

AN ANALYSIS OF CONSUMER BEHAVIOR PREDICTORS, INFLUENCING THE DECISION MAKING IN HOSPITALITY INDUSTRY

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Abstract

The paper found the effect of demographic and psychographic variables on the decision making of consumers while they availed the Hospitality services. The paper is based on EBM model, as per which the decision-making process of consumers is influenced by many factors, those can be categorized in three main categories, which are environmental influences, psychological processes individual differences. The paper investigated the consumer behavior in hospitality Industry on the basis of effect of consumer behavior factors on their decisions to buy hospitality services. The consumer behavior factors those involved the responded were analyzed with the statistical tools like measurement of central tendency. The analysis was done with respect to the gender and it is found that female respondents were more influenced than male respondents, is was further revealed that some factors like personality role and status, need and culture. Influence the consumer behavior with a higher degree than the factors like social class, past experience, reference groups etc.

Keywords: *Demographic, Status, Needs, Culture, Reference Groups*

Introduction

Hospitality industry provides varieties of products and services, like boarding and lodging, ambience, and spa and health service. This is the reason why consumer behavior complex and complicated in this industry. Hospitality industry can be evaluated on the basis of customer experience. Which is based on feelings attitudes, and buying intentions of people. (Whitford,

1998). The consumers experience in hospitality industry is diverse, and it vary from customer to customer. Therefore Hospitality organizations must try to evaluate the consumers understanding so that they can develop the better relationship with consumers. Because hospitality consumers will emphasize on the experience and satisfaction. Understanding the Consumer behavior is a difficult and complex process in hospitality industry because of different dimensions of this industry. The factor which make it difficult to understand consumer behavior is the intangibility of Hospitality services, and influence of multi variables on consumer behavior. In Hospitality industry consumer behavior influences people to choose the services of Hotels, Motels and Restaurants therefore researchers and managers will be interested to know the factors those are influencing the consumers to choose the Hospitality services, if managers find these factors then it will help them to formulate the appropriate strategies to attract the other prospective customers to their business. Consumer behavior studies are important to find out the needs, purchase motives and decision making motives associated with the consumption of Hospitality services. Consumer behavior study will help in assessing the influence of marketing strategies of organizations on consumers and to find out the possible perception of consumers regarding risk they feel while making Hospitality services purchases. Besides this, it will help in exploring the various market segments based upon purchase behavior of consumers. The other benefit of the study will be that it will help strategists to understand consumer's demographics and psychographics traits which will help them to formulate effective and efficient marketing and operational strategies.

Consumers are becoming increasingly demanding when it comes to Hospitality services, more and more travelers and guests are considering factors like quality of customer services, and ease of booking along with standards of facilities provided by Hospitality organizations. The ultimate goal of understanding and studying consumer behavior is 1. To satisfy the needs of customers, 2. To understand the consumer psychology. 3. To finds out the consumer motives and choices, and their preferences (Kotler, 2011). Therefore Hospitality industry should closely monitor the behavior of consumers like the purpose of their visit to Hospitality organization, expectations and perceptions of consumers from the services, and the factors those will influence their behavior. Various factors like cultural, social and demographics are internal factors those are responsible for affecting the buying behavior of consumers. The other significant factors which influences the decision making of consumers are education, family, gender, income, religion, social classes, race and nationality (Kotler, 2011). Following is the brief explanation of these factors:

Cultural Factors

Cultural factors play a significant role in determining the consumer behavior. Culture directly influences the human wants. Value, perception, liking and behavior of a person is affected by these factors. Culture includes sub-cultures which show different trends and ways of socialization. Sub-culture has nationality, religion, racial group and geographical region. Sub-cultural and multicultural marketing has emerged as a new trend in marketing these days and has become very popular. This type of marketing depends on social stratification or classes like lower class, upper lower working class, middle class, upper middle class; lower middle and upper-upper class. These classes affect the customer's choices for choosing hotels and the restaurants.

Social Factors

Social factors are family, reference groups, status and social roles that influence the consumer behavior. Out of these all reference group has more effect on the perception and attitude of the customers. The most significant element of these factors are friends, coworkers and neighbors. On the other hand family is an important element in consumer behavior.

Personal Factors

Personal factors include the stage of the life cycle. These factors also include economic conditions, personality, occupation, values and life style of people. The latest emergence in the personal factors is "Lohas" an acronym for health and sustainability, and lifestyle. "Lohas" is a way to segment the markets on the basis of price, size, and the services provided. All these factors are significantly important when deciding the places which will be visited by the consumers.

Literature Review

Hom (2000) in his paper "An overview of customer satisfaction models" studied two models of customer's satisfaction. These models use consumers' satisfaction variables, as the model construct and this way researcher theorized the customer's satisfaction elements. Researcher has given these models of consumer satisfactions with respect to marketing research. Callan and Kyndt (2001) in their research "A Prefatory Study of Two European City Centre Hotels" investigated the satisfaction level of customers with respect to various attributes of Hospitality industry. The research was done with regards to the

different types of consumers of Hospitality industry. Figini and Giudici (2002) in their paper “Statistical model for customer satisfaction data measuring risks with ordinal variables” found the various methods to collect the data which can be effectively used to assess the satisfaction of customers. Researcher elaborated and found the different methods t based on graphical model and data related to statistical analysis. Namasivayam and Hinkin (2003) in their study “The Customer’s Role in the Service Encounter: The Effects of Control and Fairness” investigated the true customer and service encounters those occurred in hotels. It was also found that if consumers are not in their during a service encounter then quality of service is going to be of very inferior quality. The research further found that there are four characteristics of hospitality service providers which will have an effect on the perception of Hospitality consumers. Juwaheer and Lee-Ross (2003) in their research article “A study of Hotel Guest Perceptions in Mauritius” assessed consumer’s perception and expectation regarding services quality delivered by Mauritius Hotels”. Researcher found the significant gaps between consumer’s perception and expectations. The other objective of this research was to make a comparison among the hotel managers with respect to services quality they provided to their consumers. Malthouse et al. (2003) in their research paper “Customer Satisfaction across Organizational Units” investigated the level of satisfaction of consumers within all the departments of organization. The researcher further researched and created the customer satisfaction models for finding the specific features of services. Karnikeya Budhwar (2004) in his paper “An analysis of the Gap between Management Perceptions and Customer Expectations “conducted the research to measure the crucial factors which significantly affect the rate of success of any restaurant. The study came out with the gaps in between managers and consumers perception in Hospitality industry. Chand Mohinder and Kamra Krishan K. (2004) in their book “Basics of Tourism Theory, Operation and Practices” investigated interrelated parameters of Hospitality Industry. The book highlighted the evolution of Hospitality industry and also elaborated the prospects of it. It also included the elements which has significantly influenced the psychology of tourists. The researcher also investigated the qualitative attributes needed for the tourist’s products.

Gaps Found in Literature Review: The Extensive Literature Review Led to the Findings of following Gaps

Literature review found that majority of the researches have been carried in abroad mostly in countries like Malaysia, China, Darwin, Cyprus and very few in India. This facilitated researcher to carry the research in Delhi. The review of Literature also highlighted that very less studies were done

which specifically investigated the influence of consumer behavior factors on consumers.

Objective of Research Paper

An Analysis of Consumer Behavior Factors Influencing the Decision Making of Respondents in Hospitality industry.

Hypothesis Formulated

H1: Consumer Behavior Factors Influences the Decision Making of Respondents in Hospitality industry.

Benefit of Study

The study is going to be very significant and important for Hospitality industry in India, because India is a vast diversified country, with varied Cultures, Subcultures, Demographics and Psychographics traits. In order to understand Consumer motives, Brand preferences, Satisfaction and expectation levels, and Positioning of products (Hospitality industry), this study is essential. The other advantage of study is related with volatility and intense competition among organizations in the market and fast changing strategies of companies and business environment, which has induced a feeling of uncertainty and distrust among consumers. The heterogeneity of services further induced a feeling of risk in the minds of consumers, therefore it is important to investigate and study the degree of this risk, to serve consumers effectively and efficiently.

Research Methodology

Research design used: Exploratory and Descriptive Area of Study: Delhi

Population: 10250000 (approx.)

Sample size: at 95% and confidence interval of 4: 1067

Sampling Technique: Convenience Sampling

Questionnaire Development

Data was collected through structured questionnaires. Questions were carefully drafted after going through the research objectives, all the essentials of questionnaire constructions are taken care of. Questionnaire was consulted with experts and was pretested before being induced to the population.

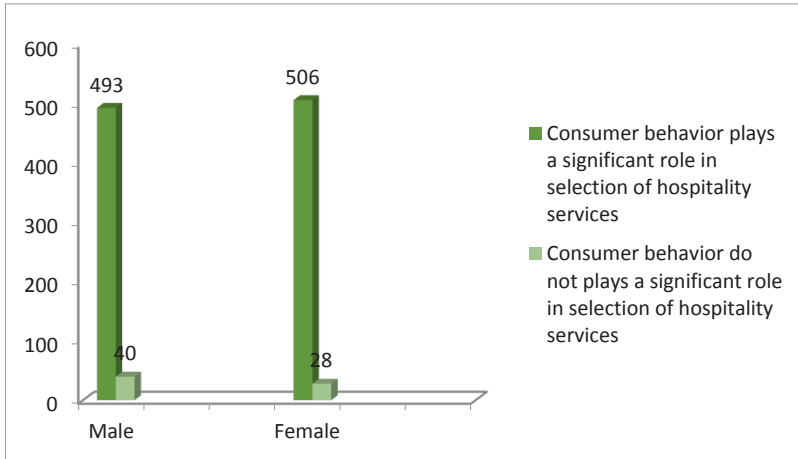
Data Analysis Tools: The data was analyzed on SPSS and the tools like, measurement of internal consistency, frequency analysis, measurement of central tendency and chi square statistics were used.

Data Analysis

Table 1: Analysis of Population “Consumer Behavior Role in Selection of Hospitality Services”

Gender	Male	Female	Total
Consumer behavior plays a significant role in selection of hospitality services	493 (46.20)	506 (47.42)	999 (93.62)
Consumer behavior do not plays a significant role in selection of hospitality services	40 (3.75)	28 (2.62)	68 (6.37)
Total	533 (49.95)	534 (50.05)	1067

Figure in parentheses denotes percentages.



Source-Data compiled through questionnaires.

Fig. 1. Analysis of Respondents “Consumer Behavior Role in Selection of Hospitality Services”

Analysis of data as depicted in Table 1 and Fig. 1 respectively, revealed that 46.20% of the male respondents agreed that consumer behavior played a significant role in selection of Hospitality services comparing with 47.42% of the female population taken for survey, and in totality 93.62 % of the respondents agreed that Consumer behavior played a significant role in selection of Hospitality Services.

Analysis of Gactors Influencing Consumer Behavior

- *Culture has an Influence on My Consumer Behavior:* As depicted in Table 2, the data analysis clearly shows that the male and female both of the respondents claims that the factor under consideration which is culture has affected their buying decision making or consumer behavior significantly. which is further supported by the Mean values of 3.98 and 4.05 and Chi square value of 593.32 and 715.48 in case of male and female respondents respectively. The significance level in both the cases is .000, which concluded that culture significantly influenced the consumer behavior of respondents and female respondents were more influenced (higher mean value) while they availed the Hospitality Services. The data was found to be negatively skewed and Platykurtic in male gender what it was Leptokurtic in female gender.
- *Social Class has an Influence on My Consumer Behavior:* As depicted in Table 2, the analysis revealed that the male and female both the respondents agreed, that social class to which they belongs significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services, the conclusion is further supported by the Mean values of 3.92 and 4.03 and Chi square value of 668.47 and 833.79 respectively. The significance level in both the cases is .000, revealed that the factor under consideration i.e. social classes has significantly affected the respondents with respect to their consumer behavior, but it was found that female respondents were far more influenced comparing their counterpart, when they used the services of Hospitality Industry. Data is negatively skewed in case of both of the gender but in case of male gender it is Platykurtic and in case of female gender it is Leptokurtic
- *Reference Groups has an Influence on My Consumer Behavior:* As depicted in Table 2, the data analysis concluded that both the respondents (male and female) were significantly influenced by their references groups , which directly affected their consumer behavior while they made a decision to avail the hospitality services. The conclusion is further supported by Mean values of 3.89 and 4.00 and Chi square value

of 723.38 and 811.50 respectively. The significance level in both the cases is .000, which concluded that references groups of respondents significantly influenced the consumer behavior of respondents and the female respondents were found to be more influenced. In case of both the genders data is negatively skewed, and is Platykurtic in case of male gender and Leptokurtic in the case of female gender.

- *My Family has an Influence on My Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that their families significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services. The values of mean which is 4.00 and 4.13 and also the Chi square value of 667.82 and 736.67 respectively validate the conclusion. The significance level in both the cases which is .000, revealed that respondent's families has significantly impacted their consumer behavior, but it was also found that the respondents with female gender were influenced by a greater extent comparing their opposite gender. In case of both the genders data is negatively skewed, and is Platykurtic in case of male gender and Leptokurtic in the case of female gender.
- *Influence of Role and Status on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that their role and status significantly influenced their consumer behavior which further influenced their decision making process while they availed the Hospitality Services. The conclusion is further supported by the Mean values of 4.00 and 4.12 and Chi square value of 741.19 and 775.10 respectively. The significance level in both the cases which is .000, further revealed that variable under study which is role and status has influenced the respondent's consumer's behavior significantly. It was also found that female respondents were influenced to a greater extent comparing the male respondents. In case of both the genders data is negatively skewed, and is Platykurtic in case of male gender and Leptokurtic in the case of female gender
- *Influence of Customs and Traditions on Consumer Behavior:* The data analysis as depicted in Table 2, highlighted that both the genders were significantly influenced by their customs and traditions which has affected their process of decision making in buying Hospitality Services. The conclusion is further supported by the Mean values of 3.75 and 3.65 and Chi square value of 463.19 and 430.80 respectively. The significance level in both the cases is .000, which concluded that customs and traditions significantly influenced the consumer behavior of respondents and female respondents were found to be more influenced

while they availed the Hospitality services. In case of both the genders data is negatively skewed, and is Platykurtic.

- *Influence of Age on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that their age significantly influenced their consumer behavior which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 3.66 and 3.74 and Chi square value of 327.16 and 598.00 respectively. The significance level of .000 in both the genders, revealed that the variable under study i.e. age has influenced the consumer behavior of respondents to a significant extent. But the decision making process of respondents (female gender) was found to be more influenced by age, when they selected and buy hospitality services. In case of both the genders data is negatively skewed, and is Platykurtic in case of male gender and Leptokurtic in case of female gender.
- *Influence of Occupation on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that their occupations significantly influenced their consumer behavior which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 3.84 and 3.93 and Chi square value of 755.98 and 635.68 respectively. The significance level in both the cases is .000, which concluded that occupation significantly influenced the consumer behavior of respondents and female respondents were found to be more influenced while they availed the Hospitality Services. In case of both the genders data is negatively skewed, and is Platykurtic in case of male gender and Leptokurtic in case of female gender.
- *Influence of Economic Circumstances on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that their economic circumstances significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 3.93 and 3.92 and Chi square value of 543.16 and 527.68 respectively. The significance level in both the cases is .000, which concluded that economic circumstances significantly influenced the consumer behavior of respondents while they availed the Hospitality Services. In case of both the genders data is negatively skewed, and is Platykurtic.
- *Influence of Gender on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female respondents both agreed, that

their gender significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 3.36 and 3.45 and Chi square value of 255.58 and 373.91 respectively. The significance level in both the cases is .000, which concluded that gender significantly influenced the consumer behavior of respondents and female respondents were found to be more influenced, while they availed the Hospitality services. In case of both the genders data is negatively skewed, and is Platykurtic.

- *Influence of Interests on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that their interests significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 3.88 and 3.83 and Chi square value of 508.63 and 534.58 respectively. The significance level in both the cases is .000, which concluded that interests significantly influenced the consumer behavior of respondents and male gender was found to be more influenced while they availed the Hospitality Services. In case of both the genders data is negatively skewed, and is Platykurtic.
- *Influence of Needs on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that their needs significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 3.96 and 4.09 and Chi square value of 704.70 and 962.24 respectively. The significance level in both the cases is .000, which concluded that needs significantly influenced the consumer behavior of respondents and female respondents were found to be more influenced while they availed the Hospitality Services. In case of both the genders data is negatively skewed, and is Leptokurtic.
- *Influence of Motivation on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that motivation significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 3.68 and 3.88 and Chi square value of 338.37 and 517.25 respectively. The significance level in both the cases is .000, concluded that motivation significantly influenced the consumer behavior of

respondents and female respondents were found to be more aware while they availed the Hospitality Services. In case of both the genders data is negatively skewed, and is Platykurtic.

- *Influence of Personality, Belief, and Perception on Consumer Behavior:* As depicted in Table 2, the analysis revealed that male and female both the respondents agreed, that personality, belief, and perception significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 4.08 and 4.13 and Chi square values of 660.41 and 487.51 respectively. The significance level in both the cases is .000, which concluded that personality, belief, and perception significantly influenced the consumer behavior of respondents and female respondents were found to be more influenced while they availed the Hospitality services.
- *Influence of Past Experiences on Consumer Behavior:* The Data analysis as depicted in Table 2, shows that both the respondents (male and female) were significantly influenced by their past experiences i.e. the past experiences of respondents influenced their consumer behavior significantly when they made a decision to avail hospitality services. The conclusion is further supported by the Mean values of 4.01 and 3.90 and Chi square value of 613.81 and 728.27 respectively. The significance level in both the cases is .000, which concluded that past experiences significantly influenced the consumer behavior of respondents and male respondents were found to be more influenced while they availed the Hospitality services. In case of both the genders data is negatively skewed, and is Leptokurtic.
- *Influence of Learning's on Consumer Behavior:* The analysis as depicted in Table 2, shows that both the respondents (male and female) were significantly influenced by their learning i.e. the learning of respondents influenced their consumer behavior significantly when they made a decision to avail hospitality services. The conclusion is further supported by the Mean values of 3.93, and 3.85 and Chi square value of 638.46 and 824.06 respectively. The significance level in both the cases is .000, which concluded that learning's significantly influenced the consumer behavior of respondents and male respondents were found to be more influenced while they availed the Hospitality Services. In case of both the genders data is negatively skewed, and is Leptokurtic.

Table 2: Descriptive analysis of Consumer Behavior Predictors influencing the consumer behavior of respondents while they availed Hospitality Services.

Factors	Gender	To A Very Large Extent	To Large Extent	Not At All	To Some Extent	To A Very Small Extent	N	Mean	S.D	Sk.	Kt.	Ch. Sq.	P Value
Culture has an influence on consumer behavior	Male	227 (42.6)	213 (40)	38 (7.1)	8 (1.5)	7 (1.3)	533	3.98	1.370	-1.888	2.926	593.32	.000
	Female	202 (37.8)	262 (49.1)	30 (5.6)	6 (1.1)	6 (1.1)	534	4.05	1.191	-2.181	4.906	715.48	.000
Social class influences consumer behavior	Male	183 (34.3)	266 (49.9)	27 (5.1)	11 (2.1)	6 (1.1)	533	3.92	1.332	-1.930	3.181	668.47	.000
	Female	180 (33.7)	297 (55.6)	15 (2.8)	10 (1.9)	4 (0.7)	534	4.03	1.160	-2.287	5.489	833.79	.000
Reference groups influences consumer behavior	Male	173 (32.5)	282 (52.9)	14 (2.6)	18 (3.4)	6 (1.1)	533	3.89	1.334	-1.916	3.065	723.38	.000
	Female	179 (33.5)	294 (55.1)	8 (1.5)	20 (3.7)	5 (0.9)	534	4.00	1.194	-2.138	4.578	811.50	.000
Family influences consumer behavior	Male	220 (41.3)	237 (44.5)	18 (3.4)	16 (2.3)	6 (1.1)	533	4.00	1.357	-1.974	3.233	667.82	.000
	Female	237 (44.4)	236 (44.4)	13 (2.4)	16 (3.0)	4 (0.7)	534	4.13	1.216	-2.201	4.764	736.67	.000
Role and status influences consumer behavior	Male	208 (39.0)	261 (49.0)	7 (1.3)	11 (2.1)	6 (1.1)	533	4.00	1.338	-2.057	3.580	741.19	.000
	Female	228 (42.7)	252 (47.2)	9 (1.7)	11 (2.1)	6 (1.1)	534	4.12	1.205	-2.274	5.118	775.10	.000
Customs and traditions influences consumer behavior	Male	168 (31.5)	235 (44.1)	47 (8.8)	34 (6.4)	9 (1.7)	533	3.75	1.397	-1.496	1.553	463.19	.000
	Female	133 (24.9)	245 (45.9)	60 (11.2)	61 (11.4)	7 (1.3)	534	3.65	1.289	-1.291	1.293	430.80	.000

Factors	Gender	To A Very Large Extent	To Large Extent	Not At All	To Some Extent	To A Very Small Extent	N	Mean	S.D	Sk.	Kt.	Ch. Sq.	P Value
Age influences consumer behavior	Male	158 (29.6)	189 (35.5)	115 (21.6)	30 (5.6)	1 (0.2)	533	3.66	1.358	-1.333	1.457	327.16	.000
	Female	116 (21.7)	283 (53)	73 (13.7)	33 (6.2)	1 (0.2)	534	3.74	1.180	-1.667	3.010	598.00	.000
Occupation influences consumer behavior	Male	148 (27.8)	300 (56.3)	18 (3.4)	26 (4.9)	1 (0.2)	533	3.84	1.304	-1.895	3.114	755.98	.000
	Female	146 (27.3)	319 (59.7)	10 (1.9)	31 (5.8)	0 (0)	534	3.93	1.166	-2.075	4.463	635.68	.000
Economic circumstances influences consumer behavior	Male	220 (41.3)	209 (39.2)	39 (7.3)	19 (3.6)	6 (1.1)	533	3.93	1.389	-1.753	2.398	543.16	.000
	Female	192 (36)	231 (43.3)	54 (10.1)	23 (4.3)	6 (1.1)	534	3.92	1.253	-1.742	2.922	527.68	.000
Gender influences consumer behavior	Male	102 (19.1)	200 (37.5)	126 (23.6)	38 (7.1)	27 (5.1)	533	3.36	1.401	-1.009	.354	255.58	.000
	Female	95 (17.8)	244 (45.7)	93 (17.4)	43 (8.1)	31 (5.8)	534	3.45	1.321	-1.123	.653	373.91	.000
Interests influences consumer behavior	Male	199 (37.3)	219 (41.1)	52 (9.8)	20 (3.8)	2 (0.4)	533	3.88	1.360	-1.727	2.480	508.63	.000
	Female	147 (27.5)	255 (47.8)	86 (16.1)	17 (3.2)	1 (0.2)	534	3.83	1.181	-1.742	3.446	534.58	.000

Factors	Gender	To A Very Large Extent	To Large Extent	Not At All	To Some Extent	To A Very Small Extent	N	Mean	S.D	Sk.	Kt.	Ch. Sq.	P Value
Needs influences consumer behavior	Male	192 (36.0)	266 (49.9)	26 (4.9)	2 (0.4)	7 (1.3)	533	3.96	1.320	-2.046	3.659	704.70	.000
	Female	182 (34.1)	315 (59)	4 (0.7)	1 (0.2)	4 (0.7)	534	4.09	1.120	-2.580	7.109	962.24	.000
Motivation influences consumer behavior	Male	181 (34.0)	191 (35.8)	60 (11.3)	54 (10.1)	7 (1.3)	533	3.68	1.442	-1.255	.815	338.37	.000
	Female	177 (33.1)	240 (44.9)	53 (9.9)	32 (6.0)	4 (0.7)	534	3.88	1.251	-1.665	2.661	517.25	.000
Personality, belief, perception, influences consumer behavior	Male	280 (52.5)	155 (29.1)	42 (7.9)	15 (2.8)	1 (0.2)	533	4.08	1.389	-1.919	2.980	660.41	.000
	Female	241 (45.1)	222 (41.6)	25 (4.7)	18 (3.4)	0 (0.0)	534	4.13	1.207	-2.158	4.721	487.51	.000
Past experiences influences consumer behavior	Male	238 (44.7)	206 (38.6)	31 (5.8)	15 (2.8)	3 (0.6)	533	4.01	1.368	-1.915	3.030	613.81	.000
	Female	154 (28.8)	294 (55.1)	33 (6.2)	14 (2.6)	11 (2.1)	534	3.90	1.213	-1.950	3.724	728.27	.000
Learning's influences consumer behavior	Male	192 (36)	254 (47.7)	30 (5.6)	13 (2.4)	4 (0.8)	533	3.93	1.334	-1.919	3.164	638.46	.000
	Female	127 (23.8)	320 (59.9)	33 (6.2)	21 (3.9)	5 (0.9)	534	3.85	1.167	-2.004	4.165	824.06	.000

Figure in parentheses denotes percentages.
(Source-Data compiled through questionnaires).

Findings and Recommendations

Analysis of factors influencing consumer behavior with statistical tool “Measurement of central tendency” it is found that 94% of respondents agrees that their consumer behavior is influenced by these factors. The average mean value of all the factors reveals that they all has influenced the consumer behavior of respondents, but a higher average mean value in case of female respondents concluded that their consumer behavior is more influenced than male respondents. On the basis of average mean value these factors are grouped in three groups. Group-1 which contains the factors with higher mean values influences the respondent’s behavior to the largest extent and contains the factors like personality, family, role and status, and need and culture. Second group with lower mean values contain the factors like social class, past experience, reference groups, economic circumstances etc. The third group with lower mean values further, included the factors like motivation, culture, tradition and age. The conclusion is further supported by the work of Julie Feickert et al. (2006) who in their research paper “Safeguarding Your Customers: The Guest’s View of Hotel Security” highlighted the role of consumer behavior in satisfying their expectations.

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