



ANTECEDENTS OF CONSUMER PREFERENCES TOWARDS AVAILING HOTEL SERVICES IN HILLS STATION – REFERENCE TOOOTY AND KODAIKANAL.

Mr. A. Noorul Ameen * Mr. K. Thoufeeq Ahmed**

**Assistant Professor & Head, Department of Corporate Secretaryship, Mazharul Uloom College, Affiliated to Thiruvalluvar University, Ambur.*

***Assistant Professor, Department of Corporate Secretaryship, Mazharul Uloom College, Affiliated to Thiruvalluvar University, Ambur.*

Abstract

Customers are the key factor for any organization to sustain in the competitive world. Service providers need to understand their customers and design their services in such a way that maximum possible satisfaction is attained by the customer. The delivery of high quality services is one of the most important for service organizations. It is essential that service providers should understand consumer perception, consumer expectations so that consumers are satisfied with the services provided by the organization. In modern era hotel industry and tourism industries are the fast growing sector around the universe. The aim of the study is to express the role of consumer preference availing hotel services, purpose of visit, Indoor and Outdoor activities, Food items and service performance availing in hotel services at Ooty and Kodaikanal hills station, Tamilnadu. Primary data was collected from 123 respondents with the help of structured questionnaire by adopting convenience sampling technique. Data was analyzed with help of SPSS by adopting frequency and Descriptive analysis.

Key Words: *Hotel Industry, Consumer Preference, Consumer Perception, Quality of service.*

I - Introduction

Hotel industry has become the most recognized industry all around the globe. Services of hotel industry include restaurants, rooms, health clubs are no longer considered as extravagance facilities. Among many people these services are the basic element of lifestyle. From the last two decades the hotel industry services have changed dramatically from traditional to current conditions. Supply and demand for hotel industry services have boost up the growth for travelers, and competition goes in tensed in this market. Now a day's hotel organization is going through the greatest challenge that is ever growing volume and rapidity of competition. Hotel industry employers make their profits by satisfying customers and they are giving most importance to satisfy their customers. Customers are the key factor for any organization to sustain in current competitive world. Hotel industry manager should satisfy their consumer by fulfilling their choice and preferences. Most of the research study reveals that customer satisfaction will create loyalty. Moreover, customer's perception, attitude and preferences may vary according to the situation and service provided by the hotel industry. Service providers need to understand their customers and design their services in such a way that maximum possible satisfaction is attained by the customer. The delivery of high quality services is a key factor for hotel industry. It is essential that service providers should understand consumer perception, consumer expectations so that consumers are satisfied with the services provided by the organization. Hence, this paper deals with the factor influencing consumer preferences towards availing hotel services in Ooty and Kodaikanal hills station.

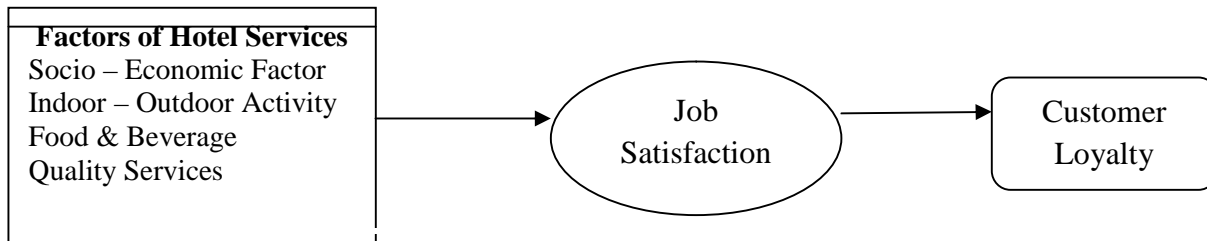
II - Review of Literature

Narangaja vancaet, al. (2008) has conducted a study in which they observed that hotel performance is mainly related to service quality. From the study the results reveals that higher service quality can be maintained due to change in hotel performance. Moreover, in the study they describe the four aspects to improve service quality namely: hotel staff, service delivery, prestige and guest facilities and environment. Furthermore, quality service is a key factor to satisfy the customers and customer is the key person who describes the quality. It happens only when the hotel managers and staff are efficient. Hotel managers should provide quality services and mesmerize the customers (**Shi & Su, 2007**). To provide the good quality services to their customers, hotel managers and staff should understand and customers preferences and expectations **Nilsson, Johnson & Gustaffson, (2001)**.



Ltifi And Jamel, Eddine (2012) Defined loyalty as the continuous relationship between the customer and a brand or services. It can be interpreted as a resistance to switch brand or service despite any situation or problem encountered during the business process. Moreover, customer loyalty described as patronage motives of a same brand or services **Mustafa (2011)**.customer loyalty is most essential factor for long term success of hotel. Hotels spends Huge capital expenditure to have competitive advantage in the industry. **D Brauer, et, al (2017)****S.Wu,& P. Li, (2011)** conducted a study to examine the relationship between the costumers and relationship quality and customer loyalty. Data collected from the respondents by administrating structured interview and SEM model has adopted for data analysis. From the study it is conclude that Customer Relationship Management, Relationship Quality and Customer loyalty are interrelated. Good relationship management and relationship quality has a significant on customer loyalty. Furthermore, it was found that Customer Relationship Management, influences the Relationship Quality positively and Relationship Quality influences the customer loyalty. It was also observed that hotel preferences of different consumer groups reveal a partial interference effect on the relationship between customer loyalty Relationship Quality, and Customer Relationship Management.**M. A. Jarmafshari et, al (2016)**.

2.1 Conceptual Frame Work



From the above figure it is observed that consumers are satisfied with the services and facilities provided by the hotel industry it will leads to the job satisfaction. Once consumers are satisfied it will create consumer loyalty.

III - Research Methodology

Explorative method has been used for the study. The primary data was collected directly from the respondent by administrating a structured questionnaire and secondary data was collected through journal, magazine and text books etc. Random sampling method is adopted for the study and data collected from the respondents of various hotels located at Ooty and Kodaikanal hills station situated at Tamil N du. Frequency analysis and Descriptive analysis is used to the study to know the antecedents of consumer preferences towards availing hotel services in hills station reference to Ooty and Kodaikanal.

3.1 Objective of the Study

- ❖ To understand and observe the consumer’s perception in availing hotel services at Ooty and Kodaikanal hills station.
- ❖ To identify the various dimensions of services provided by the hotel industry in Ooty and Kodaikanal hills station.
- ❖ To examine the relationship of social economic factor with hotel services at Ooty and Kodaikanal hills station.

3.2 Limitation of the Study

- ❖ Time period of carrying out research was too short as a result the researcher fails to conductsurvey at large level.
- ❖ During the data collection most of the respondents were nervous to share their opinions.
- ❖ Data was collected from the respondents and the sample size will be restricted to 123.



VI – Analysis and Discussion

4.1 Frequency Analysis

The Frequency analysis of the collected data from employees is shown in Table No.4.1. The frequency data of the variables of the study is represented in terms of number of respondents and percentage.

Table No. 4.1, Socio – Economic Factor of the respondents

GENDER		AGE GROUP		MARITAL STATUS	
Particulars	No. of Respondents	Particulars	No. of Respondents	Particulars	No. of Respondents
Male	71 (57.70%)	Below 20 years	37 (30.10)	Married	82 (66.70%)
		21 – 35 years	61 (49.60)		
Female	52 (42.30%)	36 – 50 years	18 (14.60)	Unmarried	41 (33.30)
		Above 50 years	7 (5.70)		
Total	123 (100%)	Total	123 (100%)	Total	123 (100%)

Source : Primary Data, () Percentage of frequency

From Table No. 4.1 it is inferred that 71 respondents (57.70%) of the respondents are Male, and 52 respondents (42.30%) of the respondents are belongs to female. 37 respondents (30.10%) of the respondents are below 20 years, 61 respondents (49.60%) of the respondents are age group between 21 – 35 years, 18 respondents (14.60%) of the respondents are age group between 36 – 50 years and 7 respondents (5.70%) of the respondents are above 50 years. 82 respondents (66.70%) of the respondents are Married and 41 respondents (33.30%) of the respondents are Unmarried. Therefore, it is conclude that majority of the respondents are male, age group between 21 – 35 years and married.

4.2 Descriptive Statistics

The descriptive statistics of the collected data from employees is shown in Table No.4.2 to 4.6. The descriptive data of the variables of the study is represented in terms of mean and standard deviation.

Table No. 4.2, Descriptive Statistics of Purpose of Visit (N =123)

Particulars	Mean	Std. Deviation
Excitement	3.7805	1.78122
Peaceful	2.0569	1.46713
Memories	1.7642	1.22194
Pollution	2.2033	1.54155
Business	1.6016	1.03020

Source: Primary Data

From table No. 4.2 It can be understood that the among the items in the construct the higher mean value was found in excitement the mean value (3.7805) followed by Pollution (2.2033), Peaceful (2.0569) and Memories (1.7642). Furthermore, among the items in the construct the higher standard deviation value was found in excitement the standard deviation value will be (1.78122) followed by Pollution (1.54155), Peaceful (1.46713) and Memories (1.22194). Moreover, the least mean value (1.6016) and standard deviation (1.03020) was found in business.



Table No. 4.3, Descriptive Statistics of Indoor – Outdoor Activities (N =123)

Particulars	Mean	Std. Deviation
Trekking	1.8862	1.18877
Boat House	3.2846	1.78114
Cycling	2.0894	1.30578
Cricket	2.3415	1.51943
Badminton	2.3252	1.63214

Source: Primary Data

From table No. 4.3 It can be seen that among the items in the construct the higher mean value was found in boat house the mean value (3.2846) followed by cricket (2.3415), Badminton (2.3252) and Cycling (2.0894). Furthermore, among the items in the construct the higher standard deviation value was found in boat house the standard deviation value will be (1.78114) followed by badminton (1.63214), cricket (1.51943) and Cycling (1.30578). Moreover, the least mean value (1.8862) and standard deviation (1.18877) was found in trekking.

Table No. 4.4, Descriptive Statistics of Foods and Beverage (N =123)

Particulars	Mean	Std. Deviation
Fish	3.1870	1.63642
Biryani	2.6911	1.65525
Cakes	2.5772	1.55241
Puff	2.1138	1.27526
Pizza and Burger	2.7642	1.37948

Source: Primary Data

From table No. 4.3 It can be seen that among the items in the construct the higher mean value was found in fish the mean value (3.1870) followed by Pizza and Burger (2.7642), Biryani (2.6911) and Cakes (2.5572). Furthermore, among the items in the construct the higher standard deviation value was found in biryani the standard deviation value will be (1.65525) followed by fish (1.63642), cake (1.55241) and Pizza (1.37948). Moreover, the least mean value (2.1138) and standard deviation (1.27526) was found in Puff items.

Table No. 4.5, Descriptive Statistics of service performance (N =123)

Particulars	Mean	Std. Deviation
Cleanliness and Comfort	2.5772	1.71306
Safety and Security	3.3415	1.46449
Quality food provided	1.9268	1.17467
Location of Hotel	2.5935	1.49226
Price Charged	2.1789	1.35521

Source: Primary Data

From table No. 4.3 It can be seen that among the items in the construct the higher mean value was found in safety and security the mean value (3.3415) followed by Location of hotel (2.5935), Cleanliness and Comfort (2.5772) and price charges (2.1789). Furthermore, among the items in the construct the higher standard deviation value was found in cleanliness and comfort the standard deviation value will be (1.71306) followed by location of hotel (1.49226), safety and security (1.46449) and Price charged (1.35521). Moreover, the least mean value (1.9268) and standard deviation (1.17467) was found in quality food provided.

Table No. 4.6, Descriptive Statistics of rating hotel services (N =123)

Particulars	Mean	Std. Deviation
Hotel Standard	2.8780	1.75362
Quality Food	2.0976	1.45092
Staff	2.7642	1.56855

Source: Primary Data



From table No. 4.3 It can be seen that the among the items in the construct the higher mean value was found in hotel standard the mean value (2.8780) followed by staff (2.7642). Furthermore, among the items in the construct the higher standard deviation value was found in hotel standard the standard deviation value will be (1.75362) followed by staff (1.56855). Moreover, the least mean value (2.0976) and standard deviation (1.45092) was found in quality food.

V – Conclusion

Hotel industry when looked from outside seems to be a lucrative industry but there is a lot of hardship which undergoes behind the scenes to make it as such. The guests coming to hotels can have various different purposes like there are business, travelers, there are people who come for vacation or to have an adventure trip and also people who come for medical treatment among others. Hospitality is the act of generously providing care and a warm reception with kindness to anyone who needs it **K. Kumar (2015)**. From the study it can also be concluded that the thing which is most important for the customers in the hotel is the safety and security. People rate most to the hotel standards. Out of all the variables considered for the study, people visit Ooty and Kodaikanal hills for vocations (excitement) to spend their valuable times in (indoor and outdoor) activities as well as to have a delicious food. Moreover, from the study it is understood that consumer preference is a base for the satisfaction if consumer fulfill their expectations and preference will leads to the satisfaction. Furthermore, once consumers are satisfied with the services provided by the hotels which may create loyalty.

5.1 Scope for the Further Study

This study has a greater scope in future. Any researcher who would like to do any further study on this topic they can do it without any bottleneck. As the duration of the study is limited so the researcher has covered five top most leather industries. This study can be extended from town level to state, national and international level.

References

1. K. Kumar, and D. Vijayarangam, Customers' Preference of Star hotels towards services, in Chennai city – an analysis. *Asia Pacific Journal of Research*, 1, 7, 2015.
2. Harsh Khandelwal, Antecedents of Consumer Preference towards Availing Hotel Services in Lavasa, *Cikitusi Journal for Multidisciplinary Research*, ISSN No: 0975-6876, Volume 6, Issue 3, March 2019.
3. S.Wu, & P. Li,. The relationships between CRM, RQ, and CLV based on different hotel preferences. *International Journal of Hospitality Management*, 30(2), 262-271. 2011.
4. M. A. Jarmafshari, A Divandari, & M. A. Shahhoseini, identifying strategic challenges of implementing customer relationship management in Iran's banking industry *Researcher*, 8(4). 2016.
5. Narangajavana, Y. and Hu, B. (2008), "The Relationship between the Hotel Rating System, Service Quality Improvement, and Hotel Performance Changes: A Canonical Analysis of Hotels in Thailand". *Journal of Quality Assurance in Hospitality & Tourism*, Vol. 9(1), pp. 34-56.
6. D Brauer, & D Rudd,. Identifying the magnitude of priorities in consumer presence of hotel choice. *Proceedings of the ASBBS 24th Annual Conference*, 13. 2017.
7. Nilsson, L., Johnson, M.D. and Gustafsson, A. (2001). "The impact of quality practices on customer satisfaction and business results: product versus service organizations". *Journal of Quality Management*, Vol. 6, pp. 5-27.
8. Shi, J. & Su, Q. (2007), "Evaluation of Hotel Service Quality Based on Customer Satisfaction". *IEEE*.