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# FACTORS INFLUENCING BEHAVIOR AND CHOICES OF THE CONSUMERS WHILE THEY AVAILS HOSPITALITY SERVICES “A STUDY OF DELHI”

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## ABSTRACT

*Consumer behavior (CB) involves certain decisions, activities, ideas or experiences that satisfy consumer needs and wants (Solomon, 1996). It is ‘concerned with all activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions’ (Engel, Blackwell, & Miniard, 1995). Many factors influence the decision making process while searching and availing the hospitality services. These factors can be psychological, social, cultural, economic, personal, organizational, and external environmental factors. These factors influence the consumer behavior of people which ultimately influences consumer’s choices for availing the hospitality industry services. The psychological factors influencing the consumer behavior are motivation, perception, and attitude. The social factors constitute family, reference groups, role and status. Cultural factors include culture, subculture, and social class. The economic factors contain personal income, family income, and income expectations. The other factors those are personal includes age, occupation, income, and life style besides these, factors influencing consumers behavior are organizational factors which includes marketing strategies of organization, brand name and image of the company and in last but not the least the factors those influence consumers choice /behavior are external environmental factors which includes economic, political, social, legal, technology and competition.*

**Keywords:** *Behavior, Perception, Motivation, Reference Group, Cultural Factors, Subculture, Income*

## Introduction

By identifying and understanding the factors those influences the consumers behavior and affect the consumers 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. Sharma Sunil (2007) in his book “Planning development of tourism and hospitality” identified various market and environmental factors those influences the decision making process of consumers while they avails these services. Consumers buying behavior is influenced by the factors like cultural, social, personal, psychological, organizational, and external environmental factors. These factors facilitate consumers to develop product and brand 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 rather may be influenced by several other people those exist in various roles. Therefore consumer’s buyer behavior is strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers to develop suitable marketing mix to cater to the needs of target customers.

### *Factors influencing consumer’s behavior/choices for availing hospitality services.*

**A. Psychological factors:** These factors are made up of elements like motivation and perception. As per William J Stanton, “Motivation is the force that activates goal-oriented behavior. Motivation acts as a driving force that impels an individual to take action to satisfy his/her needs. So it becomes one of the internal factors influencing consumer behavior. Perception is a phenomenon in which an individual receive a stimuli, and then interpret it according to his/her point of view.

### **B. Social factors: These factors contain the following elements:**

**1) Family:** There are two types of families in the buyer’s life viz. nuclear family and Joint family. Nuclear family is that where the family size is small and individuals have higher liberty to take decisions whereas in joint families, the family size is large and group decision-making gets more preference than individual. Family members can strongly influence the buyer behavior, particularly in the Indian contest. The tastes, likes, dislike, life styles etc. of the members are rooted in the family buying behavior. As per Maria-Cristina,

Sidonia, Răvar, et. al, journal of tourism, “challenges and trends”, June 2013 emphasized the significance of social factors in influencing the consumer behavior.

**2) Reference Group:** A group is two or more persons who share a set of norms and whose relationship makes their behavior interdependent. A reference group is a group of people with whom an individual associates. It is a group of people who strongly influence a person’s attitudes values and behavior directly or indirectly. Reference groups fall into many possible grouping, which are not necessarily to be exhaustive (i.e. none over-lapping). The various reference groups are:

**i) Membership and Normative Groups:** They are those groups to which the person belongs, and interacts. These groups have a direct influence on their member’s behavior; on the other hand normative groups refer to groups of friends, family members, neighbor’s co-workers etc whom we see most often. In this case, there is fairly continuous or regular, but informal interaction with cohesiveness and mutual participation, which result in similar beliefs and behavior within the group.

**ii) Secondary Groups and Aspiration Groups:** They include religious groups, professional groups etc, which are composed of people whom we see occasionally. These groups are less influential in shaping attitudes and controlling behavior but can exert influence on behavior within the purview of the subject of mutual interest. For example, one can be member of a philately or literary club where he/she can discuss on mutually interesting subjects, on the other hand aspiration group are group to which a person would like to join as member. These groups can be very powerful in influencing behavior because the individual will often adopt the behavior of the inspirational group in the hopes of being accepted as a member. Sometimes the inspirational groups are better off financially, or will be more powerful; the desire join such groups is usually classed as ambition. For example, a humble office worker may dream of one day having the designation to be present in the company boardroom. Advertising commonly uses images of inspirational groups, implying that the use of a particular product will move the individual a little closer to being a member of an inspirational group.

**iii) Dissociative or Avoidance Groups:** These are groups whose value an individual rejects and the individual do not want to be associated with. For example, a senior corporate executive does not want to be taken as a teenager. Hence, the individual will try to avoid certain products or behaviors rather than be taken for somebody from the dissociative group. For example, the

executive may not use cigarette, perfume or car, which is very much teenager-oriented. Like aspiration groups, the definition of a group as dissociative is purely subjective and it varies from one individual to the next.

**iv) Formal Groups:** These groups have a known list of members, very often recorded somewhere. An example might be a professional association, or a club. Usually the rules and structure of the group are laid down in writing. There are rules for membership and members' behavior is constrained while they remain part of the group. However, the constraints usually apply only to fairly limited areas of behavior; for example, the association of Chartered Accountants (CA) or the Cost Accountants have laid down the codes of practice for their members in their professional dealings, but has no interest in what its members do as private citizens. Membership of such groups may confer special privileges, such as job advancement or use of club facilities, or may only lead to responsibilities in the furtherance of the group's aims.

**v) Informal and Automatic Groups:** These are less structured, and are typically based on friendship. An example would be an individual's circle of friends, which only exists for mutual moral support, company and sharing experiences. Although there can be even greater pressure to conform than would be the case to a formal group, there is nothing in writing. Often informal groups expect a more rigorous standard of behavior across a wider range of activities than would a formal group; such circles of friends are likely to develop rules of behavior and traditions that are more binding than written rules but Automatic groups are those groups, to which one belongs by virtue of age, gender, culture or education. These are sometimes also called category groups. Although at first sight it would appear that these groups would not exert much influence on the members' behavior, because they are groups, which have not been joined voluntarily, it seems that people are influenced by group pressure to conform. For example, when buying clothes, older people are reluctant to look like a teenager and hence they normally do not buy jeans.

**c) Roles and Status:** A person participates in many groups like family, clubs, and organizations. The person's position in each group can be defined in terms of role and status. A role consists of the activities that a person is expected to perform. Each role carries a status. People choose products that communicate their role and status in society. Marketers must be aware of the status symbol potential of products and brands.

#### ***D. Cultural Factors:***

**1) Culture and Subculture:** Culture is the most fundamental determinant of a person's want and behavior. The growing child acquires a set of values,  
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perception preferences and behaviors through his or her family and other key institutions. Culture influences considerably the pattern of consumption and the pattern of decision-making. Marketers have to explore the cultural forces and have to frame marketing strategies for each category of culture separately to push up the sales of their products or services. Each culture consists of smaller sub-cultures that provide more specific identification and socialization for their members. Sub-culture refers to a set of beliefs shared by a subgroup of the main culture, which include nationalities, religions, racial groups and geographic regions. Mary Beth MC Enen in her paper "The Game Has changed" 2011, highlighted the role of culture, subculture and social class in the decision making of hospitality industry customers.

**2) Social Class:** Consumer behavior is determined by the social class to which they belong. Social class is relatively a permanent and ordered division in a society whose members share similar value, interest and behavior. Social class is not determined by a single factor, such as income but it is measured as a combination of various factors, such as income, occupation, education, authority, power, property, ownership, life styles, consumption, pattern etc. There are three different social classes in our society. They are upper class, middle class and lower class. Therefore marketing managers are required to study carefully the relationship between social classes and their consumption pattern and take appropriate measures to appeal to the people of those social classes for whom their products are meant.

**E. Economic Factors:** Includes personal and family income. The personal income of a person is determinant of his buying behavior. The gross personal income of a person consists of disposable income and discretionary income. On the other hand family income refers to the aggregate income of all the members of a family. Family income influences the buying behavior of the family. The surplus family income, remaining after the expenditure on the basic needs of the family, is made available for buying shopping goods, durables and luxuries.

**F. Personal Factor:** Personal factors also influence buyer behavior. The important personal factors, which influence buyer behavior, are Age, occupation, and income. Age of a person is one of the important personal factors influencing buyer behavior. People buy different products at their different stages of cycle. Their taste, preference, etc also change with change in life cycle. Occupation or profession of a person influences his buying behavior. The life styles and buying considerations and decisions differ widely according to the nature of the occupation. For instance, the buying of a doctor can be easily differentiated from that of a lawyer, teacher, clerk businessman, landlord, etc. Income level of people is another factor which can

exert influence in shaping the consumption pattern. Income is an important source of purchasing power. So, buying pattern of people differs with different levels of income.

## Literature Review

Kamra Krishan K. and Chand Mohinder (2004) in their book “Basics of Tourism Theory, Operation and Practice” presented the multiple interrelated dimensions of tourism industry. The book is comprehensive in character and content, this introduction to tourism provided balanced coverage of the wide range of components within the tourism industry. Alan Fyall and Stephen Wanhill (2005) in their research paper ‘Tourism-Principles and Practice’ advocated that the primary task of travel agents is to supply the public with travel services. This they did on behalf of their suppliers. An agent may deal with travel - related services such as insurance or foreign exchange. Biju M.R. (2006) in his book titled “Sustainable Dimensions of Tourism Management” critically analyzed various aspects of tourism industry. The introductory part of the book examined the global, national and regional evolution of tourism sector in Kerala (India). Sharma Sunil (2007) in his book titled “Planning and Development of Tourism and Hospitality” provided a broad overview of planning and development issues in hospitality and tourism industry. Primary and secondary data were used for the study. Stephen Ball et al (2007) in their book “Contemporary Hospitality and Tourism” presented a detailed historical development of the Indian hotel sector. This book represented a comprehensive, authoritative and up-to-date analysis of key sectors in the hospitality and tourism industries in China and India. Roger J. Challan and Gabrielle Kyndt (2001) in their research paper “Business Travelers’ Perception of Service Quality: A Prefatory Study of Two European City Centre Hotels” had analyzed customer satisfaction based on various hotel attributes with different categories of hospitality customers especially business travelers, and reviewed various literatures and surveys on hotel attributes. Alex M. Susskind (2002) in his research paper “I told you so- customer’s word of mouth” examined how the nature of service failure together with the restaurant’s service-recovery effort influenced customer’s intentions to return to the restaurant and their subsequent word-of-mouth communication regarding the incident and the restaurant. Karthik Namasivayam and Timothy R. Hinkin (2003) in their research paper “The Customer’s Role in the Service Encounter: The Effects of Control and Fairness”, argued that customers should be allowed some sense of control over the service encounter, if not employees should act in such a way that guests perceive the services as fair and acceptable. Thanika Devi Juwaheer and Darren Lee Ross (2003) in his research paper “A study of Hotel Guest

Perceptions in Mauritius”, carried out a study with the objectives of “assessing the customers’ expectations and perceptions of quality in hotels of Mauritius”. Karnikeya Budhwar (2004) in his research paper “An Analysis of the Gap between Management Perceptions and Customer Expectations”, conducted the research to evaluate the crucial factors that would impact the restaurant’s success or failure; to identify the gaps between management’s and the customers’ perceptions; and to analyze choice of cuisines Julie Feickert et al (2006) in their research paper “Safeguarding Your Customers: The Guest’s View of Hotel Security”, highlighted the concept of acceptance to pay extra for certain security measures provided by the Jessica Prois (2009) in her article titled “Study measures value of guest experience” said that travelers still expected a top-notch experience, even though hotels were cutting back. But a quality hotel experience doesn’t necessarily mean providing more, but rather something different. Vavra T.G. (1997) in his book “Improving your measurement of customer satisfaction” suggested specific programmes to improve the measurement of customer satisfaction in an organization. The author described five critical skills required for this task viz. sampling/customer-participant selection, questionnaire design, interviewing/survey administration, data analysis, and quality function deployment-building action plans. Smith, A.K. et al (1999) in their paper “A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery” used a mixed-design experiment using a survey method. The concept of the research was based on the notion that ‘customers often react strongly to service failures. Jay Kandampully and Dwi Suhartanto (2000) conducted a research study on the customer loyalty in the hotel industry. The objective was to identify factors of image and customer satisfaction, which were positively related to customer loyalty in the hotel industry. Holjevac, I.A. et al (2000) in their working paper “Customer Satisfaction Measurement in Hotel Industry: Content Analysis Study.” argued that one of the biggest contemporary challenges of management in service industries was providing and maintaining customer satisfaction. Willard Hom (2000) In his research paper “an overview of customer satisfaction models” presented two broadly classified customer satisfaction models viz. Macro-models, which placed the customer satisfaction among a set of related constructs in marketing research and Micro-models, which theorized the elements of customer satisfaction. Silvia Figini and Paolo Giudici (2002) in their research paper “Statistical Model for Customer Satisfaction Data” measuring risks with ordinal variables studied the possible methods to obtain data to measure customer satisfaction. Peyton, R.M. et al (2003) in their paper “Theories of customer satisfaction “submitted at the Allied Academies International Conference presented a comprehensive review of the literature on various Customer Satisfaction and Dissatisfaction (CS/D) theories proposed. Malthouse. E.C. et al (2003) in their research paper

“Customer Satisfaction across Organizational Units” examined customer satisfaction across organizational units. The research paper discussed various customer satisfaction models for assessing the relationship of overall satisfaction with a product or service. Rizaldi and Vijay (2006) in their research paper “Analysis of Five SERVQUAL Dimensions through Disconfirmation Theory Approach to Establish a Level of Customer Satisfaction at Indrapuyra Restaurant, Netherlands”, analyzed the five SERVQUAL dimensions through Disconfirmation theory. Sachin Gupta et al (2007) in their research paper “Guest Satisfaction and Restaurant Performance”. Demonstrated a methodology to quantify the links between customer satisfaction, repeat-purchase intentions, and restaurant performance. Rooma (2007) in her research paper “Developing a Service Quality Questionnaire for the Hotel Industry in Mauritius”, enlightened that customer satisfaction evaluation was vital for all service firms for better performance in the present world of competition. Jessica Salver (2009) in her book “Brand Management in the Hotel Industry and its Potential for Achieving Customer Loyalty” traced out the link between the brand name and the customer loyalty. The major objective of this work was to examine the concept of brand management, to adapt and apply it to hotel services. Grigoroudis, E and Siskos, Y (2009) in their book “Customer Satisfaction Evaluation” discussed the customer satisfaction evaluation problem. The authors provided three classifications of customers. (1) “Self-unit customers (2) Internal Customers (3) External customers. Gopal V.V. (2005) in his paper “CRM in Travel and Tourism - Concepts and Cases” provided an account of the evolution and growth of the Consumer Relationship Management (CRM) concepts in the airline and hotel industry. Roya Ranimi (2007) in her research paper “Feasibility Study of Customer Relationship Management (CRM) Application in Hotel Industry: Case of Hamgame Arya Group Hotels” presented a thesis on the feasibility study of Customer Relationship Management (CRM) application in hotel. Sachid Nand Singh (1986) in his research paper “Geography of tourism and recreation” wrote that if a tourist finds that the people in hospitality organization are very charming and hospitable, he/she tended to develop a closer contact and even mutual understanding with such organization.

## **Objective of Paper**

To analyze the factors influencing behavior and choices of the consumers while they avails hospitality services

## ***Significance of Study:***

By identifying and understanding the factors those influences the consumers behavior and affect the consumers 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. Sharma Sunil (2007) in his book “Planning development of tourism and hospitality” identified various market and environmental factors those influences the decision making process of consumers while they avails these services. Consumers buying behavior is influenced by the factors like cultural, social, personal, psychological, organizational, and external environmental factors. These factors facilitate consumers to develop product and brand 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 rather may be influenced by several other people those exist in various roles. Therefore consumer’s buyer behavior is strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers to develop suitable marketing mix to cater to the needs of target customers.

## **Methodology**

### ***A. Research Design used: Descriptive***

### ***B. Sampling Design***

#### ***1. Area of Study:***

Delhi is taken as area to carry out this research, because of the nearness and easy approachability for researcher, and the presence of aware and knowledgeable hospitality consumers, sampling is done proportionately in all the nine zones of Delhi which are New Delhi, North Delhi, North West Delhi, West Delhi, South West Delhi, South Delhi, South East Delhi, Central Delhi, and North East Delhi.

#### ***2. Population:***

A population is a set of similar items or events which are of interest for some question or experiment. A statistical population can be a group of actually existing objects or a hypothetical and potentially infinite group of objects conceived as a generalization from experience. In our study the population consisted of all the individuals availing hospitality services in Delhi. Researcher has included all the components of hospitality services, which are accommodations, restaurants, bars, night clubs, and tour/travels

### **3. Sampling Unit:**

The sampling unit will be all the individuals of 15 yrs. and above in Delhi. We have selected this age group as sampling unit because individuals lying in this age slot are mature, aware, and using hospitality services hence their replies/point of view is more authentic and reliable. It was planned that sample will contains a balanced mix of people from all age groups, income, professionals, social, and economic background. Therefore sample represents all the strata's of people availing the hospitality services (Smith, Bolton and Wagner 1999; Bodey and Grace 2005; Hocutt, Bowers and Donovan 2006; 2006; Schoefer and Ennew Bonifield and Cole 2007).

### **4. Sample Size:**

After finalizing the sampling unit, the sample size was calculated statistically, to find out the sample size, the total population of Delhi (more than 15 years) was taken from statistical abstract of Delhi government, which came out to be 10243098, which was rounded to 10250000. This was researchers target population, from this population sample was calculated statistically at 95% confidence level and at a confidence interval of 92-95% which gave a sample size of 1067. This sample was further divided in the nine zones of Delhi so that proportionate sampling could be done in these zones, this would give researcher a homogeneous sample for study, as the researcher intended that the study should be represented equally by gender, so the sample was further subdivided into equal strata's of male and female gender.

### **5. Sampling Technique:**

The present study used multistage followed by convenience sampling, the sampling was done in the following stages:

#### **1<sup>ST</sup> STAGE: Dividing the targeted population zone wise:**

In this stage the calculated sample size which is 1067 was divided in nine zones of Delhi selected for study. The allocation was done on the basis of proportion of population living in these zones. The purpose of taking the sample from all the zones was to get a homogeneous sample for the study.

#### **2<sup>ND</sup> STAGE: Dividing the zonal population in two strata's (Gender-wise):**

In this stage the zonal population/sample was further subdivided in two strata's/parts on the basis of gender, this was done because researcher wanted to carry the research on the basis of gender.

**3<sup>RD</sup> STAGE:** From these strata's convenience sampling was done: In this final stage the convenience sampling was done from each zone. Services marketing research also supports the use of convenience samples (Davidow 2000; Spake et al 2003; Walsh and Mitchell 2005; Hocutt, Bowers and Donovan 2006). The data collection plan is depicted in table no. 3.1

**Table 3.1: Data Collection Plan Zone Wise**

Zones	Population	% of total population	Sample size	Male respondents	Female respondents
NORTH-WEST	2230400	21.76	232	116	116
NORTH DELHI	541200	5.28	56	28	28
NORTH-EAST	1367350	13.34	142	71	71
EAST	1042425	10.17	109	54	55
NEW DELHI	86100	0.84	9	4	5
CENTRAL DELHI	366950	3.58	37	19	18
WEST DELHI	1550825	15.13	162	81	81
SOUTH DELHI	1666650	16.26	174	87	87
SOUTH-WEST	1398100	13.64	146	73	73
TOTAL	10250000	100	1067	533	534

**6. Sources of Data:** The study has been mainly carried on the basis of primary data which was collected from the consumers availing hospitality services in Delhi. Besides this the secondary data was also used which included the published literature, hospitality journals, text and reference books and previous researches in the field of present study.

**7. Data Collection Tools:** Data was collected through structured questionnaires; those were mailed and administered personally.

## **8. Questionnaire Development:**

Data for present study was collected using self-administered questionnaire. The questionnaire was drafted after carrying out an extensive literature survey and summarizing opinions of a few selected customers. The questionnaire was then judged by three marketing academicians who are experts in this area of research. They evaluate the content and wording of items. On the basis of suggestions given by these experts, some statements were rephrased and a few vague and ambiguous items were deleted. The questionnaire consisted of 2 sections. Section A deals with the general information regarding the demographic profiles of hospitality services users, and their preferences to use these services. Section B deals with the research objectives of study like “measuring the awareness regarding hospitality services”, “exploring factors influencing the decision making of consumers while they availed the hospitality services”, factors influencing consumer behavior, and investigating the quality, reliability, and loyalty of respondents. The statements were measured on likert (five and seven point scales), and servequal scales. Each questionnaire had a cover letter which stated the importance and purpose of the study and encouraged respondents to participate and thanked them for participation.

## **9. Data Analysis Tools:**

### ***i. Frequencies Analysis:***

Researcher used frequency analysis to answer the first research question. Frequency analysis is a descriptive statistical method that shows the number of occurrences of each response chosen by the respondents. A frequency distribution is a convenient way of looking at different values of a variable; the values further can be represented in the form of histogram, or bar charts. We used the most commonly statistics associated with frequencies like mean, standard deviation, skewness and kurtosis.

### ***ii. Mean:***

Mean or average value is the most commonly used measure of central tendency; it is used to estimate the mean when the data has been collected using an interval or ratio scale. The data should display some central tendency with most of the responses distributed around the mean.

### ***iii. Standard Deviation:***

Standard deviation is the measure of variability; Standard deviation measures the dispersion of a given data set. It indicates how close to the

average the data is clustered. It can be used to measure the confidence in statistical data. The difference between the mean and observed value is called the deviation from the mean. The variance is the mean squared deviation from the mean. The standard deviation is the square root of the variance. If data is clustered around the mean then standard deviation is small, but if data is scattered the standard deviation is large.

***iv. Skewness and Kurtosis:***

In addition to the measure of variability, measure of shape is also useful in understanding the nature of distribution. The shape of a distribution is assessed by examining skewness and kurtosis. Distribution of data can be symmetric or skewed. In a symmetric distribution the values on either side of the centre of distribution are the same and mean, mode and median are equal, but in a skewed distribution the positive and negative deviations from the mean are unequal. Skewness is the tendency of the deviation from the mean to be larger in one direction than in the other. On the other hand kurtosis is a measure of the relative peakedness or flatness of the curve defined by the frequency distribution, if the kurtosis is positive than the distribution is more peaked than a normal distribution. Negative value means that distribution is flatter than a normal distribution. Measure of shapes are important because if a distribution is highly skewed or peaked or flat than statistical procedures that assumes normality should be used with caution.

***v. Level of Significance:***

Whenever we draw a conclusion about a population there is a risk that an incorrect conclusion can be derived because of two errors, type-1, and type-2 error. The probability of type-1 error is also called the level of significance, which is controlled by establishing the tolerable level of risk of rejecting a true null hypothesis. The selection of a particular risk level will depend on the cost of making a type 1 error.

***vi. Chi-square Statistics:***

is used to test the statistical significance of the observed association in a cross-tabulation. A cross tabulation describes two or more variables simultaneously (Baggozi and Yi 1988). It merges the frequency distribution of two or more variables in a single table and assists us in determining whether a systematic association exists between the two variables or not. The null hypothesis  $H_0$  mean there is no association between the variables. The test is conducted by computing the cell frequencies. The expected cell frequencies are compared with the actual observed frequencies, the greater the

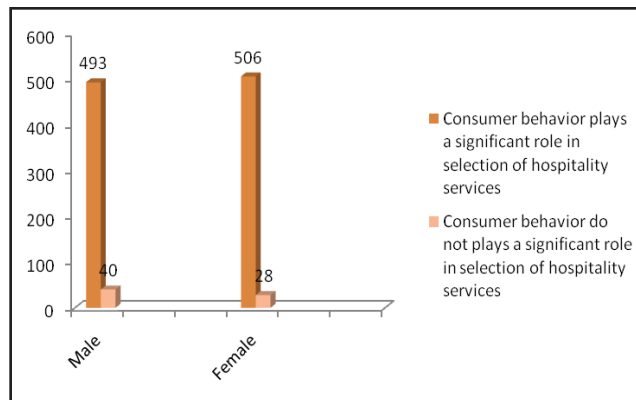
discrepancies between the expected and actual frequency the larger the value of the statistics.

### Data Analysis:

**Table 3.2: Analysis of Population “Consumer Behavior Role in Selection of Hospitality Services”**

Gender	Consumer behavior plays a significant role in selection of hospitality services	Consumer behavior do not plays a significant role in selection of hospitality services	Total
Male	493 (92.5%)	40 (7.5%)	533
Female	506 (94.8%)	28 (5.2%)	534
Total	999 (93.62%)	68 (6.38%)	1067

Analysis of data as depicted in table no.3.2, shows that 92.5% of the male respondents agreed that Consumer behavior plays a significant role in selection of hospitality services comparing with 94.8% of the female population taken for survey, and in totality 93.62 % of the respondents agreed that Consumer behavior plays a significant role in selection of hospitality services.



**Figure 3.2: Analysis of Population “Consumer Behavior Role in Selection of 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 my consumer behavior	Male	227 (42.6%)	213 (40%)	38 (7.1%)	8 (1.5%)	7 (1.3%)	533	3.98	1.37	-1.89	2.92	593.32	.000
	Female	202 (37.8%)	262 (49.1%)	30 (5.6%)	6 (1.1%)	6 (1.1%)	534	4.05	1.19	-2.18	4.91	715.48	.000
Social class to which I belongs influences my consumer behavior	Male	183 (34.3%)	266 (49.9%)	27 (5.1%)	11 (2.1%)	6 (1.1%)	533	3.92	1.33	-1.93	3.18	668.47	.000
	Female	180 (33.7%)	297 (55.6%)	15 (2.8%)	10 (1.9%)	4 (0.7%)	534	4.03	1.16	-2.28	5.49	833.79	.000
My reference groups influences my consumer behavior	Male	173 (32.5%)	282 (52.9%)	14 (2.6%)	18 (3.4%)	6 (1.1%)	533	3.89	1.33	-1.91	3.06	723.38	.000
	Female	179 (33.5%)	294 (55.1%)	8 (1.5%)	20 (3.7%)	5 (0.9%)	534	4.00	1.19	-2.14	4.58	811.50	.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
My family has an influence on my consumer behavior	Male	220 (41.3%)	237 (44.5%)	18 (3.4%)	12 (2.3%)	6 (1.1%)	533	4.00	1.35	-1.97	3.23	667.82	.000
	Female	237 (44.4%)	236 (44.4%)	13 (2.4%)	16 (3.0%)	4 (0.7%)	534	4.13	1.21	-2.20	4.76	736.67	.000
My role and status influences my consumer behavior	Male	208 (39.0%)	261 (49.0%)	7 (1.3%)	11 (2.1%)	6 (1.1%)	533	4.00	1.33	-2.06	3.58	741.19	.000
	Female	228 (42.7%)	252 (47.2%)	9 (1.7%)	11 (2.1%)	6 (1.1%)	534	4.12	1.20	-2.27	5.11	775.10	.000
My customs and traditions influences my consumer behavior	Male	168 (31.5%)	235 (44.1%)	47 (8.8%)	34 (6.4%)	9 (1.7%)	533	3.75	1.39	-1.50	1.55	463.19	.000
	Female	133 (24.9%)	245 (45.9%)	60 (11.2%)	61 (11.4%)	7 (1.3%)	534	3.65	1.28	-1.29	1.29	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
My age has an influence on my consumer behavior	Male	158 (29.6%)	189 (35.5%)	115 (21.6%)	30 (5.6%)	1 (0.2%)	533	3.66	1.35	-1.33	1.46	327.16	.000
	Female	116 (21.7%)	283 (53%)	73 (13.7%)	33 (6.2%)	1 (0.2%)	534	3.74	1.18	-1.66	3.01	598.00	.000
My occupation influences my consumer behavior	Male	148 (27.8%)	300 (56.3%)	18 (3.4%)	26 (4.9%)	1 (0.2%)	533	3.84	1.30	-1.89	3.11	755.98	.000
	Female	146 (27.3%)	319 (59.7%)	10 (1.9%)	31 (5.8%)	0 (0%)	534	3.93	1.16	-2.07	4.46	635.68	.000
My economic circumstances influences my consumer behavior	Male	220 (41.3%)	209 (39.2%)	39 (7.3%)	19 (3.6%)	6 (1.1%)	533	3.93	1.39	-1.75	2.39	543.16	.000
	Female	192 (36%)	231 (43.3%)	54 (10.1%)	23 (4.3%)	6 (1.1%)	534	3.92	1.25	-1.74	2.92	527.68	.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
My gender influences my consumer behavior	Male	102 (19.1%)	200 (37.5%)	126 (23.6%)	38 (7.1%)	27 (5.1%)	533	3.36	1.40	-1.00	0.35	255.58	.000
	Female	95 (17.8%)	244 (45.7%)	93 (17.4%)	43 (8.1%)	31 (5.8%)	534	3.45	1.32	-1.12	0.65	373.91	.000

**Table-3.3: Descriptive Analysis of respondents “consumer behavior plays a significant role in selection of hospitality services.**

My interests influences my 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
My needs influences my 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
My motivation influences my 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
My personality belief, perception, my 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

My past experiences influences my 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
My learning's influences my 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

**1. Culture has an influence on my consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that culture influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services, which is further supported by the chi square value of 593.32 and 715.48 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concluded that culture significantly influences the consumer behavior of respondents while they avail the hospitality services. 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.

**2. Social class has an influence on my consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agrees, that social class to which they belongs influenced their consumer behavior to a large extent which further influenced their decision making process while they avails hospitality services, the conclusion is further supported by the chi square value of 668.47 and 833.79 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concluded that social classes of respondents significantly influenced the consumer behavior of respondents while they avail the hospitality services. 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.

**3. Reference groups has an influence on my consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their references groups influenced their consumer behavior to a large extent which further influenced their 11.50 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concluded that references groups of respondents 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 in case of male gender and leptokurtic in the case of female gender.

**4. My family has an influence on my consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their families influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 667.82 and 736.67 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concluded that families of respondents significantly influenced their consumer behavior 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 the case of female gender.

**5. Influence of role and status on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their role and status influenced their consumer behavior to a large extent which further influenced their decision making process while they availed the hospitality services. The conclusion is further supported by the chi square value of 741.19 and 775.10 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concluded that role and status significantly influenced the consumer behavior of respondents while they avail the hospitality services. 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

**6. Influence of customs and traditions on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their customs and traditions influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 463.19 and 430.80 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concluded that customs and traditions significantly influenced the consumer behavior of respondents while they avail the hospitality services. In case of both the genders data is negatively skewed, and is platykurtic.

**7. Influence of age on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their age influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 327.16 and 598.00 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concluded that age 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 in case of male gender and leptokurtic in case of female gender..

**8. Influence of occupation on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their occupations influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square

value of 755.98 and 635.68 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concludes that occupation significantly influence the consumer behavior of respondents while they avail 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..

**9. Influence of economic circumstances on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their economic circumstances influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 543.16 and 527.68 respectively. The significance level in both the cases is .000, which lies within the limits and therefore conclude 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.

**10. Influence of gender on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both agreed, that their gender influenced their consumer behavior, which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 255.58 and 373.91 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concludes that gender 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.

**11. Influence of interests on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their interests influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 508.63 and 534.58 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concludes that interests significantly influenced the consumer behavior of respondents while they avail the hospitality services. In case of both the genders data is negatively skewed, and is platykurtic.

**12. Influence of needs on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that their needs influenced their consumer behavior to a large extent which further

influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 704.70 and 962.24 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concludes that needs 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 leptokurtic.

**13. Influence of motivation on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that motivation influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 338.37 and 517.25 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concludes that motivation 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.

**14. Influence of personality, belief, and perception on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that personality, belief, and perception influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 660.41 and 487.51 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concludes that personality, belief, and perception 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 in case of male and leptokurtic in case of female gender.

**15. Influence of past experiences on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that past experiences influenced their consumer behavior to a large extent which further influenced their decision making process while they avails hospitality services. The conclusion is further supported by the chi square value of 613.81 and 728.27 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concluded that past experiences 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 leptokurtic.

**16. Influence of learning's on consumer behavior:** As depicted in Table no.3.3, the analysis shows that the men and women both the genders agreed, that learning's influenced their consumer behavior to a large extent which further influenced their decision making process while they availed hospitality services. The conclusion is further supported by the chi square value of 638.46 and 824.06 respectively. The significance level in both the cases is .000, which lies within the limits and therefore concludes that learning's 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 leptokurtic.

## Conclusions

Descriptive Analysis of factors influencing consumer behavior of respondents revealed that though all the factors have influenced the behavior of respondents significantly but the component which influenced the decision of the respondents the most with an average mean of 4.01, contain the factors like family, role and status, personality, and past experience. The second component which stood at second position with an average mean of 3.93 included the factors like culture, social class, reference group, occupation, economic circumstances, needs and learning. The 3<sup>rd</sup> component which influenced the decision making process of respondents with an average mean of 3.53 contained the factors like motivation, gender and age. The analysis further found that female respondents were found to be more influenced than male respondents by these factors because their mean in every consumer behavior factor analysis, came out to be more than male respondents. 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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