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Consumers' Social Profile and Leisure-Time Physical Activities of Non-Career Women in Obio-Akpor LGA in Rivers State, Nigeria

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Abstract

Work-related stress and poor leisure culture have been identified as one of the causes of death among men and women in Africa. However, existing data provide little insight into the leisure-time physical activities of non-career women in Nigeria. Therefore, the purpose of this study was to determine the correlation between social status (education, social class and reference group) and leisure behaviour (participation in leisure-time physical activities) of non-career women in Rumuodomaya, Port Harcourt. The study adopted the survey research design whereby primary data were obtained from a sample size of 138, comprising non-career non-career women drawn from 5 locations in the Rumuodomaya community, Obio-Akopr, LGA, Port Harcourt through the questionnaire method. Simple percentage, ranking technique, mean score and standard deviation were deployed for descriptive, univariate analysis while the Pearson Product Moment Correlation method was adopted for the bivariate analysis (hypotheses testing). The findings of this study established that the level of participation in leisure-time physical activities was low among non-career women in Rumuodomaya, Port Harcourt compared to in-door leisure-time activities. Educational background, social class and reference group were found to be significant determinants of participation in leisure-time recreational activities by non-career women in Rumuodomaya. Therefore, the study concluded that that educational background, social class and reference groups of the non-career women significantly correlated with their leisure behaviour. The study recommended among other things, out-door physical work-outs for their physical, emotional, creative and mental well-being since work-outs are less expensive than fun-oriented leisure activities.

Keywords:

Consumers' Social Profile, Leisure-Time, Physical Activities, Non-Career Women.

Introduction

Recreation is an activity that people engage in during their free time with socially redeeming values(Piarnu, 2010). Leisure behaviour as expressed through recreational participation has been known to have numerous benefits to the individuals involved, the society, the operating organizations and the economy(Akhriue, 2020). It therefore holds that leisure through recreational consumption behaviour makes an individual fit, reduces stress, and allows for better time management, capacity to enhance life satisfaction. In the same vein, it has the power to create social cohesion and as well as increase the productivity and profitability of the recreation operating organization (Vuluumbus,2018).

Recreational consumption behaviour is influenced by various factors such as cultural values, demography, social organizations and socioeconomic variables (Yoder & Mc-Duffie,2006). While some demographic variables and ethnicity of recreation have been explored, however, the relationship with social variables (social class, education and reference group)and leisure behaviour in developing economies appears not to have stimulated sufficient and robust empirical interests.

Consumer social status is the domain of an individual's social position based on education, social class and reference group. Falson(2014) argues that consumers' socialstatus influences consumption of economic and social goods, including participation in recreational facilities. Empirically, the influence of social status on consumption of physical tangible goods is well documented in academic research. This is exemplified in the studies of (Mohammed, Abou &Elmagd et al , 2016; Charles, 2015; Adeyemo, 2017).

Despite the fact that extant studies have made useful contributions and insights on the nexus between consumer demographics and tangible products consumption behaviour, there is little empirical research on the extent to which education, reference groups and social class affects leisure-time physical activities of non-career women in Nigeria. This has created a gap in the literature that needs to be bridged. Therefore, a study such as this is capable of throwing more insights on the existing studies of socioeconomic status and recreational consumption behaviour.

Non participation in recreational activities and work-related stress have been identified as one of the causes of sudden death in black Africa (Edem,2015), with most women participating less than men in most recreational activities like sports. Instead, the more educated and affluent women prefer to stay at home watching television, reading novels and listening to music whereas the half literates especially in the local communities, spend more of their free times on child upbringing & gossip (Okinedo, 1995 &ERASS, 2009). While cultural and economic constraints have been identified as some of the factors influencing leisure behaviour of women (Eyak, 2020), however, Meideirew (2016) opines that some social factors might also influence leisure behaviour of women. However, the extent to which this postulation pertains to Nigeria is yet to be empirically validated.

Nevertheless, poor recreational culture has become a concern in recent time in Africa because of its negative effect on personal health, organizational productivity and the national economy. This is because only healthy and physically fit individuals can drive organizational and national socio-economic activities. Therefore, where poor leisure culture persists among the women folk, the individuals, nation and economy are bound to suffer some losses in the long-run.Today, it is estimated that women constitute 53% of the total population of Nigeria; with most of them working in the non-career, informal sector, contributing significantly to household income and the gross domestic product (GDP) of Nigeria (Ndiomu&Ebisinde,

2017). Therefore, their physical fitness and wellness to national productivity cannot be over-emphasized.

Since consumerphysical products/ services consumption behaviour has been linked to consumer socio-economic status, this therefore tends to suggest that consumers' educational background, reference groups and social class might also predict leisure-time physical activities of non-career women in the Nigerian context. However, this has not been clearly verified empirically, hence the need to investigate the phenomena, with a focus on non-career women in Rumuodomaya community, Obio-Akpor LGA, Rivers State.

Literature Review

The Theoretical Framework of the Study

This study is anchored on recreational theory of play and theory of reasoned action.

Recreational Theory of Play

Recreational theory of play, also known as the relaxation theory, is credited to Moritz Lazarus, a 19th-century psychologist.This theory suggests that play serves a restorative function, helping individuals to relax and recharge after expending energy on serious activities. It emphasizes play as a way to de-stress and find amusement which is very relevant to the present study which examined the influence of income and education on leisure behaviour (David, 2022). Therefore, leisure is a precursor of recreation which, in the context of this study, is a function of education, reference group and social class.

Theory of Reasoned Action

The theory of reasoned action was propounded by Fishbein in 1980. The theory states that a person's behaviour is determined by their intention to perform the behaviour and that this intention is, in turn, a function of their attitude toward the behaviour and subjective norms. The best predictor of behaviour is intention or instrumentality (belief that the behaviour will lead to the intended outcome (Hielsic&Zhole, 2019).

The relevance of the theory to the present study is predicated on the fact that recreational participations in most cases are volitional since they are done within one's leisure time in order to achieve some objectives for one's physical, social, mental and emotional well-being. Given the benefits associated with leisure behaviour, many people perceive this activity as reasoned action or behaviour, hence the applicability of this theory to the study.

Conceptual Clarification

The Concept of Social Status (SS)

Social status of an individual refers his/her position with regard to educational background, social class and reference groups that may influence his/her opportunity, his desire to excel and his ability to life acquisition (Sienami&Jojik, 2021). Social status, therefore, is a significant variable with the combination of social status and economic status. Individuals of nearly all societies are categorized according to the combination of wealth, power, life opportunities, party affiliation and prestige (Richards,2017).Thus, an individual's social status and qualification, either high or low, determines greatly the amount of goods or services an individual consumes in the society (Kotler, Bowen & Makens,2010). Education, reference groups, and social class are the dimensions of consumers' social status.

Education: Education considers the amount of time spent in formal learning in school and the level of knowledge and certification acquired(Williams, 2021).An individual's educational background determines his influence rate in the society due to the fact that his educational level reveals his height of qualification to attaining a good employment that pays real well. It looks at an individual's achievements of the learning objectives of education, justifying through the assessment of acquired knowledge, skills and competencies (Mcteerie 2017). One basic measure of educational attainment is the literacy rate, which is the percentage of people in a country who can read and write (Oluwole, 2016).

However, Ikandu (2014) argues that an individual's educational level or background determines the economic opportunity and earnings opened to that person, which in turn affects consumption. In this regard, it could be argued that education accounts for the disparity in the earnings of educated and uneducated people. This suggests that an educated person will be mindful of where he or she does she goes for recreation; this is because his level of education will certainly structure his and perception to event, exposure, class and will in turn influences leisure behaviour and spending. In Nigeria, apart from political class and job influence, educations shape people's behaviour to where how and when of purchase.

 In the context of recreational tourism, Meiderew (2016) asserts that education is not necessarily associated with earning power, but also with level of awareness and social consciousness which by consequence, influences individuals' perception of recreational activities and their inherent benefits. Thus, an individual with high recreational educational background tends to be more favourably disposed towards recreation. Fape and Kahali (2018) affirmed among other things, that education enforces wider social benefits and awareness, increases economic development and improves health care facilities as well as enables or helps an individual understand the benefits and importance of recreation.

Reference groups: The term 'reference groups' was first used by Hyman in 1942 in order to indicate groups that are used as standards by an individual so as to ascertain the individuals own status position (Bearden,2015). Examples of reference groups are family members, peer group, friends and colleagues etc.

Thompson and Hicky (2015) asserts that reference groups are groups that individuals allude to when assessing their qualities, attitudes, values and behaviours. Kotler, et al (2010) posits that reference groups provide the benchmarks and contrast needed for assessing and comparing of group and personal characteristics. The authors assert that reference groups can be classified in terms of an individual's degree of involvement with a particular group, as well as conforming to the positive and negative influences that it has on his or her values, attitudes and behaviors towards recreational activities and other daily products that are consumed by individuals (Lizana, Tudela & Carrasco,2019).

Kotler (2015) classified reference groups into primary and secondary groups in relations to an individual's extent of participation. Primary groups are characterized by face to face and high degree of association among members, they experience immediate feedback, and this group tends to be informal because it mostly involves direct and frequent interaction with others. While the secondary groups are those people who tend to be more formal and unlike primary groups, there is less constant interaction. These groups are usually referred to as special interest groups and unlike the primary groups, experience a greater delay in feedback. Therefore, a reference group, in the context of consumer behavior, is a group of individuals or social entities that influence an individual's beliefs, attitudes and behaviour. These groups

serve as a benchmark for individuals when forming their opinions, evaluating their self-worth, and making purchase decisions.

Social class: Kotler, Bowen and Markens (2010) define social class as a relatively permanent and ordered division in a society whose members share similar values, interest and behavior. Neilute and Keylon (2013) noted classes in contemporary industrialized societies; upper class, middle class, working class and lower class. The individuals in the upper class consist of owners of vast property and wealth. The middle class individuals are made up of managers, small business owners and professionals. The working class individuals is made up of predominantly labourers who make modest wages and own little property. In addition, individuals in the lower class are those who work for minimum wages, are often unemployed or are unemployable. Viewed from this perspective, it could be argued that social class is measured in terms of status of a person belonging to a particular class and holds status similar to members of that class, hence, those persons are relatively measured by 3 factors; wealth, power & prestige (Akkerson, 2016).

Kotler, et al (2010) contend that tourism marketers are interested in social class because people within a given class tend to exhibit a similar behavior. Thus, social class shows distinct product and brand preferences in such areas as food, travel and leisure activities. This explains why some restaurants, recreational centres and hotels target upper-class or lower-class customers.

The Concept of Leisure Behaviour

Leisure is defined as time we are free from the more obvious and formal duties which a paid job or other obligatory occupation imposes on us (Jonnie & Nwasike,2008). Dumazedier (1959) provided a comprehensive and interesting clarification of the concept of leisure when he opines that leisure is the activity to which the individual may freely devote himself outside the needs and obligations of his occupation, his family and society for his relaxation, diversion and personal development. When someone is fatigued by work, then leisure is seen as relaxation (Jonnie & Nwasike,2008). Therefore leisure can be seen as the converse of work or an escape from work, especially when work is perceived to place too many physical and mental demands on the individual. It represents one's free time, one's own time and not time paid for, which many use for participation in recreational activities.

Leisure behaviour, therefore, describes individual's use of free time to do something relaxing, or participate in physical and non-physical activities to recreate and rejuvenate oneself from stress. Leisure behaviour also connotes recreation. Awujo and Ukabuilu (2018) noted that recreation as a concept is the refreshment of strength and spirit after toiling, with the aim of enriching life since it satisfies basic human needs and represents an outlet for one's physical, emotional, mental and creative power after consumption. Leisure behaviour is found to be pleasurable and satisfying because man is said to be hedonistic in nature. However, consistent positive leisure behaviours shows a lot of benefits attached to it that have the ability to restore and recreate the health of a person, this implies that burden, tiredness, fatigue, stressors and emotional problems are detrimental to good health. Therefore engaging in recreational activities provides a soothing balm to infested nerves which seeks to nourish the body and recreate the mind (Bello & Bello, 2014).

Measure of Leisure Behaviour

Participation in Leisure-Time Recreational Activities

In this study, participation was used a measure for leisure behaviour as given by Wood (2006). This is one significant index of leisure behaviour that explains an individual's full engagement in an activity; such engagement must be beneficial to the individual involved. This is because it leads to greater sense of mutual obligations amongst individuals and towards the larger community.

Adejumo (2017) views leisure activity participation as individual's engagement in physical and non-physical activities for well-being during his or her leisure time that may either be formal or informal in nature. Informal recreational participation could be music groups, cooking clubs and friends gathering whereas formal recreational participation could be choral societies, sport leagues, exercise classes, etc.

Participation in recreational activities is a necessity due to the workload associated with daily routine. Recreation is an important aspect of life that has been reduced to the background in our society today. Many people tend to work tirelessly without adequate time and sometimes desire to recreate (Okpala, 2015). Therefore, people need to make time for the kind of activity that will help them to recreate their mind and body because it provides both physical and mental relaxation (Andre et al, 2017). The benefits derivable from regular participation in recreational activities include: weight reduction, resistance to stress, obedience to rules, good relationship, and ability to cope with emergencies (Adeyemo, 2013).

Recreation is an activity one engages in during leisure. Fickson (2016) stated that it is an activity that people engage in during their free time which they enjoy and recognize as having socially redeeming values. The authors further explained that recreation has a connotation of being morally acceptable not just to the individual but also to the society as a whole. Recreation refers to discretionary leisure time activity or experiences that are socially adopted, but intrinsically motivated and directed towards meeting one's personal and social needs (Abbah, 2014).

Participation in recreation must therefore be constructive, positive, and socially acceptable and engaged in for the fun and enjoyment derivable from it. Recreational activities abound. Its range is infinite, which could be active or passive, indoors or outdoors. These activities according to Falson (2018) could include hiking, walking, jogging, dancing and playing any game which involves physical exertion for fun. Others could be indoor activities or experiences such as: drama, watching television, reading or even watching sporting activities on a television screen.

The benefits derived from participation in recreation cannot be overemphasized. All recreational activities involve some degrees of learning thereby providing opportunities for intellectual development of participants (Sienami&Jojik, 2021). In modern society, people use leisure and recreation as a way of counter-balancing stresses that result from living in a competitive and rapidly changing society. In other words, recreation revitalizes the spirit, restores a person's vitality, initiative and perspective of life, thereby preparing the individual to return to his/her toil.

Empirical Review and Hypotheses Development

This sub-section presents a review of some of the previous studies on the nexus between consumer economic status and leisure behaviour which provided the bases for hypotheses development.

Education and Leisure-Time Physical Activities

Bokey (2017) conducted a study on demographic characteristics and recreational participation among workers in tertiary institutions in Accra, Ghana. Findings revealed a strong correlation between educational level of the workers and participation in leisure-time physical activity. This is because educational level influences people's level of awareness and social consciousness. Within the context of recreation, an individual who has been educated on the benefits of recreation is likely to participate more than an illiterate person.

Eyak (2020) conducted a research on consumer educational background and recreational participation. Four objectives and four research hypotheses were formulated for the study. The target population for the study comprises of 400 customers in Accra. Simple percentage was used to analyze the research questions while Pearson product moment correlation was used to test the hypotheses. The study found that educational background of participants related positively with recreational participation.

Fape and Kahali (2018) investigated educational background and leisure destination choice. Four objectives and eight research hypotheses were used for the study. The target population for the study was 680 customers in Kumar region. Mean and standard deviation was used to analyze the research questions while linear regression was used to test the hypotheses. The study found that educational background correlated with leisure destination choice

Luke (2014) examined educational background of enthusiasts and their participation in gymnasium service consumption in Abuja, Nigeria. Seven objectives and seven research hypotheses were used for the study. 1500 respondents were used for the study in which 256 respondents were selected using Taro Yamane formula. Data was analyzed using partial least square. The study showed educational background has a positive relationship with gymnasium service consumption.

Research by Scott-Melnyk and Sherwood (2018) showed that educational attainment have a strong influence on participation in recreational activities. The researchers explained that the level of education an individual attains can affect his level of awareness and consciousness of the benefits and importance of recreation to his physical emotional, mental and creative well-being. Nevertheless, the extent to which the educational background of non-career women affects their participation in leisure-time activities in our own context should be validated. Thus, our proposition is stated thus:

HA_1: Educational level of non-career women has a significant effect on their participation in recreational activities by Port Harcourt residents.

Reference Group and Leisure-Time Physical Activities

Lizana, Tudela and Carrasco(2019) investigated the relationship between activity participation, social networks, expenditures and travel behavior on leisure activities in Chile. Using a 7-day time use diary from a resident sample of Concepción, Chile, along with information about people's socio-demography, social network and expenditure behaviour,

structural equations models were estimated to study the role of social networks on people's space–time and monetary patterns. The results suggest a positive relationship between people's interaction with their social networks, their expenditure levels, and their space–time activity patterns.

Bearden (2015) carried out an empirical research on recreational consumer perception of reference groups influences on products and brand purchase decisions, investigating the household consumer panel of about 151 respondents. 16 products in informational, value-expressive and utilitarian reference groups influences were investigated in a nested repeated measures design. The results showed that the type of product decision is significantly related to only informational reference groups influences, whereas variations in the product were significantly related to the value-expressive and utilitarian reference groups influences evaluation.

One very important component of social status is reference groups which are face to face groups and the general public. They influence an individual's thoughts actions, and purchasing of goods and services. Research byAdejumo (2017) found that that social media products consumption were influenced by individuals of the same group with them as well as those that inspire them within the context of the ability to consume. However, the extent to which this pertains to the Nigerian leisure behaviour context needs to be empirically verified. Therefore, we postulate thus:

HA$_2$. Reference group has a significant effect on participation in recreational activities in Port Harcourt.

Social Class andLeisure-Time Physical Activities

Mutz and Müller (2021) investigated social stratification of leisure time sport and exercise activities: comparison of ten popular sports activities in Germany. Ten popular sports and adjacent activity subfields were analysed and compared based on representative data from Germany. Findings showed that cultural capital was closely associated with multiple engagements in a broader range of different sports, thus buttressing the notion that omnivorous participation signifies a higher social status.

Mocanu, Murariu and Munteanu (2021) conducted an important study to determine the Influence of Socio-Demographic Factors on the Forms of Leisure for the Students at the Faculty of Physical Education and Sports in Galati, Spain. The questionnaire method was applied to obtain data in the academic year 2019–2020, which had 85items and was structured on 4 factors: leisure budget, leisure limiting factors, preferred leisure. The multivariate/MANOVA analysis showed statistically significant data for some of the analyzed items, with values of F associated with thresholds $p < 0.05$. The results support longer screen time for urban areas and for those 25 years, while reading had higher stress scores for men and students 25 years were more stressed by socializing on the internet and shopping.

Qiao, Zhang, Pabel and Chen (2021) researched on Understanding the Factors Influencing the Leisure Tourism Behavior of Visually Impaired Travelers: An Empirical Study in China. The study adopted an in-depth semi-structured interviews with 26 visually impaired respondents, this study identifies six main factors impacting on the leisure tourism behavior of visually impaired individuals including: tourism products and services, personal psychological factors, social support, community support, personal socio-economic factors, and barrier-free environments. Findings show that visually impaired travelers have strong

requirements for auditory, tactile, and physical participation. Findings also show that visually impaired individuals participate in leisure tourism to enhance their own abilities, relieve pressures on their families, break stereotypes associated with the visually impaired.

Research by Neilut and Keylon (2013) adopting the Maslow's framework, showed that upper class individuals were motivated to buy recreational and travel products that satisfy their needs for social interaction, status & prestige, respect and self fulfilment because they had enough money to spare and they understood the derivable benefits of those recreational products.

Settle, Alreckand Belch (2019) conducted a study on social class determinants of leisure activities in San Diego state university, west coast of California. A survey of 975 metropolitan West coast adults from the general public obtained participation rates for 100 leisure activities like entertainment, competitive Sports, non-competitive sports. However, participation was cross tabulated with 5 social class variables like self-rated social class, education, wealth, marital status. The results reported that the variables used were significantly related to participation and Leisure behaviour, whereas education was by far the best single social class determinants of leisure.

This therefore means that the upper class individuals are those that have passed through the poverty alleviation processes and have stupendous wealth to purchase and consume any kind of recreational products they need. Therefore, they participate more in recreational activities, spend more money and time at tourism destination, thereby increasing the revenue generated from that destination. Nevertheless, the individuals of the lower class indulge in little or no outdoor recreational activities because of the wealth, power and prestige constraints they possess. Unfortunately, empirical data is lacking in the Nigerian context. In the light of the above, we intend to test the proposition earlier stated in chapter one that:

HA_3. Social class has a significant effect on participation in recreational activities in Port Harcourt.

The hypothesized relationships between the variables as hinted in the review are depicted in our operational framework in fig.2.1 which provided the basis for hypotheses formulation
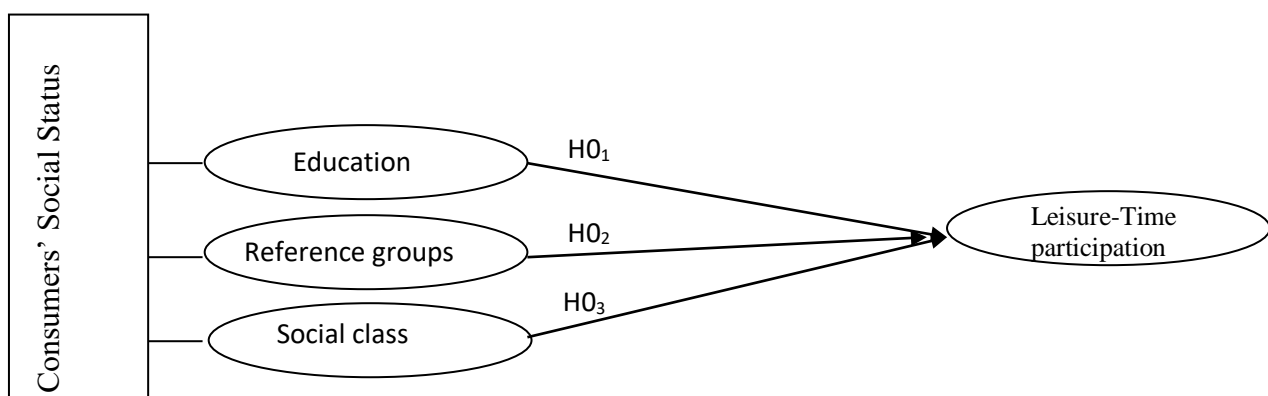
Methodology

The research design adopted in this study is the survey method. The survey method relies on a sample of elements from the population of the study. This approach was adopted because it

could aid in the collection of primary data to answer the research questions and to test the hypotheses of the study.

The population of the study consisted of non-career women that own and operate beauty shops/salons, catering services/restaurants/bars, food stuff shops, boutique, supermarkets and fashion designing/tailoring shops in such locations as Akwaka, Omachi/Alhaji Estate, First and Second transformer areas, ADP and Fed. Site/School road in Rmuodomaya community where the council headquarters of Obio-Akpor LGA is located. Given the nature of the study, the population size was large and unknown as it could not be numerically determined. This is because there was no available data on the number of women in the informal sector in the area.

The sample size that was used in this study was 138, statistically determined from the population of the study. This implies that those number of business women (non-career women who were available at their business premises and willing to be surveyed that actually participated in the study when the researcher visited them. The researcher was able to get those women to participate in the survey after explaining the purpose of the study to them during her visits to their premises during week days and weekends in the course of the investigation. It was during those visits that copies of questionnaires were administered to available and willing non-career women to generate primary data for the study.

The convenience sampling technique was used in selecting the 138 business women based on their accessibility, researcher's convenience and knowledge about that location since she resides in the area. Furthermore, the researcher was interested in this segment of the society (non- career women) because of their contributions to the informal sector of the economy who have not been the focus of previous research activities. This study focused on the Rumodomaya community because of the large concentration of trading and other socio-economic activities in the area. The community hosts the popular Rumuokoro market, Obio-Akpor council headquarters, recreational centres/ fun spots, event centres, federal government's Agricultural Development Programmes (ADP), Rivers State School-to-land programmes, shopping malls and its proximityto the Obio-Akpor international market.

The questionnaire for this study was divided into three; section A, B, C. Section A sought information on the characteristics of the respondents, section B focused on consumer social status and has in it 8 items, whereas section C sought data on leisure behaviour and has 19 items in it. 5-pointslikert scale was adopted in structuring the questionnaire; strongly agree(SA)=5, agree(A)=4, neutral(N)=3, disagree(D)=2, strongly disagree(SD)=1.

The reliability of this research Instrument was ascertained with the use of cronbach alpha. From table 3.1 below, the value of the cronbach alpha is .996 and it shows that the data collection instrument was internally consistent.

The independent variable social status was measured along the dimensions of education, social class and reference group, with items adopted or modified from Etuk and Enyinnaya (2018), Abbah (2021), The dependent variable was measured using participation in leisure-time activity modified from Abbah (2021). Mean score and standard deviation were deployed for univariate analysis while bivariate analysis was done with the Pearson Product Moment Correlation technique for hypotheses testing involving the relationship between demographic variables and leisure behaviour measures.

Analysis and Results

A total of one hundred and forty-two (138) copies of questionnaire were administered. Of this number, one hundred and fourteen (132) copies were retrieved and this number represents a response rate of (96%). The analysis of data was based on the 132 retrieved copies of the questionnaire.

Table 1: Demographic Characteristics of Respondents

S/NO	Demographic Variable	Frequency (No.)	Percentage (%)
1	**Gender**		
	Male	nil	0
	Female	132	100
	Total	132	100
2	**Age**		
	20 – 30 years	32	24
	31 – 40 years	38	29
	41 – 50 years	28	21
	51 – 60 years	22	17
	61 years & above	12	9
	Total	132	100
3	**Highest Education Qualification**		
	Masters/Ph.D	23	17
	B.Sc/HND	28	21
	SSCS/GCE/OND/NCE	55	42
	FSLC	16	12
	Others	10	8
	Total	132	100
4	**Marital Status**		
	Single	0	0
	Married	94	71
	Divorced	21	16
	Widowed	17	13
	Total	132	100
5	**Occupation**		
	Hair stylists/Nail technicians	24	18
	Caterers/Chefs/Bar operators	25	19
	Food stuff retailers	27	21
	Supermarket/store retailers	18	14
	Fashion designers/seamstress	24	18
	Others	14	11
	Total	132	100
6	**Annual Family Income**		
	< N3million	35	26
	N3M-N4million	37	28
	N4M-N5million	34	26
	N5Million and above	26	20
	Total	132	100
7.	**Social Class**		
	Lower class	58	44
	Middle class	44	33
	Upper class	30	23
	Total	132	100

Source: Survey Data 2024 with IBM SPSS version 21.0

Section of Table 1 above shows the information on the characteristics of the non-career women which constituted the respondents. The table revealed that 132 respondents (100%) were all female. This implies that all the respondents were women.

The information on age bracket of the respondents in section 2 of Table 1 above shows that 32 respondents (24%) were within 20 – 30 years, 38 respondents (29%) were within 30 – 40 years, 28 respondents (21%) were within 41 – 50 years, 22 respondents (17%) were within 50 – 60 years, 12 respondents (9%) were within 60 years and above. This information shows that majority of the respondents were within the ages of 31-40 years.

Section 3 of Table 1 above shows information on the respondents' level of education. They were represented as follows: 23 respondents (17%) possessed masters/PhD degrees; 28 respondents (21%) possessed BSc/HND. 55 respondents (42%) had attained SSCE/NECO/GCE OND/NCE level. 16 respondents (12%) had attained FSLC while 10 respondents (8%) indicated possessing other qualifications. From the information it shows that respondents with SSCE/NECO/GCE OND/NCE were of the majority.

Section 4 of Table 1 shows that 94 respondents (71%) were married, 21 respondents (16%) were divorced, 17 respondents (13 %) were widowed. This information shows that married respondents were the majority.

Section 5 of Table 1 shows that 24 respondents (18%) were in hair saloon and nail technique business; 25 respondents (19%) were caterers/ chefs/ beer palour operators. 27 respondents ((21%) were food stuff retailers. 18 respondents (13%) were supermarket/store retailers whereas 24 respondents (18%) were fashion designers/seamstress. 14 respondents(11%) indicated other occupations.

Section 6 of Table 1 shows that 35 respondents (26%) had annual household income of less than three million naira (N3m), 37 respondents (28.%) had an annual income that was in the range of N3m-N4m, 34 respondents (26%) annual income was in the range of N4m-N5m while 26 respondents (20%) had an annual household income of more N5million.

Section 7 of Table 1 shows that 58 respondents (44%) were in the lower class; 44 respondents (33%) indicated middle class while 30 respondents (23%) were in the upper class. Therefore, the majority of respondents were in the lower class.

Univariate Analysis

Table 2: Data Related to Education

S/N	Items	N	Mean	Std. Deviation
1	I have sufficient knowledge of the health benefits of leisure.	132	4.30	2.14
2	I am very aware of social benefits of leisure travels.	132	4.38	0.63
3	I have a good knowledge of physical education.	132	4.3	2.55
4	I make conscious efforts attend health and wellness workshops and seminars.	132	2.28	0.79

The result from Table 2 indicates that items 1-3 with varying mean scores of the items

were all accepted. From the result of the analysis it can be seen that except for item 4, 3 items had mean scores above the criterion mean of 2.50. This implies that educational level of the respondents was appreciable, especially with regard to recreation.

Table 3   Data Related to Social Class

S/N	Items	N	Mean	Std. Deviation
1.	My upbringing is critical to the leisure that I like.	132	4.37	0.82
2.	Our group and association emphasize the need for relaxation.	132	2.45	1.37
3.	I select activities and location that suit my social status.	132	4.108	1.19
4.	I like the idea of being in the company of people like me.	132	4.01	0.23
	Aggregate Mean			

The result from Table 3 indicates that 3 items with varying mean scores on social class were accepted except item 2. From the result of the analysis it can be seen that 3 items had mean scores above the criterion mean of 2.50. This implies that most of the respondents considered social class to be an important criterion in leisure activity.

Table 4   Data Related to Reference Group

S/N	Items	N	Mean	Std. Deviation
1.	I have no friends or colleagues to participate with.	132	2.13	1.21
2.	Friends do not like participating in the activities I like.	132	2.20	1.37
3.	I am not interested in participating in activities with those that are not my friends.	132	4.02	0.98
4.	Friends do not have enough time to participate with me.	132	2.38	1.51
	Aggregate Mean			

The result from Table 4 indicates that items with varying mean scores on reference group were accepted except item 3. From the result of the analysis it can be seen that 2 items had mean scores less than the criterion mean of 2.50. This implies that most of the respondents considered reference group an important influence on activities.
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Table 5   Data Related to Recreational Participation

S/N	Items	N	Mean	Std. Deviation
1	I participate regularly in leisure-time out-door physical activities.	132	2.20	1.07
2	I watch movies and listen relaxing music from stereo at home for fun.	132	4.38	1.24
3	I always read interesting motivational books and novels for relaxation at home.	132	2.34	0.19
4	I go to the Cinema and recreational parks with my family regularly.	132	2.19	2.98
5.	I attend wedding events and birthday parties on weekend with my family.	132	4.12	1.67

The result from Table 5 indicates that items 1-5 with varying mean scores indicating their agreement or disagreement with the statements. From the result of the analysis it can be seen that the mean scores on items 2 and 4 was above the criterion mean of 2.50. This implies that most of the respondents watched movies and listen to music from stereo at home and attended weddings and parties at weekends and participated less in other leisure activities as gleaned from items 1, 3 and 5.

Table 6 Data Related to Leisure-Time Out-door Physical Recreational Activities

S/N	Out-door Physical Activities	Very Often	Not Often	Not at all
1	Swimming	Nil	75 (57 %)	57 (43%)
2	Gym fitness workout	Nil	88 (67%)	44 (33%)
3	Personal jogging/walking for fitness work-out	Nil	98 (74%)	34 (26%)
4	Out-door dancing for fitness at nightclubs	Nil	Nil	Nil
5.	Special road location group work-out	Nil	101(77%)	31(23%)
6.	Cycling	Nil	84 (64%)	48 (36%)
7.	Table tennis	Nil	Nil	Nil
8.	Lawn tennis	Nil	Nil	Nil
9.	Golfing	Nil	Nil	Nil
10	Horseback riding at the park	Nil	Nil	Nil

Table 6 shows participation in leisure –time physical activity by non-career women in Rumuodomaya community, Obio/Akpor LGA. As the table reveals, most of the respondents (101), 77% participated in special road location group work-outs, though not on regular basis. This was followed by personal jogging/walking for fitness work-out which 98 respondents (74%) indicated as irregular. Gym fitness workout was also another leisure-time physical activity which 88 respondents (67%) indicated was irregular. Another 75 respondents (57%) revealed that they irregularly participated in swimming exercise. Implicit in the above data is the fact that the respondents did not often participate in leisure-time out-door physical activities.

Bivariate Analyses

The Pearson Product Moment Correlation (PPMC) analytical technique deployed for hypotheses testing determine the degree of relationship existing between the independent and dependent variables of the study.

Table 7: Summary of PPMC Results

Predictor Variables	Criterion Variable	Rho Value	P-Value	Level of Sig.	Decision
Education	Leisure Behaviour	0.752	.000	$p=.000 < 0.05$	Supported
Social class	Leisure Behaviour	0.669	.000	$p=.000 < 0.05$	Supported
Reference group	Leisure Behaviour	0.673	.002	$p=.002 < 0.05$	Supported

Discussion

The main objective of the study was to investigate the correlation between socio-economic status and leisure behaviour of non-career women in Rumuodomaya, Port Harcourt. The discussion of findings is now presented according to the hypothesized relationships.

Education and Leisure-Time Physical Activities

The PPMC test result of hypothesis two showed that educational level or background had a positive and significant relationship with non-career women' participation in recreational

activities in Rumuodoamaya, Port Harcourt. With rho value of 0.752 using a 2-tailed test; PV = 0.000 < 0.05 level of significance , the result implies a positive and significant relationship between education and leisure-time participation. This result is consistent with some extant research efforts (Scott-Melynk&Shewood, 2018, Bokey, 2017; Janjua & Kamal (2011). The correlation between educational level and recreational participation can be explained by the fact that educational attainment increases an individual's social awareness of the health benefits of leisure which influences his/her participation in recreational activities. Conversely, those with limited exposure or unaware of the benefits tend to participate less or ignore it completely. In line with this viewpoint is the belief that education can provide beneficiaries with the knowledge of the benefits associated with recreation and by extension engender effective participation in recreational activities, especially by non-career women who are exposed to knowledge of physical and health education.

Social class and Leisure-Time Physical Activities

The result of the PPMC analysis on hypothesis four showed that there is a relationship between social class and recreational participation. With a rho value of 0.699 using a 2-tailed test; PV = 0.000 < 0.05 level of significance, the results implies a positive and significant relationship between social class and non-career women' participation in recreational activities in Rumuodomaya. Our finding is consistent with Mutz and Mullar (2021); Mocana et al (2021);Qiao et al 2021).

Generally, when viewed within the perspective of social class as a dimension of social status, the class an individual belongs has a substantial influence on his/her consumption pattern. This is because as noted in extant literature, social class is generally defined or characterized by class, status and power. For example, golf and Polo played by elite class of the society. Neighborhood children who see themselves as members of the same class play football and other games together. Sometimes, rich men and women organize fun parties for themselves just to show that class matters.
Put differently, to maintain their status in the society, members of a particular class will tend to emulate the consumption pattern of others in the same class. The implication being that tourism suppliers should identify through market research the likes and dislikes, consumption pattern/behavior of members of each social class with a view to determining appropriate marketing strategies to use in attracting the target class to their attraction sites.

Reference Group and Leisure-Time Physical Activities

The analysis is Table 7 shows that rho value is 0.673 using a 2-tailed test; PV = 0.000 < 0.05 level of significance indicating a positive and significant relationship between reference group and non-career women's participation in recreational activities in Rumuodomaya, Port Harcourt. The test result suggests that reference groups such as families, peer groups, trade associations, and opinion leaders influence purchase decisions and consumption behaviour, which also relates to the context of our study, which focused on recreational participation.

The finding is corroborated with the view of Bearden (2015) who opined that consumers of various sizes are easily influenced by individuals belonging to the same group with them as well as those that inspire them. Our finding is also supported by extant empirical studies (Lizana et al, 2019; Wittler & Siral,2015) which hinted that recreational products' consumption just like other goods have been influenced by close family members, friends, associations etc. Research suggests that some great sportsmen and women such as Williams Sisters, Okocha, Enyeama, Fedrer, Nadar, Usain Bolt and musicians were largely influence

by reference groups. What began as mere leisure activities eventually turned out to be rewarding occupation and careers (Kumba, 2017). The implication is that the reference groups of those non-career women (families, professional associations, religious groups/beliefs, age groups, etc can have a positive or negative influence on leisure behaviour.

Conclusion

This study was undertaken to determine the correlation between consumer social status and leisure behaviour of non-career women in Rumuodomaya community in Obio/Akpor LGA. Rivers State. The study generated the following findings and conclusion.

i. Most of the non-career women in Rumuodomaya community did not often participate in leisure-time out-door physical recreational activities.

ii. Income level of most of the non-career women was low and was found to be a significant influence on their participation in leisure-time activities.

iii. Most of the non-career women were of moderate educational background, which significantly influenced their recreational participation.

iv. Most of the non-career women were more occupied with their businesses than make out time for leisure-time physical activities.

v. Many of the non-career women were of lower class background which significantly influenced their leisure-time recreational participation.

vi. Reference group of the non-career women was found to be a significant determinant of participation in recreational activities by Port Harcourt residents.

The study has established that the level of participation in leisure-time physical activities was low among non-career women in Rumuodomaya, Port Harcourt compared to in-door leisure-time activities. Non-career women' educational background, social class and reference group greatly influenced participation in leisure-time recreational activities.Based on the findings of the study, the study concludes that a positive and significant correlation exists between social status and leisure behaviour of non-career women in Rumuodomaya, Obio/Akopr LGA.

Recommendations

The following recommendations are made based on the findings of the study and conclusion;

i. Non-career women in Rumuodomaya community should carefully evaluate their day-to-day activities and create time in their daily endeavours for recreational activities so as to improve their physical, emotional, creative and mental well-being.

ii. The federal and state governments should adopt economic-friendly policies that will increase earnings through increased salaries/wages and job opportunities so as to increase personal and household income for leisure product consumption.

iii. Obio/Akpor Local government in concert with the Rivers State government and Rumuodomaya community leadership should create recreational facilities around the ADP area where can relax and have fun.

iv. The Rivers state Ministry of culture and Tourism in collaboration with the Ministry of Health embark on massive recreational sensitization and enlightenment campaign on the health benefits of recreation.

v. Non-career women should participate in physical workout exercises more often than they are currently doing.

Suggestion for Further Research

The study focused only on consumer social status (CSS) dimensions of education, social class and reference group and their influence on the leisure behaviour of non-career women in Rumuodomaya in Obio/Akpor LGA, Rivers State. Other dimensions of social class variables and leisure behaviour of other populations should be explored from larger sample sizes. Further studies should also be conducted to examine the effect of culture and psychological factors on the leisure behaviour of non-career women in Port Harcourt as well as other states in Nigeria. Further research should be carried out on the constraints of recreational behaviour of women in Nigeria. Finally, a comparative study should be conducted on the leisure culture of white collar and blue collar women in Rivers State so as to deepen insight and enhance empirical adequacy in recreational research.

Contributions to Knowledge

Extant research streams provide little data on recreational behaviour of non-career women in Nigeria. Therefore, this study has contributed knowledge in this regard to bridge the gap in the literature by exploring three dimensions of consumer social status on leisure behaviour operationalized through recreational participation in the community women's context. This is depicted in the study's research model which our modest contribution.

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