An Analysis Of Factors Influencing Consumer Patronage Of Bars: A Survey of Bars, Kisii Town's Central Business District, Kenya

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ABSTRACT

This work was about the factors influencing consumer patronage for bar services by consumers in Kisii Town's Central Business District. The ever changing and competitive nature of bar services has led to flourishing of some bars and closure of others that are unable to cope with the competition in Kisii town's CBD. The main objective of the study was to identify and analyze the factors that influence consumer patronage for a bar. Other objectives included: ranking the identified factors in order of their importance, determining the categories of consumers who frequent the bars and to find out the services that the bars provided. This was a survey study of bars within the Kisii town's CBD. In order to achieve the study objectives, a sample of a hundred respondents in ten bars was selected. Systematic sampling was used in selecting the ten bars. Convenient sampling was used to draw 40% respondents from each target consumers of each bar. A sample of seven consumers was picked using the random sampling method from each bar while purposive sampling was used to pick, a manager, a bar maid and a cashier from each bar to represent the management respondents. Data was collected by administering a structural questionnaire to the bar consumers and the bar owners during repeated visits to each bar over the period of study. Assistants were incorporated in data collection procedure. They presented copies of the questionnaire to consumers to complete a few minutes after entry of consumers into the bars. The project incorporated descriptive data analysis tools and the Likert scale was used to determine the weight of each factor influencing consumer patronage. The research's main findings reflected that, patronage status exist in bars in Kisii town's CBD, many of the bars offered variety services and beer taking was the most commonly service sought for by consumers. The research revealed that there were six categories of consumers for bar services thus, the Government, private company, college students, self-employed, unemployed and the professional categories. The professional category formed the highest number of consumers, and then followed by the Government category, college student category, self-employed category, private company category and the unemployed category in that order. The researcher recommends that Bar entrepreneurs should provide varieties of services in their business premises in order to retain consumers and the bar industry should come up with niche premises to cater for the different categories of consumer groups. The report's findings and recommendations would be used to help bar owners in identifying consumer's patronage for a bar and furnish them with knowledge of consumer expectations. The research would also aid bar owners who would want to increase their sales through consumer retention strategies and would be used to strategize on how to modify the bar image that shall appeal to consumer's taste, gain patrons and improve the bar industry.

KEY WORDS: Consumer behavior, Service Points, Customer Patronage

Background to the Study

Andrian (1998), observes that Consumption of services in the market by the consumers is influenced by buyers' characteristics and the buying behavior is influenced by cultural, social, personal and psychological factors. Other variables like price, availability, quantity and effectiveness of the promotion by the service providers also affect the consumption of a service in the market.

Van (1998), contends that in today's low growth and high competitive markets, retaining loyal customers is vital for survival. He says that keeping customers is a more efficient strategy than attracting new customers. Keeping

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customers loyal has been a hard task to achieve since modern consumers have become more informed, confident and demanding. They simply want products and services that satisfy them and have no time for the ones that do not. Barker (1992), says that today's customers are tougher and more informed, so sensitive to poor services that they often walk away and never come back. Despite the many variables that affect the consumption, there are a group of consumers who are loyal and therefore patrons to a particular service provider, those who will not be swayed by the many changing variables in the market, hence patronizing the service providers.

Kisii is a rapidly growing, medium sized town, with twenty bars in the central business district as at April 2009. This forms the geographical scope of this study. There is no master plan to guide potential bar owners on what propels a consumer to become a patron in a particular bar. The town has suffered closure of some bars, even though others are coming up. The market is becoming segmented with each bar focusing on the need of particular consumers (consumer groups) thus, widening the consumer choice.

Assael (1998), observes that placing focus of business on the consumer should form the basis of marketing. Hence, consumer behavior should be studied because it affects decisions taken by organizations. Consumer behavior is defined as behavior that consumers display in searching for, purchasing, using, evaluating and disposing a product or services. It is concerned with learning the specific meanings that products hold for consumers. For any service entrepreneurship to be successful, profitable and ahead of its competitors, it should have regulars. There exist a number of factors that may not be present in any other bar that influence choice. Some of these factors include: bar image, effective customer care, sitting organization, position and structural design, availability of desirable services, costs, quality of services, convenient operational times and the social factor balance.

 Ngahu (2002), asserts that, behind every successful enterprise are unswayed patrons. Gitomers (1993), also observes that, "the challenge of most organizations is not to produce satisfied customers; several competitors can do this, but the challenge is to produce regular customers. The key to customer retention is customer satisfaction".
Since consumers' decisions affect the choice of a bar, entrepreneurs give priority to those factors that influence the choice for a bar's services and how to sustain them in the long run. It is on the view of such background; it was significant that a study is carried out to find out what factors influence consumers to patronize a particular bar.

Statement of the Problem
With the growing number of bar business in Kisii Town's CBD, increased competition for consumers follows naturally. There is wavering "patronage" and costly confrontations. Retention of consumers remains a great challenge to unmask for bar owners. This is reflected by the short life span of a number of bar enterprises in the Kisii Town's CBD. There is no research that has been carried out, particularly on bar patronage in Kisii Town's CBD. It was with this in mind, that the research was undertaken to survey the factors and then rank them on the basis of the degree to which each one of them contributes to bar patronage.

 Research Objectives
The main objective of the study was to evaluate factors influencing consumer patronage of bars.
        The specific objectives of the study were:
   i) To identify the different categories of consumer patrons in bars in Kisii town's CBD.
   ii) To determine the bar factors' percentage for each category of consumers.
        Scope of the Study
    Although there are many bar businesses in the country, Kisii Town's CBD was considered for the study. The study covered the factors influencing bar patronage, ten bars in operation within Kisii Town's CBD, were covered. The ten bars were selected using systematic sampling from the twenty registered bars in the CBD, namely: Havanna, Lisbon, Obomo, Armstrong, The Twins Pub, Great Inn Wines, Jazz, Everest, The Winters, New Capital, Serengeti, Satellite, Fountain, Kanyimbo (K), Flamingo, Blue Inn, Courtyard, Green View, Backyard and Emonga Inn.

LITERATURE REVIEW
Patronage Behavior and Status
Patronage behavior deals with the process of identifying factors and attributes that consumers use in selecting product/service alternatives, Burnett (1996). A number of researchers have carried out studies on consumer patronage behavior.
Okwany (2005), investigated the influence of service assortment on the consumers preference in bar selection. In this research, it was found that a bar that had a variety of services had many customers. This study while

enriching the knowledge on the bar patronage behavior, it fails short of providing a representative sample since it was based on one bar factor patronage.

Kottler (2007), suggests that consumers have varying degree of patronage to specific services, stores and other entities. Consumers can be divided into four groups according to patronage status.

  i)   Hard core patrons – consumers who purchase services from one service provider all the time.
  ii)   Split patrons – consumers who are loyal to two or three services providers.
  iii) Shifting patrons – consumers who shift from one service to the other.
  iv)   Switchers – consumers who show no loyalty to any service provider.

Bar Patronage

 Bar patronage is the degree to which a buying unit concentrates purchases over time to a particular bar within a service category; bar patronage develops through positive reinforcement and repetition of buying behavior, Oliver (1997). Successful bar service providers achieve higher customer patronage; unsuccessful bars have to attract customers. This affects the net margin because it is much more expensive in advertising promotion and selling to win customers than to hold existing ones.

Cross et al (1988), observes that it costs six times as much to win customers as to retain existing ones. Customer Patronage provides the basis for a stable and growing market share. Business week magazine (April 2001), indicates that consumers can avoid risks by remaining patrons to a bar service provider with which they are satisfied with, instead of purchasing from new and untried bar service providers. High-risk avoiders are more likely to be patrons to their 'old' bars and less likely to purchase from untried ones. It continues to say, bar patronage can be explained in a number of ways: habit, maximization value over price, perceived risk of alternatives are high past satisfaction with the bar, the frequency of usage, influence of media and the awareness of alternatives.

Barker (1989), argues, for obvious reasons the patron customer is the key importance to bar industry especially those patron customers who are higher spenders or provide long patronage. Oliver (1997), observes, 'improving customer satisfaction is a key to gaining customer patronage. Being a patron customer indicates that a customer will stay a patron, talk favorably about the bar and its services, pay less attention to competing bars and less sensitive to price and buy more as the bar introduces new services and upgrades existing services.

Developing Consumer Patronage

Behavioral scientists believe that customer patronage results from an initial product that is reinforced through satisfaction, leading to repeat purchase. Cognitive researchers emphasize the role of mental process in building consumer patronage. They believe that the consumers engage in extensive problem solving behavior involving services and attribute compassions, leading to strong customer preferences and repeat purchase. Marketers are interested not only on how customer patronage develops but also when it develops. Research evidence suggests that a great deal of customer patronage develops quite early in the context of family life.

Declining Consumer Patronage

Sovensen (1996), observes that many marketing managers are concerned with a growing trend towards consumer switching. Among the reasons given for the decline in the consumer patronage are consumer boredom and dissatisfaction with a service, the constant availability of new service providers and increased concern over price. Palmer (1998), also states that the decline in consumer patronage is attributed to the increased targeting of specialty niches and the increased diversity of shoppers. Developing a high consistence market share of consumer patrons is the ultimate goal of marketing strategy. Discovering how consumers learn about service providers and become attached to them assist marketers in achieving their goals. It is estimated that 50% of bar businesses started in Kenya fails within two years of their birth because of not assessing the customer's needs.

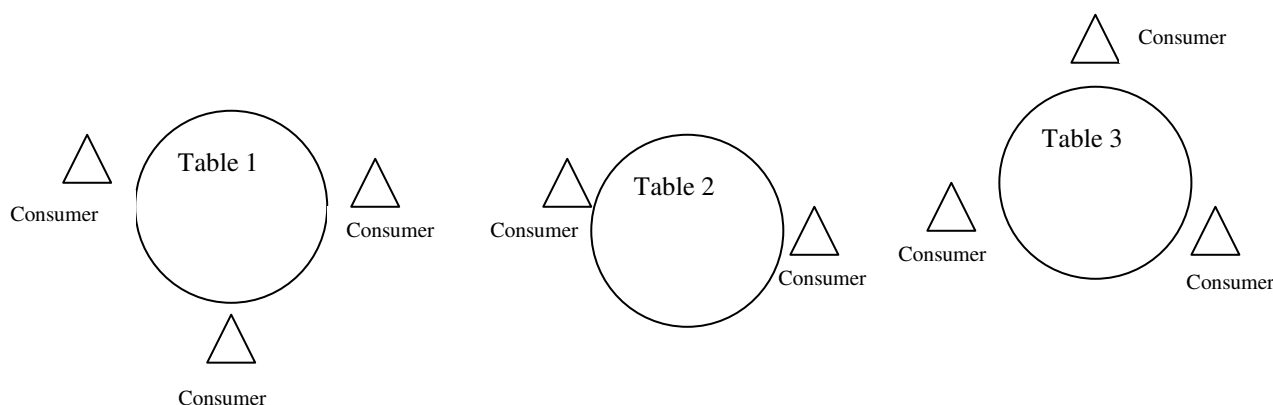A common desired circular sitting arrangement is shown below.

Fig I. circular sitting arrangements
(Source: Field Data, 2009)

The provision of a well ventilated and airy bar, with the 'appropriate' lighting system tends to create permanent beliefs of effectiveness on individual customers.

A successful entrepreneur should allocate convenient operational time to offer services to consumers. Gitomers (1993), observes that, many a time, different consumers have specific period to visit bars. Normally after work, during the weekend or for those not in any job, they also have their desired time of visiting bars. Time tend to dictate the particular clients available in a bar. Bars that operate after work sessions will have clients from a particular class of people or group. Weekend operations will also influence patronage. The entrepreneur should be sensitive, very informed and always keep time in order to retain customers.

The mode of reception in bars varies from one bar to another. Thus, attendants need be receptive to consumers and understand their needs. Bars must provide a service that respond to needs of potential consumers as their need or interest is triggered. Most bars do not have trained attendants. These influence a run away or retention of consumers. The fact that the bars are visited by all kinds of people and whose needs and requirement vary, consumers accommodate themselves in bars that provide consumer friendly receptions. There is need for the entrepreneur to furnish attendants on how to handle consumers courteously. Van (1998), notes that customers who make suggestions on improvement of services and are finally acted on, have confidence in the bar's management.

Hamish (2003), conducted a research on sustainability of consumers in business and concluded that most bar entrepreneurs operate in an ad- hoc environment which creates an enabling environment for the decline of the business. Hamish, recommended that further investigation be conducted in rural towns to ascertain influential factors of patronage.

Njue (2003), conducted a research on customer requirements for efficiency and profitability in organization. The Economic factor tended to be his area of concern as influencing customer patronage. However, he advocates that there is need to unearth the different salient factors other than the economic factor for each unique service in the market. Larger sample population spreading across towns of different cultures and levels of development would be necessary to draw more comprehensive conclusions capable of generalizations.

It is in light of this that this research focuses on bar industry as one of the many service providers required by consumers and unfolds in depth the factors that influence consumer patronage for a bar.

RESEARCH METHODOLOGY
Research Design
This was a survey study aimed at investigating factors that influence consumer patronage for a bar's services in Kisii Town's CBD. A survey study was adopted for the population involved a population of more than 30 and across a number of bars. Such a population requires diverse representation of the population. The survey focused on the bars that are within the Kisii town's central business district. The bars are not of the same class as we have different location where they are set up. There are those that are visited by low income earners situated at the periphery of the CBD. There are also bars that are in the heart of the CBD that serve high income earners. In both cases the designs, pricing, image and even perception are viewed differently by different consumers. Therefore, a survey was appropriate for this research as it had 100 respondents across the board. (Creswel 2003). The research involved sampling of management and consumers who used the bar services within the study

setting. Information regarding the factors that influenced consumer choice for bar services was obtained via administering questionnaires to the respondents at the various bars. Assistants were engaged in presenting the questionnaire to the respondents shortly after the consumers entered the bars. Data collection was analyzed using descriptive methods and the Likert scale to give the weighted differential level of importance of the factors.

Research Setting

The research was based in Kisii Town's CBD. This is a rural town with a relative adult population of 52,408 residents (Central Bureau Of Statistics Census Report, 1999).

The District is in Nyanza Province of the Republic of Kenya. It borders; Nyamira, Gucha, Gucha South, Borabu, Masaba, Manga, Transmara, Homabay, Migori and Rachuonyo Districts.

Target Population

The Population of the study was drawn from Kisii Town's Central Business District. The population consisted of consumers and bar management in twenty registered bars in full operation in Kisii Town's CBD during the period of research.

Sampling Design and Sample Size

In order to carry out the research, there was need for a sample population to be identified to respond to the study. The researcher employed systematic sampling in selection of bars. A list of all the bars was prepared alphabetically and by using the formula $^N/_n$, selected every second bar included in the sample. The consumer respondents who participated in the research were selected using the random sampling procedure. Seven consumers were picked from each bar, totaling to seventy consumer respondents. The researcher considered convenient sampling to draw 40% respondents from each of the targeted consumers from the ten identified bars. It is hoped that the results obtained from a sample of respondents in ten bars is representative of the entire population. Purposive sampling was used to pick a manager, a bar maid and a cashier from each of the ten bars to respond as the management staff. The table below shows targeted and sampled population framework for the consumer respondents.

Table 1: Population framework for consumer respondents

Name of Bar	Target population	Sample size
Armstrong	18	7
Blue In	17	7
Emonga	12	5
Flamingo	9	4
Great In	23	9
Havanna	42	17
Kanyimbo	9	4
New Capital	19	8
Satellite	15	6
The twin pub	8	3
Total	**172**	**70**

Source: Field Data, 2009

Data Collection

The data collected and used in the analysis was primary data. This was first hand information from the respondents.

Research Instruments

A questionnaire was used to collect data. The questionnaire was used for it would give important information, where each item addressed a specific objective and it was the quickest and convenient way of collecting and analyzing the items of the respondents. The questionnaire consisted of two parts. Part A_1 consisted of close ended questions that were tabulated to capture information concerning the consumers' demographic characters and gave factors that consumers considered important in order to be patrons in a bar. Part A_2 used schedules and a 5-pont-likert scale to find the degree of significance of factors that influence consumers' patronage for bar services. Part B consisted of close - ended questions that were tabulated to capture information from the management staff regarding various aspects of bar operations.

Validity and Reliability of Instruments

The researcher conducted a pilot test on the questionnaire to establish its validity. A sample of the questionnaires was given to persons who were not directly involved in the final study. The respondents were administered with the same instrument within a spell of one-week difference, and correlating the scores from both testing period, which corresponded effectively. The reliability was attested by designing the instrument with the involvement of the school of business experts and made it an all inclusive of all the domains of the indicators relevant to the bar patronage status and in line with the research objectives

Data Collection Procedure

Research was done by administering a questionnaire to the bar's consumers and the staff management during repeated visits to each bar during the data collection period. Supplementary information was obtained from management staff of the bars. Primary data collection involved the use of self-administered questionnaires for literate respondents and a researcher administered questionnaire to cater for those who would not easily interpret the questions due to their low level of literacy. The questionnaire was administered to respondents as they continued receiving the services .The questionnaires were filled as the researcher waited in order to reduce non-response rates. Assistants were incorporated in helping the data collection. They presented copies of the questionnaires to consumers as they received services in the bars. The researcher presented the questionnaire to the management staff to fill. The researcher got 100% returns of the questionnaire.

Data Analysis and Presentation

The collected data was analyzed using descriptive statistics and in line to the research objectives. The Likert scale was used to determine the degree of importance of each factor analyzed. The factors were then ranked according to their importance. The analyzed data was presented by use of frequency tables and pie charts.

RESULTS AND DISCUSSION

Percentage charges above general Market Price

The study also sought to collect information on the percentage charges above the general market price. Table 2 reflects the data.

Table 2: Percentage of charges above General Market Price

Percentage charges above general market price		
Percentage level of charges	**Frequency**	**%**
1 – 5	3	13.6
6 – 10	10	45.5
11 – 15	3	13.6
16 – 20	6	27.3
> 21	0	0
Total	**22**	**100**

Source: Field Data, 2009

Table 2 reveals that 13.6% of respondents charge between 1% and 5% higher than the general market price of a service, 27.3% charge between 6% and 10%, 13.6% charge between 11% and 15%, 27.27% charge between 16% and 20%, while none charges more than 21%. This shows that majority of bars offered services at a higher price than the general market price thus noting that it may not be a significant factor for patronage status in a bar.

Preferred time of visit by Consumers

The study sought to find out the preferred time of visit by consumers. Table 4.7 reflects the data.

Table 3: Preferred time of visit by Consumers

Preferred time of visit		
Period of the day	Frequency	%
Morning	3	10
Midday	2	6.7
Afternoon	4	13.3
Evening	12	40
Weekend	8	26.7
Others specify	1	3.3
Total	**30**	**100**

Source: Field Data, 2009

Table 3 gives the response on the various preferred time of visit by consumers for the different bars. Respondents showed that, 10% visited in the morning, 6.7% during mid-day, 13.3% account for afternoon visit, 40% for evening and 26.7% during weekends while 3.3% preferred others. Different consumers had their convenient time of visiting bars.

Consumer response Data Analysis

Consumer Categories

The study sought to find out consumer categories patronizing bars. Table 4.8 below shows the data comprising of respondents' categories.

Table 4: Categorized respondents

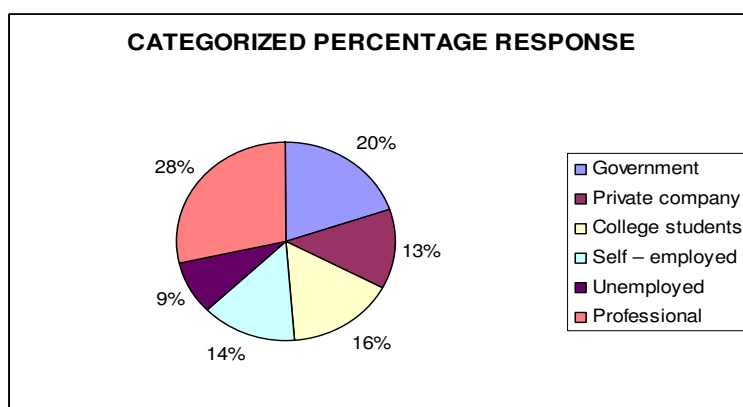| Consumer categories		
Category	Frequency	%
Government	14	20
Private company	9	12.86
College students	11	15.71
Self – employed	10	14.29
Unemployed	6	8.57
Professional	20	28.57
Total	**70**	**100**

Source: Field Data, 2009

Fig ii Percentage respondents
Source: Field Data, 2009

The research identified 20% of the respondents emanated from the government category, 12.86% from the private company, and 15.71% were college students, 14.29% were self employed, 8.57% unemployed and 28.57% professionals. The research showed that most of the consumers were professionals and Government

employed, which concurs with the fact that the town's large population consist of working class people in these categories.

A bar's Patronage

The study sought to find out the consumers' patronage status. Although all respondents were sampled within the Kisii town's CBD, the geographical locations of their bars are not restricted. It is common to find a bar in a place far a war from the location of the consumer. Table 5 shows the findings.

Table 5: Bar Patronage Status

Patronage of particular bars		
Patronage status	**Frequency**	**%**
Yes	70	100
No	0	0
Total	**70**	**100**

Source: Field Data, 2009

Table 5 shows that 100% of the respondents indicated that they had a favorite bar they were patrons. This shows that consumers had clinging determinants of their service choice as explained by Kotler P., (2001) and Chisnal P.M, (1998). The consumers are particular to what they patronize in most cases.

Age of Consumers

The study sought to find out the patrons' age. Table 6 indicates the data.

Table 6: Age of Consumers

Consumers Age		
Age	**Frequency**	**%**
18-24	10	14.28
25-30	16	22.86
31-35	16	22.86
36-40	17	24.29
41-45	4	5.71
Over 46	7	10
Total	**70**	**100**

Source: Field Data, 2009

It was revealed that 14.28% of the respondents were between the age of 18 years and 24 years, 22.86% were between the age of 25 and 30 years, 22.86% were between the ages of 31 and 35 years. Those between the age of 36 years and 40 years constituted of 24.29%, 5.7% were between the ages 41 and 45 years while those over 46 years constituted of 10%. Most of the consumer respondents in the bars were between the age bracket of 25 years and 40 years cumulatively.

Consumers' Gender

The study sought to find out consumers' gender status. Table 7 presents the results regarding the gender of the respondents.

Table 7: Consumers' Gender

Consumers gender		
Gender	**Frequency**	**%**
Male	56	80
Female	14	20
Total	**70**	**100**

Source: Field Data, 2009

The data indicates that, 80% constituted of male while 20% constituted of female respondents. It was found out that majority of the consumers visiting bars are male.

Consumers' Marital Status

Information was sought on the marital status of the patrons. Table 8 gives the responses on the various marital statuses of consumer respondents and the outcome as collected from the field.

Table 8: Consumers' marital status

Consumers' marital status		
Status	**Frequency**	**%**
Single	27	38.57
Married	41	58.57
Others	2	2.86
Total	**70**	**100**

 Source: Field Data, 2009

The results obtained showed that 38.57% were single, 58.57% were married while 2.86% constituted of others, those who were not single or married.

 Consumers' Educational Levels

The study also sought to find out consumers' educational levels. Table 9 presents the data.

Table 9: Consumers' Educational Level

Consumers' educational level		
Level	**Frequency**	**%**
Primary	3	4.29
Secondary	16	22.86
College	13	18.57
University	26	37.14
Post graduate	11	15.71
None	1	1.43
Total	**70**	**100**

 Source: Field Data, 2009

The research revealed that 4.29% of respondents had primary level of education, 22.86% had secondary education, 18.57% had college education, 37.14% respondents had university education and 15.71% had post graduate level of education while 1.43% of the respondents didn't have any formal education. It was found out that majority of the respondents were those with university education.

 Frequency of Consumers' Visits

The study sought to find out consumers' frequency in the bars they visited. Table 10 below presents data comprising of respondents' frequencies in bars.

Table 10: Frequency of Consumers Visits

Frequency of consumers' visits		
Level of frequency of visits	**Frequency**	**%**
Daily	10	14.29
<x3/week	15	21.43
<x3/months	32	45.71
Occasionally	13	18.57
Total	**70**	**100**

 Source: Field Data, 2009

The research reflected that 14.29% visited bars on daily basis, 21.42% visited less than three times in a week, 45.71% visiting three times in a month while 11.43% occasionally visited the bars.

 Number of Services used by Consumers

The study sought to find out the number of services used by consumers. The data is reflected in table 11

Table 11: Number of services used in a bar

Number of services used in a bar		
Number of services	Frequency	%
0	0	0
1	16	22.86
2	30	42.86
3	15	21.43
4	8	11.43
Others	1	1.42
Total	70	100

 Source: Field Data, 2009

The research established that 22.86% of the respondents used one service in the bar they visited, 42.86% used two services, 21.43% used three services, and 11.43% used four services while 1.42% used others. This reflected that variety of services constituted the consumers inclination to the bars.

 Consumers' Patronage for a Bar

This research was undertaken on the assumption that consumers are influenced by a number of factors for patronage. Information got from the field revealed that bar image, cost of service, quality of services, convenience, supportive systems, variety of services among others were the influencing factors. The frequency and percentage attraction is illustrated in table 12

Table 12: Factors influencing Consumer Patronage of Bars

Patronaging factors		
Factor	Frequency	%
Bar image	4	5.71
Quality services offered	18	25.71
Supportive systems	11	15.71
Variety of services	12	17.14
Convenience	6	8.57
Cost of service	8	11.43
Social factor balance	10	14.29
Others	1	1.43
Total	70	100

 Source: Field Data, 2009

The results revealed that 5.71% of the consumers patronized bars on the basis of the bar's image, 11.43% preferred the cost of services, 8.57% were attracted by convenience, 15.71% patronized due to effective support systems, 17.14% were triggered to be patrons by the variety of services in a bar, 25.72% were due to the quality of services provided, 1.43% of the consumers patronized bars because of other factors, and 14.29% patronized because of the social factor balance.

Percentage response of Government consumer category

 The study sought to find out the factors' percentage for patronage of Government consumer category. It was revealed that sampled Government category's consumers, 5(35.7 %) were influenced by quality services of a bar, 2(14.29%) for supportive systems, 2(14.29% variety of services, 2(14.29) for social factor balance, 2(14.29%) for cost of services, 1(7.1%) for bar image, while convenience had no influence. Quality of services was the most influential factor for the Government category of consumers.

 Percentage response for Private Company Consumer Category

The study also sought to find out the factors' percentage of the private company category of consumers. Table 13 indicates the responses obtained from the field.

Table 13: Percentage response of Private Company Consumer Category

Factors	Frequency	%
Bar image	1	11.11
Quality services	2	22.22
Supportive systems	1	11.11
Variety of services	2	22.22
Convenience	0	0
Cost of services	2	22.22
Social factor balance	1	11.11
Total	**9**	**100**

Source: Field Data, 2009

The findings in table indicates that quality services had 2(22.22%), variety of services 2(22.22%) and cost of services in a bar's services had the same magnitude of influence 2(22.22%). while Bar image had 1(11.11%), supportive systems 1(11.11%) and social factor balance also had 1(11.11%). Of the sampled respondents, none was influenced by convenience.

Percentage response for Unemployed Consumer Category

The study sought to find out the factors' percentage of the unemployed category of consumers. The findings shows that 1(16.7%) patronized as a result of quality services, 3 (50 %) for convenience, 1 (16.7 %) for social factor balance, 1(16.7 %) for other factors other than the identified ones, none was influenced by a bar's image, supportive system and variety of services.

Percentage response for the Professional Consumer Category

The study also sought to find out the factors' percentage of the professional category of consumers. The gathered field information revealed the following data, as reflected in table 14.

Table 14: Percentage response of professional consumer category

Factors	Frequency	%
Bar image	2	10
Quality services	4	20
Supportive system	3	15
Variety of services	5	25
Convenience	0	0
Cost of service	3	15
Social factor balance	3	15
Total	**20**	**100**

Source: Field Data,2009

The findings in table 14 show that the professional category of consumers was influenced by a number of factors. 2(10%) were as a result of a bar's image, 4(20%) due to quality services, 3(15%) for supportive systems, 5(25%) due to variety of services, 3(15%) as a result of cost of service, and 3(15%) due to social factor balance whereas none was influenced by the convenience factor.

Factors for Bar Patronage

The study also evaluated the reasons for using bar services by various consumers interviewed. Table 15 illustrates the weighted average score for each reason. The reasons were then ranked according to their significance level from 1 to 8. From the results obtained, the researcher analyzed and categorized the reasons using the likert scale (5 most significant, 4 – significant, 3- neutral, 2- least significant and 1- insignificant) as follows:

Rank	Significance
1-4	Significant
5-7	Neutral
8	In significant

Table 15: Evaluation of Factors for Bar Patronage

RANK	FACTORS INFLUENCING BAR PATRONAGE	Most Significant 5	Significant 4	Neutral 3	Least Significant 2	Insignificant 1	Weighted Totals	Totals	Weighted Averages
1	Quality and satisfactory services	39	21	5	2	3	301	70	4.300
2	Variety of services	41	16	7	4	2	300	70	4.286
3	Effective support system	34	16	14	3	3	285	70	4.071
4	Social factor balance	31	15	21	2	1	283	70	4.042
5	Cost of services	28	16	19	7	0	275	70	3.928
6	Convenient operational hours	28	17	14	9	2	270	70	3.857
7	Bar image	26	20	10	12	2	266	70	3.800
8	Others	1	5	3	33	28	128	70	1.357

Source: Field Data, 2009

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS
Summary of the Findings

The study analyzed the factors that influenced bar patronage. It was based on the premise that the study could come up with conclusions and recommendations on how to retain and avoid swaying of bar services' consumers. The researcher on analyzing the research findings, the following findings were revealed as per the management's responses.

Many of the bars offered a variety of services and continued revisit of bars by consumes was evident. It was found out that the most commonly used service was beer taking. Most of the bars offered services at higher charges than the general market price. It was also found out that different categories of consumers had their convenient time of visiting bars.

The consumer data analysis revealed that there were six categories of consumers in a bar's services. They consisted of the Government, private company, college students, self-employed, unemployed and the professional categories. The professional category formed the highest number of consumers of bar services, then followed by the Government category, college student category, self employed category, private company category and the unemployed category in that order.

It was found out that all respondents interviewed were patrons of a particular bar. The age of consumers was well spread across the respondents of the different categories. It was revealed that majority of the consumers were male. A higher percentage of the respondents were married, followed by consumers who were single. The research revealed that the consumer patrons had above college level of education.

Information sought on how each category of consumers was influenced by the different factors available in bars, as reflected in table 4.17; it was observed that the most influential factor for the Government consumer category was quality of services, while on the private category, quality of services, variety of services and cost of services had the same and highest influence on consumers in this category. The college students' category preferred quality of services, the self employed greatly considered quality of services and supportive systems.

The unemployed patronage status were highly influenced by convenience, While for the professionals, patronage was greatly influenced by variety of services, quality services supportive systems, cost of service and the social factor balance.

The study's evaluation of factors for consumer's bar patronage on a likert scale measure based on weighted averages (Table4.24), revealed that quality of services was the most influential factor for bar patronage, with a weighted average of 4.300. Variety of services available in a bar had 4.286, effective support system had 4.071 and social factor balance had 4.042. All the four factors emerged as the most significant factors influencing consumers' patronage for a bar.

Other factors were neutral in influencing bar patronage and had the following weighted averages; cost of services 3.928, convenient operational hours 3.857 and bars image 3.800.

Conclusions
The study concluded that there are patrons of bar services in Kisii Town's CBD and that there exist influencing factors that builds consumer patrons for a bar's services. It was further revealed that the consumers broadly fall in defined categories. The factors identified revealed that they had different level of significance of influence; quality of services and variety of services were the main factors that led to consumer patronage of a bar's services. Effective support systems, social factor balance, cost of services, convenience and a bar's image did influence a consumer's patronage in that order of preference.
The study also revealed that majority of the consumers was a working class people, justifying the contention that the town's dwellers are working in various occupations.

Recommendations
From the study, the researcher came up with a number of recommendations, thus;
    i)   Bar entrepreneurs should provide varieties of services in their business premises in order to retain consumers.
    ii)   The bar industry should come up with niche premises to cater for the different categories of consumer groups.

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