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Consumer Economic Determinants of Leisure Behaviour: Empirical Evidence from 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 consumer economic status (income and occupation) 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 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. Household income level and occupation were significant economic determinants of leisure behaviour of non-career women in the area. Based on the findings and conclusion of the study, it was recommended that more non-career women should participate in 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:

Household income level, Occupation, Leisure behaviour, Non-career women.

1. Introduction

The popular saying that 'all works and no play make Jack a dull boy' brings to fore the importance of leisure behaviour to man's productivity, physical, mental and emotional wellbeing (Akheriue, 2020). Man's ability to think through problems and provide solutions or to renew or recreate himself has among other things, been attributed to his occasional conscious withdrawal into relaxation from the stress and strain associated with work (Dike, 2015). 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.

Accordingly, leisure behaviour has become synonymous with the recreational consumption behaviour of individuals and societal well-being, which cannot be overemphasized. Leisure behaviour therefore connotes recreation, which is an activity that people engage in during their free time, that people enjoy and people recognize as having socially redeeming values such as reading, cycling, in-door and out-door entertainment, walking, jogging, swimming, dancing, football, basketball and sporting games (Piarnu, 2010). In cognizance of this phenomenon, many tourist and hospitality businesses have emerged to provide facilities and services to satisfy the growing leisure needs of the society through leisure travel, home-away from home, cinemas, nightclubs, gymnasium, recreational parks and gardens, foods and beverages, etc. for the benefits of the customers, businesses and the economy as a whole (Ajibua2013).

It therefore holds that leisure 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 organizations, etc. (Belch & Belch, 2013). It is for these reasons that leisure and recreations are regarded in developed societies as primary needs with some underlying influencing factors.

Marketing literature hints that product consumption behaviour is influenced by various factors such as cultural values, demography, social organizations and socioeconomic variables (Kotler & Makems, 2010)). This also tends to suggest that leisure product consumption behaviour might also be predicted by consumer economic characteristics, which in our own context, is yet to be empirically substantiated. While the effect of consumer economic status on consumption behaviour has been explored in extant research streams (David, 2022; Sanders & Ween, 2021; Likol, 2018; Etuk, 2018) in other industrial and geographic contexts, however, there is limited knowledge regarding the influence of consumereconomic variables on leisure culture in the Niger Delta region of Nigeria.

Consumer economic status represents an economic domain of an individual's economic and social position based on income and occupation. Falson(2014) asserts strongly that consumer economic status influences the consumption of economic and social goods. That is to say that the higher the economic status of an individual, the more willing he might tend towards the consumption of products and services.

Despite the fact that extant studies have made useful contributions and insights on consumer demographic status on tangible products consumption behaviour, there is little empirical research on the extent to which consumers' income level and occupation affect leisure behaviour through participation by non-career women in Rivers State, Nigeria. This has

created a gap in the literature that needs to be bridged. 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). Unfortunately, there is dearth of publications on the physical and emotional wellbeing of this equally important and productive segment of the Nigerian economy. Therefore, a study such as this is capable of deepening insights on the existing studies on socio-economic status and leisure behaviour especially of non-career women in a hedonistic area such as tourism which also promotes participation in leisure-time activities for physical, social, emotional and mental wellbeing

Given the fact thatwork-related stress and poor leisure culture have been identified as one of the causes of death among men and women in Africa, this study therefore, investigated consumers' economic determinants of leisure behaviour, focusing our empirical searchlight on non-career women in Rumuodomaya community in Obio-Akpor LGA, Rivers State.

2. Literature Review
2.1 Conceptual Clarification

The Concept of Consumer Economic Status (CES)

Consumer economic status of an individual refers his/her position with regard to income and occupation that may influence his opportunity, his desire to excel and his ability to life acquisition (Sienami & Jojik, 2021). Economic status, therefore, is a significant variable with social status. Individuals of nearly all societies are categorized according to the combination of wealth, power, life opportunities, party affiliation and prestige (Richards,2017). However in several cases, Consumer demographic profile is designated according to income, education, occupation, reference groups and social class.

The notion of consumer economic status emphasizes achievements using occupation and income level. Therefore, the idea behind economic status is that economic prerequisites qualify an individual for occupationsin the modern society and income is the consequence of occupational status. Nevertheless, an individual's economic status and qualification, either high or low, determines greatly the amount of goods or services he/she consumes in the society (Kotler, Bowen & Maken,2010).

2.1.2 Dimensions of Consumer Economic Status

Evans and Berman (1997) and Yoder (2006) identified certain forms or dimensions of economic status which include; income and occupation.

Income

In the context of consumption behavior, three strands of income are recognized: personal income, disposable and discretionary income. *Sanders and Ween (2021) views personal income* is the total compensation from several sources collectively received by all individuals or households in a country. Personal income includes compensation from a number of sources, including salaries, wages, and bonuses received from employment or self-employment, dividends and distributions received from investments, rental receipts from real estate investments, and profit sharing from businesses.

Sanders and Ween (2021) explains that the term "personal income" is sometimes used to refer to the total compensation received by an individual, but this is more aptly referred to as

individual income. In most jurisdictions, personal income, also called gross income, is subject to taxation above a certain base amount.

From economic and marketing perspectives, personal income has a significant effect on consumer consumption (Charles, 2015). As consumer spending drives much of the economy, national statistical organizations, economists, and analysts track personal income on a quarterly or annual basis. Likhol (2018) perceives an individual's disposable income as total personal income minus personal current taxes, implying income to be used for spending and for savings. Discretionary income is disposable income minus all personal payments that are necessary survival expenses. It is what a person's household's or family has available to spend on luxuries after necessities are bought.

Evans and Berman (1997) assert that, however, that classifying some product and service categories as necessities or luxuries depends on a nation's standard of living. General observation is that consumption affects disposable income and discretionary income. Tourism marketers are generally interested in the level income because of its influence on the consumption of recreational products and services.

Occupation

The Occupation of an individual is a significant component of socioeconomic status. It explains the power, income and educational requirements associated with various positions in the occupational structure. Johnson and Oluwole (2016) noted that an individual's first occupation sets the metamorphosis of future occupation conditions, income and consumption patterns.Occupational status of a person depends on his educational attainment which therefore affects his level of earnings. This form of status influences an individual's time availability and every day earnings. The higher the level of job security, work place recreation, the commensurate increase in job satisfaction and employees productivity level (Mokaya 2016

2.1.3 The Concept of Leisure Behaviour

Leisure is defined as time an individual is free from the more obvious and formal duties which a paid job or other obligatory occupation imposes on him or her (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, 2010).

2.2 The Theoretical Framework of the Study

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

2.2.1 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 income and occupation, reference group and social class.

2.2.2 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.

2.3 Empirical Reviewand Hypotheses Development

2.3.1 Relationship between Income and Leisure Behaviour

Abbah (2021) investigated socio-demographic factors associated with participation in recreational activities among 392 undergraduate students of University of Nigeria, Nsukka, Enugu State drawn from the multi-stage sampling procedure.. The findings also revealed that time-related factors had moderate relationship with participation in recreational activities among the undergraduate students based on gender and year of study.

Etuk and Enyinnaya (2021) investigated influence of consumer socio-economic status on recreational consumption behaviour in Rivers State. The result indicated that consumer income was a significant predictor of recreational participation.

Román, Borja ,María, .Uyarrab and Pouso (2021) conducted a study on Surfing the waves: Environmental and socio-economic aspects of surf tourism and recreation in Spain. A bibliometric study and systematic review was carried out for the period 1965–2021. The review showed that implications of surfing went beyond direct users (i.e., surfers) and has consequences in diverse dimensions (environmental, socio cultural and economic), involving many stakeholders (e.g., scientific, and local communities).

Huikaria, Junttilab, Ala-Mursulac, Jämsäd, Raija , Jouko , Sventoa and Korhonena (2021)examined Leisure-time physical activity and socio-economic status beyond income Cross-sectional survey of the Northern Finland Birth Cohort in Finland. Findings show that belonging to a higher socio-economic group, whether defined by income level, educational attainment, or occupational status, is associated with higher leisure-time physical activity.

However, the extent to which income level influences leisure-time activities of non-career women in our context needs an empirical validation. Therefore, our first proposition is formulated thus:

HA$_1$. Income level has a significant effect on the leisure behaviour of non-career women in Rumuodomaya community in Obio/Akpor LGA in Rivers State.

Occupation and Leisure Behaviour

Johnson and Oluwole (2019) conducted a survey to examine the effect of occupational background on participation in leisure-time out-door physical activities Nigeria between workers in blue-collar and white-collar jobs in Lagos, Nigeria. Using a sample size of 422 workers through cluster sampling method and obtaining primary data through the questionnaire method, the analysed data revealed that those in white-collar jobs indicated higher participation than their blue-collar counterparts. Thus, occupational background and recreational participation were positively and significantly correlated.

Likhol, Stacey and Kingston (2020) carried out a research in which they compared the behaviours of bank worker and health workers towards recreation. 378 workers participated in the study in Canada. Findings indicated that workers with health-related occupational background reported regular recreational participation than bank workers.

Tewawa (2018) investigated the effect of occupation on types of recreational activity participation in Ghana among university students in tertiary institutions in Accra.Data analysis suggested variation in physical activity participation as students from physical education departments reported more participation than students from other departments.

Emmanuel (2019) examined occupational characteristics and recreation in Delta State, Nigeria Four objectives and four research hypotheses were used for the study. 1160 respondents were used for the study in which 200 respondents were selected using Taro Yamane formula. Data was analyzed using linear regression. The result established a strong correlation between occupational characteristics and leisure-time physical activity participation.

Akkerson (2016) has noted that the levels of stress that individuals face in their lives are shaped by their locations within social statuses such as occupational status and gender. Consequently, scholars have advocated for more expansion and validation of the interaction between occupation and leisurebehaviour in other populations, organizational and geographic contexts. Therefore, our second underlying hypothesis is stated thus:

HA$_2$: Occupation has a significant effect on the leisure behaviour of non-career women in Rumuodomaya community in Obio/Akpor LGA in Rivers State.

The hypothesized relationships between the variables of the study as implied in the empirical review which formed the basis for hypotheses development is depicted in the operational framework of the study in fig.2.1.

Figure. 2.1. Operational framework of the study
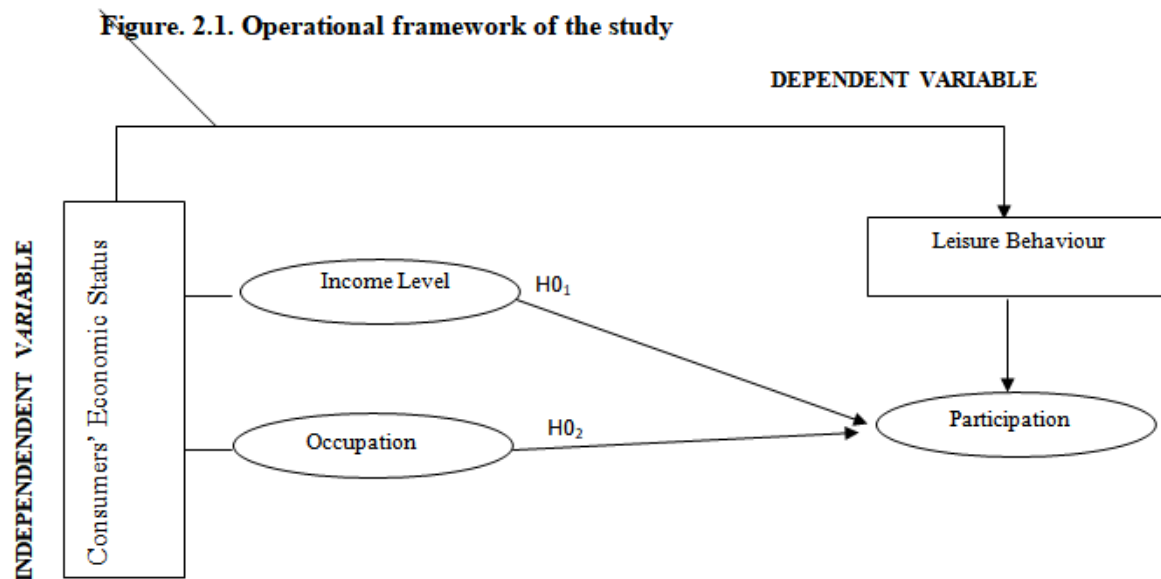
3. Methodology

The research design adopted in this study was 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 housewives 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 proximity to 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. The value of the Cronbach alpha was .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.

4. **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.

4.2 Univariate Analysis

Table 2 Data Related to Income

S/N	Items	N	Mean	Std. Deviation
1.	I do not have enough money to buy the equipment for recreational activities I like.	132	4.40	0.571
2	I do not have money for refreshment after recreational participation.	132	2.22	1.26
3	I cannot afford to go on holiday with family from the income I earn.	132	4.30	0.79
4.	There is not enough money to buy sports supplies for activities I like.	132	4.31	0.97

The result from Table 2 indicates that 3 items with varying mean scores were accepted, suggesting that respondents agreed to the statements, except with item 2.From the result of the analysis it can be seen that mean score (2.22) is less than the criterion mean of 2.50. The implication of the mean score analysis is that the income of most of the non-career women was low.

Table 3   Data Related to Occupation

S/N	Items	N	Mean	Std. Deviation
1.	I spend much time in my work and business.	132	4.02	2.36
2.	After work, I spend time with my family.	132	4.19	0.90
3.	My work is more important to me than leisure.	132	4.02	1.46
4.	My work is very stressful.	132	4.10	1.65
	Aggregate Mean			

The result from Table 3 indicates that items 1-4 with varying mean scores of the items were all accepted. From the result of the analysis it can be seen that all the items had mean scores above the criterion mean of 2.50. This implies that most of the respondents were more preoccupied with their occupation.

Table 4 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 4 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.

Statistical Test of hypotheses:

Hypothesis 1:

Ho_1:   There is no positive and significant relationship between income and non-career women' participation in recreational activities in Rumuodomaya, Port Harcourt.

HA_1:   There is a positive and significant relationship between income and non-career women'
participation in recreational activities in Rumuodomaya, Port Harcourt.

Decision Rule:
If Probability value (PV) < 0.05(level of significance) = Reject Ho.
If Probability value (PV) > 0.05(level of significance) = Accept Ho

Table 5: PPMC Test of Correlation between Income and Recreational Participation

		Income	Participation
Income	**Pearson Correlation**	1.000	**.881**[**]
	Sig. (2-tailed)		**.000**
	N	132	**132**
Participation	**Pearson Correlation**	**.881**[**]	**1**
	Sig. (2-tailed)	**.000**	
	N	**132**	**132**

** Correlation is Significant at the 0.00 level (2 tailed)

Table 5 reveals that the rho value is 0.881 using a two-tailed test PV= 0.000 < 0.05 level of significance, indicates a positive and significant relationship between income and non-career women' participation in recreational activities in Rumuodomaya.   Thus, the null hypothesis was rejected and alternate hypothesis accepted meaning that there is a significant relationship between income and participation in leisure-time activities.

Hypothesis 2:

Ho_2:   There is no positive and significant relationship between occupation and non-career women' participation in recreational activities in Rumuodomaya, Port Harcourt.

HA$_2$: There is a positive and significant relationship between occupation and non-career women participation in recreational activities in Rumuodomaya, Port Harcourt.

Table 6: PPMC Test of Correlations between Occupation and Leisure-time Participation

		Occupation	Participation
Occupation	**Pearson Correlation**	1.000	**.789****
	Sig. (2-tailed)		**.001**
	N	132	**132**
Participation	**Pearson Correlation**	**.789****	**1**
	Sig. (2-tailed)	**.001**	
	N	**132**	**132**

** Correlation is Significant at the 0.01 level (2 tailed)

The analysis is Table 6 shows that rho value is 0.789 using a 2-tailed test; PV = 0.000 < 0.05 level of significance indicating a positive and significant relationship between occupation and non-career women' participation in recreational activities in Rumuodomaya. Therefore, the null hypothesis is rejected and alternate hypothesis accepted. The implication is that occupationof non-career women also influences their participation in recreational activities.

Discussion of Findings

The main objective of the study was to investigate the correlation between consumer 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.

Income and Recreational Participation

The PPMC test result of hypothesis one showed the existence of positive and statistically significant relationship between income and recreational participation by non-career women in Rumuodomaya, Port Harcourt. In other words, non-career women with higher annual household income participated more in out-door leisure-time physical activities than those with low annual family income. With a probability value of .000<0.05, this result is consistent with previous studies (Shala, 2021; Elmagd, 2016; Sandy & Brown, 2014; Battle & Lewis, 2012).

Generally, when viewed within the perspective of socio-economic status, the amount of income an individual earns plays a significant role in what he/she consumes in the society. Therefore, it is not surprising that household income also influences the type of leisure activities and how often they participate in those activities. In hard times, especially in developing countries where recreation is viewed as a secondary need, the poor would rather spend their lean income on necessities for their survival while those of higher income can revel in pleasurable recreation.

Occupation and Recreational Participation

The result of the PPMC analysis on hypothesis three showed that occupation had a positive and significant relationship with recreational participation by non-career women in Rumuuodomaya community in Port Harcourt. With a probability value (PV) = 0.000 < 0.05 level of significance, The finding suggests that a relationship exists between one's occupation

and recreational participation. For example, athletes, footballers and those who take sports as occupation tend to develop high propensity for leisure-time physical activities. As our analysis further suggests, non-career women who spent more time in their businesses from morning till night everyday had little or no time for leisure-time physical activities. Of course, this is understandable in today's Nigeria where many people are more concerned with survival. Therefore, our finding is corroborated by previous studies (Likhol, Stacey & Kingston, 2020; Johnson & Oluwole, 2019; Tewara, 2018) which established that occupational status and job demands influence significantly recreational participation with implications for health and mortality.

Generally, when viewed within the perspective of recreational participation in Nigeria, occupation may actually count especially in situations where the occupational types generate different levels of income which indirectly determines the availability of disposable income which could be used by individuals to effectively demand for recreation.

5. Findings

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:

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.

5. Conclusion

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.

6. 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.

5.5 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 is our modest contribution.

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