



## Consumer Perception of Boutique Hotel: A Pilot Study on Bella Vista, Panchkula.

\* Shefali Saini

\* Assistant Professor, Department of tourism, hospitality and hotel management (THHM), Punjabi University, Patiala.

### ABSTRACT

*The scope of boutique hotel stream is increasing at the global level and same is attracting the scholars to opt for distinct research in the relevant fields of the hotel industry in India as well. The research on hotel industry operations and practices is of contemporary in nature, which leads to some problems faced by the young and dynamic researchers while conducting the research in the similar area.*

*The present paper is an attempt to identify consumer perception for boutique hotel. The sample population was all customers who were staying in Bella vista, panchkula. The questionnaire used an easy-difficult scale and focused on the phrases involved in research process.*

**Keywords : Boutique Hotel, Attitude, Awareness, Market profile**

### Introduction

Today, consumers purchased or use built-in products and services; however, it is sometimes necessary to customize products to satisfy consumers' needs and desires. Today, customers have begun to prefer unique experiences. In the hotel industry, for instance the newest concept is the boutique. Boutique hotels are upscale, luxury properties that tend to be smaller than conventional hotels, are frequently located in urban areas or city centres, have historical or other interesting aspects, and individually designed for the delivery of personal service. This study's purpose is to identify a profile of hotel consumers with higher awareness of and more positive attitudes toward boutique hotels. Further, it elaborates on marketing strategies that arise from an improved understanding of the profile of this segment of hotel consumers.

Bella Vista is 4 Star Luxurious Property & comes under the ITC (India Tobacco Company) Group. ITC Hotels is a India's second largest hotel chain with over 100 hotels. It is a property of 49 Rooms. Some Rooms include Luxurious Suites with private Pools. The Bella Vista Hotel is Chandigarh-Panchkula's newest boutique hotel and probably the region's most unusual hotel. It has nine swimming pools, spectacular mountain views and rooms including some uber-luxurious suites with private pools. The Bella Vista believes a good boutique hotel must be different, not offer the same old standardized experience. Most of all it believes that a good hotel isn't just how you feel about a place. It's how you feel about yourself when you are in that place.

### Literature Review

The term, "boutique hotel," can be defined by approaching its two components separately. "Boutique describes a small, luxurious store that sells products in small quantities, while a hotel is a building in which travelers stay for a short time in furnished rooms. By combining these definitions, one can define a boutique hotel as a small, luxurious hotel that has furnished rooms. The boutique hotel represents a new way to look at the hospitality industry with a special emphasis on a pleasant reception and customized services.

Boutique hotels have gradually become popular. A study done by the consulting firm indicated that the demand for boutique hotels has increased. It was expected that at a lot of rooms

would be added to boutique hotels, attitudes play an important role in consumer behaviour in particular, attitude play an important predictors of conscious consumers behaviours. According to previous researches on the roles of attitude towards hotel behaviour, overall image, gender, and age have an impact on hotel customer's decision making process. Customers who have positive attitude are very helpful in developing a business direction and approach in the hospitality industry. An individual's past experience with a hotel may be strongly associated with those individuals' intentions to revisit that hotel, to recommend it to others and to pay more to stay there.

Hotel customers who have stayed at boutique hotels are aware that these properties offer chances to experience unique services and atmosphere. On the other hand, customers who have never stayed at boutique hotels may not be aware of the various services and benefits associated with hotels of this type. Creating strong brand awareness among potential customers who are not aware of one's brand name contributes to better judgement, increased purchase intentions and decreased search behaviour. Additionally, building awareness of a brand name gives potential consumers opportunities internalize price in a positive direction.

### Methods and Findings

Online self-administered questionnaires were distributed to residents in Chandigarh, panchkula and mohali. The total valid sample size consisted of 60 individuals. In the first section, items addressed aspects of the hotel experience in regard to general hotels and boutique hotels, and the purpose of the stay. The next section contained items that measured awareness and attitude toward boutique hotels, using likert scale. The relationships of demographics (age, gender, and household income) and past hotel experience (types of hotels they stayed, purpose of stay, and boutique hotel experience) to three dependent variables (attitude and awareness) were examined. We found that the variables regarding past hotel experience variables had the most effect on attitude and awareness. The results indicated that hotel customers who stayed at upscale hotels and had stayed at least once at boutique hotel(s), had the higher awareness of and a more positive attitude toward boutique hotels.

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