Determinants of Customer Patronage of Fast Food Outlets in Benin City

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Article Information

Abstract

This study critically examined the factors influencing customer patronage of fast food outlets in Benin City. Specifically, the independent variables examined include quality of service delivery, brand image and price and how they relate to customer patronage. The study adopted survey research design. The population includes all customers that patronize fast food outlets in Benin City, Edo State. Fifty (50) respondents each were chosen in four fast food outlets namely: Mr. Biggs, Mat Ice, Kada Food and Omega Food to have a sample size of two hundred (200) out of which 188 questionnaires were found useable, amounting to 94%. The data analyses were done using both descriptive and inferential statistics. All analyses were done using Statistical Package for Social Sciences (SPSS 22.0) software. The study revealed that there are positive and significant relationship between the independent variables (service quality and brand image) and customer patronage except price that showed negative and not significant relationship with customer patronage. Based on these findings, the study recommended that fast food operators should continue to maintain high quality service delivery that will enhance the brand image of selected fast food outlets.

INTRODUCTION

The contemporary fast food revolution essentially had its origins in the US in the mid 1950's and this style of catering has continued to grow there and to most of the rest of the world. Fast food can be seen as a powerful symbol of globalisation and post-modern society and few countries of the world seem immune to its apparent attractions. According to Salami and Ajobo (2012) Nigerians were first introduced to fast foods within the context of what obtains in United African Company (UAC) when they opened MR. BIGGS restaurant in 1987. However, long before then traditional fast foods had been in vogue and continue to be patronized. These include roasted plantain (bolie), roasted/fried yam (dundun), akara, suya meat (beef kebab), and fura de nono (local yogurt).

Since the introduction of Mr. Biggs into the fast food industry, consumer acceptance of fast food has continued to increase. These include Tantalizers, Sweet Sensation, Tasty Fried Chicken, Chicken Republic, Mama Cass, Munchies, among others. Some of the fast food chains like Mr. Biggs, Tantalizers and Tasty Fried Chicken are now listed on the Nigerian Stock Exchange (Salami & Ajobo, 2012). The latest big entrants are McDonalds and Kentucky Fried Chicken (KFC). Many of the fast foods have outlets in the major cities of Nigeria such as Abuja, Benin City, Port Harcourt, Ibadan, Calabar, Warri and Asaba (Salami & Ajobo, 2012). The city of Lagos remains the headquarters of fast foods in Nigeria, although with the rapid urbanization and expansion of the other cities it means that most expansion in the fast food industry will take place outside Lagos.

In many cities in Nigeria, one can find numerous fast food restaurants where most of the foods sold are usually snacks, burgers, fries, chicken, cola drinks, ice cream, fruit drinks and other foods that are high in fat, sodium and sugar. The growth of this business can be noted in the fact that the number of fast food eating establishments scattered all over major streets of big cities, increased in the past few years with different exotic and enticing names (Konwea, 2012). It is in line with this monumental growth of fast food outlets in Nigeria that this study seeks to unfold the factors that motivate customers to patronize them.

In the agricultural lifestyle of the past, most people grew and prepared their own meal. People consume a greater amount of fresh fruits, vegetables and grains and fewer amounts of salts, fats and refined sugar. Most of the foods now lined up in fast food chains bear little remembrance to the original farm product (Konwea, 2012). Medical Research Council found that most fast food is very dense in calories so that people need only a small amount to bump up their calorie intake. Most of these foods are highly processed, often stripped of key nutrients and the result of this is malnutrition. The World Health Organisation (2000) report revealed that more than one billion adults worldwide are overweight and at least 300 million people clinically obsessed. This was attributed to the consumption of junk or refined food. Therefore linked the alarming figures of obsessed people to the high preference for fast food and consumption of non-nutritious diets.

Nigeria pointed out that there are different nutritional diseases that are now plaguing the society. According to him nutrition experts have linked such diseases to abuse of certain foods. Diseases like diabetes, obesity are linked to high rate of sugar consumption as well as the craze for sugary foods both by the young and adults which are mostly sold in fast food outlets. The tastes and needs of consumers are dynamic, implying that every brand should constantly seek ways to offer freshness in order to remain relevant in the market place. The fast food industry is no longer divided into clear-cut segments since the products and services offered do sometimes overlap (Salami & Ajobo, 2012). Therefore, the way and manner services are rendered by fast food outlets are critical to gaining competitive edge. Any service provider that seeks to enjoy competitive edge must respond to customer needs so as to promote satisfaction and secure continuous customer patronage. The intensity of competition has created the need for fast food enterprises to seek way of serving their customers better so as to win their patronage.

There has been very little academic research on the fast food sector in the developing countries, so little is known about the fast food consumer in these countries. In order to identify patterns of consumer patronage in the fast food market, a study of this nature is needed. Consequently, this study seeks to critically examine the extent to which service quality, brand image, customer value (price) and customers' demographic characteristics determine their patronage of fast food outlets in Benin City. The main objective of this study is to critically examine the determinants of customer patronage of fast food outlets in Benin City. Specifically, the study seeks, to determine whether the quality of service render by fast food outlets significantly affect customer patronage; ascertain the influence of brand image on customer patronage of fast food outlets; and examine the relationship between customer value (price) and customer patronage of fast food outlets (Olise et al., 2015).

Nigeria is one of the fastest growing economy in the world, coupled with what may be described as emerging aculturation, more fast food restaurants are being established even on smaller scale. According to Salami and Ajobo (2012), the expansion in the fast food industry may be attributed to the following: increasing urban migration which affect the younger population who are also more receptive to the fast food concept; increasing Western acculturalization among the populace; the increasing affluence among the people; the changing life styles as indicated by the increasing belief that eating out is part of leisure; the perception among the working class singles (male and female) that fast food is cheaper and perhaps more efficient on their time; the changing demographic composition of the workplace as more women are employed at different levels of the economy; pressure of work and other social activities leave little room for cooking at home; and the expansion of fast food menus to incorporate indigenous dishes provide prospective customers a desired alternative to the Western meals, among others (Blut et al., 2018)the literature has a long tradition of testing the effects of various instruments on retail patronage. This meta-study synthesizes prior research into one comprehensive framework. We use 14,895 effect sizes reported by more than 239,000 shoppers from 41 countries extracted from 350 independent samples, to test the impact of 24 marketing-mix instruments on retail patronage. Specifically, we investigate the direct and indirect effects of these

instruments on store satisfaction, word of mouth, patronage intention, and behavior. Product and brand management related instruments display the strongest effects on most outcome variables, whereas price, communication, service and incentive management instruments affect only selected outcomes. Distribution management turns out to be of secondary importance. However, the effectiveness of these instruments depends on the specific shopping context (food/non-food, shopping frequency, single store/agglomeration, hedonic/utilitarian.

Quality of service render by fast food outlets does not significantly affect customer patronage.

H1: There is no significant relationship between brand image and customer patronage of fast food outlets.

H2: There is no significant relationship between customer value (price) and customer patronage of fast food outlets.

Materials and Methods

In this study, survey research design was employed. A survey is a sociological procedure that uses mainly questions to collect information about the way people think or act. The survey was conducted through the use of questionnaire administration. The adoption of survey research design is due to its high flexibility of data collection, potential to build rapport, high degree of diversity of questions due to interaction (Malhotra, Birks & Wills, 2013). The primary data were obtained from the respondents through the use of questionnaire. Customer patronage has been associated with several factors. These factors include physical setting, business location, corporate identity and advanced inclination behaviour (Jere et al., 2014; Adiele & Opara, 2015; Eze et al., 2015; Nwulu & Asiegbu, 2015). Literature abounds on the antecedents of customer patronage including product service, quality, service environment, store choice, shopping experience, cost and merchandise value, location, merchandise and store atmosphere, access in store atmosphere and cross category product store assessment (Eze et al., 2015). Jere (2014) suggests that a conceptualized notion of store patronage is augmented by attitudinal and behavioural intentions and they offer several benefits which include; functional or utilitarian benefits, hedonic benefits and psychological benefits (Kriesner & Leeth, 2010). Other factors are hinged on behavioural measures (Nwulu & Asiegbu, 2015). To better understand customer

patronage behaviour researchers have made reference to several theories.

The fast- food industry is one sector where the application of this theory has been found to be of immense relevance. The theory explains the functional relationship between attitude and subjective norm (i.e.attitude imposed by referent group) and that a person's behavioural intention is predicated on these two basic factors - attitude and subjective norm to maintain relationship (Olise, 2015). Patronage behaviour can therefore be measured by myriads of factors including; patronage intention, shopping enjoyment, satisfaction, time spent, number of items bought, repeat purchase, money spent, share of wallet, patronage action and repeat purchase or re-patronage (Nwulu & Asiegbu, 2015). However, this study selected three factors namely: service quality, brand image and customer value as determinants of customer patronage in fast food outlets.

Population of the Study and Sampling Technique

This study seeks to find out the factors influencing customer patronage of fast food outlets in Benin City. The population of this study consists of customers that patronize fast food outlets in Benin Cit. Benin City is the capital of Edo State in South-West geopolitical zone of Nigeria. The choice of the City as the case study is informed by its strategic location as the gateway to the Western and other Southern parts of Nigeria. Also, the City is a home to majority of the ethnic groups in Nigeria. Fifty (50) respondents each was chosen in four fast food outlets namely: Mr. Biggs, Mat Ice, Kada Food and Omega Food in Benin City to have a sample size of two hundred (200). Convenience sampling, a non-probability sampling method was used in this study by selecting accessible customers of the aforementioned fast food outlets. The rationale for the adoption of convenience sampling is that it helps researcher to easily access and interacts with the respondents that filled the research instrument (questionnaire). Two hundred (200) copies of questionnaire were administered out of which 188 were used for data analyses. The return rate is 94%.

Model Specification

Customer patronage serves as the dependent variable while the independent variables are service quality, brand image, customer value (price). The model is functionally expressed as:

CUSTPAT = f(SERQUAL, BRIMAGE, PRICE)
.... (3.1)

Therefore:

CUSTPAT = β_0 + β_1 SERQUAL + β_3 PRICE + e...3.2

Where:
CUSTPAT = Customer patronage
SERQUAL = Service quality
BRIMAGE = Brand image
PRICE = Price
β_0 = Constant
e = Error term
And a priori expectations: β_1, $\beta_2 > 0$; $\beta_3 < 0$

Validity and Reliability of Instrument

In order to guarantee the validity of the instrument, a number of marketing experts especially the discussant of the proposal amended some items in the questionnaire. This helped to add value to the final copy of the questionnaire. Data collected from questionnaire administration were subjected to a reliability analysis to determine the reliability of the measures. The results are shown in the table below.

The above Table 1 shows that the reliability values for the variables are between 0.679 and 0.836 using Cronbach alpha method. It can be concluded that the instrument is reliable.

Methods of Data Analysis

The data that were generated from the use of structured questionnaire were analyzed using descriptive statistics such as: simple percentage, mean, and frequency distribution. Also, inferential statistics such as Ordinary Least Square (OLS) regression analysis was used to estimate the relationship between the dependent variable (customer patronage) and the independent variables (service quality, brand image, customer value [price]) and test the related hypotheses accordingly. All tests of significance were carried out at 5% level of significance. In addition, Statistical Package for Social Sciences (SPSS) version 22 software will be used for the analyses.

RESULT AND DISCUSSION

Respondents' Demographics

Table 1. Reliability Test Using Cronbach's Alpha Method

Variables	Item Number	Number of Items	Cronbach's Alpha Value
Customer patronage	6-11	6	0.718
Service quality	12-19	8	0.836
Brand image	20-22	3	0.679
Price	23-26	4	0.714

Table 2. Gender of Respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Male	75	39.9	39.9	39.9
Female	113	60.1	60.1	100.0
Total	188	100.0	100.0	

Table 3. Marital Status of Respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Single	105	55.9	55.9	55.9
Married	83	44.1	44.1	100.0
Total	188	100.0	100.0	

The respondents' demographics discussed in this section include: gender, marital status, age, educational qualification, and income per month of the respondents. The results are presented in Table 2 above.

Table 2 reveals that majority of the respondents sampled for this study are female which accounts for 60.1% while male accounts for 39.9%. The result indicates that the margin between the genders of the respondents is relatively high.

Table 3 reveals that majority of the respondents sampled for this study are single which accounts for 55.9% while married accounts for 44.1%. The result indicates that the margin between the marital status of the respondents is moderate.

Table 4 revealed that 25 (13.3%) of the respondents were less than 25years old, 77 (41%) of the respondents are within the age bracket of between 25 – 35years, 78 (41.5%) of the respondents are within the age bracket of between 36 – 45years which constituted the majority of the respondents. Respondents between the age bracket of 46-55years account for only 4.3%. It can be concluded that majority of the customers that patronize fast food outlets are at their youthful age.

Table 5 shows that only one respondent had primary school education which represents 0.5% of the respondents. 34 (18.1%) of the respondents had secondary school certificate holders, 52 (27.7%) of the respondents had National Diploma/National Certificate of Education hol-

Table 4. Age of Respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25years	25	13.3	13.3	13.3
25-35years	77	41.0	41.0	54.3
36-45years	78	41.5	41.5	95.7
46-55years	8	4.3	4.3	100.0
Total	188	100.0	100.0	

Table 5. Educational Qualification of Respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School	1	0.5	0.5	0.5
SSCE	34	18.1	18.1	18.6
ND/NCE	52	27.7	27.7	46.3
HND/B.Sc	62	33.0	33.0	79.3
Postgraduate	39	20.7	20.7	100.0
Total	188	100.0	100.0	

Table 6. Income Level of Respondents

Category (₦)	Frequency	Percent	Valid Percent	Cumulative Percent
10,000 & below	49	26.1	26.1	26.1
10,001-50,000	65	34.6	34.6	60.6
50,001-100,000	46	24.5	24.5	85.1
100,001-200,000	18	9.6	9.6	94.7
200,001 & above	10	5.3	5.3	100.0
Total	188	100.0	100.0	

ders. 62 (33%) of the respondents which is the largest group were the holders of Bachelor Degree/Higher National Diploma and 39 (20.7%) of the respondents had Postgraduate Degree qualification. This shows that the questionnaire was filled by individuals which can be considered to be educated.

Table 6 shows that 49 (26.1%) of the respondents earned between ₦10,000 and below per month, 65 (34.6%) of the respondents earned between ₦10,001 and ₦50,000 per month, 46 (24.5%) of the respondents earned between ₦50,001 and ₦100,000 monthly, 18 (9.6%) of the respondents earned between ₦100,001 and ₦2000,000 monthly and 10 (5.3%) of the respon-

dents earned above ₦200,001.

Customer Patronage Variables in Fast Food Outlets

The variables described in this section are customer patronage, service quality, brand image and price. The variables were measured on 5-point Likert scale of 5, 4, 3, 2, 1 for Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree respectively. The items involved are: Item 6 to 26 in the questionnaire. The mean score was calculated by multiplying the frequency of each point by the weight and divided by the total number of respondents. The results are presented in the Tables 7 to 10.

Table 7. Customer Patronage

S/N	Statement	Mean	SD
6	I regularly patronize this fast food outlet	4.277	0.864
7	I intend to use this fast food outlet again	4.101	0.934
8	I usually use this fast food outlet as my first choice	4.053	1.068
9	I am satisfied with the patronize to this fast food outlet	4.176	0.911
10	I would recommend this fast food outlet to others	4.213	0.819
11	I will not switch to another fast food outlet the next time	4.245	0.836
Overall mean and standard deviation		4.177	0.905

Table 8. Service Quality

S/N	Statement	Mean	SD
12	The fast food physical facilities are visually appealing	4.037	1.026
13	The fast food employees are neat in appearance	4.202	0.841
14	When you have a problem, the fast food shows a sincere interest in resolving it	4.160	0.905
15	Employees of the fast food give prompt service	3.878	1.114
16	Employees of the fast food are always willing to assist customers	4.149	0.895
17	The fast food has operating hours convenient to all its customers	4.149	0.846
18	The food quality of the fast food is good	4.186	0.915
19	Serving ordered food accurately	3.963	1.139
Overall mean and standard deviation		4.090	0.960

Table 9. Brand Image

S/N	Statement	Mean	SD
20	The fast food outfit is reputable	4.080	0.865
21	The fast food name and image attract me to purchase	4.202	0.960
22	The fast food outlet's image reflects my own personality	4.106	0.970
Overall mean and standard deviation		4.129	0.931

Table 10. Price

S/N	Statement	Mean	SD
23	Increases of price will not hinder me	4.197	0.883
24	The fast food outlet provides good value for money	2.452	1.180
25	Last purchase price affect brand patronage	2.707	1.208
26	The value for money of a favourite food influences patronage	2.601	1.204
	Overall mean and standard deviation	2.989	1.119

Table 7 shows that majority of the respondents that fill the questionnaire agreed with all the items used in measuring customer patronage as the mean scores are above 3 point. The overall mean of 4.177 shows that the level of customer patronage among fast food outlets in Benin City is high.

Table 8 shows that majority of the respondents that fill the questionnaire agreed with the items used in measuring service quality of the selected fast food outlets as the mean scores are above 3 point. The overall mean of 4.090 shows that the level of service quality among fast food outlets in Benin City is moderately high.

Table 9 shows that majority of the respondents that fill the questionnaire agreed with the items used in measuring the brand image of the selected fast food outlets as the mean scores are above 3 point. The overall mean of 4.129 shows that the perceived brand image of the selected fast food outlets in Benin City is high.

Table 10 shows that majority of the respondents agreed that increase of price will not hinder them. The reason for this may be because of the quality of services or food rendered by fast food. Some customers are ready to pay more to get quality service or food. The mean score for the statement is 4.197 which are higher than 3 point. However, Table 10 also shows that majority of the respondents that fill the questionnaire disagreed with the following items used in measuring the price: The fast food outlet provides good value for money; Last purchase price affect brand patronage; and the value for money of a favourite food influences patronage. The overall mean of 2.989 shows that there is low perception on the price paid for services or foods in the selected fast food outlets in Benin City.

Relationship among customer patronage, service quality, brand image and price

The independent variables in this study include service quality, brand image and price while the dependent variable is customer patronage. In order to estimate the model specified, multiple regression was used. The results are shown below:

Table 11. Multiple Regression for Variables

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.058	0.193	5.490	0.000
Service quality	0.496	0.049	10.073	0.000
Brand image	0.301	0.050	6.001	0.000
Price	-0.061	0.033	-1.851	0.066
R-squared				0.748
Adjusted R-squared				0.744
F-statistic				182.137
Prob(F-statistic)				0.000
Durbin-Watson stat				2.177

The above regression result shows the relationships between customer patronage and factors influencing it namely: service quality, brand image and price. The coefficient of determination (R^2) value of 0.748 shows the extent to which the independent variables (service quality, brand image and price) explained the dependent variable which is customer patronage. The value of the Adjusted R^2 of 0.744 shows that the independent variables (service quality, brand image and price), jointly explain 74.4% of the variation in the dependent variable – customer patronage. The result also reveals that service quality and brand image have positive and statistically significant relationship with customer patronage at $\rho < 0.05$. However, price is not statistically significant because p value is greater than 5% ($\rho = 0.066$). The F-statistic of 182.137 is significant at $\rho < 0.05$. This implies that there is a statistical significant relationship between customer patronage and the independent variables (service quality, brand image and price) as a group. The Durbin-Watson statistic of 2.177 reveals the absence of first order serial correlation.

Hypotheses Testing

The result in Table 11 is used to test the various hypotheses stated for this study. The hypotheses are stated in null form.

Hypothesis One: Quality of service render by fast food outlets does not significantly affect customer patronage.

The results ($\beta = 0.496$, t = 10.073; p = 0.000) in Table 11 show that there is a positive and significant relationship between service quality and customer patronage. Based on the result, we reject the null hypothesis. We therefore conclude that quality of service render by fast food outlets does significantly affect customer patronage.

Hypothesis Two: There is no significant relationship between brand image and customer patronage of fast food outlets.

The results ($\beta = 0.301$, t = 6.001; p = 0.000) in Table 12 show that there is a positive and significant relationship between brand image and customer patronage. Based on the result, we reject the null hypothesis. We therefore conclude that there is a significant relationship between brand image and customer patronage of fast food outlets.

Hypothesis Three: There is no significant relationship between customer value (price) and customer patronage of fast food outlets. The results ($\beta = -0.061$, t = -1.851; p = 0.066) in Table 12 show that there is a negative and non-signif-icant relationship between price and customer patronage. Based on the result, we do not reject the null hypothesis. It is therefore concluded that there is no significant relationship between customer value (price) and customer patronage of fast food outlets.

RESULT AND DISCUSSION

Firstly, the result in Table 9 shows that majority of the respondents that filled the questionnaire agreed with the items used in measuring service quality of the selected fast food outlets as the mean scores are above 3 point. The overall mean of 4.090 shows that the level of service quality among fast food outlets in Benin City is moderately high. It is advisable that fast food outlets should consistently maintain high quality of service which can guarantee continuous patronage from target customers. This study found that the quality of service render by fast food outlet does positively and significantly affect customer patronage. The work of Adeleke and Aminu (2012) who found that service quality has a significant relationship with customer satisfaction and loyalty supported this finding.

Secondly, the result in Table 10 shows that majority of the respondents that fill the questionnaire agreed with the items used in measuring the brand image of the selected fast food outlets as the mean scores are above 3 point. The overall mean of 4.129 shows that the perceived brand image of the selected fast food outlets in Benin City is high. This means that good brand image can promote customer patronage. The study reveals that brand image has significant relationship with customer patronage in the fast food outlet in Benin City. It is believed that image of a brand play a critical role in the patronage that the brand will attract. A positive brand image may lead to customer patronage and retention thereby improving market share and profitability (Severi & Ling, 2013)one of the major objectives of marketing research is to assess the strength of brand equity. It is imperative to acknowledge that brand equity is an inseparable part of marketing and essential to the companies to create core-competencies and build strong brand experience that will impact the consumer decision making process (Norjaya Mohd. Yasin & Abdul Rahman Zahari, 2011. Furthermore, establishing positive brand image is a key success factor in customer patronage. Conclusively, brand image is very critical to any organisation in the long run and is a key determinant of customer patronage in fast food sector.

Finally, the result in Table 11 shows that majority of the respondents agreed that increase of price will not hinder them. The reason for this may be because of the quality of services or food rendered by fast food. Some customers are ready to pay more to get quality service or food. The mean score for the statement is 4.197 which is higher than 3 point. However, the overall mean of 2.989 shows that there is low perception on the price paid for services or foods in the selected fast food outlets in Benin City. From the regression results, it was found that price does not significantly influence customer patronage. Also the relationship between them is negative implying that the higher the price, the lower the patronage level, all things being equal (Kotni, 2015).

CONCLUSION AND RECOMMENDATION

The main objective of this study was to examine the factors determining customer patronage of fast food outlets in Benin City. The study specifically determined whether the quality of service render by fast food outlet significantly affect customer patronage, ascertained the influence of brand image on customer patronage of fast food outlets and examined the relationship between customer value (price) and customer patronage of fast food outlets.

Survey research design was adopted for this study. In this study, customer patronage is the dependent variable while the independent variables include service quality, brand image and price. The population includes all customers that patronize fast food outlets in Benin City, Edo State. Fifty (50) respondents each were chosen in four fast food outlets namely: Mr. Biggs, Mat Ice, Kada Food and Omega Food to have a sample size of two hundred (200) out of which 188 questionnaires were found useable, amounting to 94%. The questionnaires were distributed using convenience sampling technique to the customers of the selected fast food outlets. Both descriptive and inferential statistics were used in analyzing the data obtained. The descriptive statistics used include frequency distribution, mean and standard deviation. Multiple regressions were used as an inferential statistics to test the research hypotheses. All hypotheses were tested at 5% level of significance. Statistical Package for Social Science (SPSS 22.0) software was used for all the analyses. The study found that the quality of service render by fast food outlet does positively and significantly affect customer patronage and that there is positive and significant relationship between brand image and customer patronage of fast food outlets.

Based on the empirical and theoretical finding of this study, the following recommendations were made Fast food outlets should sustain and improve on the factors that have been found to be statistically significant. These factors are service quality and brand image. Improving on the quality of service rendered and the brand image by fast food outlets will make them to be attractive to both present and potential customers. Though price can serve as a symbol of prestige, to increase market share and have wider coverage, it is suggested that affordable prices should be set for their menus. Finally, it is suggested that future studies increase the number of fast food outlets and possibly the sample size that will be taken from each. It is also suggested that more variables should be included in future studies.

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