
Influence of Customer Perception in Selecting Hotels in Madurai Region

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Abstract

Over a decade hospitality industry showed a tremendous growth and it needs an update every day to attract the guests to with stand along with their competitors as well as the perception of guests are also changing every day to select a particular hotel. This perception is based on many things and also it changing for one place to another. Hence the hotel industry needs to be aware of the customer perception for their location. This paper will discuss about some common perception what the customers look into for selecting hotels in Madurai region.

Key words: Customer perception, Madurai, Expectations, Hotel, Hospitality Industry.

I. INTRODUCTION

Airbnb mention that India was positioned 34th in the Travel and Tourism Competitiveness Report 2019 distributed by the World Economic Forum. All out commitment by movement and the travel industry contributed to India's GDP will improve from Rs 15,24,000 crore (US\$ 234.03 billion) in 2017 to Rs 32,05,000 crore (US\$ 492.21 billion) in 2028. In 2018, Tourism contribution in India remained at US\$ 28.6 billion and is focused to reach US\$ 50 billion by 2022. Starting at 2019, 4.2 crore occupations were made in the travel industry area in India which was 8.1 percent of all out work in the nation. As indicated by WTTC, India positioned third among 185 nations as far as the travel industry's offering to GDP in 2018. Inbound Tourists appearance is relied upon to arrive at 30.5 billion by 2028. Remote traveler appearances for clinical reason expanded from 427,014 out of 2016 to 495,056 in 2017. E-visa office offered to 169 nations, as of December 2019. Hence the spending capacity of the tourists increased positively around the world as well as the perspective of choosing the hotels are based on psychology, demographic and behaviour theories (Han and Kim,2010). This paper will review the perspectives and present the findings in details

II. LITERATURE REVIEW

It is critical to note one of the greatest distinct advantages in neighbourliness industry and lodging division itself is ascent of Airbnb. Airbnb joins individuals to remarkable travel encounters, at assortment of value point, in excess of 65,000 urban communities and 191 nations connected by Airbnb. Moreover, its reality class customers assistance and a rising network of customers, Airbnb is turning out to be least demanding route for individuals to adapt their additional room and exhibit it to a wide scope of explorers. Essentially it permits mortgage holders to list their land property as rental space for explorers on long- and brief-time frame at reasonable value (Airbnb, 2017). The hospitality industry, other than selling a real tangible product, for example, lodging and transport, has a fundamental spotlight on offering a intangible service, whereby administration conveyance for instance impacts recognition and understanding which are somewhat abstract and profoundly dependent on the supporter desires (Angelo and Vladimir, 2011). The cordiality industry is ceaselessly changing so as to stay serious in the worldwide business condition (Swanger and Gursoy, 2010). It is important that industry specialists regularly are criticized from hospitality instructors for not having a present comprehension about the business and along these lines inadequately setting up the understudies for the present market with an obsolete educational plan (Mao and Moreo, 2008). In the hotel industry, perceived cost is hard to investigate because of administration factor that regularly can't be estimated also to huge number of products and service that tourist can run over during their visit to a specific destination (Zeithaml, 1988). There is extremely cozy relationship in the middle of quality of service and visitor motivation to pick that lodging once more (Lockyer, 2002). According to Zeithaml (1988) perceived value refers to a form of a trade-off between what customer gives up and what customer receives. Furthermore more, qualities, for example, location, security and well-being, business centre and get and drop off also influence apparent incentive in order to cost for the hotel that is being paid (Wharton, 2012).

III. OBJECTIVES OF THE STUDY

The main objective of this research is to

1. Find out the factors influencing while choosing hotels in Madurai region
2. Examine the customer profile involving in choosing hotels.

IV. HYPOTHESIS OF THE STUDY

H_0 : Demographic profile and occupation influence the selection of hotels

H_1 : Demographic profile and occupation don't influence the selection of hotels

V. METHODOLOGY

The study was conducted on 55 guests who are visiting various star category hotels in Madurai region by using random sampling method. Primary data was gathered with structured questions which insisted the demographic profile of guests, how did they choose this hotel. Secondary data was collected from internet and review of literature.

VI. DATA ANALYSIS AND FINDINGS

Following table describes the respondent’s democratic profile and their choice of factors influence while selecting hotels in Madurai region.

Particulars		Frequency	Percent
Sex	Male	33	60.0
	Female	22	40.0
Age Group	Below 25	8	14.5
	25 – 35	25	45.5
	35 – 45	14	25.5
	Above 45	8	14.5
Occupation	Student	6	10.9
	Private Organization	23	41.8
	Own Business	22	40.0
	Government	4	7.3
Preferences	Location	4	7.3
	Price	25	45.5
	Past Experience	10	18.2
	Promotions	13	23.6
	Eco Friendly	3	5.5

Table 1 - Democratic Profile of the respondents

According to Table 1, among the total respondents 60% are male and the remaining 40% are Female in that 45.5% of the respondents which means the majority of the respondents are belongs to below 25- 35 years of age and the minimum amount are from below 25 and above 45 years of age (14.5%) and 25.5% of them are from 35 – 45 age group. While concerning to the preference of the hotel 45.5% (25 respondents) choose the price and 23.6% (13 Respondents) selected promotions and 18.2% of the respondents choose past experience and only very few selected location and Eco Friendly respectively 7.3 & 5.3%



Figure 1 - Preference of choosing Hotels

Paired Samples Statistics							
		Mean	N	Std. Deviation	T Value	P Value	Hypothesis Accepted
Pair 1	Age	2.4000	55	.91490	-2.651	0.011	H_1 Accepted
	Reason to choose this hotel	2.7455	55	1.07528			
Pair 2	Occupation	2.4364	55	.78796	-3.320	0.002	
	Reason to choose this hotel	2.7455	55	1.07528			
Pair 3	Sex	1.4000	55	.49441	-8.176	0.000	
	Reason to choose this hotel	2.7455	55	1.07528			

Table 2- Paired sample test.

Table 2 describes the results of paired sample test, age doesn't influence the choosing hotels $\{t(-2.651), p(0.011) < 0.05\}$ as well as the occupation and sex doesn't influence while selecting the hotels the result of the both respectively $\{t(-3.320), p(0.002) < 0.05\}$, $\{t(-8.176), p(0.000) < 0.05\}$. this indicates that the demographic profile, occupation and the respondent's sex doesn't influence the selection of hotels.

VII. CONCLUSION

According to the present study describes clearly that in Madurai region customers demographic profile does not influence the hotel selection. Most of the customers choose their hotel based on price, promotion as well as their past experience in the region of Madurai.

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