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## Data article

Q1 Dataset on brand culture and perceived value of  
Q2 offerings to customers in the hospitality industry  
Q3 in Nigeria

Joy Dirisu, Rowland Worlu, Adewale Osibanjo, Taiye Borisade,  
Maxwell Olokundun, Tolu Atolagbe, James Obi

Covenant University, Nigeria

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## ABSTRACT

This study critically examines the role of brand culture in influencing the perceived value of offerings to customers within the hospitality industry in Nigeria. In today's competitive market, the extent at which organizations disregard the importance of developing a strong brand culture before communicating their value to the outside world has become worrisome. Hence, this study filled in the gaps and a total of 434 customers drawn from six different hotels in Lagos state, Nigeria, were sampled. The data were analysed using Structural Equation Modelling (SEM). Management of these hotels were able to define their expectations in order to deliver a consistent brand experience to their customers. The result showed that brand culture has positive significant influence on the perceived value of offerings to customers. Important recommendations have also been made.

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*E-mail addresses:* [joy.dirisu@covenantuniversity.edu.ng](mailto:joy.dirisu@covenantuniversity.edu.ng) (J. Dirisu), [rowland.worlu@covenantuniversity.edu.ng](mailto:rowland.worlu@covenantuniversity.edu.ng) (R. Worlu), [adewale.osibanjo@covenantuniversity.edu.ng](mailto:adewale.osibanjo@covenantuniversity.edu.ng) (A. Osibanjo), [taiye.borisade@covenantuniversity.edu.ng](mailto:taiye.borisade@covenantuniversity.edu.ng) (T. Borisade), [maxwell.olokundun@covenantuniversity.edu.ng](mailto:maxwell.olokundun@covenantuniversity.edu.ng) (M. Olokundun), [tolu.atolagbe@covenantuniversity.edu.ng](mailto:tolu.atolagbe@covenantuniversity.edu.ng) (T. Atolagbe), [james.obi@covenantuniversity.edu.ng](mailto:james.obi@covenantuniversity.edu.ng) (J. Obi).

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## 1. Introduction

Brands consist of both intangible and tangible elements [1] and as such, it brings to the fore the cultural perspective embedded therein. Brand culture as a concept refers to “the cultural codes developed by brands at a significant level, which influence the comprehension and the value of a brand in the marketplace” [5]. While a lot of extant studies in the developed countries [7,9] have suggested that brand culture was advantageous to organisations, it also goes to say that the absence of brand culture could affect some critical aspects of modern-day brands and inevitably, the customers’ consumption experience and value. Therefore, this study was aimed at determining the role of brand culture in influencing the perceived value of offerings to customers especially in the hospitality industry.

### Specification Table

<b>Subject area</b>	Business Management
<b>More Specific Subject Area:</b>	Brand Management and HRM
<b>Type of Data</b>	Primary data
<b>How Data was Acquired</b>	Through questionnaire
<b>Data format</b>	Raw, analyzed, Inferential statistical data
<b>Experimental Factors</b>	Population consisted of selected Hospitality firms in Nigeria. The researcher-made questionnaire which contained data on brand culture and perceived value of offering to customers were completed
<b>Experimental features</b>	Promotion of brand culture is important and is an essential factor of organisational branding in an increasingly competitive environment.
<b>Data Source Location</b>	Lagos, Nigeria
<b>Data Accessibility</b>	Data is included in this article

### Value of data

- The data can be used by managers to properly make decisions that in the long-run would increase their perceived value of offerings to the customers.
- The data can be used to enlighten managers on the importance of brand culture and how it can be beneficial to increase profitability and customers’ satisfaction.
- The data provides ample knowledge on how different brand culture can interact effectively by building diverse dimensions of interaction that brings about the creation of a conducive and encouraging organisational climate and culture that affects the way members of an organisation work or function.
- The data described in this article is made widely accessible to facilitate critical or extended analysis.

## 2. Data

The data comprised raw inferential statistical data on the effect brand culture on perceived value of offerings to customers of hospitality industry. The study population of this research comprises customers of selected six (6) hotels from a list of 131 hotels adjudged to be the top performing/most popular hotel brands in Lagos State by Tripadvisor (2017). The items in the questionnaire were adopted from brand culture profile (BCP) developed by [3,7]. While customer perceived values were measured based on some indicators adapted from previous studies by scholars such as [6,8]. Explicitly, a proposed framework model has been tested using structural equation modelling (SEM) to

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