
AN ANALYSIS OF AWARENESS OF MARKETING MIX STRATEGIES OF HOSPITALITY INDUSTRY: A STUDY OF DELHI

Anil Kalotra

*Associate Professor, Tecnia Institute of Advanced Studies, Rohini, New Delhi,
India. Email: kalotraa@yahoo.co.in*

ABSTRACT

The Marketing mix is an integral part of Hospitality services blueprint design and can be defined as a set of tactics and actions used by organizations to promote its products and services (Kotler Philip, 2011). The Marketing mix contributes a significant role in the setting of effective strategies of marketing and in its implementation. The paper explains the role and significance of marketing management in Hospitality industry and highlights about the Marketing mix of services and their awareness among Hospitality consumers and also explores how each element of marketing mix is important for organizations in Hospitality industry.

The paper is based on a detailed review of studies dealing with Hospitality industry, for this purpose various research papers, websites and books are consulted to have a detailed literature review and the significant gaps are observed in the studies, on the basis of which researcher formulated the research problem, constructed hypothesis and chalked out a suitable research and sampling design. Delhi is taken as area of research and all the individuals above fifteen years of age were taken as the population of research. Sample size was calculated statistically and was further subdivided in two parts because study is carried out on the basis of gender. The sampling was done proportionately from all the zones of Delhi. Data was taken from primary as well as secondary sources. Questionnaire was constructed and pretested and evaluated by experts, data analysis was done with the help of SPSS and the statistical tools like measurement of internal consistency, measurement of central tendency, chi-square statistics were used. Paper analyses consumers awareness regarding Marketing mix strategies of Hospitality industry.

Therefore study will help Hospitality industry to chalk out their strategies and customize them.

The present study is conducted from consumer's perspective. The same study can be carried out from the perspective of Hospitality industry. Besides this the same study in future, can be conducted in other areas like investigating customer relationship management in Hospitality industry, to explore the significance of internet marketing in Hospitality industry etc.

Keywords: Hospitality, Central Tendency, Marketing Mix, Industry, Awareness, Statistical, Consistency, Significance

Introduction

Marketing Mix allows organizations to assess and analyze the feasibility and role of products and services they are going to offer in the market. Services Marketing Mix contains 7 P's (Product, Price, Promotion, place, people, process and physical evidences) comparing to the 4 P's of products Marketing Mix, which contain product, price, place and promotion. In services marketing, Marketing Mix considers the services as a product itself. But it adds 3 more P's which are essential for effective and efficient service delivery. These elements are Process, People and Physical evidence. All of these elements are necessary for optimum service delivery. An organization fixes a suitable price for its products and services, promote it as per its objectives, identify the suitable distribution networks for effective and efficient distribution of its products/services and create suitable physical evidences for promotion of its services. In other words we can say that Marketing Mix provides organizations a suitable marketing approach and direction. The elements of Marketing Mix can be explained briefly in the following ways:



Fig. 1: Elements of Services Marketing Mix

Product

The awareness about product is essential for consumers because it influences their decision making process regarding availing Hospitality services. Consumer's awareness regarding services plays an important role in decision making of consumers while they avail them (Smith A.K., 1999). In Hospitality industry product is a bundle of services those have features and they provide benefits, e.g. in Hotel industry product can be amenities in a hotel room. There are various factors those influences the decision of consumers while they avails the services, like quality, variety, features of products, brand name, supporting services, packaging, guarantees and warranties, (Vavra T.G., 1999).

Price

Price is a crucial element which influences the satisfaction level of consumers while they avails the Hospitality Services (Willard Hom, 2000). There are two elements of price monetary and non monetary. Monetary element includes the products and services consumer buy at a specific price. But non-monetary element of price includes the time taken to find out the alternative products and evaluate them and to find out the location which is convenient to buy these products. Perception of consumers affects the purchase patterns and the extent of their satisfaction. The product value is the balance in between price and quality i.e. consumers always evaluates the benefits of products and services with respect to the prices paid for a particular service (Jessica Salver, 2009).

Promotion

Promotion is another important element of Marketing Mix, and directly affects the awareness of consumers regarding Hospitality services. The details of products and services or their features are provided by the promotion. Promotional activities of Hospitality organizations play an important role in their brand awareness (Grigorondis E., 2009). The cost of market communication tools and content, directly affect the efficiency and affectivity of promotional campaigns.

Place

A location where customers buys the services is termed as "Place", usually advertiser who send the promotional message quote about the place/s where the services can be bought. But these days the online purchase and payments

can be the best strategies to sell and buy the services. In this modern scenario online purchases and payments are at their peak in Hospitality industry and play a crucial role in the decision making process and satisfaction of consumers (Silvia Figinis & Padogindia, 2002). Place plays an important role in consumer's satisfaction and is an important element of the Marketing Mix which influences the decision making process of Hospitality consumers.

People

Another important element of Marketing Mix is People/Staff, which is an important element of Hospitality services. Organizations and consumers both give a due weight age to this element because Hospitality services are more people oriented. Therefore management gives a due consideration to recruitment, and training and development of right staff, because it gives a competitive edge to organization. People have an important role in spreading a positive or negative word of mouth. They also play a role in spreading the awareness of services. Consumers judge the services based on the people those provides them. This is due to the reason that besides few other elements, "People" is the one which can be seen by customers and they can interact with them (Alex M. Susskind, 2002).

Physical Evidences

Physical evidences can be defined as an element those signify about the place from where organizations deliver their goods and services. Physical evidences differentiate an organization from other. Researchers found that Physical evidences came out to be a critical gap while the quality of Hospitality services was measured. Physical evidences influence the level of customer's satisfaction to a great extent and are an important element of Marketing Mix (Karnikiya Budhwar, 2004). Physical evidences help an organization in charging a premium price for its products and services and help the organization to establish a positive image.

Process Management

This element of Marketing Mix looks at the systems used to deliver the services and significantly affect the decision making process of consumers in Hospitality industry. All kinds of services should be backed up with efficient processes; those are well managed and must be defined clearly, and should be made disclosed to consumers. This will make consumers well familiar with the operations of the organization which enhances the reliability of consumers towards organization. Well managed processes of Hospitality Services will

lead to a satisfied customer. Thus the Processes of Hospitality industry in delivering its products are of utmost importance (Jessica Prois, 2009) and are important components of service blueprint.

Literature Review

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. 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. 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 restaurants 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. Jessica Prois (2009) in her paper titled “Study measures value of guest experience” revealed that hotels are constraining their resources due to cut throat competition in order to increase their revenues. Anawade P.A, Dr.Shilpak Bendale (2016) in their research paper “Recent trends in Hotel industry and its impact on individual spending”. The researcher reviewed the impact of the spending on hoteling by the individual. Vavra, T.G. (1997) in his book “Improving your measurement of customer satisfaction” revealed some strategies those helped in measuring the customer satisfaction in a better way in Hospitality organizations. Smith, A.K. et al (1999) in their paper “A model of customer satisfaction with service encounters involving failure and recovery” did a survey with the help of a mix-design model. Jay Kandampullyand Dwi Suhartanto (2000) in their research paper “Consumers loyalty in the Hotel industry” stated that the objectives of the study was to find the elements those influenced the positioning of Hotel industry and affected the satisfaction level of consumers. Holjevac, I.A. et al (2000) in their paper “Customer satisfaction measurement in Hotel industry: Content analysis study.” found that to provide and maintain customers satisfaction in Hotel industry was the biggest challenge for managers. Willard Hom (2000) in his research paper “An overview of customer satisfaction models” classified and studied two models of customer’s satisfaction. These models considered customer satisfaction variables. Silvia Figiniand Paolo Giudici (2002) in their research paper “Statistical model for customer satisfaction data measuring risks with ordinal variables” analyzed the various ways to collect the data which could be used to measure the satisfaction of consumers.

Gaps Found in Literature Review

After an intensive literature review the following gaps were identified, based on these gaps the research objective was framed, these gaps are highlighted below:

- Literature review studies highlighted that most of the studies have been carried out in foreign countries like Malaysia, China, Darwin, Cyprus and very few in India, and that in a particular region/city. Therefore researcher selected Delhi as an area for study.
- It was revealed that most of the Hospitality services studies, are confined to Hotels only, while the rest of other services like Motels, Restaurants,

Hostels, Amusement parks, Travel agents, Bars, night clubs, flight attendants etc. remained untapped, therefore researcher included all the Hospitality sectors in the study which are accommodations, restaurants and tours and travels.

- Literature review also concluded that no study has been undertaken which specifically investigated about the marketing mix strategies, or about the awareness of marketing mix strategies of Hospitality industry as a whole, therefore researcher framed it as the objective of study.

Objective of Research Paper

To analyze consumers awareness towards Marketing mix strategies of Hospitality industry.

Scope of Study

The scope of present research work is vast because it has covered the Hospitality industry in totality, but because mostly people uses the services of Hotels/Motels and Restaurants therefore its findings will be more applicable to these three categories of Hospitality services. The research will include a qualitative and quantitative study consists of taxonomy of marketing strategies of Hospitality organizations regarding Product, Price, Place, Promotion, People, Physical evidences and Process management tools used, by these categories of organizations in Delhi.

Benefits of Study

The present study will help organization to find out the effectiveness of their marketing strategies. The study will lead to the evaluation of impact and awareness of marketing mix elements among consumers. This will give an idea about the strength and weaknesses of marketing strategies of hospitality organization, and ultimately help them to improve and modify their strategies accordingly. Because the study has been done on the basis of gender hence it will highlight the level of awareness in both the genders, and will play an important role if chalking out the marketing strategies on the basis of gender.

Research Methodology

Research Design Used: Exploratory and Descriptive

Sampling Design

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.

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.

Sampling Unit

The sampling unit will be all the individuals of 15 yrs. and above in Delhi. Researcher 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).

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.

Sampling Technique

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

1ST 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.

2ND 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.

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 Servqual 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.

Hypothesis Formed: Following Hypothesis was Formed and Tested

H₀: Consumers have no awareness about marketing mix strategies of hospitality industry.

Data Analysis Tools

Measurement of Internal Consistency

To measure the internal consistency of data Cronbach's alpha is used, it is a reliability test conducted within SPSS to measure the internal consistency of data, i.e. reliability of measuring instruments (questionnaires). This tool is most commonly used when the questionnaire is developed using multiple Likert scale statements, and therefore to determine if the scale is reliable or not. Cronbach's alpha generally an increase as inter correlation among test items increase, and thus is also known as "Internal consistency estimate of reliability of test scores" (Devellis R.F., 2012).

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.

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 internal or ratio scale. The data should display some central tendency with most of the responses distributed around the mean.

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.

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.

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.

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.

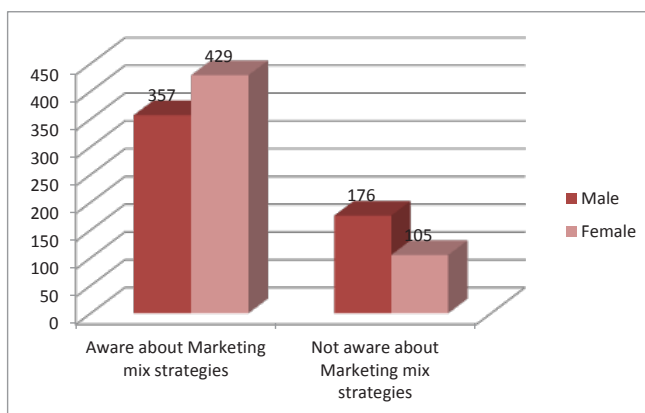
Data Analysis

As depicted in Table and Figure no.1.0 and 2.0 respectively, data analysis revealed that 73.67% of respondents were aware about the Marketing mix Strategies of Hospitality industry. Gender wise analysis further concluded that 40.21% female respondents were aware about the Marketing mix Strategies of Hospitality industry services compared with 33.46 % of male respondents.

Table 1: Gender Based Analysis of Awareness of Marketing Mix Strategies in Delhi

Awareness about Marketing mix strategies	Male	Female	Total
Aware	357 (33.46)	429 (40.21)	786 (73.67)
Not aware	176 (16.49)	105 (9.84)	281 (26.33)
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: Gender Based Analysis of Awareness of Marketing Mix Strategies in Delhi

Respondent's Awareness Towards Marketing Mix Strategies of Hospitality Industry

Awareness About Product Regarding Hospitality Services

A product is a bundle of services those have features and they provide benefits, e.g. in Hotel industry product can be amenities in a hotel room. In marketing mix product can be defined as an important element which includes the goods those are tangibles and the services those are intangibles, in Hospitality industry both of them form the final product (Philip Kotler, 2011).

As depicted in table no. 2.0, a Mean of 2.61 and a Standard deviation of 2.04 in case of male respondents revealed that they were not significantly aware about products/Processes of Hospitality industry, A Skewness of -.225 and Kurtosis value of -1.61 revealed that data is negatively skewed and Platykurtic. But in case of female respondents a Mean of 3.05 and Standard deviation of 1.84 revealed that female respondents were found to be significantly aware about Products/Processes of Hospitality industry. Data is negatively skewed, and is Platykurtic. The Chi square values in both of the genders were found to be significant at a significance level of .000.

Awareness About Price Regarding Hospitality Services

Price is a crucial part of Marketing Mix, and its awareness plays an important role in decision making process of consumers, because Price is an important element which influences the satisfaction level of consumers while they avails the Hospitality Services (Willard Hom, 2000).

As depicted in table no.2.0, A Mean of 2.46 and a Standard deviation of 1.90 concluded that male respondents were not significantly aware about the Distribution/Place of Hospitality industry. Data is negatively skewed and is Platykurtic, but in case of female respondents a Mean of 3.01 and Standard deviation of 1.68 revealed that they were significantly aware about the Distribution/Place of Hospitality industry than their counterparts, again data was found negatively skewed and Playkurtic. The Chi square values are significant in both the genders at a significance level of .000.

Awareness About Place Regarding Hospitality Services

Place plays an important role in consumer's satisfaction and is an important element of the Marketing Mix which influences the decision making process of Hospitality consumers (Philip Kotler, 2011).

A Mean of 2.46 and a Standard deviation of 1.90 concluded that male respondents were not significantly aware about the Distribution/Place of Hospitality industry. Data was negatively skewed and Platykurtic in case of male gender, but in case of female respondents a Mean of 3.01 and Standard deviation of 1.68 revealed that they were significantly aware about the Distribution/Place of Hospitality industry than their counterparts, again data was found to be Platykurtic and negatively skewed in female gender. The Chi square values were significant in both the genders at a significance level of .000.

Awareness About Promotion Regarding Hospitality Services

Promotional activities of Hospitality organizations play an important role in their brand awareness (Grigorondis E., 2009). As depicted in table no. 4.26 A Mean value of 2.50 and Standard deviation of 1.98, concluded that male respondents were not significantly aware about the Promotional strategies of Hospitality industry, A Skewness of -.172 shows that data is negatively skewed and Platykurtic, but in case of female respondents a Mean of 2.955 revealed that female respondents were almost significantly aware about the Promotional Strategies of Hospitality industry, a Standard deviation of 1.77, further emphasized it, the data was found negatively skewed and Platykurtic. The Chi Square values are significant in both the genders at a significance level is .000.

Awareness About People Regarding Hospitality Services

People play an important role in spreading out the awareness of services. Customers make an impression about the way services are delivered and managed based on the People representing Hospitality organization. This is because among all the elements “People” is one of the few elements of the service that customers can see and interact with (Alex M. Susskind, 2002).

A Mean value of 2.70 and Standard deviation of 2.02 revealed that male respondents were not significantly aware about the strategies regarding People/ Staff of Hospitality industry. Data is negatively skewed and Platykurtic, but in case of female respondents a Mean of 3.36, and a Standard deviation of 1.83 concluded that female respondents were significantly aware about the strategies related to People of Hospitality industry. A Skewness of -0.386 shows that data is fairly symmetrical and Kurtosis value of -0.556 shows that

distribution is Platykurtic. Chi Square values were significant in case of both the genders, at a significance level of .000.

Awareness About Physical Evidences Regarding Hospitality Services

Physical Evidences influences the level of customer's satisfaction to a great extent and are an important element of Marketing Mix (Karnikiya Budhwar, 2004). A Mean of 2.43, and Standard deviation of 1.84, revealed that male respondents were not significantly aware about the Physical Evidences of Hospitality industry, a Skewness of -.312 shows that distribution is fairly symmetrical and a Kurtosis of -1.520 shows that distribution is Platykurtic, Chi square value is significant, but in case of opposite gender i.e. in female respondents a Mean of 2.786, and a Standard deviation of 1.62 shows that female respondents were significantly aware about the Physical evidences of Hospitality industry then male respondents, a Skewness of -0.312 again shows that data is fairly symmetrical and Kurtosis value of -0.911 shows that distribution is Platykurtic. Chi square value is significant in case of female gender too, at a significance level is .000.

Awareness About Process Management Regarding Hospitality Services

Processes of a Hospitality industry in delivering its products are of utmost importance (Jessica Prois, 2009). Services are processes and if organizations have to keep the consumers satisfied they have to manage and handle the processes effectively and efficiently.

A Mean value of 2.40, and Standard deviation of 1.91, revealed that male respondents were not significantly aware about the Processes of Hospitality Industry, a Skewness of -0.091 shows that distribution is almost symmetrical and a Kurtosis of -1.536 shows that distribution is Platykurtic. Chi Square value is significant in case of male gender, but in case of female gender a Mean of 2.855, and a Standard deviation of 1.77 shows that female respondents were significantly aware about the Processes of Hospitality industry then male respondents, a Skewness of -0.091 again shows that distribution is negatively skewed and Kurtosis value of -1.160 shows that distribution is light tail i.e. Platykurtic. Chi Square value is significant in case of female respondents too at a significance level of .000.

Table 2: Gender based analysis of Respondents Regarding Awareness Level of Marketing Mix Strategies of Hospitality Services

Factors	Marketing mix	Gender	N	To a very large extent	To Large extent	Not at all	To Some extent	To a very small extent	Mean	S.D	Sk.	Kt.	Ch. sq.	P value
Product	Product	Male	533	128 (12)	136 (12.75)	12 (1.12)	81 (7.59)	0	2.61	2.04	-0.225	-1.61	142.60	.000
		Female	534	151 (14.15)	153 (14.34)	9 (0.84)	117 (10.34)	0	3.05	1.84	-0.225	-1.13	128.88	.000
Price	Price	Male	533	81 (7.59)	178 (16.68)	10 (0.93)	89 (8.34)	2 (0.18)	2.49	1.95	-0.202	-1.58	324.77	.000
		Female	534	119 (11.15)	195 (18.27)	7 (0.65)	108 (10.12)	1 (0.09)	3.02	1.79	-0.20	-1.04	305.50	.000
Place	Place	Male	533	54 (5.06)	208 (19.49)	26 (2.44)	64 (6)	8 (0.75)	2.47	1.90	-0.27	-1.59	378.20	.000
		Female	534	46 (4.31)	301 (28.20)	15 (1.40)	62 (5.81)	6 (0.56)	3.01	1.68	-0.27	-0.70	675.41	.000
Promotion	Promotion	Male	533	101 (9.46)	147 (13.78)	29 (2.71)	73 (6.84)	10 (0.94)	2.50	1.98	-0.172	-1.59	372.58	.000
		Female	534	100 (9.37)	200 (18.74)	30 (2.81)	88 (8.25)	12 (1.12)	2.95	1.77	-0.17	-1.05	248.06	.000

Factors	Marketing mix	Gender	N	To a very large extent	Not at all	To Some extent	To a very small extent	Mean	S.D	Sk.	Kt.	Ch. sq.	P value
People	People	Male	533	109 (10.21)	15 (1.41)	45 (4.21)	1 (0.1)	2.70	2.02	-.38	-1.57	369.37	.000
		Female	534	170 (15.93)	13 (1.21)	41 (3.84)	0 (0.0)	3.36	1.83	-0.38	-0.55	252.53	.000
Physical evidences	Physical evidences	Male	533	42 (3.91)	68 (6.37)	59 (5.53)	0 (0)	2.43	1.84	-.31	-1.52	182.66	.000
		Female	534	36 (3.37)	49 (4.59)	108 (10.12)	(0.1) (0.2)	2.78	1.62	-0.31	-0.91	385.93	.000
Process	Process	Male	533	84 (7.87)	26 (2.44)	108 (10.12)	1 (0.1)	2.40	1.91	-.091	-1.54	246.06	.000
		Female	534	113 (10.60)	23 (2.15)	141 (13.21)	1 (0.1)	2.85	1.77	-0.09	-1.16	219.93	.000

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

Findings

Data analysis revealed that 33.46% of male respondents were aware about Marketing mix strategies of Hospitality industry, compared with 40.21% female respondents. Central tendency analysis of data regarding awareness of respondents towards Marketing mix strategies revealed that respondents were aware about these strategies but not significantly (average Mean: 2.75). The maximum awareness of respondents were found for People (average mean: 3.03), followed by Product (average mean: 2.83), Price (average mean: 2.75), Place (average mean: 2.74), Promotion (average mean: 2.72), Process (average mean: 2.62) and Physical evidences (average mean: 2.60). Analysis of means revealed that among all the Marketing mix elements, respondents were only aware about “People” significantly. The conclusions are supported by significance level of 0.00 which falls within the limits and therefore rejects the null hypothesis.

The gender based further revealed that female respondents were significantly aware about the Marketing mix strategies with an average mean value of 3.00, than male respondents with an average mean of 2.51.

Recommendations

1. Only 33.46% of male respondents were found to be aware about the Marketing Mix strategies of Hospitality industry therefore Hospitality industry should try to improve the awareness of these strategies in male consumers.
2. Male respondents were not found significantly aware about the Hospitality industry Marketing Mix Strategies, therefore Hospitality industry should try to formulate appropriate strategies.
3. Accept “People” the overall extent of awareness of other Marketing mix Elements was found insignificant therefore Hospitality industry should chalk out the strategies which improve the awareness of these elements.

Limitations of Study

Scarcity of funds and time have constrained researcher to confine to Delhi state only, otherwise researcher could have included NCR in the study too. Researcher could not devote the sufficient time with every respondent to explain the technical questions of questionnaire in depth, due to time constraint, which might have not made all the questions very clear and understandable to respondents.

Future Scopes of Study

1. The present study was conducted from consumer's perspective. The same study can be carried out from the perspective of Hospitality industry.
2. The present study investigated the objective "To analyze consumers awareness towards Marketing mix strategies of Hospitality industry". The same study can be conducted in future investigating the topic/problems like:
 - i. To study the influence of operations management on consumer behavior in Hospitality industry.
 - ii. To study the role and influence of digital marketing in Hospitality industry.
 - iii. To study the significance of E-commerce in Hospitality industry.
 - iv. To study the influence of technology on consumer behavior in Hospitality industry.
 - v. To study the impact of changing demographics, and globalization in Hospitality

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