badawczych, z których wynika, że liczba miejsc siedzących (H1), położenie i dostępność (H4), koszt i przystępność cenowa (H5) oraz parametry instalacji elektrycznej lokalu (H6) znacząco wpływają na wybór miejsca na przyjęcie weselne. Autorzy przedstawiają praktyczne rekomendacje dla menedżerów agencji eventowych, które mogą usprawnić świadczenie usług i zwiększyć ich konkurencyjność. Ponadto badanie stanowi wkład do literatury dotyczącej zachowań konsumentów i planowania imprez weselnych i wspiera zrównoważony rozwój nigeryjskiej branży eventowej.

Słowa kluczowe: cechy obiektu, wybór obiektu, stan Lagos, branża eventowa, PLS-SEM



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