

INFLUENCE OF BUSINESS AND MARKET ENVIRONMENT FACTORS ON CONSUMER BEHAVIOR IN HOSPITALITY INDUSTRY

Anil Kalotra

Professor, University School of Business, Chandigarh University, Mohali, Punjab, India. Email: kalotraa@yahoo.co.in

Abstract

The paper analyzed the consumers of hospitality services on the basis of the influence of business and market environment factors on their decision making while they availed the hospitality services. Business and market environment factors were categorized as qualitative and quantitative factors and then analyzed. Qualitative factors taken for study represents the qualitative variables of hospitality industry like quality of services, process handling, brand awareness, positioning, legal, social, and political environment etc. on the other hand quantitative factors included the variables like price, distribution, packaging, people, infrastructure etc. The paper is based on modern or contemporary theories those can very successfully deals with the unpredictable volatile environment and irrational aspects of consumer behaviour. These theories are based on social and behavioural sciences and are not precise like physical or natural sciences theories. They are developed through eclectic borrowing from anthropology, sociology, social psychology, individual psychology, and other related fields. The research paper contains a thorough review of studies related to hospitality sector, which facilitate researcher to formulate the hypotheses and research problem. Researcher prepared a relevant research design to carry the research. Research was carried out in Delhi and the population included all the individual those were more than fifteen year of age. The study was carried out on the basis of gender. Researcher has used both primary and secondary data in this research. Questionnaires were used as sampling tools which were designed with the help of experts and were pretested. The appropriate statically tools were used for data analysis. Analysis of central tendency of both quantitative and qualitative factors revealed that both of them significantly influenced the

consumer behavior of respondents, but a higher significant average mean value in case of qualitative factors revealed that they influenced the consumer behavior of respondents with a higher degree than quantitative factors. The study was further done on the basis of gender and analysis revealed that in both the categories i.e. qualitative as well as quantitative, female respondents (with a higher average mean) were more influenced than male respondents. The findings will help the managers to understand the influence of business and marketing environment factors on consumers, which will further facilitated the formulation of appropriate and effective marketing and operational strategies.

Keywords: Business and Market Environment Factors, Hospitality, Qualitative and Quantitative Factors, Brand, Positioning, Variables, Central Tendency, Consumer Behavior, Strategies, Revenues

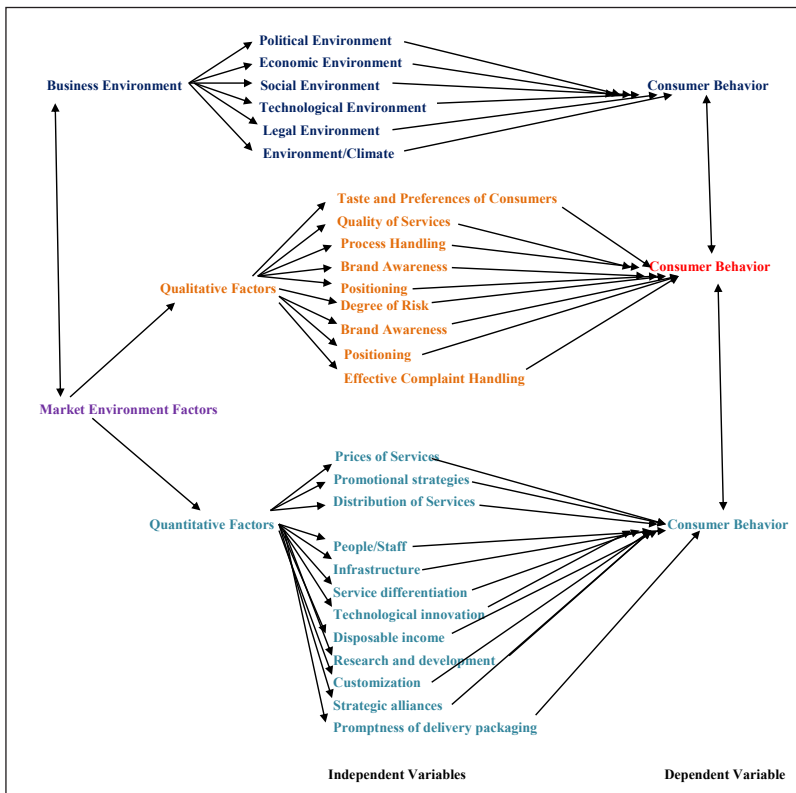


Fig. 1: Research Model: The Model has been Used to Carry the Research

Introduction

Besides Marketing Mix, and other marketing/operational strategies of Hospitality industry, the consumer decision making process is being affected by the business and market environment. There is an important role of business and market environment factors in consumer satisfaction and increasing the profitability of organizations (Singh, 1986). Business environment factors includes the factors those cannot be controlled by the management of organization. These factors includes customers, competitors, suppliers, government, social, political, economic, technology and legal environment. Some of these factors have a direct influence on the business enterprises while others influence the organizations indirectly. Therefore business environment may be defined as the total surrounding which directly or indirectly effect an organization (Kotler, 2011). Some of these factors can be explained as:

Political Environment: is concerned with how government handles its economy. Political environment includes factors like laws related to environment, trade, tariffs and government stability. Political factors also includes goods/services which government want or don't want to provide i.e. merit and demerit goods respectively. Political environment specifically involve health, education, infrastructure of a country basically (Schiffman, 2015).

Economic Environment: Relates to the factors like growth of economy, exchange, interest and inflation rate these factors significantly affect organizations, their strategies and decision making process, for example rate of interest will effect a firms capital cost which further will affect its operational cost and this effect will adversely affect profitability of an organization. Similarly exchange rate will affect the supply and price of import and cost of exporting goods (Jauhari, 2015).

Social Environment: includes the factors related to consequences regarding health, growth rate of population, distribution of age, safety and carrer, preferences (Schiffman, 2015). Social trends affect demand of products and services. For example the aged population may be small and less willing to work which may increase the organizations labor cost. Therefore organization may adapt to various strategies regarding managing aged work force.

Technological, Legal, and Environmental Factors: Technological environment influences the organizations in a big way and includes the factors like Technology, Research and Development, Automation and Rate of change of technology. These factors help in determining the entry barriers, production level and outsourcing decisions. Changes in technology will definitely effect

the innovation, cost and quality of products and services. The other aspect i.e. the legal environment which includes customer laws, antitrust law, laws related with health and safety directly makes an impact on organizations with respect to operational cost and demand of a product, if we talk about environment factors then it will include the environmental and ecological sub factors like climate and weather which will effect industries like farming and hospitality (Horner, 2016).

Market Environment Factors: Market environment factors are elements those deals with the immediate area of operations of an organization that influences its performance and productivity. These factors are controllable and deal with the immediate markets. Some of these factors are product, price, promotion, distribution, physical evidences, process, infrastructure, quality, people, buyers, suppliers etc. (Kotler, 2014). As depicted in Fig. 1 researcher identified and categorized above business and market environmental factors in *qualitative* and *quantitative* categories. The qualitative factors included the factors like quality of services, process handling, brand awareness etc. on the other hand the quantitative factors included, the factors like price of services, promotional strategies, distribution, infrastructure etc.

Literature Review

Budhwar (2003) the research paper “An analysis of the Gap between Management Perceptions and Customer Expectations investigated and measured the significant factors those influenced the success or failure of any hotel or restaurant. The research find out the gaps of perception and expectations of managers in Hospitality industry. Kamra and Chand (2004) “Basics of Tourism Theory, Operation and Practices” a book written by them highlighted many elements of Hospitality Industry. The book explored the development and origin of Hospitality as well as tourism industry. The author also highlighted the future applications of it. Author also investigated the factors which influenced the tourist’s psychology. The researcher further investigated the qualitative factors required for the products of tourists. Fyall and Wanhill (2005) in their publication “Tourism-Principals and Practices” concluded that it’s the travel agents responsibility to make the Hospitality services available to the public. This is Travel Agents who tie-up with organizations and suppliers. Travel agents on behalf of them carry the business. Authors advocated that the main preference of agents ought to be the location choice so that main product can be made easily available in the market place. Biju (2006) in the book “Sustainable Dimensions of Tourism Management” emphasized on the aspects of Tourism and Hospitality Industry. The books starting chapters explained the development of Hospitality and

Tourism sector of Kerala (India). The evolution was explained with the perspectives of national, regional, and global. The next section of book explained the latest problems of Hospitality and tourism industry. These issues were related to quality of service, customization, environment etc. the last section elaborated the micro studies with respect to experimental perspectives. Feickert et al. (2007) in the paper “Safeguarding Your Customers: The Guest’s view of Hotel Security” emphasized on the acceptance of tariffs increase to meet with the cost for increasing security measures. The researcher carried the research with a sample size of 930 hospitality consumers. The sample was collected from all the segments of the society and analysis was made on the basis of genders. Rizaldi and Vijay (2008) in their article “Analysis of Five SERVQUAL dimensions through Disconfirmation Theory” revealed the SERVQUAL scales dimensions. Researcher analyzed these dimensions after applying disconfirmation theory. Researchers applied the theory to highlight the services quality and the level of satisfaction perceived by the consumers.

Gupta et al. (2009) in their paper “Guest Satisfaction and Restaurant Performance” carried the research with the help of data collected from chains of a restaurant. These restaurants had a national presence. Researchers constructed series of mathematical models those predicted extent of confidence in consumers to repurchase the hospitality services. Grigoroudis and Siskos (2010) in his book “Customer Satisfaction Evaluation” highlighted the issues, concerned with customer satisfaction. Researcher divided the consumers in distinct three categories 1. Self-unit customers: customers falling in this category are the people who are disciplined and have an attitude of excelling. 2. Internal customers: This category includes the people those are working in the organization i.e. they are the employees of the organization 3. External customers: Includes the people that are either using the organizations products or they are the buyers of the products. Petermann and Revermann (2011) in the paper “Future Trends in Tourism” advocated that in Hospitality and tourism industry there was a significant shift in demographics of people. There was an increase in the numbers of senior citizens, and as per researchers this increase in number will significantly influence the industry and its future trends. Analysis of data found that 16.5% population of world will be below 21 and 36.7% will be of age 60 year or above, as we reaches in the year 2050. Singh (2012) in his paper “Medical Tourism” revealed that the medical and health care tourism in India has taken a pace and it is growing with an annual rate of 30.5%. The medical and health care industry of India is giving its services to the patients of Africa, West Asia, Europe and U.S. But India has emerged to be the most desirable destination for health and medical care services in the world. The reason behind this is that it is providing the consumers and patients a very high quality at reasonable prices. Edelson (2013) in her research article “The game has changed” advocated that hospitality consumers

wanted to have good relations with organizations catering hospitality services. The researcher found that the old practices which might have brought the satisfaction to consumers might not give the same results in future. Author further emphasized that there are more expectations of consumers from the hospitality industry now. Environment is changing fast and this change has influenced the perception and expectations of consumers towards hospitality services.

Simons (2014) in the book “The integrity dividend” explained his study, the study was carried in 76 Holiday Inns. The study was done on 6900 employees working there. Researcher found that there was a positive relation in between behavioral integrity of each hotel and the profits of hotels. The research findings further advocated that the executives those got higher integrity marks from there subordinated were giving the higher outputs, which was further adding to the quality of services and customers retention positively. Managers those scored highest integrity from their employees also were found to earn the higher profits, which positively affected the quality of services and enhanced the retention of customers. Iorgulescu and Răvar (2015) in their research article “Developing creativity and innovation in Hospitality industry” found the influence of innovation and creativity in Hospitality industry. The core objective of the research was to find, how the decision making process of hospitality consumers is influenced by the influence of creativity and innovation. The researcher argued and concluded that it’s just the starting stage and hospitality industry will be witnessing an intense era of creativity and innovation in coming years. Pavia and Grzini (2016) in their research article “Specialization as a trend in modern Hotel industry” found significant changes in the competitiveness levels of Hotels. This competitiveness has been achieved by the hotels after they implemented the specified standards of quality and service delivery. The researcher carried the research with the help of primary data and the appropriate statistical tools which were used for data analysis. The methodology of the study included the primary data collection and the use of appropriate statistical tools. Kyrlikids (2017) in his research paper “Hospitality 2025, Game changer or Spectators” highlighted that both of the countries i.e. China and India will achieve the same growth in hospitality and Tourism sector by the year 2025. Researcher further emphasized that both of these countries will be at the top with respect to hospitality and tourism growth. And the top countries in hospitality and tourism like UK, USA, Australia, Japan and France will left behind. The authors stated the hospitality and tourism of both the countries will be a top brand in future. Budovska (2018) in his paper “Pro-environmental behaviour of hotel guests: Application of the Theory of Planned Behaviour and social norms to towel reuse” presented an experimental study which was done

for examining the behavior of hotel guests which is pro-environment. The results concluded that intentions those are not behavioral were not found statistically different among four groups of hospitality consumers those were communicated. The messages those were of four kind's i.e. standard hotel message, injunctive, combined normative and descriptive. The analysis based on Structural equation modelling revealed that subjective norm, attitude and perceived behavioral control, has affected the intentions of consumers to buy hospitality services positively. Alrawadieh (2019) in his paper "Publishing in predatory tourism and hospitality journals: Mapping the academic market and identifying response strategies" designed a mixed design after the author took the data from 610 articles those were published in 14 reputed hospitality and tourism journals. Researcher conducted two surveys which considered their experience and perception. The conclusion and findings showed that the reputed journals attracted the almost all kinds of authors regardless of their expertise and experience it was also found that the major motivational factors were pressure to do publication and lack of awareness about journals, also the high rejection rate has demotivated authors. Fam (2020) in his paper "Chopsticks Approach to Successful Cultural Tourism Marketing" investigated the cultural tourism marketing influence on consumers and stressed that, marketers of tourism services should understand the values and beliefs first before they formulate the marketing and operational strategies marketers should also take care that besides understanding the culture and values of the market, they must also try to find why some cultural values influence the consumer behaviour significantly. Heyes (2021) in his paper "What is luxury hospitality? A need to move towards a scientific understanding" advocated that luxury in hospitality industry is continuously growing for many years. There is a huge growth in industry but instead of this growth and development, an insignificant study has been made in this regard. Also there is not a significant availability of literature. Despite the growth of the industry, little research and literature is available to practitioners. Scholars and researchers are not able to help them to better understand the current situation. A very limited literature available to offer. Therefore there is a need for more detailed research and analysis.

Gaps Found in Literature Review

Literature review revealed that most of the researches have been made in foreign countries like China, Malaysia, Cyprus, Darwin and very few in India. Therefore researcher carried the study in Delhi. Literature review also revealed that very few researches were made which specifically researched on the influence of business and market environmental factors on consumer behavior of people; therefore this was formulated as the objective of research.

Objective of Research Paper

An analysis of influence of Business and Environmental factors on consumer Behavior in Hospitality industry.

Hypothesis Formulated

H1: Business and market environment factors significantly influence Consumer behavior in hospitality industry.

Benefit of Study: By identifying and understanding the business and market environmental factors those influences the Consumers Behavior and affect the consumer's choices to avail the Hospitality Services, organizations have an opportunity to develop Marketing and operational strategies, which can fulfill the needs and desires of their customers and thus increasing their revenues and profitability. Studies done by researchers has identified various, market and environmental factors those influence the process of decision making of consumers during consuming hospitality services (Sharma, 2007). Consumer's behavior is affected by cultural, psychological, social, personal, organizational, and market and business environmental factors. These factors influence consumers to develop brand and product preferences. Understanding of the impact of these factors helps Hospitality organizations to develop the Marketing Mix strategies to appeal to the preferences of the target market. A consumer may not take a decision in isolation, but may be influenced by other people those exist in various roles. Therefore consumer's buying behavior is influenced by social, cultural, psychological and personal characteristics. An understanding of the effect of these factors is important for marketers to develop appropriate Marketing mix to the needs of target customers.

Research Methodology

Research Design Used: Exploratory and Descriptive

Area of Study: Delhi is taken as the area for research because of the presence of knowledgeable and qualified consumers and established hospitality industry in the city. Sample was collected proportionately from all the zones of Delhi.

Population: Population consists of all the individuals of Delhi those are 15 yrs. and are availing Hospitality services. The age slot was taken because individual of this age and above, are aware and understand hospitality services well.

Sample Size: The sample size was calculated statistically. The total population of Hospitality consumers above 15 yrs. is 10250000 (Approx.) in Delhi and at 95% confidence level and at a confidence interval of 4 the sample size came out to be 1067.

Sampling Technique: The study was carried out with the help of multistage sampling which is followed by convenience sampling. 1st stage of sampling involved dividing the population as per the zones followed by 2nd stage which includes dividing the population further on the basis of gender.

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.

Analysis of Business and Market Environment Factors

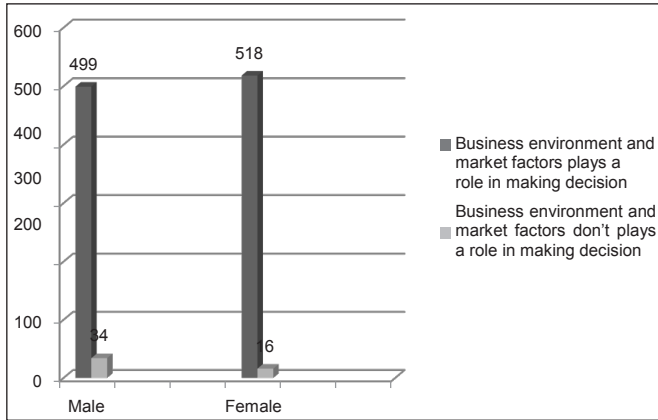
The Table and Fig. 1 and 2 respectively, depicted that almost all the respondents (95.32%) agreed that Business environment and Market factors played a significant role in decision making while they availed the Hospitality services. It is pertinent to mention that 46.77 % male and 48.55% female respondents considered these factors as an important aspect in decision making while they availed Hospitality Services. Data analysis further revealed that female gender was more influenced by these factors.

Table 1: Analysis of Respondents on the Basis of “Influence of Business and Market Environment Factors”

Gender	Male	Female	Total
Yes	499 (46.77)	518 (48.55)	1017 (95.32)
No	34 (3.19)	16 (1.50)	50 (4.69)
Total	533 (49.95)	534 (50.05)	1067

Figure in parentheses denotes percentages.

Source-Data compiled through questionnaires.



Source: Data compiled through questionnaires.

Fig. 2: Analysis of Respondents on the Basis of “Business environment and Market Factors”

Analysis of Business and Market Environmental Factors (Qualitative)

Business and Market environment factors can be divided in two categories qualitative and quantitative. The factors those cannot be quantified are put in qualitative factors category like service quality, process handling, brand awareness, position of services, economic, legal, social environment, and Degree of risk etc. (Forbes, 2007).

- *Influence of Quality of Services:* As depicted in Table 2 a Mean of 4.16 in case of male respondents concluded that quality of services influenced their decision significantly, to avail the Hospitality Services. The conclusion is supported by the Chi-square value which comes at 370.18, at a Significance level of .000. The distribution is negatively skewed and is leptokurtic. On the other hand in case of female respondents a Mean of 4.22 revealed that female respondents too agreed that quality of services significantly influenced their decision to avail Hospitality Services, but the level of influence was more than male gender, which further is supported by Chi-square value which comes out to be 492.56, at a Significance level of .000. In female gender distribution is again negatively skewed and is Leptokurtic.
- *Influence of Effective Process Handling:* As depicted in Table 3 a Mean of 3.82 in case of male respondents revealed that effective process handling of Hospitality industry influenced their decision significantly

to avail the Hospitality Services. This conclusion is supported by the Chi-value which comes out to be 700.98, at a Significance level of .000. The distribution is negatively skewed with a value of -1.747 and is Platykurtic with Kurtosis value of 2.670. On the other hand in case of female respondents a Mean of 4.02 shows that female respondents strongly agreed that effective process handling of Hospitality industry influenced their decision to avail Hospitality services.

- *Influence of Brand Awareness:* As depicted in Table 2 a Mean of 3.55 in case of male respondents revealed that, brand awareness of Hospitality industry significantly influenced their decision to avail the Hospitality Services. This conclusion is supported by the Chi-value which comes at 435.07, and Significance level of .000. The distribution is negatively skewed with a value of -1.176 and is Platykurtic with Kurtosis value of .821. On the other hand in case of female population a Mean of 3.77 shows that female respondent too agreed that brand awareness of Hospitality industry significantly influenced their decision to avail Hospitality services but the degree of influence was higher than male gender, which is further, is supported by Chi-value of 678.70, at a Significance level of .000. In female gender distribution is again negatively skewed with a value of -1.568 and is almost Mesokurtic with Kurtosis value of 2.958.
- *Influence of Positioning of Hospitality Services:* As depicted in Table 2 a Mean of 3.38 in case of male respondents revealed that, positioning of Hospitality services significantly influenced their decision to avail them. This conclusion is supported by the Chi-value which comes at 399.56, and Significance level of .000, the distribution is negatively skewed with a value of -.866 and is Platykurtic with Kurtosis value of -.831. On the other hand in case of female population a Mean of 3.50 showed that female respondents too agreed that positioning of Hospitality services influenced their decision to avail them, but the degree of influence was higher than male gender, which further is supported by Chi-value of 454.42, and Significance level of .000. In female gender distribution is again negatively skewed with a value of -.831 and is Platykurtic with Kurtosis value of -.831.
- *Influence of Economic Environment:* As depicted in Table 2 a Mean of 3.49 in case of male respondents revealed that, economic environment significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 247.78, at a Significance level of .000. The distribution is negatively skewed with a value of -.965 and is Platykurtic with Kurtosis value of .451. On the other hand in case of female gender a Mean of 3.67 shows that female respondent too agreed that economic environment significantly

influenced their decision to avail Hospitality services, but the degree of influence was more than male gender which further is supported by Chi-value of 485.93, and Significance level of .000. In female gender analysis, distribution is again negatively skewed with a value of -1.255 and is Platykurtic with Kurtosis value of 1.906.

- *Influence of Legal Environment:* As depicted in Table 2 a Mean of 3.43 in case of male respondents revealed that, legal environment significantly influenced their decision to avail the Hospitality Services. This conclusion is supported by the Chi-value which comes at 318.35, and Significance level of .000. The distribution is negatively skewed with a value of -.924 and is Platykurtic with Kurtosis value of .146 On the other hand in case of female respondents a Mean of 3.62 shows that female respondents too agreed that Legal environment influenced their decision to avail Hospitality Services, which further is supported by Chi- value of 601.05, and Significance level of .000. In female gender distribution is again negatively skewed with a value of -1.231 and is Platykurtic with Kurtosis value of 1.280.
- *Influence of Socio-Cultural Environment:* As depicted in Table 2 a Mean of 3.43 in case of male respondents revealed that, Socio-Cultural environment significantly influenced their decision to avail Hospitality services. This conclusion is supported by the Chi-value which comes at 296.40, and Significance level of .000. The distribution is negatively skewed with a value of -.924 and is Platykurtic with Kurtosis value of .214. On the other hand in case of female respondents a Mean of 3.66 shows that female respondents too agreed that Socio-Cultural environment significantly influenced their decision to avail Hospitality services but the degree of influence was higher than male respondents, which further is supported by Chi- value of 571.12, and Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.300 and is Platykurtic with Kurtosis value of 1.634.
- *Influence of Environmental Concern of Hospitality Industry:* As depicted in Table 2 a Mean of 3.61 in case of male respondents revealed that, environmental concern shown by Hospitality industry, significantly influenced their decision to avail them. This conclusion is supported by the Chi-value which comes at 483.56, at a Significance level of .000. The distribution is negatively skewed with a value of -1.287 and is Platykurtic with Kurtosis value of 1.010. On the other hand in case of female respondents a Mean of 3.79 shows that female respondents too agreed that environmental concerns shown by Hospitality industry significantly influenced their decision to avail these services, what the degree of influences was more than male respondents, which further is

supported by Chi-value of 809.23, and Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.300 and is Platykurtic with Kurtosis value of 1.634.

- *Influence of Degree of Risk:* As depicted in Table 2 a Mean of 3.51 in case of male respondents revealed that, degree of risk significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 364.78, at a Significance level of .000. The distribution is negatively skewed with a value of -1.012 and is Platykurtic with Kurtosis value of .320. On the other hand in case of female respondents a Mean of 3.50 shows that female respondent too agreed that degree of risk significantly influenced their decision to avail Hospitality services, which further is supported by chi- value of 573.23, at a Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -.934 and is Platykurtic with Kurtosis value of .373.
- *Influence of Effective Complaint Handling:* As depicted in Table 2 a Mean of 3.93 in case of male respondents revealed that, effective complaint handling by Hospitality industry significantly influenced their decision to avail these services. This conclusion is supported by the Chi value which comes at 528.68, and Significance level of .000. The distribution is negatively skewed with a value of -1.616 and is Platykurtic with Kurtosis value of 1.991. On the other hand in case of female respondents a Mean of 4.00 shows that female respondents strongly agreed that effective complaint handling by Hospitality industry, significantly influenced their decision to avail these services, but the degree of influence was found more than male gender which further is supported by Chi-value of 622.54, and Significance level of .000. In female gender distribution is again negatively skewed with a value of -1.629 and is Platykurtic with Kurtosis value of 2.588.
- *Influence of Taste and Preferences:* As depicted in Table 2 a Mean of 3.95 in case of male respondents revealed that taste and preferences significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 627.59, at a Significance level of .000. The distribution is negatively skewed with a value of -1.871 and is Leptokurtic with Kurtosis value of 3.168. On the other hand in case of female respondents a Mean of 4.10 shows that female respondents strongly agreed that taste and preferences, significantly influenced their decision to avail Hospitality services, but the degree of influence was more than the male respondents, which further is supported by Chi-value of 892.13, and Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of 2.340 and is leptokurtic with kurtosis value of 6.967.

Table 2: Descriptive Analysis of Qualitative Factors Influencing Consumer Behavior

Qualitative Factors	Gender	To a Very Large Extent	To a Large Extent	Not at All	To Some Extent	To a Very Small Extent	N	Mean	S.D	Sk.	Kt.	Ch. sq.	P Value
<i>Quality of services influenced the choice for availing Hospitality services</i>	Male	244 (45.8)	244 (45.8)	0 (0)	11 (2.1)	0 (0)	533	4.16	1.240	-2.393	5.469	370.18	.000
	Female	200 (37.5)	311 (58.2)	0 (0)	6 (1.1)	0 (0)	534	4.22	.9380	-2.871	10.791	492.56	.000
<i>Effective process handling influenced the choice for availing Hospitality services</i>	Male	149 (28.0)	290 (54.4)	15 (2.8)	44 (8.3)	1 (0.2)	533	3.82	1.283	-1.747	2.670	700.98	.000
	Female	148 (27.7)	329 (61.6)	15 (2.8)	25 (4.7)	0 (0.0)	534	4.02	1.001	-2.250	6.503	695.25	.000
<i>Brand awareness influenced choices for availing Hospitality services</i>	Male	119 (22.7)	248 (46.5)	46 (8.6)	84 (15.8)	2 (0.4)	533	3.55	1.341	-1.176	.821	435.07	.000
	Female	110 (20.6)	300 (56.2)	56 (10.5)	49 (9.2)	2 (0.4)	534	3.77	1.083	-1.568	2.958	678.70	.000
<i>Positioning of Hospitality services influenced choice to avail them</i>	Male	105 (19.7)	233 (43.7)	31 (5.8)	124 (23.3)	6 (1.1)	533	3.38	1.390	-0.866	-0.034	399.56	.000
	Female	108 (20.2)	244 (45.7)	32 (6.0)	124 (23.2)	9 (1.7)	534	3.50	1.267	-0.831	-0.001	454.42	.000

Qualitative 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
<i>Economic environment influenced choice for availing Hospitality services</i>	Male	133 (25.0)	186 (34.9)	95 (17.8)	83 (15.6)	2 (0.4)	533	3.49	1.36	-.965	.451	247.78	.000
	Female	106 (19.9)	260 (48.7)	91 (17)	58 (10.9)	2 (0.4)	534	3.67	1.11	-1.255	1.906	485.93	.000
<i>Legal environment influenced choice for availing Hospitality services</i>	Male	116 (21.8)	218 (40.9)	55 (10.3)	102 (19.1)	8 (1.5)	533	3.43	1.38	-.924	.146	318.35	.000
	Female	94 (17.6)	289 (54.1)	47 (8.8)	78 (14.6)	9 (1.7)	534	3.62	1.16	-1.231	1.280	601.05	.000
<i>Socio-cultural environment influences choices for availing these services</i>	Male	131 (24.6)	206 (38.6)	59 (11.1)	97 (18.2)	6 (1.1)	533	3.43	1.38	-.924	.214	296.40	.000
	Female	101 (18.9)	283 (53)	60 (11.2)	64 (12.0)	9 (1.7)	534	3.66	1.15	-1.300	1.634	571.12	.000
<i>Environmental concern of services providers influences choice for availing these services</i>	Male	127 (23.8)	259 (48.6)	37 (6.9)	67 (12.6)	9 (1.7)	533	3.61	1.35	-1.287	1.010	483.56	.000
	Female	108 (20.2)	323 (60.5)	28 (5.2)	49 (9.2)	9 (1.7)	534	3.79	1.11	-1.661	2.892	809.23	.000

Qualitative 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
<i>Degree of risk associated with Hospitality services, influenced choice.</i>	Male	129 (24.2)	224 (42.0)	42 (7.9)	100 (18.8)	4 (0.8)	533	3.51	1.38	-1.012	.320	364.78	.000
	Female	87 (16.3)	273 (51.1)	32 (6.0)	123 (23)	2 (0.4)	534	3.50	1.20	-.934	.373	573.23	.000
<i>Effective process handling influenced choices for availing Hospitality service</i>	Male	224 (42.0)	200 (37.5)	26 (4.9)	48 (9.0)	1 (0.2)	533	3.93	1.36	-1.616	1.991	528.68	.000
	Female	201 (37.6)	242 (45.3)	14 (2.6)	59 (11.0)	1 (0.2)	534	4.00	1.17	-1.629	2.588	622.54	.000
<i>Consumers taste and preferences influenced choices for availing Hospitality services</i>	Male	195 (36.6)	250 (46.9)	24 (4.5)	29 (5.4)	1 (0.2)	533	3.95	1.291	-1.871	3.168	627.59	.000
	Female	175 (32.8)	309 (57.9)	13 (2.4)	19 (3.6)	1 (0.2)	534	4.10	1.00	-2.340	6.967	892.13	.000

Figure in parentheses denotes percentages (Source: Data compiled through questionnaire).

Analysis of Business and Market Environmental Factors (Quantitative)

The other categories of factors those influenced the consumer behavior of respondents while they availed Hospitality services are quantitative factors e.g. Price, Distribution, Promotional strategies, People, Infrastructure etc. These factors play an important role in decision making process while consumers availed Hospitality services (Forbes, 2007).

- *Influence of Prices of Services:* As depicted in Table 3 a Mean of 3.71 in case of male respondents revealed that prices of services significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 569.32, and significance level of .000. The distribution is negatively skewed and is Leptokurtic. On the other hand in case of female respondents a Mean of 3.77 revealed that female respondents too agreed that prices of services significantly influenced their decision to avail Hospitality Services, but the degree of influence was more than male gender, which further is supported by Chi-square value which comes out to be 735.21, and significance level of .000. In female gender analysis distribution is again negatively skewed and is Leptokurtic.
- *Influence of Distribution of Services:* As depicted in Table 3 a Mean of 3.39 in case of male respondents revealed that distribution of services significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 792, at a significance level of .000. The distribution is negatively skewed with a value of -1.184 and is Platykurtic with Kurtosis value of .679. On the other hand in case of female respondents a Mean of 3.62 shows that female respondents too agreed that distribution of services significantly influenced their decision to avail Hospitality Services, but the degree of influence was more than male gender, which further is supported by Chi value of 813.07, and Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.526 and is Platykurtic with Kurtosis value of 2.139.
- *Influence of Promotional Strategies:* As depicted in Table 3 a Mean of 3.53 in case of male respondents revealed that, promotional strategies of Hospitality industry significantly influenced their decision to avail the Hospitality Services. This conclusion is supported by the Chi-value which comes at 778.38, and Significance level of .000. The distribution is negatively skewed with a value of -1.431 and is Platykurtic with Kurtosis

value of 1.449. On the other hand in case of female respondents a Mean of 3.54 shows that female respondents too agreed that promotional strategies of services significantly influenced their decision to avail Hospitality services, which further is supported by Chi-value of 786.20, and Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.304 and is Platykurtic with Kurtosis value of 2.139.

- *Influence of People/Staff:* As depicted in Table 3 a Mean of 3.54 in case of male respondents revealed that People/Staff of Hospitality industry significantly influenced their decision to avail the services. This conclusion is supported by the Chi-value which comes at 316.80, at a Significance level of .000. The distribution is negatively skewed with a value of -.898 and is Platykurtic with Kurtosis value of -.077. On the other hand in case of female respondents a Mean of 3.66 showed that female respondents too agreed that People/Staff of Hospitality Industry significantly influenced their decision to avail the Services, but the degree of influence was found to be more than male gender, which further is supported by Chi value of 414.38, at a Significance level of .000. In female respondents analysis distribution is again negatively skewed with a value of -.849 and is Platykurtic with Kurtosis value of -.849.
- *Influence of Infrastructure and Layout:* As depicted in Table 3 a Mean of 3.79 in case of male respondents revealed that infrastructure and layout of Hospitality industry significantly influenced their decision to avail the services. This conclusion is supported by the Chi-value which comes at 263.09, at a Significance level of .000. The distribution is negatively skewed with a value of -1.338 and is Platykurtic with Kurtosis value of 1.109. On the other hand in case of female respondents a Mean of 4.04 revealed that female respondents strongly agreed that infrastructure and layout of Hospitality industry significantly influenced their decision to avail these services, but the degree of influence was higher than the male respondents, which further is supported by Chi-value of 483.75, and Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.795 and is Leptokurtic with Kurtosis value of 3.406.
- *Influence of Differentiation of Services:* As depicted in Table 3 a Mean of 3.60 in case of male respondents revealed that differentiation significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 468.17, at

a Significance level of .000. The distribution is negatively skewed with a value of -1.219 and is Platykurtic with Kurtosis value of .783. On the other hand in case of female respondents a Mean of 3.72 revealed that female respondents strongly agreed that taste and service differentiation, significantly influenced their decision to avail Hospitality Services, but the degree of influence was more than male respondents, which further is supported by Chi-value of 552.83, at a Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.212 and is Platykurtic with Kurtosis value of 1.031.

- *Influence of Technological Innovation:* As depicted in Table 3 a Mean of 3.57 in case of male respondents revealed that, technological innovations in Hospitality industry significantly influenced their decision to avail these services. This conclusion is supported by the Chi-value which comes at 614.69, at a Significance level of .000. The distribution is negatively skewed with a value of -1.351 and is Platykurtic with Kurtosis value of .451. On the other hand in case of female respondents a Mean of 3.70 revealed that they too agreed that technological innovations in Hospitality industry significantly influenced their decision to avail Hospitality Services, but the degree of influence was higher than male respondents, which further is supported by Chi-value of 660.36, at a Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.292 and is Platykurtic with Kurtosis value of 1.464.
- *Influence of Disposable Income:* As depicted in Table 3 a Mean of 3.54 in case of male respondents revealed that, disposable income significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 496.24, at a Significance level of .000. The distribution is negatively skewed with a value of -1.087 and is Platykurtic with Kurtosis value of .424. On the other hand in case of female population a Mean of 3.56 revealed that female respondents too agreed that disposable income significantly influenced their decision to avail Hospitality Services, which further is supported by Chi-value of 641.73, and Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.043 and is Platykurtic with Kurtosis value of .557.
- *Influence of R&D of Hospitality Industry:* As depicted in Table 3 a Mean of 3.34 in case of male respondents revealed that, R&D of Hospitality industry significantly influenced their decision to avail the services. This conclusion is supported by the Chi-value which comes at 451.86, at a

Significance level of .000. The distribution is negatively skewed with a value of -1.074 and is Platykurtic with Kurtosis value of -.446. On the other hand in case of female respondents a Mean of 3.40 showed that female respondents too agreed that R&D of Hospitality industry significantly influenced their decision to avail the services, which further is supported by Chi-value of 637.32, and Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.135 and is Platykurtic with Kurtosis value of -.573.

- *Influence of In-House Animation:* As depicted in Table 3 a Mean of 3.30 in case of male respondents revealed, that In-house animation significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 428.27, and Significance level of .000. The distribution is negatively skewed with a value of -.963 and is Platykurtic with Kurtosis value of .138. On the other hand in case of female population a Mean of 3.39 revealed that female respondents too agreed that in-house animation significantly influenced their decision to avail Hospitality services, but the degree of influence was more than male gender, which further is supported by Chi-value of 403.55, and significance level of .000. In female gender analysis, distribution is again negatively skewed with a value of -.805 and is Platykurtic with Kurtosis value of -.273.
- *Influence of Customization of Hospitality Services:* As depicted in Table 3 a Mean of 3.58 in case of male respondents revealed that Hospitality industry products significantly influenced their decision to avail these services. This conclusion is supported by the Chi-value which comes at 622.63, at a Significance level of .000. The distribution is negatively skewed with a value of -1.392 and is Platykurtic with Kurtosis value of 1.485. On the other hand in case of female respondents a Mean of 3.73 revealed that female respondents too agreed that customization of Hospitality products significantly influenced their decision to avail them, but the degree of influence was more than male gender, which further is supported by Chi-value of 622.49, and Significance level of .000. In female analysis distribution is again negatively skewed with a value of -1.411 and is Platykurtic with Kurtosis value of 2.182.
- *Influence of Strategic Alliances:* As depicted in Table 3 a Mean of 3.44 in case of male respondents revealed that, strategic alliances of Hospitality organizations with reputed brands significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 474.13, and Significance

level of .000. The distribution is negatively skewed with a value of -1.121 and is Platykurtic with Kurtosis value of .534. On the other hand in case of female population a Mean of 3.67 revealed that female gender too agreed that strategic alliances of Hospitality organizations significantly influenced their decision to avail the services, but the degree of influence was more than male gender, which further is supported by Chi-value of 676.47, and Significance level of .000. In female analysis distribution is again negatively skewed with a value of -1.450 and is Platykurtic with Kurtosis value of 2.187.

- *Influence of Promptness of Delivering the Services:* As depicted in Table 3 a Mean of 3.82 in case of male respondents revealed that male respondents agreed that, promptness of service delivery significantly influenced their decision to avail the Hospitality Services. This conclusion is supported by the Chi-value which comes at 598.56, at a significance level of .000. The distribution is negatively skewed with a value of -1.645 and is Platykurtic with Kurtosis value of 2.215. On the other hand in case of female population a Mean of 3.93 shows that female respondents strongly agreed that promptness in service delivery shown by Hospitality industry, significantly influenced their decision to avail Hospitality services, but the level of influence was more than male gender, which further is supported by Chi-value of 817.23, at a Significance level of .000. In female analysis distribution is again negatively skewed with a value of -1.300 and is Platykurtic with Kurtosis value of 1.634.
- *Influence of Service Packaging.* As depicted in Table 3 a Mean of 3.61 in case of male respondents revealed that, service packaging significantly influenced their decision to avail the Hospitality services. This conclusion is supported by the Chi-value which comes at 447.90, at a Significance level of .000. The distribution is negatively skewed with a value of -1.189 and is Platykurtic with Kurtosis value of .553. On the other hand in case of female respondents a Mean of 3.80 revealed that female respondents strongly agreed that service packaging, significantly influenced their decision to avail Hospitality Services, but the degree of influence was greater than male gender, which further is supported by Chi-value of 642.99, at a Significance level of .000. In female gender analysis distribution is again negatively skewed with a value of -1.441 and is Platykurtic with kurtosis value of 1.0602.

Table 3: Descriptive Analysis of Quantitative Factors Influencing Consumer Behavior

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
<i>Prices of services influenced choice for availing Hospitality services</i>	Male	149 (28)	265 (49.7)	14 (2.6)	64 (12.0)	7 (1.3)	533	3.71	1.3598	-1.425	1.346	569.32	.000
	Female	124 (23.2)	303 (56.7)	11 (2.1)	73 (13.7)	6 (1.1)	534	3.77	1.1674	-1.455	1.913	735.21	.000
<i>Distribution of services influenced choice for availing Hospitality services</i>	Male	124 (23.2)	303 (56.7)	11 (2.1)	73 (13.7)	6 (1.1)	533	3.39	1.2896	-1.184	.679	792.00	.000
	Female	56 (10.5)	363 (68.0)	5 (0.9)	93 (17.4)	0 (0.0)	534	3.62	1.0853	-1.526	2.139	813.07	.000
<i>Promotional strategies influenced choice for availing Hospitality services</i>	Male	74 (13.9)	322 (60.4)	23 (4.3)	75 (14.1)	5 (0.9)	533	3.53	1.2778	-1.431	1.449	778.38	.000
	Female	70 (13.1)	326 (61)	25 (4.7)	68 (12.7)	28 (5.2)	534	3.54	1.2100	-1.304	1.033	786.20	.000
<i>Staff/people influenced choice for availing Hospitality services</i>	Male	170 (31.9)	176 (33.0)	35 (6.6)	115 (21.6)	3 (0.6)	533	3.54	1.4560	-.898	-.077	316.80	.000
	Female	175 (32.8)	191 (35.8)	19 (3.6)	129 (24.2)	3 (0.6)	534	3.66	1.3343	-.849	-.161	414.38	.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
<i>Infrastructure and layout of services influenced choices for availing Hospitality services</i>	Male	201 (37.7)	193 (36.2)	36 (6.8)	69 (12.9)	0 (0.0)	533	3.79	1.3946	-1.338	1.109	263.09	.000
	Female	203 (38.0)	254 (47.6)	9 (1.7)	51 (9.6)	0 (0.0)	534	4.04	1.1352	-1.795	3.406	483.75	.000
<i>Services differentiation influenced choice for availing Hospitality services</i>	Male	128 (24)	254 (47.7)	32 (6.0)	76 (14.3)	9 (1.7)	533	3.60	1.37	-1.219	.783	468.17	.000
	Female	137 (25.7)	264 (49.4)	23 (4.3)	86 (16.1)	7 (1.3)	534	3.72	1.22	-1.212	1.031	552.83	.000
<i>Technological innovations influenced choice to avail Hospitality services</i>	Male	99 (18.6)	291 (56.6)	31 (5.8)	73 (13.7)	5 (0.9)	533	3.57	1.30	-1.351	1.256	614.69	.000
	Female	113 (21.2)	292 (54.7)	24 (4.5)	86 (16.1)	2 (0.4)	534	3.70	1.16	-1.292	1.464	660.36	.000
<i>My disposable income influenced choice for availing Hospitality services</i>	Male	125 (23.5)	251 (47.1)	14 (2.6)	107 (20.1)	2 (0.4)	533	3.54	1.38	-1.087	.424	496.24	.000
	Female	95 (17.8)	286 (53.6)	17 (3.2)	115 (21.5)	4 (0.7)	534	3.56	1.20	-1.043	.557	641.73	.000

Factors	Gender	To a Very Large Extent	To a Large Extent	Not at All	To Some Extent	To a Very Small Extent	N	Mean	S.D	Sk.	Kt.	Ch. sq.	P Value
<i>Research and development activities, influenced choice.</i>	Male	68 (12.8)	266 (49.9)	68 (12.8)	77 (14.4)	20 (3.8)	533	3.34	1.3279	-1.074	.446	451.86	.000
	Female	52 (9.7)	303 (56.7)	57 (10.7)	71 (13.3)	34 (6.4)	534	3.40	1.2119	-1.135	.573	637.32	.000
<i>In-house animations and outdoor events influenced choice to avail these services</i>	Male	71 (13.3)	259 (48.6)	55 (10.3)	93 (17.4)	21 (3.9)	533	3.30	1.3541	-.963	.138	428.27	.000
	Female	94 (17.6)	248 (46.4)	38 (7.1)	100 (18.7)	37 (6.9)	534	3.39	1.32	-.805	-.273	403.55	.000
<i>Customization of services influenced decision to avail these services</i>	Male	95 (17.8)	293 (55.0)	38 (7.1)	72 (13.5)	1 (0.2)	533	3.58	1.28	-1.392	1.485	622.63	.000
	Female	112 (21)	289 (54.1)	51 (9.6)	63 (11.8)	2 (0.4)	534	3.73	1.12	-1.411	2.182	622.49	.000
<i>Strategic alliance of services providers with reputed brands influenced decision to avail these services.</i>	Male	91 (17.1)	267 (50.1)	46 (8.6)	80 (15.0)	15 (2.8)	533	3.44	1.35	-1.121	.534	474.13	.000
	Female	89 (16.7)	305 (57.1)	59 (11.0)	54 (10.1)	10 (1.9)	534	3.67	1.11	-1.450	2.187	676.47	.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
<i>Promptness of delivering the services influenced choice for availing Hospitality services</i>	Male	162 (30.4)	266 (49.9)	24 (4.5)	42 (7.9)	5 (0.9)	533	3.82	1.31	-1.645	2.215	598.56	.000
	Female	143 (26.8)	313 (58.6)	20 (3.7)	33 (6.2)	8 (1.5)	534	3.93	1.09	-1.903	4.068	817.23	.000
<i>Services Packaging influenced choices for availing Hospitality services</i>	Male	147 (27.6)	241 (45.2)	21 (3.9)	75 (14.1)	15 (2.8)	533	3.61	1.41	-1.189	.553	447.90	.000
	Female	149 (27.9)	277 (51.9)	16 (3.0)	56 (10.5)	19 (3.6)	534	3.80	1.23	-1.441	1.602	642.99	.000

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

Findings Conclusions and Recommendations

Analysis of respondents on the basis of the influence of Business and Market environmental factors revealed that majority of respondents (95%) were being influenced by these factors, But female respondents were found to be more influenced. Business and market environment factors were categorized as qualitative and quantitative factors. Qualitative factors represents the qualitative variables of Hospitality industry like quality of services, process handling, brand awareness, positioning, legal, social, and political environment etc. on the other hand quantitative factors included the variables like price, distribution, packaging, people, infrastructure etc. Analysis of central tendency of both the categories revealed that both of them significantly influenced the consumer behavior of respondents, but a higher average mean value in case of qualitative factors revealed that they influenced the consumer behavior of respondents with a higher degree than quantitative factors. “Sharma Sunil (2007)” in his book “Planning and development of Tourism and Hospitality” too identified these market and environmental factors those influenced the buying process of consumers while they availed these services. Gender based analysis revealed that in both the categories i.e. qualitative as well as quantitative, female respondents (with a higher average mean) are more influenced than male respondents.

Recommendations

Hospitality Industry should try to take care of every factor, but should focus more on above extracted components and factors they contain. This will lead to better influences on the consumer behavior and will positively affect the profitability of Hospitality organizations. It was also found that qualitative factors influenced the consumers behavior to a greater extent than quantitative factors and female respondents were more influenced by these factors therefore keeping in mind these findings Hospitality industry should chalk out appropriate strategies in this regard.

Future Scopes of Study

The researcher has conducted the study with respect to consumer’s perspective. These objectives can be investigated with respect to Hospitality industry. The present research analyzes the influence of business and market environment factors on decision making process of consumers. The studies can be carried to investigate the following problems:

- To study the role of digital marketing in Hospitality industry.

- To study the influence of technology on consumer behavior in Hospitality industry.
- To study the impact of changing demographics, and globalization in Hospitality.
- To investigate the influence of operations management on consumer behavior in Hospitality industry.
- To study the significance of E-commerce in Hospitality industry.

References

- Al Khattab, S. S. J. (2011). Perceptions of service quality in Jordanian hotels. *International Journal of Business and Management*, 6(7). Retrieved from <http://dx.doi.org/10.5539/ijbm.v6n7p226>
- Susskind, A. M. (2002). I told you so! Restaurant customers world-of-mouth communication patterns. *Cornell Hotel and Restaurant Administration Quarterly*, 43(2).
- Fournier, H., & Ineson, E. M. (2013). Closing the gap between education and industry: Skills' and competencies' requirements for food service internships in Switzerland. *Journal of Hospitality & Tourism Education*, 22(4), 33- 42.
- Peter, S. C., & Nicole, K. (2006). Swedish hotel service quality and loyalty dimension. *Advances in Hospitality and Leisure*, 2, 123-157. doi:[http://dx.doi.org/10.1016/S1745-3542\(05\)02007-2](http://dx.doi.org/10.1016/S1745-3542(05)02007-2)
- Andriotis, K., & Vaughan, R. D. (2003). Urban residents attitudes toward tourism development. *Journal of Travel Research*, 42(2), 172-185.
- Kothari, A. (2011). *Tourism marketing* (pp. 4-5). New Delhi: Wisdom Press.
- Barker, M., Page, S., & Meyer, D., (2003). Urban visitor's perceptions of safety during a special event. *Journal of Travel Research*, 41(4), 355-361.
- BCVB. (2005). General framework of convention tourism: Behavior in lodging decisions. *Journal of Hospitality and Leisure Marketing*, 2, 3-22. Retrieved from http://dx.doi.org/10.1300/J150v02n03_02

- Bauman, M., & Vander, W. T. (1992). Measuring service quality in the car service industry: Building and testing an instrument. *International Journal of Services Industry Management*, 3, 4-16.
- Brown, S. W., & Swartz, T. A. (1989). A gap analysis of professional service quality. *Journal of Marketing*, 53, 92-100.
- Business Tourism Partnership. (U.K) (2003). Business tourism briefing: An overview of the UK's business visits and events industry.
- Card, J., Chien, C., & Cole, S. (2003). Online travel products shopping: Differences between shoppers and non-shoppers. *Journal of Travel Research*, 42(2), 133-139.
- Carman J. M. (1990). Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions.
- Chan, B., & Coleman, M. (2004). Skills and competencies needed for the Hong Kong hotel industry: The perspective of the hotel human resources manager. *Journal of Human Resources in Hospitality & Tourism*, 3, 3-18. doi:10.1300/J171v03n01
- Chen, J. (2003). Market segmentation by tourist sentiments. *Annals of Tourism Research*, 30(1), 178-193.
- Chen, J. (2003). Developing a travel segmentation methodology: A criterion-based approach. *Journal of Hospitality & Tourism Research*, 27(3), 310-327.
- Chen, J., & Uyasal, M. (2003). Leisure traveler typology. A case of ten eastern states. *Journal of Hospitality & Leisure Marketing*, 10(1/2), 51-62.