



ORIGINAL RESEARCH PAPER

Marketing

"A STUDY ON CONSUMER BEHAVIOR WHILE SELECTING A HOTEL FOR MEAL IN NASHIK CITY"

KEY WORDS: Consumer Behaviour, Consumer Buying behaviour, Hospitality, Consumer

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ABSTRACT

This article reviews the hospitality industry. The study is focused on influencing factors on consumer buying behaviour while selecting a hotel for dinner/lunch purposes. This paper aims to study consumer decision-making processes or thought processes while choosing any hotel for the meal. Different parameters like hotel services influence the choice of hotel selection, received information, personal preferences, etc. This study concentrated on all things consumer is concerned about and why. The cluster is made based on the likability of the customer, interest of customer which includes (Hospitality, Service, Hygiene, Quality, and Ambience, Experiences of other Customers, Infrastructure, and Hotel Location etc.) why and how people select any hotel that gives an idea about the attitude of the customer and his behaviour. Consumer behaviour changes concerning needs and priorities in the selection of hotels. Therefore it is an attempt to understand consumer buying behaviour and factors influencing choice/selection of hotels by consumers in Nashik city.

INTRODUCTION

To make any business successful, it is essential to know about the need and wants of the target customer. It is also imperative to study the significant influencing factors considered by customers while selecting a particular product or service. However, this research focuses on Hospitality services, specifically in the hotel industry. The Hospitality industry has been making headway in the last few years. There is a need to understand customer decision making because knowing or unknowingly, we all are consumers. Hotel services provide several options before and after selecting hotels/restaurants. Studying customers' behaviour is very important for the hotel sector because hotels heavily rely on loyal and faithful consumers. Learning consumers is an integral part of hotel management because, based on this research, it would be as easy as pie to determine the customer service strategy. Understanding and keeping track of customers who visit very often is equally essential to know about their experience; this survey can track all this information. It becomes easier to provide the best hoteling experience for customers when you have the proper knowledge. In addition to essential points, we should also remember that role of culture is also necessary while studying consumer behaviour. Because differences in culture and subculture affect hotel selection and choice, people have a solid cultural background; these people strictly follow the ethics and norms of their culture, so it is equally essential to conclude the cultural behaviour of these customers while offering them service in hospitality industry.

Review of Literature:

Vladan Plantelic (2017), Factors influencing hotel selection Decision-Making process. The researcher considered three significant factors: perceived price, quality, and perceived value influencing hotel selection.

Afroditi K. Soulidou et al. (2018) outcomes show that Cleanliness is the vital factor in selecting accommodation, followed by Price and cooperative Staff. Price is valuable to women and lower-income customers. It also offers a statistically significant difference between the rating of women and men, women rating Hotel reputation and marketing of higher importance. Location is essential for singles, while provided Facilities is necessary for families' purchase decisions

Jammaree Choosrichem (2011), Factors influencing the selection of Hotel in Lanta Yai, Island, Krabi. The researcher identifies five core factors that influence the choice of Hotels

is Safety & Security, Value, staff service quality, Location and room service facilities.

Alaa Nimer Abukhalifeh (2020) Factors Influencing Customer Choices: A Case Study of Budget Hotels in Seoul, South Korea, Study identified the Excellent service quality, value for money, Hotel's brand image, hotel service quality and food & beverage prompt service are the essential factors of hotel selection.

Following are factors selected the study

Table No. 1.1 Factors selected for study

| |
|---|
| Parameters for the hotel selection process |
| Experience, convenience |
| Taste, Hygiene, Quality, Ambience, etc |
| Demographic factors including Age, Occupation, Gender |
| Proximity, location, reputation |

Objectives of the study:

- To study and understand factors that influence the choice of Hotel by consumers for meals in Nashik
- To identify & analyse the factors influencing the choice of Hotel by consumers in Nashik City

Hypothesis:

- H1: Taste significantly influence the choice of Hotel
- H2: Taste significantly influence Consumer Intention to select a hotel
- H3: Quality of Food significantly influence the choice of Hotel
- H4: Hygiene significantly influence the choice of Hotel

Research Methodology:

The study heads towards factors influencing consumer buying behaviour in selecting a Hotel in Nashik city. The data gathered here is from Secondary sources such as Books, Definitions, Magazines, the Internet and Journals. For Primary data, the study uses quantitative research in which a questionnaire survey method has been used.

While conducting this research five points, Likert scale was used to collect responses (strongly disagree/ disagree /neutral/agree/strongly agree). This questionnaire was distributed to Respondents who visited Hotel in Nashik city

Sampling size– 105 (under 18-60 above)

Sampling method– Simple random sampling

Sampling unit– Respondents who visit Hotel in Nashik city

Population: All those who visit hotels in Nashik city.

Research Tools:

for the analysis of data collected researcher has used statistical tools like mean, percentage, ANOVA, Regression. Cronbach's Alpha for reliability statistic of the instrument

Data Analysis & Interpretation:

This survey was conducted by taking the response of 104 respondents from Nashik city. The measurement of reliability was done for examining the stability and consistency of the collected data. The consistency of the instrument's questions was determined with the help of measuring a construct. Cronbach's alpha was used to measure the internal consistency. 0.735 is the overall value of Cronbach's alpha, which indicates good stability and consistency in the data.

Table No. 1. 2 Reliability Statistic test for overall variables

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .735 | .722 | 12 |

Table No. 1.3 Reliability Statistic Test for individual variable

| Items | Cronbach's Alpha |
|---|------------------|
| I like to visit convenient hotels which have easy access to reach | .715 |
| I like to visit hotels and restaurants on the outskirts of Nashik | .779 |
| I like to visit hotels which are near to me or in my city | .694 |
| I prefer a hotel which maintains their Hygiene | .657 |
| I like to visit motels (Dhaba)as compared to hotels | .759 |
| I prefer the Quality of food as compared to the quantity of food | .666 |
| I give equal preference to Quality and quantity of food | .713 |
| I like to visit hotels which are located in embrace of nature | .676 |
| I like hotels having quality food as compared to their price | .670 |
| I always consider the reputation of a hotel | .714 |
| I prefer quantity of food in relation to Taste of it | .791 |
| Prompt service is essential for me to | .713 |

The reliability test results are Cronbach's alpha score average (0.701), which shows a high level of internal consistency. Thus it is concluded that this instrument is accepted for further statistical analysis with a satisfactory level of reliability

Table No. 1.4 Demographic Profile of Respondents

| Variable | Description | Frequency | Percentage |
|------------|----------------|-----------|------------|
| Gender | Male | 52 | 49% |
| | Female | 53 | 51% |
| Age | 18-30 | 47 | 45% |
| | 31-40 | 20 | 19% |
| | 41-50 | 26 | 25% |
| | 51-60 | 7 | 7% |
| | 60-Above | 5 | 5% |
| Occupation | Student | 36 | 35% |
| | Self-employee | 7 | 7% |
| | Government-job | 4 | 4% |
| | Private-job | 21 | 20% |
| | Business | 13 | 12% |
| | House-wife | 24 | 23% |

Hypothesis Testing:

H0: Taste does not significantly influence the choice of Hotel

H1: Taste significant influence on the choice of Hotel

Table No. 1.5 Hypothesis H1 testing

| ANOVA Table | | | | | | | |
|--------------------------|-----------------|--------------------------|--------|-------------|--------|--------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. | |
| TT * CH (Taste & choice) | Betw een Groups | (Combined) | 48.002 | 17 | 2.824 | 5.204 | .000 |
| | | Linearity | 44.318 | 1 | 44.318 | 81.682 | .000 |
| | | Deviation from Linearity | 3.684 | 16 | .230 | .424 | .972 |
| | Within Groups | | 46.661 | 86 | .543 | | |
| Total | | 94.662 | 103 | | | | |

As the computed value of F is 5.204, which is greater than the table value that is 3.026, and the p-value is 0.000 less than 0.05 at 5% significant and 95 per cent confidence level hence **we accept H1 and conclude that there is a significant relation between taste preferences and Consumer Choice of Hotel for the meal by the customer.** To establish the association between the variables researcher further conducted an ANOVA test to measure the association and relation.

Table No 1.6 Measures of Association

| | R | R Squared | Eta | Eta Squared |
|---------|------|-----------|------|-------------|
| TT * CH | .684 | .468 | .712 | .507 |

R square values of the above table stipulate how much extent each factor causes variations in consumer taste preferences and Choice of Hotel for a meal. The R square value for taste preferences is 0.468, which shows that Taste explains 46.8 % of the variation in the Choice of Hotel. Eta Squared value is 0.507, which indicates a very high association between the Choice of Hotel and Taste.

H0: Taste does not significantly influence Consumer Intention to select a hotel

H2: Taste significant influence on Consumer Intention to select a hotel

Table No. 1.7 Hypothesis H2 testing

| ANOVA Table | | | | | | | |
|-------------|----------------|--------------------------|--------|-------------|--------|---------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. | |
| TT * CI | Between Groups | (Combined) | 57.042 | 15 | 3.803 | 8.895 | .000 |
| | | Linearity | 47.829 | 1 | 47.829 | 111.879 | .000 |
| | | Deviation from Linearity | 9.213 | 14 | .658 | 1.539 | .114 |
| | Within Groups | | 37.621 | 88 | .428 | | |
| Total | | 94.662 | 103 | | | | |

As the computed value of F is 8.895 that is greater than the table value that is 3.072, and the p-value is 0.000 less than 0.05 at 5% significant and 95 per cent confidence level hence **we accept H2 and conclude that there is a significant relation between taste preferences and consumer Intention to select Hotel for a meal.**

To establish the association between the variables researcher further conducted an ANOVA test to measure the association and relation.

Table No. 1.8 Measures of Association

| | R | R Squared | Eta | Eta Squared |
|---------|------|-----------|------|-------------|
| TT * CI | .711 | .505 | .776 | .603 |

R square values of the above table stipulate that to what extent each factor causes the variation in consumer taste preferences and consumer intention. The R square value for

taste preferences is 0.505, which shows that Taste explains 50.5 % of the variation in Consumer Intention. Eta Squared value is 0.603, which indicates a very high association between the Taste & Consumer Intention.

H0: Quality of food does not significantly influence the choice of Hotel
H3: Quality of food significantly influence the choice of Hotel

Table No. 1.9 Hypothesis H3 testing

| ANOVA Table | | | | | | | |
|-------------------------------|----------------|--------------------------|--------|-------------|--------|---------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. | |
| QF * CH (Quality & Choice) | Between Groups | (Combined) | 61.787 | 17 | 3.635 | 12.026 | .000 |
| | | Linearity | 56.087 | 1 | 56.087 | 185.576 | .000 |
| | | Deviation from Linearity | 5.700 | 16 | .356 | 1.179 | .301 |
| | Within Groups | | 25.992 | 86 | .302 | | |
| Total | | 87.779 | 103 | | | | |

As the computed value of F is 12.026 that is greater than the table value that is 9.424, and the p-value is 0.000 less than 0.05 at 5% significant and 95 per cent confidence level hence we accept H3 and conclude that there is a significant relation between Quality of food and Choice of Hotel for a meal. To establish the association between the variables researcher further conducted an ANOVA test to measure the association and relation.

Table No. 1.10 Measures of Association

| | R | R Squared | Eta | Eta Squared |
|---------|------|-----------|------|-------------|
| QF * CH | .799 | .639 | .839 | .704 |

R square values of the above table stipulate that to what extent each factor causes the variation in the Quality of food and choice of Hotel. The R square value for taste preferences is 0.639, showing that Consumer Intention explains 63.9 % of the variation in Choice of Hotel. Eta Squared value is 0.704, which shows a very high association between the quality of food and the choice of Hotel.

H4: Hygiene does not significantly influence the choice of Hotel
H4: Hygiene significant influences choice of Hotel

Table No. 1.11 Hypothesis H1 testing

| ANOVA Table | | | | | | | |
|-------------|----------------|--------------------------|--------|-------------|--------|---------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. | |
| HY * CH | Between Groups | (Combined) | 50.858 | 10 | 5.086 | 12.811 | .000 |
| | | Linearity | 44.351 | 1 | 44.351 | 111.717 | .000 |
| | | Deviation from Linearity | 6.507 | 9 | .723 | 1.821 | .075 |
| | Within Groups | | 36.920 | 93 | .397 | | |
| Total | | 87.779 | 103 | | | | |

As the computed value of F is 12.811 that is greater than the table value that is 9.391, and the p-value is 0.000 less than 0.05 at 5% significant and 95 per cent confidence level hence we accept H4 and conclude that there is a significant relation between Hygiene and Choice of Hotel for a meal.

To establish the association between the variables researcher further conducted an ANOVA test to measure the association and relation. R square values of the above table stipulate how much extent each factor causes the variation in Hygiene and

Choice of Hotel for a meal. The R square value for Hygiene is 0.505, which shows that Hygiene explains 50.5 % of the variation in Choice of Hotel. Eta Squared value is 0.579, which indicates a very high association between Hygiene and Choice of the Hotel.

Table No. 1.12 Measures of Association

| | R | R Squared | Eta | Eta Squared |
|---------|------|-----------|------|-------------|
| HY * CH | .711 | .505 | .761 | .579 |

Table No. 1.13 Summary of Hypothesis Testing

| Hypothesis | R Square | Eta Square | Sig. | Result |
|---|----------|------------|------|----------|
| H1: Taste significantly influence choice of hotel | .468 | .507 | .000 | Accepted |
| H2: Taste significantly influence Consumer Intention | .505 | .603 | .000 | Accepted |
| H3: Quality of food significantly influence the choice of Hotel | .639 | .704 | .000 | Accepted |
| H4: Hygiene significantly influences choice of hotel | .505 | .579 | .000 | Accepted |

Findings:

- with the help of the research data researcher found out the following things.
- Choice of Hotel is mainly depending on the Taste of the food provided by hotels
- Consumer intention to select Hotel is the result of the Taste of the food provided by hotels
- The quality of the food highly influences the choice of Hotel
- Hygiene at the Hotel plays an essential role in the selection of hotels for the meal.

CONCLUSION:

This study is related to factors influencing consumer buying behaviour in selecting a Hotel. Numerous factors have studied the results shows that Taste of food and Hygiene maintained by the hotels are vital elements influencing the choice of Hotel and customer intention to buy a meal from the Hotel.

Area of Further Study:

This study is conducted in the geographic boundaries of a three-tier city like Nashik, with a low sample size and without the bifurcation and classification of hotels of Nashik city. It can elaborate further, considering big cities with large sample sizes and appropriate categories of hotels.

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