

**DETERMINANTS OF ADOPTION OF INTERIOR  
DESIGN IN THE HOTEL INDUSTRY IN KISUMU TOWN**

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**BY**

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A RESEARCH PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF  
THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN  
PROJECT PLANNING & MANAGEMENT OF THE UNIVERSITY OF NAIROBI

**2012**

## DECLARATION

This research project is my original work and has not been presented for any award in any other university.

Signed:  .....

Date: 1ST AUG 2012 .....

L50/64571/2010

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This research report has been submitted for examination with my approval as the candidate's supervisors.

Sign:  .....

Date: 8/08/2012 .....

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## **DEDICATION**

This research project is dedicated to my brother Steven N. Choka who has been my greatest inspiration throughout my life.

## ACKNOWLEDGEMENT

I am grateful to the almighty God who gave the strength to start and complete this study amidst the challenges that I faced during the study period.

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## ABSTRACT

The project attempted to unveil how the conscious use of interior design in hotels environment can make a more effective and successful business. The hotel industry in Kenya and the rest of the world is a dynamic and competitive enterprise which heavily relies on its interior beauty to attract and retain its customers. This is why many hotels strive to make their facilities more appealing, welcoming and comfortable. In order to meet required standards many hotels therefore adopt various interior designs in order to make their premises become places of preference and recognition both locally and internationally. Literature revealed that various factors influence the adoption of interior design in hotels and that some of these factors are peculiar to their localities and cultural backgrounds. Kisumu is a fast growing town with an equally fast expanding hotel industry. The purpose of this study was to investigate the determinants of interior design in the hotels in this town. The specific objective of the study was: to establish the economic, cultural and environment, personality and psycho-social factors that influence the adoption of interior design in the hotel industry in Kisumu town. This study employed a descriptive research design. The study population consisted of 67 hotels and 67 owners of these hotels. Simple random sampling was used to select 44 hotels and purposive sampling was used to choose 12 hotels that have interior design. The data was collected using questionnaire and observation checklist. Data collected by questionnaire and observation checklist were analyzed using descriptive statistics that is percentages and frequencies. The study concluded that interior design is a very important component in the hotel industry and to the clients and the success of running it, 85.7% indicated that adoption of interior attracted customers, 92.7% indicated that of I.D. made customers stay longer in hotels, and 78.5% said they led to increase in customers. 82.9% indicated that I.D led to increase in profits. However, the study also revealed that not all that adopted I.D. had increase in profits. The use of interior design in the hotels has influenced the increase of clients to these hotels, the various interior design used was described as relaxing, beautiful, inviting and value for the money invested in the industry. All respondents stated that they appreciated and acknowledged the diverse and unique types of interior design used. It also emerged that personality characteristics greatly impacted on the adoption of interior design, those run by women 44.6% and men 55.3%.the females had an eye for detail these Hotels had unique characteristics that reflected the personality and preferences of those in charge. The following recommendations were made based in the findings:-The study recommends that hotels use more of local materials in their interior design as they are available and cost effective. It further recommends that they expose most of their staff of all levels to knowledge in interior design to reduce the cost of relying on hired experts. If possible they can employ a resident interior designer who will advise and attend to design issues on a regular basis. That a central body be established to oversee and ensure certain basic standards are upheld in the adoption of interior designs, hotels of all categories and the managers are held accountable for maintaining the standards. The research has suggested that further research be conducted in the following areas:-The Perceptions of Hotel Users towards Interior Designs in the Hotel Industry or Adopting Interior Designs: Challenges and opportunities for Hotel Proprietors.

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## LIST OF ABBREVIATIONS

<b>AKFED</b>	Aga Khan Fund for Economic Development
<b>DV:</b>	Dependent variable
<b>H.I.K:</b>	Hotel Industry in Kisumu
<b>H.I:</b>	Hotel Industry
<b>H.D.I:</b>	Hotel design industry
<b>ISO:</b>	International Standards Organization
<b>I.D.D:</b>	Interior Design Determinant
<b>I.D.I.H.I:</b>	Interior Design in hotel Industry
<b>I.D:</b>	Interior Design
<b>IV:</b>	Independent Variables
<b>LEDS:</b>	Light Emitting Diodes
<b>NHS:</b>	National Housing Service
<b>NTBs:</b>	National Tourism Bodies.
<b>KAHC:</b>	Kenya hotelkeepers and Caterers Association.
<b>KATA:</b>	Kenya Association of Travel Agents.
<b>KATO:</b>	Kenya Association of Travel Operators.
<b>KTB:</b>	Kenya Tourist Board.
<b>TPS:</b>	Tourism Promotion Service
<b>UNWTO:</b>	United Nations World Tourism Organization.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the study

As globalization continues with the everlastingly changing lifestyle of the travelers, there is an urge for designers to have new innovations of hotel designs for hoteliers to succeed in a highly competitive market. In today's hotel industry hundreds and thousands of hotels are being built each year, so there is a need for hoteliers to go beyond the traditional lodging application. Technology advances and expectations increase from the consumer's point of view (Homes Kenya, 2002).

Hotel designs are also now responding towards the current awareness on environmental concerns. The use of materials in particular and the design of the inner structures such as the conservation of energy or efficiency are the movement trends. To become more outstanding among other hotel competitors, the design of hotels is taking into consideration the changing needs of the consumers with the modern lifestyles or family structure. Some hotels have incorporated personal touches in the room designs such as large revolving plasma television, wireless broadband, or provided with services for family members like having toys and designated play areas for their children. Location of the hotels is also a major "design" consideration. The proximity to traffic interchanges, business centres, shopping centres, scenic spots or tourist attractions will be welcomed by travelers in business or leisure, as it will provide conveniences for them. As such, hotels may not be brand new constructions, but employing existing buildings or even buildings of heritage to convert to the required style (Elliot *et al* 2008).

Maintaining an enticing physical interior environment is a key to a firm's success, so is the hotel industry especially when clients are required to spend extended periods of time in their physical surroundings. A physical environment can also play an important role in facilitating or hindering employees' and customers' actions (Bitner, 1992), which alters their social and cultural interactions by changing the pattern of height and light, sound and odors, and mechanical contact that a person experiences (Lang, 1987).

The Crosby Street Hotel has a distinctly American flair without abounding its British roots. In keeping with the neighborhood's industrial history, the hotel façade has been kept minimalist. The exterior of brick, stone and glass pays homage to the surrounding urban landscape, while the floor to ceiling warehouse windows are an obvious nod to the iconic SoHo loft look. Furnishing fabrics and finishes are largely American-made, sourced locally from homebred designers. Bathrooms are executed in granite, oak, and glass with heated towel rails and anti-misting mirrors. Everything in the hotel is built with sustainable materials and energy-efficient technology-green luxury at it best (Kemp, 2009).

St. Petersburg hotel in Mississippi emphasizes the delineation of use from resting, working and sleeping areas with opening framed in mocassa ebony, rich colors and patterns reflect the locale and the entrance area is visually widened with an English ceramics pattern running across the lobby and into the room opposite a chaise. The lounge and work area can be closed off by a drape to allow for greater feeling of privacy ([www.luxuryhotels.com](http://www.luxuryhotels.com)).

According to Shelly McRae (2007) countries along the southern region of Europe along the Mediterranean Sea are warm, balmy climate conducive to the outdoor living. Interior design decor of hotels found along this region reflect the climate this region's experience. Mediterranean decor reflects the natural colors and rustic textures found along the coastline. The Mediterranean style is born of Spanish, Italian and Greek influences; these countries each bring a mix of local color and culture to the interior schemes that embrace the blend of indoors and outdoor living.

Spain's Hotel Omm Barcelona is a creation of Architect Juli Capella and Interior designers Sandra Taruella and Isabel Lopez. Located in Barcelona's fashionable Paseo de Gracia district. The dark halls are flanked with lines of light, lead to the guestrooms and suites, with each room presenting a unique and unconventional space. All of the rooms are furnished in elegant, light tones, features adaptable lighting. Bathrooms are open and full of natural sunlight, expanding the perspective of the entire room. A varnished aluminium cabinet containing a television, minibar, CD player and safe, separates the bathroom from the living space. Those who thrive on quality and love to pamper their senses will not want to miss the dining opportunity at the Haute cuisine restaurant ([www.hesperia.com](http://www.hesperia.com)>spain).

Italy's Boscolo Exedra Hotel, Milan is the 7<sup>th</sup> of the five star hotel in the flamboyant Boscolo chain, its look is different from any other hotels is no accident. Italian architect Italo Rota well known for his exuberant architecture and interior design such as the colour-changing house designed the hotel. As a taster of fun and eccentric designs Rota placed large fish tanks in two of the windows, of the 154 guest rooms no two are quite alike each has been fitted-out with the finest Italian-made furniture but the design of this hotel is unapologetically extrovert, and it's the fantastic public space that are standouts. An entrance hall with a floor in white Carrara Tuscan

marble, leads to a triple height space dominated by two sculptures made of tabular steel etched in bronze. The layout was not going to be conventional, and the decision to hide the reception desk away on the lower ground floor, rather than placing it by the entrance was deliberate.

The public space is lit by 'smart lighting' system comprising more than 4,000 LEDs of various colors, which automatically change colour and intensity depending on the time of the day, and even react to the changing reasons. The twin staircase lead down to the first of the 3 restaurants, whose white columns are emblazoned with triangles of mirrored steel coated in colored transparent paint: the resulting pattern evokes the multicolored custom of the character Harlequin from the Italian commedia del'arte. The bar is designed with a black glass top and black lacquered base which is decorated with sheets of pierced stainless steel shaped like petals and lit from above by a collection of pendant lights ([www.worldinteriordesignnetwork.com](http://www.worldinteriordesignnetwork.com)).

The Sublime hotel Boutique in Mykonos overlooks the Psarou beach and a few steps away from the renowned Platis Gratos beach. The hotel is designed and decorated by the Greek interior designer Nikos Tzelepis Nissaki, he renovated and added simple elegant touches with luxurious furnishing and beautiful art pieces ([www.hotelnissaki.gr](http://www.hotelnissaki.gr)). There are three separate interior design concepts, each inspired by the Greek culture, floating above the walls, challenging perceptions of depth and space. In the public lounges there are incredible tree-like sculptures crafted lovingly from a jumble of different-colored woods ([www.designhotels.com](http://www.designhotels.com)).

While in Asia interior design in the hospitality sector has come a long way. It has gained autonomy from Architecture and is no longer reduced to just decoration and



furnishings. Interior design emerged as its own industry in India during the late 1980s. Before this, interior design was a part of Indian architecture. In 1991, India's economic liberalization opened the gates for new design industries, including interior design. Until this point, Indian interiors were utilitarian and simple and perhaps included a mosaic floor, colonial heirloom furniture and local art on painted walls. When interior design was taken into consideration, architects took on the task, and this luxury was usually reserved for the wealthy (Pate, 2009). It sees space as a living environment, and is a holistic resolution of the socio-cultural, emotional and resource conditions of the context it represents. Trends in India, Malaysia and Pakistan are many, given the diversity factor. Adds to the countries rich and varied cultural heritage, the new wave of progressive development in both urban and rural areas, and diversity only deepens (Pate 2009).

Architects Conran and Partners of London took a four storey former low-budgeted hotel in the heart of Bangalore's business district and turned it into one of India's foremost design hotels. The Park Bangalore's interior reflects a transcontinental, internationalism without forgetting their ethnic India roots ([www.indiadesignhotels.com](http://www.indiadesignhotels.com)). A spacious lobby within a glass façade welcomes guests into the hotel, the marble floors with local lightings, an impressive black Indian column that immediately catches the eye of the customer, the elevators in the hotel are decked out in black leather and each floor has been given its own strong colour theme. Whereas aqua tones, are intersperse with splashes of orange, dominate the first floor, lime is prevalent on the second floor, evoking an abstract, jungle like feel highlighted by burnt amber orange and deep purple ([www.designhotels.com/architecture](http://www.designhotels.com/architecture)).

Quetta Serena Hotel located in the shahrah-e-Zaraghoon in the cantonment area of Pakistan stands at the foot of Margalla Hills. It has a character of its own; it

has incorporated many stunning architectural and decorative elements of the local Baloch people, famed for their chivalry and Martial prowess. Traditional arts and crafts, decorative patterns and other graphics found throughout the plush interior of the hotel are an affirmation of pride in the local culture and aesthetic traditions ([www.serenahotels.com](http://www.serenahotels.com)).

Hotel Maya is an urban boutique resort located in Kuala Lumpur, Malaysia. The interior of the suites are characterized with rustic timber flooring, contemporary furnishing and floor to ceiling glass panel overlooking the spectacular view of Kuala Lumpur skyline. The rooms specially designed interiors enable natural light to reach all parts of the room ([www.luxurytravelmagazine.com](http://www.luxurytravelmagazine.com)).

Egyptian décor has its own place in interior design. If decorated correctly, it can create an attractive, eclectic Egyptian style without restyling each room to look like an Egyptian palace. The hotel interior uses a few exotic elements and it needs an eye for details. Since Egypt has a hot climate, meaning their hotels are light and airy with corresponding colors. The foundation of the hotels are cool, cream-colored walls and stone or stone-textured linoleum floors. Most hotels use a beige carpet to make the room look cooler, for focal walls, dry a deep apple red or a rich, dark, Indian blue. The walls contain a molding of a cream and gold put together. This adds some subtle sparkle without appearing gaudy or overwhelming. Most hotels have Houseplants this may include banana and acacia trees, lucky bamboo and subtropical flowering plants. Most artifacts have carvings of the lotus flowers, orchids and statues of Egyptian gods (Lundberg, 1994).

The old Cataract Hotel in Aswan, Egypt built in 1899 the exterior is in typical late Victorian style, the arabesque influences and designs preserved for the interior.

The hotel has a magnificent view of the Nile and Elephantine Island. The Eastern Styles flourish in the complex interior design of the building, with a multitude of low, rounded arches made of alternating black and white stones. As is the Victorian style furniture which is made in the darkest wood available, dark mahogany with a reddish tinge. Much of the furniture is monumental in its Moorish style, abundantly decorated with woodcarvings skillfully executed, but revealing an indifference to comfort. Marble floors and Islamic textile and tiles embrace the public area. The restaurant features four red and white traditional arches decorated with stained glass ([www.architectureweek.com](http://www.architectureweek.com)).

Winter Palace, Luxor built in 1886. It attracted the nobility of Europe who wanted to see firsthand the glorious empire of ancient Egypt. The exterior is built like a fashionable 19<sup>th</sup> century European hotel, the steps leading up the entrance look elegant and graceful walking into the lobby and one is met with a mixture of Moorish fittings and Victorian interior design: the square pillars are adorned with Baroque motifs; typical Middle Eastern tiles embellish the floors. The steps leading out to the upper floors are monumental and dominate the lobby, the atmosphere in the lobby is subdued, detailed ironworks and two grand chandeliers create an air of continental Victorian style. Each guestroom is different, with high ceiling, Egyptian décor mixed with modern fixtures and amenities ([www.homesegypt.com/architectures](http://www.homesegypt.com/architectures)).

Serena Groups decided to transform one of the old government run Nile hotel built in the 1975, into the regions most sophisticated and stylish resort The Sheraton, Kampala. Owned and operated by Tourism Promotion Service (TPS), an arm of the Aga Khan fund for Economic Development (AKFED), Serena, Symbion Architects Jon Cavanagh, Pius Muli, and Michael Lord along with Interior designer Paul Smith drew on the country's cultural and natural heritage, for inspiration. According to

Cavanagh one of the Architects the interiors their used was brought about through the use of colors in Africa that's the lakes, rivers and the fertile soil to all the aspects of the project. Water is a theme that appears throughout, a thin curtain of water falls from the top level of the reception area into a substantial pebble lined basin at the bottom and from there magically sweeps out of the building into a man-made meandering paths link bridges over ponds and rocky outcroppings and lead to a giant cascade, created by rockwork specialist Julius Mutungi. In the restaurant the water theme is continued, the columns are covered in a mosaic depicting Lake Victoria fish and aquatic plants. Fish motifs are also incorporated into the wrought iron balustrades, the beaten-copper frescoes and the organically carved mahogany columns throughout. In some of the guest rooms, the carpets have a wavy pattern ([www.serenahotels.com](http://www.serenahotels.com)).

The Mist bar has a jungle theme from Uganda's forests and mountain gorillas. Giant plasters relief with jungle scenes adorn the walls, and the bar front has panels carved with a leaf motif by Ugandan artist Expedito Mwebe, handcrafted artificial tree trunks, cane furniture and jungle fabrics help to establish an exotic atmosphere. In the Explorer Restaurant, the designer used the 19<sup>th</sup> century safari memorabilia by Speke, Burton and Livingstone. Woven-cane chairs are mixed with periods pieces adding to the safari ambience Smith explained that they wanted to evoke the romance, mystery of early exploration and that feeling of discovery. Cavanagh stated that the harmonious synchronization of the interior and exterior theme was the most rewarding aspect of the project ([www.afritecture.org/tag/hotel](http://www.afritecture.org/tag/hotel)).

Chobe Safari lodge situated along the Murchison falls in Uganda, the hotel decor features rooms that have softly flowering fabrics are muted by colors and organic themes prevail. The skills of numerous local artists were used to create stunning carved panels, mosaic pillars, beaten cooper fretwork, sensational traditional

jewelry, beaded wall hangings and hand carved 'bamabara birds' which bedeck the communal areas of the lodge ([www.prolog.org/10244144-uganda](http://www.prolog.org/10244144-uganda)).

Interior Designs (I.D) is not a very old trend in Kenyan design industry given the short history of the nation. Kenya having been a stronghold of the British colony from as early as 1880s had been influenced principally by European model of interior designing basically borrowed from the colonial regime. The very first formal hotels were established in 1930s according to Kenya hotelkeepers and Caterers Association (KHCA) (Anon, 2007) account, and were Classical British in décor. They were typified by large spaces and deep appealing wooden furniture, steel and copper ornaments adorned the view in exclusively designed hotels and guest-houses. The general appeal of such designs was an endless view of walls and emptiness; exclusive steel grills giving way to wide openings and a feeling of emptiness that goes with such design feel such hotels include the Hilton hotel, Nairobi, Spice of the coast is luxury Bed & Breakfast cottages set just 800 meters from the white sand beaches of the Indian ocean, in Diani Mombasa south coast 'this is paradise once the majestic doors of spice of the coast have closed behind you , you enter into a different world. A world of tranquility and privacy forget the world you left behind and let your fantasies flow freely in paradise. The cottages are spacious, romantically decorated with soft lights from coastal lamps, and a mixture of old and modern African art ([www.dianibeach.com](http://www.dianibeach.com)). In the 1980s new hotels came into place and the trend in interior design begun to take on a different turn. This was because the general perception of interior design in Kenya had been influenced by the need to adopt more appealing trends with the innate urge of life and fulfillment of the people. Trade was booming and Kenyan doors were open to foreign tourists in the 1960s such as

Koreans, Singaporeans and Chinese had surpassed the traditional European or British tourists who previously visited the Kenyan Hotels and sampled hospitality spots in City such as Kisumu. In a way this new wave of clientele had to influence in some way what would become subsequent change in (H.D.I) Hotel design Industry (Anon, 2007).

Kisumu was no exclusion of this typology in design of the time. The city then a municipal town had a few exclusive guesthouses which were meant for visiting British Royalties or to a given degree Indian beach design for Indians who were supervising the rail construction then. The earliest hotel in the City having been built in 1950s but this was not meant to last so long as change would strike the hotel design industry in Kisumu (Anon, 2007).

Hotel industry in Kisumu begun as from the beginning of the century but has tremendously picked up formally in the last decade, according to Corporate Kenya, Kisumu receives tourists that nearly matches it's close to half a million populace. (Anon, 2007). Kisumu has in the recent past experienced an extensive expansion of the hotel sector. Most hotels are barely 30 years in inception; resorts are barely 20 years old in age while most restaurants did not exist 17 years back. In the same analysis average night clubs are barely 13 years old while small scale restaurants are barely 5 years in existence according to Kenya Association of Hotel Owners review 2007 report.

These interior designs illustrated in the various hotels locally and internationally, the present and in the past, shows that interior design of hotels is given intense consideration. Hoteliers invest heavily in making their facilities appealing.

## 1.2 Statement of the Problem

Hotels look to interior designers to create spaces that are aesthetically pleasing, but can also be easily maintained. There is great need now to make hotels, especially urban and sub-urban to feel like second homes for guests. This is because more hotel users (particularly of high class hotels), are more educated, more selective and far more socially responsible, aware and demand more attention, are more sensitive to local and cultural environments. This means the hotels must have a full range of business and leisure amenities that will attract such customers. They need to provide a place to work, relax, entertain the family, eat and drink. It is therefore crucial that hotel designs take into account these needs in order to create wonderful destinations of preference that also provide the right financial returns for the owner and the customers. In order to create these environments the hotel industry must create interior environments with inherent beauty and livability which will make the customers have pleasant and a rewarding experience. To achieve this many hotels have put various measures in place to make their facilities more preferred than others (Wairimu, 2012). Amongst these is the adoption of various interior designs intended to give their customers a more comfortable and personal experience. Many factors however, influence the adoption such types of interior designs. Gitura (2006) attempts to unveil how the conscious use of patterns in interior environment can make a more effective and successful business in the hotels and hospitality industry, Kaburi (2007) in her study found out that color had an impact on the residents of Nyayo Highrise, Nairobi. This study therefore endeavors to establish what factors have influenced the adoption of interior design in Kisumu hotels.

Kisumu is the third largest town in Kenya. It is also the hub of East African region. This means it houses people of diverse cultures, nationalities and tastes in its

hotel industries. There is therefore the need to attract and retain such customers. The opening of the international Airport in the town is also likely to open doors to the rest of the world and also ushers in a more exposed clientele in the hotel industry. This means the hotel industry will endeavor to meet and provide satisfying service to their customers. One of this will be making the industry welcoming, appealing, and comfortable. One of the ways to do this is the adoption of an attractive interior design. This study therefore sets out to investigate the factors that influence the adoption of interior design in the fast growing hotel industry in Kisumu town.

### **1.3 Purpose of the study**

The purpose of the study was to establish the determinants of adoptions of interior design in the Hotel industry in Kisumu town.

### **1.4 Research Objectives**

The following are the objectives of the study;

1. To determine the extent economic benefits influence the adoption of interior design in hotel industry Kisumu town.
2. To investigate how culture and environmental factors influence the adoption of interior design in hotel industry in Kisumu town.
3. To establish the influence of Personal characteristics on the adoption of I.D in hotel industry in Kisumu town.
4. To investigate how psycho-social benefits influence the adoption of I.D in hotel industry in Kisumu town.



### **1.5 Research questions:**

This study was guided by the following research questions;

1. To what extent does the economic benefit influence the adoption of interior design in hotel industry in Kisumu town?
2. How does the culture and environmental factors influence the adoption of interior design in hotel industry in Kisumu town?
3. To what level does the personal characteristic of the owner influence the adoption of interior design in hotel industry in Kisumu town?
4. How do psycho-social benefits influence the adoption of interior design in hotel industry in Kisumu town?

### **1.6 Significance of the study**

The study's findings may be significant in the following ways:

The study may give insight into the determinants of adoption of interior design in hotels in Kisumu town and may also help hoteliers increase their awareness of the benefits of interior design.

It's hoped that the study may be helpful to scholars and researchers in the area of interior design in hotels and this may add to the wealth of information in this area.

The study may also shed light on the challenges that hoteliers encounter in their endeavor to adopt desired interior design.

### **1.7 Limitations of the study**

The close ended questionnaires to be used may not allow the respondents to give additional information outside what the questions require and this therefore necessitates the researcher to use the observation method as well.

Some respondents may not be cooperative and may not fill the questionnaire as required. This may affect authenticity of some information given.

### **1.8 Delimitations of the study**

The study was delimited to 67 hotels in Kisumu town.

The research mainly used questionnaires and observation checklist for data collection. The study concentrated on adoption of interior design in the hotels. The sole respondents for the study were the Managers of these hotels.

It only focused on interior design because most customers in hotels spend more of their time inside than outside the hotels and though more hotels take time to beautify the outside for creating first impressions, most of them spend considerable attention on making the inside more appealing and homely.

The study used both quantitative and qualitative methods of data analysis.

### **1.9 Basic Assumptions of the Study**

The basic assumption of the study was:

All hotels in Kisumu have adopted interior design in their premises and that all owners of hotels in Kisumu Town are conversant with the issues concerning interior design.

### **1.10 Definition of Significant terms as used in the study**

The following terms are used in the study and their operational definitions given;

**Adoption of Interior design-** implementations or acceptance of various types of interior design in the environmental space of a building.

**Determinants of adoption-** factors that influence the acceptance of a service

**Interior Design-** this is a type of design that is done and carried out in the inner environment of a building. This mainly focuses on the lighting, color, soft furnishing, and furniture, Art artifacts.

**Hotel industry-** This only refers to hotels and restaurants.

**Economic Benefits-** the profit made, more clients

**Cultural & Environment factors:** values and ways of a community, climate, prevalent flora and fauna in the vicinity.

**Personal characteristics of the owner:** can be defined as the individuality of self or persons. This is limited to the person's age, education level, artistic taste, exposure and interest.

**Psychosocial benefits:** the feelings, attitudes and behaviour of an individual as affected by its interior surroundings.

**Owner:** an individual who is in charge of the hotel can also be referred to as the boss, director, executive, administrator or a supervisor.

### **1.11 Organization of the study**

The study was organized in five chapters. The first chapter provided details on the Background of the Study, the Purpose of the Study, The Statement of the Study, Objective of the Study, Significance of Study, the Basic assumptions of the study, Limitations and delimitations of the Study, and definitions of terms used in the study, and organization of the study. The second chapter offers a review of the relevant literature that provides a framework within which the data was contextualized under the following subheadings: economic benefits, cultural benefits, personal characteristics and the psych-social benefits that influence the adoption of interior design. Chapter three covers the research methodology that was applied to source,

process and analyze the essential data, this includes the following: introduction, research design, the target population, the sample and sampling techniques, research instruments, reliability and validity of instruments, data collection procedures, data analysis techniques. Chapter four has data analysis, interpretation, presentation and discussion. Chapter five consisted of summary of the findings, conclusions, recommendations and suggestions as well as areas for further research.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter covers literature review in the following major headings; Economic benefits of adoption of interior design, Cultural and environmental factors in adoption of I.D, Personal characteristics of developer/owner and adoption of I.D and the Psych-social benefits of adoption of I.D.

#### **2.2 Economic Benefits and Adoption of Interior Design in Hotel Industry.**

Levels of design have little to do with cost. You can pay just as much or as little for bad design as for excellence design. The difference will be found in the inherent beauty and livability that makes up life more pleasant and rewarding. It's likely that those who understand the value of quality will not be shy to spend money (Karla, 2007).

Ionescu (2005) explains that hotels are designed from the inside out, with emphasis on interior spaces and how the guest interacts with them and other guests. This paper proposes that the design should be underpinned by the five human senses encompassing all elements of presumption, be they tangible or intangible in nature. This approach was motivated by Shostack's (1977) suggestion that a molecular model of service entities would be a useful framework for developing a model of the structure of satisfaction decisions in hotel operations. Accordingly, the service entity consists of discrete elements that are linked together in molecular-like wholes. A major molecule is the guestroom that stimulates all of the guests' senses.

Interior designers have an opportunity to take a lead in the transforming the outlooks of the interiors of the hotel industry, with the objective of raising the standards in the market to match up to those that are in the market either locally or abroad. According to the *Ideal interiors 2010*, Sankara Hotel awesome interiors attests that Kenya is riding high in the hospitality as not compromises have been made in the design of the hotel that has made it the talk of Nairobi city. Ole Sereni on Mombasa road is another hotel that has been favorites with many clients since it opened its doors. New hotels are setting new standards in the market that may force competitors to style up or face an uncertain future.

There are clear financial benefits for hoteliers that have implemented effective interior design, as massive investment goes into creating an environment that both customers and staff will feel comfortable in. However, a successful interior design will have to factor in a durability of the conception to increase its overall longevity and prevent the need for big refurbishments every few years. Garland (2009) noted that with their operating partners, hotel investors appreciate that to maintain standards they are likely to change the furnishing, furniture, fixtures and equipment in most rooms and public areas on average every three to five years (Hotel industry.co.uk).

A study done by Chege, (2006) on Serena hotels on the application of patterns in interior design indicated that the conscious use of patterns in interior environment can make a more effective and successful business success in the hotels and hospitality industry. In the findings he states that the use of patterns in interior design has influenced the public to visit the hotels more often and this has increased their profits and maintained the business success. This study focused on application of patterns in interior designs but this study will go further and investigate the factors

that influence the adoption of the various designs. Other than the economic benefit stressed in the study by Chege (2006). The present study will also consider other factors like cultural and environmental factors, psychosocial factors and personality characteristics.

### **2.3 Cultural and Environmental Factors in Adoption of Interior Design in Hotel Industry.**

Environment and Culture are an important factor when designing the interior of a hotel project all over the world and recognize that working in different countries requires appreciation for the different criteria “the unspoiled beauty and natural environments draws today’s tourists. To take advantage of these environmental assets, local customs and culture is to use the owners and operative wealth of knowledge. The use of local design professionals and manufactures helps to incorporate indigenous materials that are locally available”. Obata, (2001) this include materials like the hyacinth, musical instruments and masks and artifacts.

Quetta Serena Hotel in Pakistan, incorporated many stunning architectural and decorative elements of the local Baloch people, famed for their chivalry and Martial prowess. Traditional arts and crafts, decorative patterns and other graphics found throughout the plush interior of the hotel are an affirmation of pride in the local culture and aesthetic traditions ([www.serenahotels.com](http://www.serenahotels.com)).

The Sharaton, Timika Hotel a remote resort at the edge of a topical forest in the Irian Jaya, Indonesia illustrates the importance of relationships between a resort and the environment and culture. The main lodge rests on an expressed base of a local river stone. Interior lobby finishes feature select palettes of Indonesian woods,

marbles and stones. All furnishing and textiles are designed and manipulated in *Indonesia and depict aspects of the natives culture and its values (Obata, 2001). The interior design draws on local materials to create a welcoming, cool and relaxing environment.*

The Eastern Styles flourish in the complex interior design of The Old Cataract Hotel in Egypt, with a multitude of low, rounded arches made of alternating black and white stones. As is the Victorian style furniture which is made in the darkest wood available in the country, dark mahogany with a reddish tinge. Much of the furniture is monumental in its Moorish style, abundantly decorated with woodcarvings skillfully executed, but revealing an indifference to comfort. Marble floors and Islamic textile and tiles embrace the public area. The restaurant features four red and white traditional arches decorated with stained glass which is common in Egyptian design. ([www.architectureweek.com](http://www.architectureweek.com)).

Interiors used in Serena Sheraton Hotel, Kampala was brought about through the use of colors in Africa that's the lakes, rivers and the fertile soil to all the aspects of the project. Water is a theme that appears throughout, a thin curtain of water falls from the top level of the reception area into a substantial pebble lined basin at the bottom and from there magically sweeps out of the building into a man-made meandering paths link bridges over ponds and rocky outcroppings and lead to a giant cascade, created by rockwork specialist Julius Mutungi. In the restaurant the water theme is continued, the columns are covered in a mosaic depicting Lake Victoria fish and aquatic plants. Fish motifs are also incorporated into the wrought iron balustrades, the beaten-copper frescoes and the organically carved mahogany columns throughout.



In some of the guest rooms, the carpets have a wavy pattern ([www.serenahotels.com](http://www.serenahotels.com)).

The Mist bar has a jungle theme from Uganda's forests and mountain gorillas. Giant plaster relief with jungle scenes adorn the walls, and the bar front has panels carved with a leaf motif by Ugandan artist Expedito Mwebe, handcrafted artificial tree trunks, cane furniture and jungle fabrics help to establish an exotic atmosphere. In the Explorer Restaurant, the designer used the 19<sup>th</sup> century safari memorabilia by Speke, Burton and Livingstone. Woven-cane chairs are mixed with periods pieces adding to the safari ambience Smith explained that they wanted to evoke the romance, mystery of early exploration and that feeling of discovery. Cavanagh stated that the harmonious synchronization of the interior and exterior theme was the most rewarding aspect of the project ([www.afritecture.org/tag/hotel](http://www.afritecture.org/tag/hotel)).

In Kenya, there are efforts to incorporate natural ethnic Africa look into the contemporary interiors in the hotel industry. One classic example is the Savannah Coffee Lounge located in the heart of Nairobi. The interiors is derived from the influence of Kenya cultures and heritage, deep earthen tones, a bit of rusticity and sophisticated lighting brings out the casual atmosphere and great ambience (Homes, 2009)

It important for a designer to take advantage of the environmental assets, local customs and cultures and owners wealth of knowledge in the adoption of interior design. The success scheme of the interior springs from a combination of the technology and the prevalent cultural values and considerations according to these writers the designs ought to have a cultural and environmental sensitivity. This study will find out whether culture and the environmental assets have been incorporated in the interior design in the hotel industry in Kisumu.

Since environmental awareness became a mainstream social issue, being eco-conscious is no longer a preserve of hippie, tree huggers or the elite who can “afford” go to green. People are going green because they want to play a part (however small) in saving the planet. Going green is also healthier and ultimately cheaper (Wairimu, 2012)

Applying the principle of green design is important in hotel interior design because it's resource efficient, health and reduction in waste, pollution and environmental degradation. Some of the materials that can be used include; bamboo- it's a fast growing grass that is an excellent alternative to trees. Its versatile and durable, is considered one of, if not the, most environmentally friendly materials. It can be flattened into flooring, molded into furniture, pressed into veneers or sliced to make window blinds.

Rattan is another great alternative to wood. Rattan is a palm that grows much faster than other trees used in making furniture. It is lightweight, flexible, durable and extensively used for making furniture and baskets. It accepts paints and stains so it is available in many colors; it can be worked into many styles.

Cork is a natural green material that comes directly from the bark of the cork oak tree. Cork is an antimicrobial highly durable, comfortable, a natural fire retardant, sound and thermally insulating and is available in dozens of very rich colors. It can be used for flooring, walls, bulletin boards and underlayment.

Natural linoleum is among the “greenest” of flooring option. It is made from natural materials: linseed, oil, recycled wood flour, cork dust, resins, limestone, and mineral pigments. It's naturally anti-bacterial and biodegradable and can last for more than forty years if well maintained. It comes in a wide selection of fabulous colors, patterns and borders to suit your color and design preferences. (Homes Kenya, 2002)

## **2.4 Personal Characteristics of the Owner and Adoption of Interior Design in Hotel Industry.**

An active knowledge of the principles and elements of design helps to ensure tasteful selections that will be cherished for years to come. (Nielson, 1990)

Today many hoteliers are better educated, more exposed, more selective and more socially responsible. They demand more attention for the local culture, environment circumstances and concerns (Rules et al 2001). The age of the owner can range from young adult to old age. One has to possess technical and administrative skills as well as insights into problem solving, organization, and cooperation, and attention to detail, good oral, written communication, and the ability to work with people from wide variety of backgrounds. An education background in diploma or degree programs locally or international in the areas of interior design, Architecture, fine Art, home Economics, Business management or an exposure to the areas of design is also an advantage to the developer or owner of the hotel. The education programs generally require from four to six years of study, with additional time needed to obtain graduate degrees. While it is possible to bypass formal education and learn through apprenticeship and on-the-job experience. (Chon, 2000). Personality characteristics such as taste, exposure can also influence choice of interior design. A study by Kaburi (2006) in Nyayo Highrise found out that the residents would wish to change the color in their houses to suit their personal taste if they had the choice. This study will find out how hoteliers personal characteristics influence the adoption of interior designs.

## **2.5 Psycho-Social Influences on Adoption of Interior Design in Hotel Industry.**

The psychology of colour is an important tool the designer can use to fulfill the desires of the user. In the hotel industry a knowledge of how people typically view and understand colors can help the designer create effective and efficient interiors. This is because color psychology is both *physiological and cultural* (Heimsath, 1977). Color is a fundamental visual element of designed environments by which human beings are physically, psychologically, and socially influenced. Since the prehistoric era, humans have applied color in interior environments for various purposes and in various contexts. Interior color has aesthetic and functional features and often conveys symbolic meanings. Such color symbolism is common within a homogeneous culture, yet individual differences still exist (Arneill & Devlin, 2002).

“Feelings towards a product may already start to develop before the product is actually obtained. A person planning to buy a product, but lacking sufficient money to buy it, may already fantasize about how it will be to own or use the product” (Desmet & Hekkert, 2002). Producers can stimulate such feelings towards new products through advertising. These feelings are likely to enhance the degree of product attachment a person experiences after the product has been acquired (MacInnis & Price, 1987). According to these almost parallel scholarly views it is apparent that customers must be put in consideration of choice of I.D in hotel planning. According to their timely findings, a design that takes into consideration the psychoanalysis of individual expectations will implant in such individuals a permanent image of their hospitality service. Such influence must be carefully designed and redesigned through proper choice of Interior design (Sparrowe, 2000).

Comfort is a not a luxury neither to the traveler nor to a domestic tourist who are the frequenters at any given hospitality facility. Comfort and configuration of entire design such as furniture in a building may also influence behavior (Davis, 1984). Seating comfort is likely to be an important issue and could significantly affect a lobby's physical environment satisfaction. Proper seating helps in engendering a functional working environment. One important factor is to ensure that seating arrangements work toward the health, comfort, and safety of personnel. The seating arrangement not only affects where people sit, but also the character of interaction that can occur between them (Davis, 1984). Findings showed that side-to-side and corner-to corner seating is associated with greater friendliness, interaction, and intimacy than more distant arrangements. Besides placement, some seats may be deemed uncomfortable because of their design or condition. Seating comfort is affected by both the physical seat itself and by the space between the seats (Wakefield & Blodgett, 1996). Research has also shown that the internal layouts of buildings may either ease or restrict movement, thereby evoking a sense of crowding or spaciousness (Veronique, 1997). Crowded seating conditions can also create feelings of physical discomfort (Lucas, 2003), and may cause less excitement (Wakefield & Blodgett, 1996), especially when there no sufficient space to move exists.

According to other researchers, a large amount of attention can be diverted by a lobby's uniqueness and makes a lasting first impression if designed well (Miller, 1995). In this new era of political, social, and demographic transition, social changes and developing of the technology will continue to be reflected in the design of the building (Rutes et al). Today, hotel sector is becoming more diversified: "The challenges for these (facilities) are to create environment that by its expression gives

acknowledgement to many varied usages." (Rutes *et al* 2001) by allowing human activities and interactions for the design to come to life.

Space, colour, texture, pattern, scale, balance, furnishing and other design element make us feel a certain ways. The use of these elements can lead to a creation of an environment that make the clients feel emotional response such as cool, warm, happy, hungry, love, stimulated, compassionate, nostalgic or relaxed. (Lorenz, 2000) states that colour has a powerful impact on people. In the western culture, white is associated with purity, elegance and is perceived to uplift. It is also used to make a room look bigger. Cultures that are found in the Far East, white is the colour of death and mourning. White and texture used in layers of tints can make the room very inviting and warmer.

Thiel (1998) in his book, *Visual Awareness and Design* reports that a group of colors produce the following emotions: light and dull neutralized colors produce feelings of calm and relaxation, warm colors visually and psychologically warm the temperature of the interior. They are homely, optimistic, encouraging and stimulating to the appetite and they facilitate the blending of objects, patterns, and texture, reduces space and creates a more intimate interior. Cool colors on the other hand calm and relax the mind and body; they give the impression of lack of pressure and plenty of time to wait to complete tasks. Subsequently subdue appetite and emotions. Hence he implies that adoption of color in interior design must be for purposes of eliciting desired emotions. (Neilson& Taylor, 2007) designers should be knowledgeable about and sensitive to these needs which govern emotional responses, since they can affect behaviour, attitude, productivity and patronization.

The appropriate interior spacing can also play an important role in the customer's satisfaction level and overall evaluation of their physical environment. And for the employees who are working in the hotel sector that the presences of plants are less stressed than those who work in an environment without plants (anonymous 2002). Plants can also decrease stress and increase efficiency (Gilhooley, 2002). Scientists have confirmed that interior plants can be used for cleaning air in closed buildings with little or no mechanical ventilations.

Hotel areas can be regarded as the location where people spend the majority of their time while on holiday and in given circumstances while on business as well (Elliot & Johns, 1993). One of the important features of the hotels according to Elliot and Johns is that it provides accommodation or leisure facilities desired by the guests with the features of natural beauty or interest. Edwards (1988) claims that through its ambiance or conditions or its surrounding natural beauty, classic resorts once played a key role in providing health and well being of its guests. In so saying the Scholar was in technical term referring to the interior design since people who visit hospitality sector rarely spend time outdoors unless on sports occasions and to limited hospitality activities.

Physical environment influences behavior and image, since the early 1970s, researchers have shown interest in the effects physical environments have on individuals (Bitner, 1992; Heimsath, 1977; Mehrabian & Russel, 1974). A recent focus of this interest examines how different clubs types of leisure settings-hotels, resorts, restaurants, casinos, health, and amusement parks, affect relationships between people and their environment. These studies suggest that enticing I.D environment plays a pivotal role in attracting people and influencing their interaction and relationship with each other and the physical space. Davis termed physical

structure as the architectural design and physical placement of furnishings that influence social interactions. Furthermore, he states that social interaction and physical movement can be limited or restricted by structural configurations, such as walls, corridors, and entryways. He describes physical stimuli “as those aspects of physical setting that influence their behavior” (Davis, 1984). Likewise says, interaction in a building is also influenced by the nature and placement of furnishings. Symbolic artifacts, such as photographs on walls, building design, furnishing styles and types, and wall color tend to communicate information about the organization and the people who work there (Davis, 1984).

The concept that interior design can change the way people live and think is older than the field of interior design. The Willow Tea Room designed by Charles Reenie Macknitosh was a project to fight drunkenness in Glasgow in 1930s Sherrill Whitton described a goal of interior design “as to produce a unified composition and a desired aesthetics and psychological effect, virtually everything a man is and does is associated with the experience of space” (Knacksledt, 2004).

Interior design educator John Pile wrote in 1988 found that human beings are powerfully affected by particular environment and the related connection that human behaviour is in turn affected by the environment in which it occurs. Pile in a project of over 25 years of working with Milton Hershey School in Hershey Pennsylvania saw interior design change the lives of children from deprived, neglected and destructive backgrounds who came to school later left this environment as accomplished professionals. He states that many of them changed because of exposure to a controlled environment with furnishings that were geared towards their behaviour change. This objective influenced the adoption of specific designs created to enrich their educational and social development. Another example of how interior design



changes behaviour is in Founders Hall at Hershey, people may be noisy and boisterous outside but once they come through the doors there is perfect silence because of its awesome interior designs which sets tone of respect for the place. Part of this interior design is the high ceiling and size of interior space. The purpose of the architects/ designers adoption of these techniques was to elicit respect, celebration and cultural attachments in the users. These projects which were done in schools and community halls show that specific reasons led in to the adoption of these designs.

Richard Kuller *et al* (2006), a researcher found out that lighting has high effect on human's health mood, performance and even social behaviors. His research showed that light and color of the interior have influence on the moods of people in their rooms, for example a persons mood reached lowest when the lighting was very dark. Then the mood improved when the lighting was brighter. However the mood went back to lower level when the lighting was too bright, application of colored lights has impacts on concentration, alertness, aggression, stress and even dyslexia (Demarco & Clarke, 2007). Yoshika Miwa *et al* (2006) examined the effects on interior design on human communication and impressions by reconstructing a counseling room decoration and changing the color of the room. They designed four different rooms and they combine these decorations with two different light types. They assigned random undergraduate students as a client in each designed room. They assigned one individual interviewer to each client as a consular. The clients filled the given questionnaire in different mental mode based on dim or bright colors. The result showed that the combination of different decoration with dim color is more pleasure and relaxes feeling for the clients. However, the authors found no predominant pattern of the decorations. Thus, the pleasant and relaxed feelings related to dim lighting may well enhance the perceived attractiveness of a counselor and self-disclosure from

clients. The results they got implied that interior design could influence communication and other relationships in counseling rooms.

The spectrums of different colors can highly affect human mood and cognitive performance. The study of effect of indoor colors on human mood is one of the significant scopes to examine the social behavior and human reactions. K. Yildirim *et al* (2007) used this concept in their studies and they investigated that the impact of the indoor colors, gender and age can be affecting elements on human social behavior. They introduced a theory that indoor colors for decoration in stores are an effective source that may convey emotional meanings differentiated by gender, age, or both. In order to study this, a two-stage work was carried out in a café, in which interior yellow walls were changed to violet. In both stages, furniture and decorations remained the same. Each appearance (yellow and violet) was tested by using visual attributes through the use of bipolar scales. Results from approximately 250 participants for each stage showed that violet interiors were more positively perceived when compared to yellow. Compared to females, male users evaluated the space more positively. In addition, young customers had a more positive tendency than older customers towards the perception of atmospheric attributes, including color of store interiors.

Hilary Dalke *et al* (2005) studied on color and lighting in hospital design. Little information or guidance has been available to assist the development of a hospital's visual environment. A report on lighting and color design schemes, accessible to non professionals with responsibility for refurbishment strategies, was required by NHS Estates. Firstly, 20 hospitals were audited to establish a picture of current practice and to identify key issues where color design could broadly enhance the environment for patients, staff and visitors. Critical areas were outlined, where

color design can be utilized and applied, for the benefit of all users, from ambience to essential legal requirements such as color contrast for the visually impaired. Provision of staff relaxation rooms that are different in terms of color and lux levels from immediate work spaces, or thoughtfully designed areas for patients awaiting intensive treatment, have been shown to have some beneficial effects on a sense of well being. Color and design have not been established as a definite cure for sickness and ill health, but certainly monotony and poor conditions in premises that have not been refurbished with any care, have had a detrimental effect on recovery rates and staff morale. The realization that a well balanced and attractive environment is of major importance to patients' health is, in no way new; Florence Nightingale observed that 'a variety of form and brilliance of color in the objects presented to patients are an actual means of recovery'. Dalke's study showed that hospitals with poor and dim lighting with monotone designs presented detrimental effects on patients' recovery rate. Well-balanced lighting with lively and clean interior design is major importance to patients' health. Artificial lightings are important at night, but natural daylight is very important in interior environment. The study will find out the factors that influence the specific interior designs used in the hotel industry in Kisumu town.

## **2.6 Theoretical Framework**

Adoption of interior design innovations are influenced by a variety of factors. The study was based on Theory of Adoption in Perceived Attribute as formulated by Rogers Everett in 1995. This theory states that potential adopters judge an innovation based on their perceptions in regard to five attributes of the innovation. These are; Comparative advantage (or the status quo) -the degree to which an innovation is perceived better than the idea it supersedes. In order for those in hospitality industry

to achieve the economic benefits they should be able to embrace new ideas in order to attract more customers and to be better in the field amongst the rest and be worldwide recognised or simply have an advantage over other innovations.

It's not overly complexible - the degree to which a practice is perceived as relatively difficult to understand and to adopt. The interior design chosen by the hospitality industry should not be complicated and end up destroying the aesthetic value of the hotel or offend a particular culture and values in the area that the hotel is located.

Trialability- degree to which an innovation may be experimented at a limited basis. They perceive the innovation can be tried on limited basis before it can be adopted and if the innovation offers observable results, increased income, more customers.

Compatibility- degree to which sustainable practice is perceived as consistent with the existing values, past experience and needs of potential adopters. According to Taylor (1998) cultural relationship or history can enhance the quality of an interior space by adopting the culture and values of the communities around them. Thus forms a relationship with the community he gives an example of the Italian and the Portuguese culture that is associated with many homesteads, hotels along the coastal line in the.

Offers observable results- the benefits can be in form of economic benefits in that the hotels will get more customers because their have catered for their needs. ISO

certification for such a hotel will be the best result since it will be recognized for its services and aesthetic and cultural appreciations

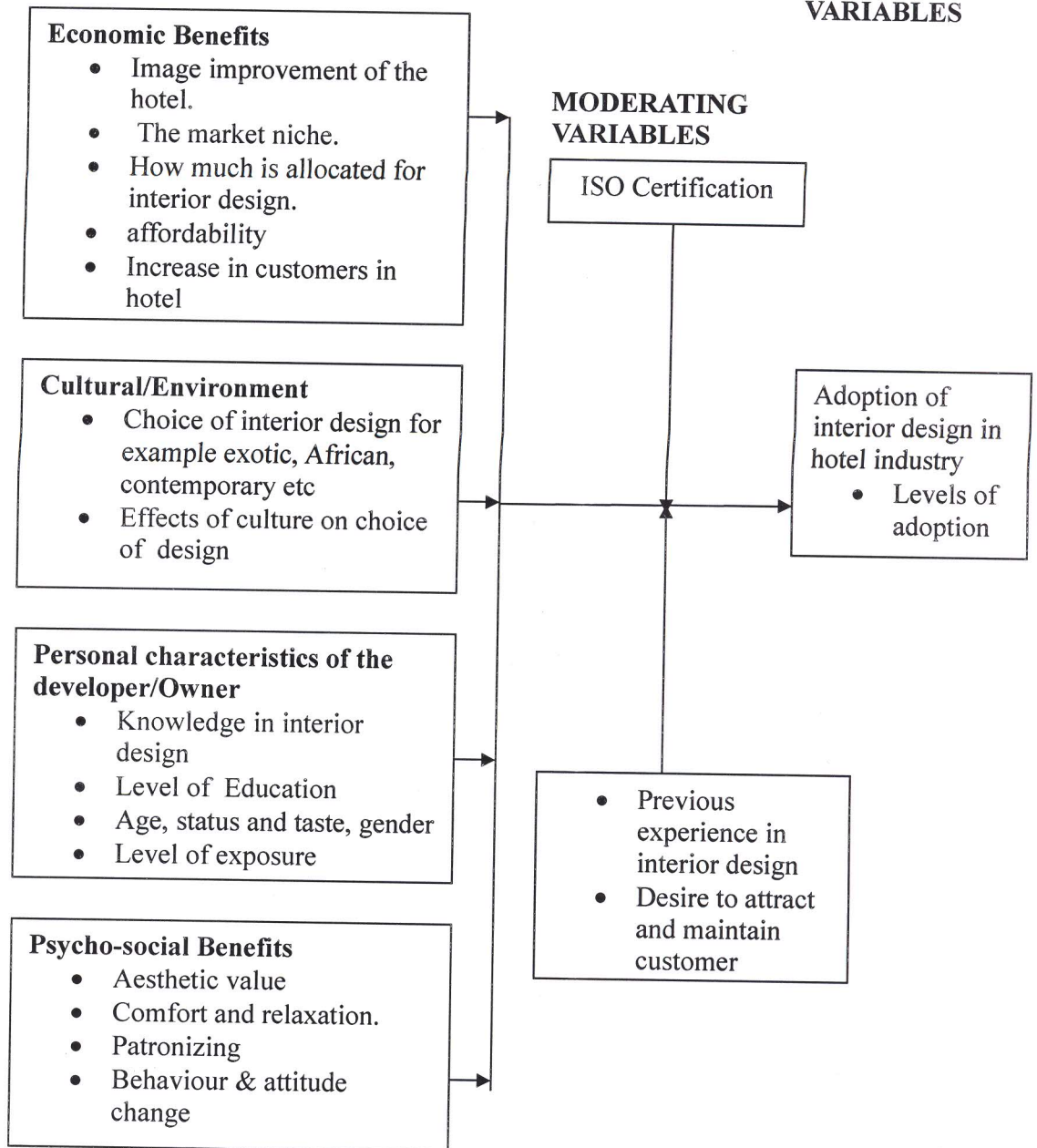
This study will be based on the mentioned theoretical framework that shows that various factors influence the adoption of various interior design innovations. The researcher will consider the various variables that are likely to have influenced the adoption of various interior designs in selected hotels in Kisumu town. These are: Perceived benefits, economic benefits, cultural influences and personal characteristics and how they may have influenced the choice of the adoption of interior design.

## 2.7 Conceptual Framework for the study

Conceptual framework showing the determinants of adoption of interior design in the hotel industry.

Figure 2.1: Figure Showing Conceptual Framework

### INDEPENDENT VARIABLES



The conceptual framework identifies the independent variables (IV) which are the determinants of adoption of interior design namely; the economic benefits which include indicators such as image improvement of the hotel, the market niche, how much is allocated for interior design, affordability, and increase in customers in hotel. The framework indicates that to achieve the economic benefits in the hotel, the hotel should incorporate cultural and environment influences these are the choice of interior design example exotic or African and the effects of the choice of interior that is used in the hotels and the location of the hotel.

Further more the framework established personal characteristics as an independent variable within the study and the indicators identified were; knowledge in interior design, level of education, age, status and taste, the level of exposure to interior design. The psycho-social benefits indicators were; aesthetic value of the interior design in the hotels which may lead to the customer being comfortable and relaxed whenever they visit these hotels this may cause behaviour and attitude change to the workers and the clients visiting the hotels and patronizing the hotels.

The moderating variables that were perceived to influence the relationship between the IV and the DV are the ISO certification and the desire to attract more customers and previous experience in interior design. The IVs influence the dependent variables (DV), which is the adoption of interior design in hotel industry.

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## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter discusses the study design, study population, instruments of data collection, validity and reliability of research instruments, data collection procedures lastly methods of data analysis.

#### **3.2 Research Design**

The research design adopted for the study was the descriptive study survey design. Surveys are useful in establishing existing conditions of a phenomenon without manipulating variables Moore (1983), Mugenda (2008). Best (1977) asserted that the method of descriptive research is particularly appropriate in behavioral sciences. The researcher sought information on determinants of adoption of interior design in Kisumu town without manipulating them.

#### **3.3 Target population**

The target population for this study was the hotel industry in Kisumu town. The study population consisted of 67 hotels and 67 managers of these hotels.

#### **3.4 Sample Size and Sample Techniques**

The research identified and defined the accessible population from the target population. The researcher therefore decides on the sample technique to use to get appropriate sample size for the study.



### **3.4.1 Sample Size**

The study mainly focused on the representative sample of 56 hotels to be used. This was selected through a table for determining the sample size based on confidence level needed from a given population as provided (see appendix iv Krejcie and Morgan 1970).

### **3.4.2 Sampling Techniques**

Twelve hotels that have interior design were selected through purposive sampling. In purposive sampling the goal is to select cases that are likely to be 'information rich' with respect to the purpose of the study. These hotels were deemed to have invested heavily in interior design due to their class. 44 hotels were selected through random sampling. This was adopted in order to give every hotel the probability of inclusion in the sample. The names of all the hotels were written on separate piece of paper and placed in a container, 44 of them were picked at random.

Fifty six managers of these hotels were used as respondent in the study. This sample size was considered suitable for the study as it concurs with Borg and Gall (1979) who states that in many educational research projects small samples are more appropriate than large. This is often true of studies in which role playing, in-depth interviews, observation, schedules, projective measures and other such time consuming measurement techniques cannot be used on large samples studies unless considerable financial support is available. However, a study that probes deeply into characteristics of a small sample often provides more knowledge than a study that attacks the same problem by collecting only shadow information on a large scale.

### **3.5 Research Instruments**

Data for this study were collected through questionnaire and participatory observation. The questionnaires were prepared for the managers of the hotels under study. The questionnaires contained both open and close ended questions.

The Managers questionnaire had five sections. Section A contained items on general questions about the hotels, Section B contained questions on economic benefits of adoption of interior design in hotels industry, Section C the cultural and environmental consideration in adoption of interior design in hotel industry, Section D, Personal characteristics that influence adoption of interior designs and Section E, the Psycho-social impacts of interior designs in the hotel industry. The questionnaire is indicated in Appendix ii.

The researcher also used an observation checklist. These observations helped to verify the various responses that were given in the questionnaires. The research prepared checklist which contained observable factors related to determinants of adoption of interior design in hotels. The checklist contained items such as lighting, colour themes, wall treatment, flooring technique, furniture, artworks, and accessories. The checklist was personally filled by the researcher during the period each hotel was visited. The observation checklist is indicated in Appendix iii A and B.

#### **3.5.1 Pilot testing**

According to Nachmias and Nachmias (1996), Pilot testing is an important step in the research process because it reveals vague questions and unclear instructions in the instruments. It also captures important comments and suggestion from the respondents that enable the researcher to improve efficiency of instruments,

adjust strategies and approaches to maximize rate. To make instruments reliable Grinnell (1993) observed that testing the items before actual administration removes possible errors in the instruments to ensure reliability of the instruments the researcher conducted a pilot study in 3 hotels in Kakamega town, these hotels were not used in the major study. The questionnaire and observation schedules were administered after an interval of two weeks and information obtained was used to remove or clarify the vague and ambiguous questions in the instruments.

### **3.5.2 Validity of the Instrument**

This refers to the accuracy and meaningfulness of inference which is based on the research results, the degree to which results will be obtained from the analysis data accurately represents the phenomena under study (Mugenda & Mugenda 2003). Validity has to do with how accurate the data obtained in the study represents the variable then inference based on such data will be accurate and meaningful

Cohen and Marion (1994) stresses that the validity of research instruments should be determined by experts who will ascertain whether the instrument accurately represents the variable under examination. Further, to ascertain that it would yield consistent results from all the hotels and respondents, it was tested in a pilot study. Validity of the instrument was ensured through use of two experts. The questionnaires guided the experts to evaluate the relevance and objectivity of each item in the instrumentation process. This was done in reference to the objectives of the study. Recommendations given were used to make the necessary adjustments.

### **3.5.3 Reliability of the Instrument**

Reliability refers to the measure of degree to which a research instrument yields consistent results or data after repeated trials (Mugenda & Mugenda 2003). Reliability in research is influenced by random error and as random error increases or decreases the reliability of measurement instrument is affected. Random error is the deviation from the true measures due to factors that have not been effectively addressed by the researcher. A measure is reliable to the extent that repeated application of it under the same condition gives the same result (Taylor 2008, Golafsimi 2003, Cook, 2007). The reliability of the instruments was determined by subjecting them to a pilot study in 3 hotels in a Kakamega town that were not to be involved in the in the actual study. Their feedback was used to establish the reliability of the instruments (Borg & Gall, 1996). Test retest technique will be used to establish the reliability of the instruments. The instruments were administered twice within an interval of 2 weeks.

### **3.6 Data collection Procedure**

Before undertaking the actual research, the researcher sought permission to conduct the research from the Ministry of Education, Science and Technology and the Ministry of Tourism, Kisumu Office. Letters notifying hotels in Kisumu were dispatched a week to the visit. The questionnaires were administered personally by the researcher. The observation at hotels was done the same day that questionnaires were administered in each hotel.

### **3.7 Data analysis Techniques**

Data collected by questionnaires were analyzed using descriptive statistics (frequencies and percentages). Data from questionnaires was filled and converted to frequencies and percentages. Qualitative data from open ended questions was arranged in themes and sub themes. The information obtained from observation checklist was used to cross check the information from the questionnaire. This was for purpose of capturing the determinants of adoption of interior design in the hotel industry in Kisumu town.

### **3.8 Ethical Issue in Research**

The researcher explained to the respondent the purpose of the study. The researcher sought the respondent's participation in the research and assured them that their participation was to be voluntary. The respondents were not required to reveal their identity on the research instruments. All participants were guaranteed of total confidentiality and that the information they provided would be used for research purpose only.

## **CHAPTER FOUR**

### **DATA ANALYSIS, PRESENTATION, INTERPRETATION AND DISCUSSIONS.**

#### **4.1 Introduction**

This chapter presents the study findings which have been analyzed, interpreted and discussed in line with the objective based on the following themes; Questionnaire Return Rate, Background Information, Economic benefits and adoption of interior design, Cultural and environmental influences and adoption of I.D, Personal characteristics and adoption of I.D and the Psych-social benefits of adoption of I.D in hotel industry.

#### **4.2 Questionnaire Return Rate**

The following presents the findings from the analysis of respondents. Out of the 56 questionnaire sent out to the sampled population. Out of these sent 56 all the questionnaires were correctly filled and returned. This was 100% return rate which was taken as the 100% of the sampled population. According to Mugenda and Mugenda (1999), a response rate of 50% is adequate for analysis and reporting. A response rate of over 70% is very good for analysis. Therefore the researcher concluded that the questionnaire were adequate for this analysis.

The questionnaires return rate was high because the researcher ensured that the respondents understood the content and the purpose of the research prior to the administration of the questionnaires. The questionnaire were administered and collected on the agreed date from the hotels by the researcher.

### 4.3 Background Information of the Hotels

In order to understand the type of respondents the researcher was dealing with in the study, their background information was necessary, especially in relation to the name of the hotels, the category of the hotel, when it was established, the full capacity and the number of workers in the hotels and whether their workers are qualified in the specific posts that they hold. This gave a deeper insight on understanding the relationship between the variables under study. This is discussed in the following sections.

#### 4.3.1 Category of Hotels and Adoption of Interior Design

The study set out to establish the various determinants of the adoption of interior designs in the hotel industry in Kisumu town. It was therefore necessary to know the background of the selected hotels used in this study.

The researcher was interested in establishing whether there was any linkage between the category of the hotel and adoption of interior design. The respondents were asked to state the category of these hotels. The table 4.1 indicates the summary of the study findings.

*Table 4.1*

*Managers' responses on category of hotels and adoption of interior design in hotels.*

Category	Frequency	%
Bed and Breakfast	36	64.2
Business hotels	12	21.4
Conference Centres hotels	4	7.14
Resorts and Apartments/Condo	4	7.14
<b>Total</b>	<b>56</b>	<b>100</b>

Table 4.1 shows that out of the 56 respondents who participated in the study, 36(64.2%) were Bed and Breakfast, 12(21.4%) were Business hotels, 4(7.14%) represented conference centres and 4(7.14) resorts and apartments/condos. These findings indicated that in today's hotel industry hundreds and thousands of hotels are being built each year, so there is a need for hoteliers to go beyond the traditional lodging application. Technology advances and expectations increase from the consumer's point of view (Homes Kenya, 2002).

#### 4.3.2 Years in Operation of Hotel and Adoption of Interior Design.

The researcher was interested in establishing whether there was any linkage between the years of the hotel has been in operation and adoption of interior design. The respondents were asked to state the year of there hotels. The table 4.2 indicates the summary of the study findings.

**Table 4.2**

*Responses of managers in years of operation of hotels and adoption of Interior Design in hotels.*

<b>Responses</b>	<b>Frequency</b>	<b>(%)</b>
1-10 Years	51	91.0
11-19 Years	3	5.35
Over 20 years	2	3.57
<b>Total</b>	<b>56</b>	<b>100</b>

Table 4.2 shows that the hotels who have been in operation for over 20 years indicated 2(3.57%) Hotel areas can be regarded as the location where people spend the majority of their time while on holiday and in given circumstances while on business as well



(Elliot & Johns, 1993). One of the important features of the hotels according to Elliot and Johns is that it provides accommodation or leisure facilities desired by the guests with the features of natural beauty or interest. Edwards (1988) claims that through its ambiance or conditions or its surrounding natural beauty, classic resorts once played a key role in providing health and well being of its guests. 11-19 indicated 3(5.35%), 1-10 indicated 51(91.0%).

#### 4.3.3 Hotels Capacity and Adoption of Interior Design.

The researcher was interested in establishing whether there was any linkage between the capacity of the hotels and adoption of interior design. The respondents were asked to state the hotels capacity and adoption of interior design. The table 4.3 indicates the summary of the study findings.

**Table 4.3**

*Responses of managers in years of operation of hotels and adoption of Interior Design in hotels.*

Responses	Frequency	%
50-100	4	7.14
101-200	10	17.8
Hotels full Capacity Over 200	42	75
<b>Total</b>	<b>56</b>	<b>100</b>

#### 4.3.4 Number of Workers and Adoption of Interior Design.

The researcher was interested in establishing whether there was any linkage between the numbers of workers in the hotels has and adoption of interior design. The respondents were asked to state the number of workers in there hotels. The table 4.4 indicates the summary of the study findings.

**Table 4.4**

*Responses of managers in number workers in the hotels and adoption of Interior Design in hotels.*

<b>Responses</b>	<b>Frequency</b>	<b>%</b>
10-20	22	39.3
21-40	19	34
Numbers of workers above 40	15	26.7
<b>Total</b>	<b>56</b>	<b>100</b>

Table 4.4 shows that out of 56 respondents hotels with numbers of workers over 40 indicated 15(26.7%), while those with 21-40 indicated 19(34%), 10-20 were indicated by 22(39.3%).

#### 4.3.5 Trained Workers and Adoption of Interior Design

The researcher was interested in establishing whether there was any linkage between having trained workers in the hotels and adoption of interior design. The respondents were asked to state the whether they had trained workers or not in there hotels. The table 4.5 indicates the summary of the study findings.

**Table 4.5**

*Responses of managers on trained workers in the hotels and adoption of Interior Design in hotels.*

<b>Responses</b>	<b>Frequency</b>	<b>%</b>
Workers trained Yes	33	59
NO	23	41
<b>Total</b>	<b>56</b>	<b>100</b>

Table 4.5 shows out of the 56 respondents 33(59%) indicated that their workers were trained Today many hoteliers are better educated, more exposed, more selective and more socially responsible. They demand more attention for the local culture, environment circumstances and concerns (Rules et al 2001). While 23(41) indicates that their workers were not trained.

#### **4.4 Economic Factors and the Adoption of Interior Design**

The first objective of the study was to establish whether economic factors influenced the adoption of interior designs in hotels. The respondents were asked to indicate the economic factors that may have influenced their choices. In response to the research question the respondents indicated the economic benefits. Their responses are summarized in tables 4.6 to 4.18

#### 4.4.1 Economic Factors and Adoption of interior Design

The respondents were asked to indicate the economic factors in adoption of interior design in hotels. Their responses are summarised in the table 4.6

**Table 4.6**

*Responses of Managers on the Economic factors and adoption of Interior Design in hotels.*

Responses	YES		NO	
	Frequency	%	Frequency	%
General cost of interior design	56	(100)	-	
Affordability	12	(21.4)	44	(78.5)
Attracting customers	48	(85.7)	8	(14.3)
Customers staying longer in hotels	52	(92.7)	4	(7.3)
Increase in customers	44	(78.5)	12	(21.5)

The obtained findings (4.6,) revealed that respondents suggested that adoption of interior designs had economic benefits, a study done by Chege, (2006) on Serena hotels on the application of patterns in interior design indicated that the conscious use of patterns in interior environment can make a more effective and successful business success in the hotels and hospitality industry. In the findings he states that the use of patterns in interior design has influenced the public to visit the hotels more often and this has increased their profits and maintained the business success. However, 56(100%) indicated that despite these economic benefits the cost of interior design was expensive. When asked if they could afford these cost only 12(21.4%) indicated that they would easily afford to adopt interior designs of their choice. Observation

revealed that these were hotels that were selected through purposive sampling they were expensive and catered for high class clients. They were also long established and had established a name for themselves. These hotels had more than one type of interior design in each of their rooms, the walls were adorned with different artifacts that reflected a warm coordination between the walls, floors and the fabric that were used in these hotels. 44(78.5%) indicated that it was costly to adopt desired interior design. This revealed that cost was an influencing factor in adoption of interior. The respondents also indicated that the purpose of adopting interior design was to attract and maintain customers. This was indicated by eighty five point seven percent 48(85.7%) of the respondents. Others as indicated by 8(14.2%) did not however think that adopting interior design would attract customers, Wairimu 2006 also states that most hotels used interior design to make their hotels preferred than others . 52(92.7%) also indicated that since adoption of interior design many customers were staying longer in the hotels while 4(7.3%) indicated that customers did not stay longer than before. Observation of these hotels revealed that these were among the hotels that had adopted negligible interior designs. On whether adoption of interior designs had led to increase in customers, 44(78.5%) indicated that there was an increase in the number of customers while 12(21.4%) indicated that the number of customers had not changed if anything the numbers were reducing. There are clear financial benefits for hoteliers that have implemented effective interior design, as massive investment goes into creating an environment that both customers and staff will feel comfortable in. (Hotel industry.co.uk).

#### 4.4.2 Increase of Profits and Adoption of Interior Design.

The respondents were asked to indicate if their hotels profit increased with the adoption of interior design. Their responses were summarized table 4.7

**Table 4.7**

*Responses of managers on increase of profits and adoption of interior design in hotels.*

<b>Economic Factors</b>	<b>Frequency</b>	<b>(%)</b>
Very High	13	(23)
High	33	(58.9)
Low	10	(17.9)
<b>Totals</b>	<b>56</b>	<b>100%</b>

Table 4.7 shows the profits margins of the hotels had improved with adoption of interior design, twenty three percent 13(23%) indicated that profits were very high, fifty eight point nine percent 33(58.9%) indicated that they were high and seventeen point nine percent 10(17.9%) indicated the profit were very low because of these variations it cannot be generalized that adoption of interior design will lead to increased business. There are other mitigating factors.

The findings therefore suggested that though the adoption of interior design was considered expensive, most hotels nevertheless put in effort to adopt I.D. It was also revealed that it was generally believed that adoption of I.D. would attract customers and boost business. However 10(17.9%) respondents reported low levels of profits and this would be because of hard economic times that may be affecting hotel users. Chege (2006) conscious use of patterns in interior design of the Serena hotels in Kenya produced a more effective and successful business in hotels.

#### 4.5 Culture and Environment factors influencing the Adoption of Interior Design.

Another of the objectives of the study was to establish the influence of culture and environment on the adoption of interior design in hotels in Kisumu. The respondents were asked to indicate whether they had been influenced by these factors in their choices. The respondents were asked whether culture and environment factors influenced the adoption of interior design in their hotels. Their responses were indicated in table

##### 4.5.1 Use of Materials and Artifacts in Adoption of Interior Design

The respondents were asked to indicate if they used local materials and artefacts in adoption of interior design. Their responses were summarized below

*Table 4.8*

*Responses of Managers on influences of Culture and Environment in Adoption of Interior Designs in Hotel Industry.*

Responses	YES		NO	
	Frequency	%	Frequency	%
Uses of local materials	42	(75)	14	(25)
Incorporation of cultural aspects	48	(85.7)	8	(32)
-Use of local artifacts.	44	(78.5)	12	(21.5)

Findings in table 4.8 reveal that most respondents indicated 48(85.7%) had been influenced by culture and the environments in which they operated, Environment and Culture are an important factor when designing the interior of a hotel project all

over the world and recognize that working in different countries requires appreciation for the different criteria “the unspoiled beauty and natural environments draws today’s tourists. To take advantage of these environmental assets, local customs and culture is to use the owners and operative wealth of knowledge. The use of local design professionals and manufactures helps to incorporate indigenous materials that are locally available” (Obata, 2001). 8(32%) didn’t incorporate the environment or the cultural aspects in their premises. On whether they used local materials in their interior design, 42(75%) indicated that this was so. Observation actually verified extensive use of local materials and influence of local cultures and environment in interior designs most hotels had items made of hyacinth, papyrus grass thatches, bamboo, miniature bows, arrows, boats, dhows and wall hangings depicted prevalent farm activities and lifestyles of local people. Pictures of calabashes, shields and arrows, fish and other local farm products were displayed. Not all used local materials as indicated by 14(25%) of the respondents. On the incorporation of cultural aspects in interior design, 44(78.5%) indicated they did so while 12(21.4%) indicated they had not incorporated cultural and environmental aspects in their interior designs. According to Homes, 2009 it is important for a designer to take advantage of the environmental assets, local customs and cultures and owners wealth of knowledge in the adoption of interior design.



#### 4.5.2 Preference of Customers and Adoption of Interior.

The respondents were asked to what their customers' preferences were and adoption of interior design. Their responses were summarized in the table 4.9 below

**Table 4.9**

*Preferences of customers in adoption of interior design in hotels.*

The respondents were asked to indicate their preferences in adoption of interior design.

Responses	YES	
	Frequency	%
African	25	(44.6)
Contemporary	27	(48.2)
Asian	4	(7.14)
European	-	-
<b>Total</b>	<b>56</b>	<b>100%</b>

Respondents also indicated that they considered preferences of their customers in their interior designs. 27(48.2%) indicated that they considered green and contemporary interior design which was the preference of their customers, People are going green because they want to play a part (however small) in saving the planet. Going green is also healthier and ultimately cheaper (Wairimu, 2012). Applying the principle of green design is important in hotel interior design because it's resource efficient, health and reduction in waste, pollution and environmental degradation. 25(44.6%) is indicated by African preferences, 4(7.14%) indicated Asian and (0%) European. This implied that the people of the Asian descent are not hotel enthusiasts when it comes to entertainment and relaxation. The fact that none indicated European

influence could show that most patrons are not of European descent and also most proprietors and patrons are of African descent and would wish to promote their culture.

#### 4.5.3 Cultural and Environment aspects in Adoption of interior design in hotel industry.

Respondents were asked whether it was necessary to include cultural and environment aspects in interior design. Their responses are summarised in the table 4.10 below

**Table 4.10**

*Cultural and environment aspects in adoption of interior design*

<b>Responses</b>	<b>Frequency</b>	<b>%</b>
Necessary	48	85.7
Not necessary	6	10.7
Unsure	2	3.57
<b>Total</b>	<b>56</b>	<b>100</b>

When asked whether consideration of culture and environment were necessary in the adoption of interior design, 48(85.7 %) of the respondents agreed that it was necessary as it indicated appreciation of local cultures and environments. Environment and Culture are an important factor when designing the interior of a hotel project all over the world and recognize that working in different countries requires appreciation for the different criteria “the unspoiled beauty and natural environments draws today’s tourists. To take advantage of these environmental assets, local customs and culture (Obata, 2001). They further expressed that it was easily available and cost effective. 6(10.7%) indicated that use of culture and environment

was not necessary for adoption of interior design in hotels and those who were unsure were indicated by 2(3.57%).

#### 4.5.4 Cultural and environment influence and adoption of interior design

Respondents were asked to what extent cultural and environmental factors had influenced their adoption of interior design. Their responses are summarized in table 4.11

**Table 4.11**

*Cultural and environment influence and adoption of interior design*

Responses	Frequency	%
To a large extent	50	89.2
To a small extent	6	10.8
Not at all	-	-
<b>Total</b>	<b>56</b>	<b>100</b>

Whether culture and environmental consideration had influenced the adoption of their interior designs, out of the 56 respondents who participated in the study majority 50 (89.2%) indicated that they had been influenced by culture and environment in adopting interior design. 6 (10.8%) indicated they had been influenced by culture and environment to a small extent. From these findings it can be deduced that most hoteliers had greatly been influenced by culture and environment to a small extent.

This indicated that culture and environment had greatly influenced the adoption of interior design in the hotels.

#### **4.6 Managers characteristics that Influence the Adoption of Interior Design in the Hotel Industry.**

The study set out to establish the influence of personal characteristics on the adoption of interior design in hotels. The section discusses manager's characteristics in terms of gender, education, age, responsibility and preferences towards a particular interior design.

##### **4.6.1 Managers Gender and Adoption of Interior Design**

The respondents were asked to indicate their gender. This section provides data towards understanding how the manager's gender influences the adoption of interior design. Tables 4.12 and is a summary of their responses.

**Table 4.12**

*Managers gender in the adoption of interior design in hotels.*

<b>Gender</b>	<b>Frequency</b>	<b>%</b>
Male	31	55.3
Female	25	44.6
<b>Total</b>	<b>56</b>	<b>100%</b>

The study revealed that out of 56 respondents who participated in the study 31(55.3%) were male and 25(44.6%) were female. This indicates that most of the management of the hotels is in the hands of males. Observation revealed that hotels managed by women had an eye for detail, daintiness, sense of colour harmony and a more organized outlay and display of interior designs, Kaburi 2007 attest of this.

#### 4.6.2 Educational level and Adoption of Interior Design.

Respondents were asked about their education background and their responses are listed in table 4.13

*Table 4.13*

*Managers Educational level and adoption of interior design in hotels.*

<b>Education Qualifications</b>	<b>Frequency</b>	<b>(%)</b>
Secondary	-	-
Tertiary	24	42.8
University	32	57.2
<b>TOTAL</b>	<b>56</b>	<b>100%</b>

As indicated in table above none of the respondents had a secondary education only. Those who had a tertiary education were indicated by 24(42.8%) and those of university education was indicated by 32(57.2%). This indicated that most respondents had secondary education hence indicating some professional training may have been undertaken. An active knowledge of the principles and elements of design helps to ensure tasteful selections that will be cherished for years to come. (Nielson, 1990)

#### 4.6.3 Managers Age and the Adoption of Interior Design.

Respondents were asked about their age and their responses are summarized in the table 4.14

**Table 4.14**

*Manager's age and the adoption of interior design in hotels.*

<b>Age in years:</b>	<b>Frequency</b>	<b>(%)</b>
< 30	2	3.5
31-40	41	73.2
41-50	13	23.2
>50	-	-
<b>TOTAL</b>	<b>56</b>	<b>100%</b>

As indicated in table 4.14 above age was also another characteristic that was considered. The majority of the respondents 41(73.2%) were in the age bracket of 31-40. This reveals that most hotels are managed by people who are middle aged, likely to be aggressive, informed and conversant with world standards. Only 3.5(2%) of the respondents indicated that they were below 30 years, 13(23%) were between 41-50 years and none was beyond 50 years. Age, exposure, knowledge ability seems to have influenced the adoption of interior design.

#### 4.6.4 Managers Responsibility and the Adoption of Interior Design.

Respondents were asked about their responsibilities and their responses are summarized in table 4.15

**Table 4.15**

*Manager's responsibility and adoption of interior design in hotels.*

<b>Responses</b>	<b>Frequency</b>	<b>%</b>
Front Office Manager	10	17.8
Manager	26	46.4
Owner	14	25
Housekeeper	6	10.6
Any other	-	-
<b>TOTAL</b>	<b>56</b>	<b>100%</b>

Most of the respondents were in decision making positions in the hotels industry as indicated in table. For instance 10(17.8%) of the respondents were Front Office Managers, 26(46.4%) of the respondents were Managers, 14(25%) were Owners and 6(10.6%) were the housekeepers. This means that they were in position where they would decide on what interior designs were adopted. Rules et al 2001 attest to this that one has to possess technical and administrative skills as well as insights into problem solving, organization, and cooperation, and attention to detail, good oral, written communication, and the ability to work with people from wide variety of backgrounds.

#### 4.6.5 Managers preferences in Adoption of interior Designs

Respondents were asked about their preferences in interior design and their responses are summarized in table 4.16

**Table 4.16**

*Manager's preference in adoption of interior designs in hotels*

<b>Preferences in interior design</b>	<b>Frequency</b>	<b>(%)</b>
African	18	32.1
Asian	3	5.3
Romantic/English	-	-
Green/Contemporary	35	62.5
Other	-	-
<b>TOTAL</b>	<b>56</b>	<b>100%</b>

On whether specific personal preference influenced adoption of interior design the majority 35(62.5%) indicated that they preferred the green and contemporary choice. This was actually verified by observation. It also shows the influence of modern trends and innovations on interior design. Green plants, recyclable materials used in making some of the furniture and artifacts were now in great use as opposed to lifeless designs. Going green is also healthier and ultimately cheaper (Wairimu, 2012). 18(32.1%) indicated that they preferred African aspects, this shows that whether modernity sets in, African designs are still preferred The interiors is derived from the influence of Kenya cultures and heritage, deep earthen tones, a bit of rusticity and sophisticated lighting brings out the casual atmosphere and great ambience (Homes, 2009). That only 3(5.3%) preferred the Asian designs shows that influence of Asian culture in design is almost minimal. It also indicates that probably Asians are not frequent users of these facilities and none indicated preference for



Romantic and English also indicates that these cultures are either overlooked or not in vogue. When asked whether their preference had much sway in the adoption of interior design (70%) indicated that their personal preferences carried the day as they were the major decision makers, (20%) indicated that they would consider other stakeholders preference and (10%) indicated they did not have any personal preference but adopted what looked attractive and appealing. The Willow Tea Room designed by Charles Reenie Macknitosh was a project to fight drunkenness in Glasgow in 1930s Sherrill Whitton described a goal of interior design “as to produce a unified composition and a desired aesthetics and psychological effect, virtually everything a man is and does is associated with the experience of space” (Knacksledt, 2004).

#### 4.6.6 Managers Level of Participation in Adoption of Interior Design

Respondents were asked about their level of participation was in adoption of interior design and their responses are summarized in table 4.17

**Table 4.17**

*Level of participation in adoption of interior design in hotels*

<b>Responses</b>	<b>Frequency</b>	<b>%</b>
Hired Experts	30	53
Have background in I.D.	18	32.8
Only generated ideas	8	14.2
<b>Total</b>	<b>56</b>	<b>100</b>

When asked about the level of their personal participation in adoption of interior design, 30(53%) of the respondents indicated that they hired experts to advice

on issues concerning interior design, 18(32%) indicated they had a background in interior design and hence used their own expertise on the adoption of interior design whereas only 8(14.2%) indicated that they only generated ideas and others worked upon them. Observations revealed that the hotels of those who had professional knowledge in interior design showed a sense of professionalism in display, choice, and harmony in the adopted interior design.

Research therefore revealed that age, gender, education level, personal preferences and tastes influenced adoption of interior design in the hotel industry. Most of the hotels observed seemed to reflect the personality of the management.

This was also found out in a study carried out by Kabira (2007) where residents wished they had been given opportunity to choose colors and designs of their choice in their residential houses and hence make a personal impact on their residential houses.

#### **4.7 Psycho-Social Influences on Adoption of Interior Design.**

This section discusses the fourth objective of the study which was to establish the psych-social influences on the adoption of interior designs in hotels. Respondents were asked to indicate whether they adopted interior design because it had psycho-social benefits. Table 4.18 shows their responses.

**Table 4.18**

*Responses on the psycho-social benefits as in the adoption of interior design.*

**Responses: V. Good =5, Good = 4, Fair = 3, Poor = 2, V. Poor = 1**

<b>Psycho-Social Benefits</b>	<b>5 F</b>	<b>4 F</b>	<b>3 F</b>	<b>2 F</b>	<b>1 F</b>	<b>Mean</b>
Appealing environment	34(170)	13(52)	9(27)	-	-	4.44
Aesthetic Value	31(155)	20(80)	5(15)	-	-	4.46
Value for money	24(120)	22(88)	10(30)	-	-	4.20
Comfort and relation	34(170)	18(72)	4(12)	-	-	4.53
Personal satisfaction	30(150)	19(76)	7(21)	-	-	4.41
Customer attraction	38(190)	12(48)	6(18)	-	-	4.57
Competitive advantage	33(165)	20(80)	3(9)	-	-	4.53

**Key:** 4.1- 5.0 V. Good, 3.1 - 4.0 Good, 3.0 Fair, 2.1- 2.9 Poor, 1.0 – 1.9 V. Poor

The evidence from the table 4.18 suggested that a hundred percent 56(100%) of the respondents agreed that interior design had psycho-social benefits. Color is a fundamental visual element of designed environments by which human beings are physically, psychologically, and socially influenced. Since the prehistoric era, humans have applied color in interior environments for various purposes and in various contexts. Interior color has aesthetic and functional features and often conveys symbolic meanings. Such color symbolism is common within a homogeneous culture, yet individual differences still exist (Arneill & Devlin, 2002). This is shown by the response to all the given items which rank (4.1) which is in the category of very good.

This indicates therefore that they must have been influenced by psycho-social benefits in their adoption of interior design.

The item of customer attraction was indicated highest at (4.57). This reveals that the issue of customer attraction is considered majorly when adopting interior design; this translates in boost in business which is the industry core concern. The comfort and relaxation of customers ranked second at a mean of (4.53). This reveals that hotels are keen on providing a comfortable and relaxing atmosphere for their clients and adoption of interior design is one of the ways to achieve this end, Comfort is a not a luxury neither to the traveler nor to a domestic tourist who are the frequenters at any given hospitality facility. Comfort and configuration of entire design such as furniture in a building may also influence behavior (Davis, 1984). Seating comfort is likely to be an important issue and could significantly affect a lobby's physical environment satisfaction. Proper seating helps in engendering a functional working environment. According to this timely finding, a design that takes into consideration the psychoanalysis of individual expectations will implant in such individuals a permanent image of their *hospitality service. Such influence must be carefully designed and redesigned through proper choice of Interior design* (Sparrowe, 2000). A provision of aesthetic value too influenced the adoption of interior design. *This was indicated at a mean of (4.46), observation revealed that most hotels had endeavored to improve the aesthetic component of their facilities. This was particularly seen in the green and contemporary preference as was indicated by 35(62.5%) respondents observation showed well maintained facilities and neat premises. Interior design was seen to make hotels beautiful and appealing as indicated by a mean of 4.44. This shows that the beauty of a hotel was considered a valuable*

aspect. Interior design was adopted in order to give a competitive advantage as was indicated at a mean of 4.53. This indicates that hotel owners will use interior design for purpose of making their facilities places of preference and also for certification purposes. Observation showed most hotels had tried to raise their standards.

Personal satisfaction was ranked at 4.41. This shows personal satisfaction considered subsidiary to customer interests. Hotels seemed keener to provide for customers satisfaction than to their personal satisfaction. Whether adoption of interior design provided value for money was ranked lowest at (4.20) in the ratings. This indicates that though interior design may be adopted for purposes of attracting satisfying, and maintaining customers, the monetary value may not always be commensurate. This may be reason why (25%) of the respondents indicated that adoption of interior design had not led to any profits in the business but nevertheless was adopted.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter presents a summary of the study findings, conclusions based on the objectives of the study and recommendation.

#### 5.2 Summary of findings

The study found out that majority of the respondents indicated that the purpose of adopting interior design were attracting and maintaining customers for purpose of boosting the profit margins in their business. Most conceded that through adoption of interior design was costly the benefit accruing was rewarding. Similar results have been found in a study carried out by Chege (2006). Other than increasing business it was found that respondents also adopted interior designs for purpose of making their facilities exclusive, attractive and more preferred than others.

In determining the economic factors that influence the adoption of interior design, the study found out that the economic factors played a crucial role. Though 100% respondents indicated that adoption of I.D was an expensive enterprise they nevertheless agreed that it was beneficial to the business. 85.7% indicated that adoption of interior attracted customers, 92.7% indicated that of I.D. made customers stay longer in hotels, and 78.5% said they led to increase in customers. 82.9% indicated that I.D led to increase in profits. However, the study also revealed that not all that adopted I.D. had increase in profits. This was indicated by 17.9%. This reveals that there would be other mitigating factors that make people use hotels less regularly.

The study further revealed that economic factors had an edge over other

factors in determining the adoption of *interior design in the hotel industry*.

The study revealed that *cultural and environmental factors* greatly influenced the adoption of interior designs. Most respondents suggested that they used local materials in their interior designs. They also indicated that cultures of their preference also influenced their choices. Most of them indicated preference for African culture though a considerable number also preferred green and contemporary culture as opposed to the *old traditional culture*. There were a few cases that indicated Asian culture but none preferred the European culture. Customers' tastes and preferences also influenced adoption of interior design to a small extent. It was evident that culture and environment had influenced the adoption of interior design in the hotel industry.

In investigating the influence of culture and environment on the adoption of interior designs in hotels, the study revealed that most hoteliers had been influenced by these factors. Finding revealed that 85.7% incorporated cultural aspects in their interior designs, 75% used local materials while 78.5% used local artifacts. The study further revealed that 48.2% preferred the contemporary culture, 44.6% preferred African, 7.14% preferred Asian and none preferred European culture. The findings generally revealed that adoption of I.D leaned more towards the local contemporary cultures and interior design. Most of the hoteliers 89.2% were influenced by culture and environment in their adoption of interior design.

In establishing whether personal characteristics had influence on the adoption of interior design, the study revealed that there was a positive relationship. Regarding the issue of gender, it was found out that the hotels run by women 44.6% and men

55.3%.the females had an eye for detail, were daintier, there was better orderliness and tidiness there was a sense of colour harmony, a flavor for warm colors than their male counterparts and a more organized outlay and display of interior designs. The study revealed that most of the managers of these hotels 57.2% had a university education and 42.8% had tertiary education. This implied that there was a degree of professionalism so the IDs adopted were by skill and knowledge and not by random choice. The study also revealed that most hotels were managed by middle aged persons, 73.2% of the managers were within the age bracket of 31-40, (<30) 3.5%, (41-50) 23.2%, and none above the age of 50. It was also found that hotels run by the middle age (31-40) 62.4% preferred the green and contemporary designs. This showed the effect of modern culture on their tastes. The findings therefore revealed that gender, age, education level, personal preferences and personal tastes influenced adoption of interior designs in hotels.

The study revealed that respondents were aware of the psycho-social benefits of interior designs. Majority of them indicated that interior design relaxed customers, made them comfortable, provided aesthetic value, led to stress relief. This was put in consideration when adopting interior designs. The study further revealed that most hoteliers put a lot of consideration in adoption of interior design with the objective of influencing customer's moods, to make their customers have 'a home away from home' experience in their hotels. In investigating the psych-social influences on the adoption of interior designs in hotels the study found out that the Managers consciously set out to provide conducive psycho-social environment in the hotels. The study revealed most hoteliers were interested in making their customers comfortable with a mean of 4.57. 4.44 wanted to provide an appealing environment, providing for



aesthetic value 4.46, Personal satisfaction 4.41, Value for money 4.20, and competitive advance was 4.33. The study revealed that hotels choose ID that would produce desirable psycho-social impacts on their customers.

### **5.3 Conclusions**

The main purpose of the study was to establish the determinants of adoptions of interior design in the Hotel industry in Kisumu town. Based on these findings, the following conclusions were made;

The study established that adoption of interior designs was influenced by many factors: the economic factors played a major role. Hotels are set up for purposes of attracting customers and making profits. Most hotels in Kisumu town adopted *interior designs* majorly for the economic benefits and particularly the high class hotels have invested heavily in interior designs for purposes of attracting a certain class of clientele. Most hotels therefore adopted interior designs for purposes of making their premises attractive and appealing and for business competitiveness though majority of hotel considered it a costly investment that was expected to bear fruits.

The study established that culture and environment had greatly influenced adoption of interior design in hotels. The study established that most hotels were using artifacts, materials from the local cultures to beautify their premises. These were found to be available and cost effective. The study further established that there was a move towards what contemporary than what was originally tradition. It established the existence of the green and contemporary designs in most hotels.

The study revealed that personal characteristics also influenced adoption of interior designs. It established that gender had an impact on adoption of I.D. it revealed that hotels managed by women had a greater aesthetics appeal than those managed by men. It further revealed that educational background, personal tastes and preferences also impacted on the adoption of interior design. It also emerged that personality characteristics greatly impacted on the adoption of interior design. Hotels had unique characteristics that reflected the personality and preferences of those in charge.

Finally the study revealed that most hoteliers were conscious of the psycho-social effects of interior designs on their customers. They deliberately set out to adopt interior designs that would make their customers comfortable and relaxed. They also wanted the customers to have a 'home away from home' experience. They therefore deliberately set out to provide interior designs that were appealing and customer friendly. That psycho-social effect were considered in adoption of interior design and that most hotels were sensitive to the needs of the customers and provided for some of these needs by adopting designs that were customer friendly

#### **5.4 Recommendations**

The following recommendations were made based in the findings:-

1. The study recommends that hotels use more of local materials in their interior design as they are available and cost effective.
2. It further recommends that they expose most of their staff of all levels to knowledge in interior design to reduce the cost of relying on hired experts. If

possible they can employ a resident interior designer who will advise and attend to design issues on a regular basis.

3. That a central body be established to oversee and ensure certain basic standards are upheld in the adoption of interior designs, hotels of all categories and the managers are held accountable for maintaining the standards.
4. All professionals working in hotels be exposed to tenets of interior designs in training programmes to sharpen their tastes in interior design.

### **5.5 Suggestions for further Research**

Adoption of interior design is a complex activity which is influenced by many variables. They are some variables which the study could not explore deeply and which could be vital in the understanding of this concept. The research has suggested that further research be conducted in the following areas:-

1. The Perceptions of Hotel Users towards Interior Designs in the Hotel Industry.
2. Adopting Interior Designs: Challenges and opportunities for Hotel Proprietors.
3. Conceptualizing Interior Designs. Trends and Factors Influencing Provision of Quality Designs for the Hotel Industry.

## 5.6 Contribution to the Body of Knowledge

Table 5.1 shows the contributions of the study to the body of knowledge

**Table 5.1 contribution of the study to the body of knowledge**

Research Questions	Contribution to the Body of Knowledge
1. To what extent does the economic benefit influence the adoption of interior design in hotel industry in Kisumu town?	The study revealed that the economic factors are major determinants in the adoption of interior design. This was majorly in terms of expenditure and accruing profits.
2. How does the culture and environmental factors influence the adoption of interior design in hotel industry in Kisumu town?	The study found out that though culture and environment greatly influenced adoption of I.D, a modern trend that is contemporary culture seemed to be superseding traditional cultures in their influence of adopting interior designs.
3. To what level does the personal characteristic of the owner influence the adoption of interior design in hotel industry in Kisumu town?	Study findings revealed that age, gender, personal tastes, educational background, had an impact on the adoption of I.D.
4. How do psycho-social benefits influence the adoption of interior design in hotel industry in Kisumu town?	The study revealed that adoption of I.D is influenced by psych-social effects

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## APPENDICES

### APPENDIX I

#### LETTER OF TRANSMITTAL

Rachael A.M Choka

P.O BOX 50001-00200,

NAIROBI.

Tel: 0722995238

Email: racquee@gmail.com

Dear Sir/Madam,

**RE: PERMISSION TO CONDUCT A RESEARCH PROJECT STUDY.**

I am a student at The University of Nairobi, Kisumu Campus pursuing a Masters of Arts degree in Project planning and Management. I am conducting a study on **Determinants of Adoption of Interior design in hospitality Industry in Kisumu**. As I pursue to complete this academic endeavor and requirement, I am requesting you to respond to the questionnaire items as honestly as possible and the best of your knowledge. The questionnaire is designed for this research purpose only. Therefore the response shall be absolutely confidential and anonymous; NO NAME SHALL BE REQUIRED FROM ANY RESPONDENT OR INSTITUTION. Kindly provide the most appropriate information indicated in the questionnaires and please do not leave any item unanswered

Thank you.

Yours faithfully,

Choka M.A. Rachael

## APPENDIX II

### QUESTIONNAIRE (MANAGERS)

#### INTRODUCTION

The purpose of this study is to collect information on the factors that influence the adoption of interior designs in the hotel industry in Kisumu town. Kindly fill in the spaces provided with appropriate information or tick (✓) where applicable. The findings will be treated with utmost confidentiality and will be used for the purpose of this study only.

#### A: GENERAL INFORMATION

- a. Name of your Hotel .....
- b. Category of your Hotel .....
- c. When your Hotel was established .....
- d. The Hotels full capacity .....
- e. Total number of workers .....
- f. Are your workers professionally qualified in their specific areas of service Yes
- No

#### B: ECONOMIC BENEFITS AND ADOPTION OF INTERIOR DESIGN IN HOTEL INDUSTRY.

1. Is interior an expensive endeavour in hotels? Yes  No
- ii). If yes are you able to afford the Interiors Design that you have? Yes  No
2. In your opinion do you think adopting interior design can improve your number of customers?
- a).Strongly Agree  c).Strongly disagree
- b).Agree  d).Disagree

3. Do customers stay longer in the facility than before? Yes  No

4. In your own opinion do you think the number of customers has the increased because of the use of interior design? Yes  No

ii).if the answer is **Yes**, comment on the profit made by the hotel before the interior design.

a). Very High

b). High

c). Moderate

d). Low

5. Comment on the profit made in your hotel

a). Very High

b). High

c). Low

### **C: CULTURE & ENVIRONMENT BENEFITS CONSIDERATION IN THE ADOPTION OF INTERIOR DESIGN IN HOTEL INDUSTRY.**

1. Have you used materials from the local community for the interior design of your facility? Yes  No

2. What is the preference of interior design by your customers?

a). African

b).contemporary

c). Asian

d). European

e).State any other

3. Do you think it is important to adopt culture and the environment backgrounds in your interior designs? Yes  No

4. To what extent did the surrounding culture and environments influence the adoption of interior design in your hotel?

a). Large Extent

b). Small Extent

c). No Extent

ii). if answer in Que.4 is large extent give reasons

a). My customers appreciate local designs

b). For local identification

c). Promoting tourism in the town

6. In your opinion do you believe hotels can benefit by adopting specific cultural and environment consideration in the hotels?

a). Large Extent

b). Small Extent

c). No Extent

#### **D: PERSONAL CHARACTERISTICS AND THE ADOPTION OF INTERIOR DESIGN IN HOTEL INDUSTRY**

1. State your gender a).Male  b).Female

2. Your education qualification. a). Secondary  b).Tertiary  c). University

3. State your age a). Under 30  b).30-40  c).41-50  d).Over 50

3. What is your title, responsibility in the hotel?

4. What is your preference of interior design?

a). African

b). Asian

c).Romantic & English

d).Green & contemporary

e).Specify any other

5. Did you personally participate in the interior design? Tick any of the alternatives below that may be relevant to your case.

a). I generate the ideas.

b). I hire specialized personnel.

c). I have a background in interior design

6. What do you think are the benefits of these designs in the facility?.....  
.....

**E: PSYCHO-SOCIAL BENEFITS IN ADOPTION OF INTERIOR DESIGN IN HOTEL INDUSTRY.**

Kindly answer the following on preferred rating on the following psycho-social benefits using the key: 5. Very Good 4. Good 3. Fair 2. Poor 1. Very Poor

		Scores				
		5	4	3	2	1
1.	Interior design offers an appealing homely environment and provides a cultural harmony.					
2.	Interior design provides an aesthetic value.					
3.	Interior design provides value for monetary Investment.					
4.	Interior design provides comfort, relaxation and evokes emotions.					
5.	It provides personal Satisfaction of Investors.					
6.	Interior design offers customer attraction.					
7.	Interior design offers a competitive advantage.					



## APPENDIX III

### A: OBSERVATION CHECKLIST

Interior design factors	Availability	None
1. Lighting By design-		
• Task Lighting		
• Ambient Lighting		
• Accent lighting		
2. Colour themes		
3. Wall Treatment-		
• Brick		
• Stone		
• Breeze or building block		
• Modern gypsum board		
• Wooden studding		
4. Flooring techniques-		
• Wooden		
• Concrete		
• Stone		
• Tiled		
• soft floor covering		
5. Right Furniture		
6. Soft Furnishing – Fabrics		
• Curtains		
• Beddings		
• Table Clothing		
7. Ceiling Techniques-		
• Crown Moulding		
• Plaster Moulding		
• Bamboo		
• Wood planks		
8. Artwork and accessories		

## B: OBSERVATIONAL CHECKLIST

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<b>Interior design</b>	<b>Country of origin</b>	<b>Availability</b>	<b>Mixture</b>	<b>None</b>
------------------------	--------------------------	---------------------	----------------	-------------

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### **Types of Interior Design.**

- African
  - English/ Romantic
  - Asian
  - Art Deco
  - Tropical
  - Classical
  - Arts & Crafts
  - Green/ Contemporary
  - Tuscan
  - Mediterranean
-

## APPENDIX IV

(Krejcie & Morgan 1970).

Population size	Sample Size	Population size	Sample Size
10	10	60	52
15	14	65	56
20	19	70	59
25	24	75	63
30	28	80	66
35	32	85	70
40	36	90	73
45	40	95	76
50	44	100	80
55	48	105	83

## APPENDIX V

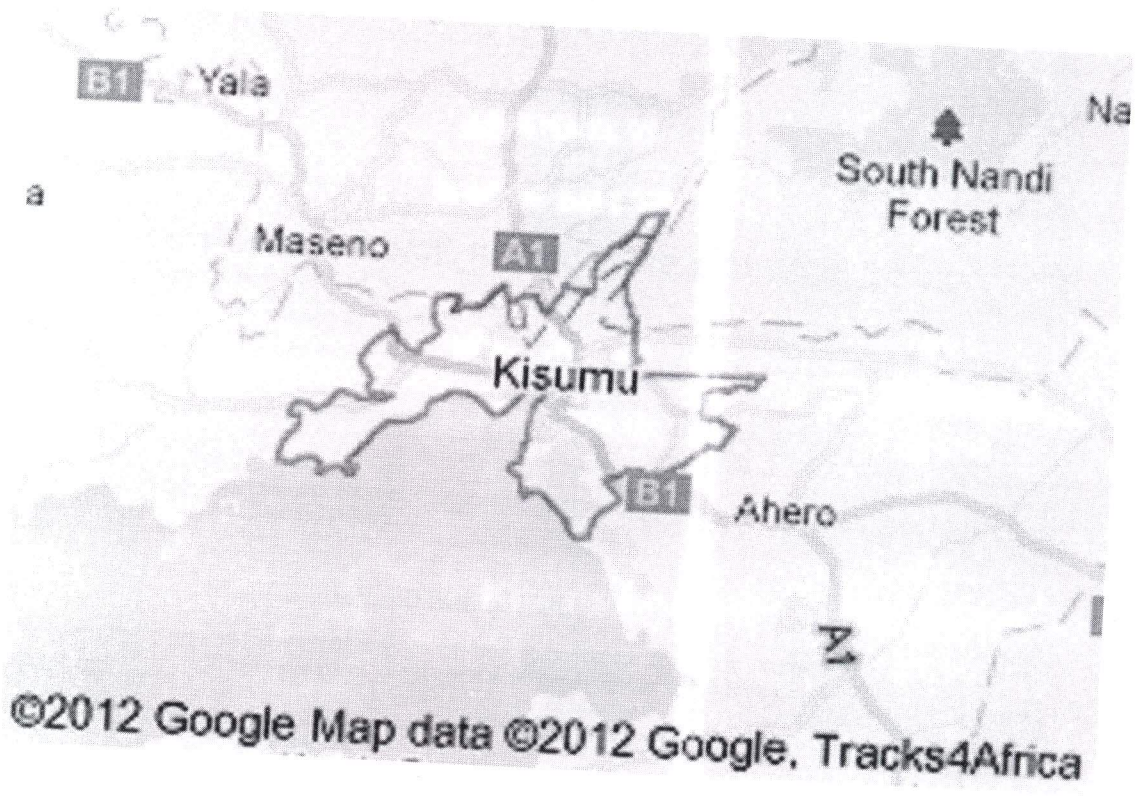
### HOTELS VISITED IN KISUMU TOWN

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Sunset Hotel	Rock Resort
Yatch club	Lake View Hotel
Kisumu Beach Resort	Suedoy Hotel
Whirl Spring Hotel	Poly View Hotel
Jumuia Guest House	Shalom Hotel
St. Anna Guest House	Duke of Breeze
Palmers Hotels	Silver Hotel
The Clarice House Ltd	Vunduba Hotel
Maseno Club	The Grill
New Inca Hotel	Milimani Resort
Museum View (Guest House)	Little Home Hotel
New Dew Church Hotel (Drive)	Nyanza Club
The Greatlakes Hotel Ltd	Hotel Mamba
Eco lodge	Action Palace
Kisumu Hotel	The Vic Hotel
Phenny Guest House	Hotel Elyon
Beograda Hotel	Taratibu House
Eros Guest House	Imperial Hotel
Midway Hotel	Hhandi Hotel
Dal International	Mon Ami Restaurant
Le Savanna Coutry Lodge	Hill Side Villa
Octopus Bottom Up Club	Lakeside Guest House
Kiboko Bay Resort	Hotel Perch
Hotel Natasha	New East View Hotel
Joventure Guest House	Novelty Guest House

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APPENDIX VI  
MAP OF KISUMU



**APPENDIX VII  
LETTER OF AUTHORITY**

REPUBLIC OF KENYA



**NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY**

Telephone: 254-020-2213471, 2241349  
254-020-310571, 2213123, 2219420  
Fax: 254-020-318245, 318249  
When replying please quote  
secretary@ncst.go.ke

P.O. Box 30523-00100  
NAIROBI-KENYA  
Website: www.ncst.go.ke

Our Ref: **NCST/RCD/14/012/735**

Date: **4<sup>th</sup> June, 2012**

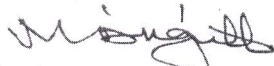
Rachael M. A. Choka  
University of Nairobi  
P.O.Box 825-40100  
Kisumu.

**RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on "**Determinants of adoption of interior design in the hotel industry in Kisumu Town.**" I am pleased to inform you that you have been authorized to undertake research in **Kisumu District** for a period ending **31<sup>st</sup> July, 2012.**

You are advised to report to **the Chief Executive Officers of selected hotels in Kisumu** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.



**DR. M. K. RUGUTT, PhD, HSC.**  
**DEPUTY COUNCIL SECRETARY**

Copy to:

The Chief Executive Officers  
Selected Hotels  
Kisumu.

*"The National Council for Science and Technology is Committed to the Promotion of Science and Technology for National Development."*

**APPENDIX VIII  
RESEARCH PERMIT**

PAGE 2 PAGE 3


**Research Permit No. NCST/RCD/14/012/735**  
**Date of issue 4<sup>th</sup> June, 2012**  
**Fee received KSH.1,000**

**THIS IS TO CERTIFY THAT:**  
**Prof./Dr./Mr./Mrs./Miss/Institution**  
**Rachael M. A. Choka**  
**Of (Address) University of Nairobi**  
**P.O.Box 825-40100, Kisumu**  
**Has been permitted to conduct research in**


<b>Kisumu</b>	<b>Location</b>
<b>Nyanza</b>	<b>District</b>
	<b>Province</b>

**On the topic: Determinants of adoption of  
Interior design in the hotel industry in  
Kisumu Town.**

**For a period ending: 31<sup>st</sup> July, 2012.**



*Rachael M. A. Choka*  
Applicant's  
Signature



Secretary  
National Council for  
Science and Technology