

A Study on Factors Influencing Consumers Behavior while Availing Hospitality Services

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Abstract

Consumer behavior (CB) involves acts, attitudes, ideas or experiences that fulfill the patron's wishes and expectations (Solomon, 1996). This involves all activities that are directly involved in the acquisition, use and disposal of products and services, including the preceding and related decision-making processes. ' (Engel, Blackwell, & Miniard, 1995). When hospitality services are found and used, certain factors influence the decision-making process.

The paper is predicated on a close review of studies coping with the hospitality business, for this purpose numerous analysis papers, websites and books area unit consulted for a close literature review and also the vital gaps area unit determined within the studies on the idea of that the researcher is developed the analysis downside, made hypothesis and chalked out an appropriate analysis, sampling style and hypothesis. Delhi is taken as sampling of analysis and every one the people higher than fifteen years aged were taken because the population of analysis. Sample size was calculated statistically and was more divided in 2 elements as a result of study is administrated on the idea of gender. The sampling was done proportionately from all the zones of Delhi. Data was taken from primary in addition as secondary sources. Paper analyzes consumer awareness of the hospitality industry's Marketing mix policies. Study can so assist the welcome business to draw and customize their policies. The present analysis is administrated from the view of the buyer.

Key Words: *Hospitality, Consumers, Behavior, Perception, Motivation, Reference group, Cultural factors, Subculture, Income.*

INTRODUCTION

By identifying and understanding the factors that affect customer behavior and influencing consumer decisions to take advantage of hospitality services, businesses have the opportunity to develop marketing and strategic strategies that can meet the needs and expectations of their customers and thus increase their sales and profitability. Sharma Sunil (2007) in his book "Planning development of tourism and hospitality" Different market and environmental variables have been recognized that influence consumers decision-making processes while using these services.

Knowing these factors effect helps hospitality companies formulate marketing mix approaches that relate to target customer preferences. A user may not make an individual decision, but may be influenced in different roles by several other individuals. Accordingly, the buyer behavior of customers is significantly affected by social, political, personal and psychological features.

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Understanding the impact of these variables is critical for marketers to develop an effective advertising strategy to meet target customer requirements.

Factors influencing consumer's behavior/choices for availing Hospitality services.

A. Psychological factors include components like motivation and perception.

B. Social factors having components in these variables are:

1. Family

2. Reference Group

Membership and Normative Groups:

Secondary Groups and Aspiration Groups:

Dissociative or Avoidance Groups:

Formal Groups:

Informal and Automatic Groups:

C. Roles and Status consists of the activities that a person is expected to perform. Each role carries a status

D. Cultural Factors:

Culture and Subculture

Social Class

E. Economic Factors includes the combined family income and influence on buying behavior.

F. Personal Factor such as occupation lifestyles etc. influencing the buying behavior.

LITERATURE REVIEW

Krishan K. Kamra Chand Mohinder (2004) described the various interrelated aspects of the tourism industry in his book "Basics of Tourism Theory, Activity and Practice." This tourism review provided a balanced coverage of the tourism industry's wide range of components. Alan Fyall and Stephen Wanhill (2005) claimed that the primary task of travel agents was to provide travel services to the public in their research paper 'Tourism-Principles and Practice.' They have done this on behalf of their suppliers. A travel related services such as insurance and foreign currency can be managed by an agent. Biju M.R.(2006) Critically studied the various aspects of the tourism industry in his book entitled "Sustainable Dimensions of Tourism Management." The introductory part of the book dealt with the development of the global, national and regional tourism (India) sector of Kerala. Sharma Sunil (2007) offered a broad overview of the issues of hospitality and tourism planning and development in his book entitled "Planning and Development of Tourism and Hospitality."

OBJECTIVE OF PAPER

“An Study on factors influencing Consumers Behavior while availing Hospitality services”

Hypothesis Formed

H₁: Consumer behavior factors influences the respondents.

SIGNIFICANCE OF STUDY

Through identifying and recognizing the variables affecting consumer behavior and influencing consumers ‘ decisions to take advantage of hospitality services, companies have the opportunity to create advertising and organizational strategies that can meet the needs and desires of their customers, thereby increasing their revenue and profitability.

Consumers who purchase actions are affected by variables such as cultural, economic, financial, emotional, organizational, and environmental factors outside. Such factors make it easier for customers to establish preferences for products and brands. Knowing these factors ‘ effect helps hospitality companies build marketing mix approaches that connect to target customer preferences. A user may not make an individual decision, but may be affected in different roles by several other individuals.

Consequently, the buyer behavior of consumers is highly influenced by political, cultural, personal and psychological features. To create an effective advertising mix to meet the needs of target customers, it is important for marketers to understand the impact of these factors.

METHODOLOGY

A. Research Design used: Descriptive

B. Sampling Design

(i) Area of Study

Delhi is used as a study area due to its proximity and wide availability for researchers and the presence of experienced and knowledgeable consumers of hospitality.

(ii) Population

A population is a collection of similar items or events of interest to a specific question or study. An observable population can be a sequence of real objects or a hypothetical and potentially infinite set of objects conceived as a generalization from experience. Our sample population consisted of all the people who used hospitality facilities in Delhi. Researcher included all the elements of hospitality services, including hotels, cafes, pubs, night clubs, and tour / travel. Both 15-year-olds will be the sampling unit. We selected this age group as a sampling unit because people are educated and conscious in this age slot. A balanced mix of people from

all age groups, incomes, occupations, social background, and financial background were expected to be included. Therefore, the use of hospitality providers in their responses / points of view is more authentic and accurate. Thus the study represents all strata of people using the hospitality facilities.

(iii) Sample Size

After the sampling unit was finalized, the sample size was statistically calculated. The Delhi government's statistical abstract, which turned out to be 10243098, which was rounded to 10250000. This was researchers target population, from this population sample was calculated statistically at ninety fifth confidence level and at a confidence interval of 92-95% that gave a sample size of 1067. This sample was again split into Delhi's 9 areas so proportionate sampling may well be performed in these areas, Give the researcher a homogeneous sample for analysis, as the researcher wanted the study to be defined similarly by race, further dividing the sample into equal strata of male and female sex.

(iv) Sampling Technique

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

1st Stage: Dividing the targeted population zone wise

The calculated sample size of 1067 was split into nine Delhi areas chosen for research at this point. The allocation was made based on the percentage of people residing in these areas. The purpose of taking the sample from all the zones was to obtain for the study a homogeneous sample.

2nd Stage: Dividing the zonal population in two strata's (Gender-wise)

At this point, the zonal population / sample was further split into two strata / parts based on gender, this was achieved because researchers intended to carry out the study based on gender data depicted in Table 1.

Table 1: Dividing the zonal population in two strata's

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

3rd 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).

(i) 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.

(ii) Data Collection Tools: Data was collected through structured questionnaires; those were mailed and administered personally.

(iii) Questionnaire Development: Data were gathered using a self-administered questionnaire for the current research. After conducting an comprehensive literature study and summarizing the views of a few chosen clients, the questionnaire was drafted. Then the questionnaire was evaluated by three marketing academics who are academic specialists. They assess the content of points and their wording. Some statements have been rephrased on the grounds of recommendations provided by these experts and a few vague and ambiguous things have been removed.

DATA ANALYSIS

Table 2: Analysis of population consumer behavior role in selection of Hospitality Services

Gender	Male	Female	Total
Consumer behavior plays a significant role in selection of hospitality services	493 (46.20)	506 (47.42)	999 (93.62)
Consumer behavior do not plays a significant role in selection of hospitality services	40 (3.75)	28 (2.62)	68 (6.37)
Total	533 (49.95)	534 (50.05)	1067

Figure in parentheses denotes percentages

(Source-Data compiled through questionnaires)

Analysis of data as depicted in Table 2 and Figure 1, shows that 46.20% of the male respondents agreed that Consumer behavior plays a significant role in selection of hospitality services comparing with 47.42 % 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.

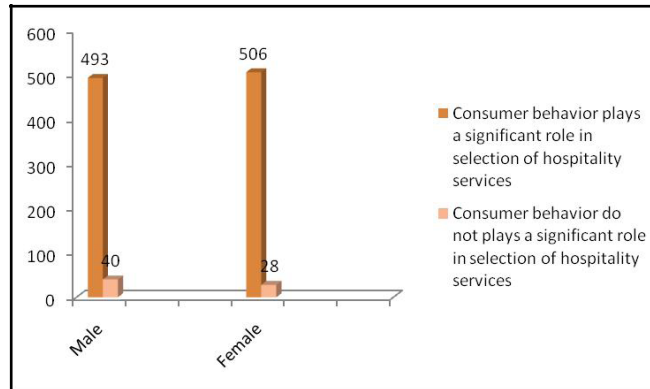


Figure 1: Analysis of population “consumer behavior role in selection of Hospitality Services

ANALYSIS OF FACTORS INFLUENCING CONSUMER BEHAVIOR

1. Culture has an influence on my consumer behavior: As depicted in Table 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, That is within the boundaries and therefore found that culture substantially affects respondents ‘ customer conduct while using hospitality services. In both the gender information is negatively skewed and in the event of masculine gender is platykurtic and in the case of female gender is leptokurtic.

2. Social class has an influence on my consumer behavior: As depicted in Table 3, The assessment demonstrates that both males and females agree that the social class to which they belong affected their consumer behavior to a big extent which further affected their decision-making process while taking advantage of hospitality services, further supporting the conclusion is 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 found that respondents ‘ social classes had a significant influence on respondents ‘ customer conduct while using 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 3, the analysis shows that both males and females agreed that their reference groups had a significant influence on their customer conduct, which further affected 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 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.

5. Influence of role and status on consumer behavior: As depicted in Table 3, the analysis revealed that male and female both the respondents agreed, that their role and status significantly influenced their consumer behavior which further influenced their decision making process while they availed the Hospitality Services. The conclusion is further supported by the Mean values of 4.00 and 4.12 and Chi square value of 741.19 and 775.10 respectively. The significance level in both the cases is .000, which concluded that role and status significantly influenced the consumer behavior of respondents and female respondents were more influenced, 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.

6. Influence of customs and traditions on consumer behavior: As depicted in Table 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 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 to avail 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.

8. Influence of occupation on consumer behavior: As depicted in Table 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 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.

9. Influence of economic circumstances on consumer behavior: As depicted in Table 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 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 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 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 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 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 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 3, the analysis revealed that male and female both the respondents agreed, that learning's significantly influenced their consumer behavior, which further influenced their decision making process while they availed Hospitality Services. The conclusion is further supported by the Mean values of 3.93, and 3.85 and Chi square value of 638.46 and 824.06 respectively. The significance level in both the cases is .000, which concluded that learning's significantly influenced the consumer behavior of respondents and male respondents were found to be more influenced while they availed the Hospitality Services. In case of both the genders data is negatively skewed, and is Leptokurtic.

Table 3: Analysis of factors influencing consumer behavior

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 consumer behavior	Male	227 (42.6)	213 (40)	38 (7.1)	8 (1.5)	7 (1.3)	533	3.98	1.370	-1.888	2.926	593.32	.000
	Female	202 (37.8)	262 (49.1)	30 (5.6)	6 (1.1)	6 (1.1)	534	4.05	1.191	-2.181	4.906	715.48	.000
Social class influences consumer behavior	Male	183 (34.3)	266 (49.9)	27 (5.1)	11 (2.1)	6 (1.1)	533	3.92	1.332	-1.930	3.181	668.47	.000
	Female	180 (33.7)	297 (55.6)	15 (2.8)	10 (1.9)	4 (0.7)	534	4.03	1.160	-2.287	5.489	833.79	.000
Reference groups influences consumer behavior	Male	173 (32.5)	282 (52.9)	14 (2.6)	18 (3.4)	6 (1.1)	533	3.89	1.334	-1.916	3.065	723.38	.000
	Female	179 (33.5)	294 (55.1)	8 (1.5)	20 (3.7)	5 (0.9)	534	4.00	1.194	-2.138	4.578	811.50	.000
Family influences consumer behavior	Male	220 (41.3)	237 (44.5)	18 (3.4)	12 (2.3)	6 (1.1)	533	4.00	1.357	-1.974	3.233	667.82	.000
	Female	237 (44.4)	236 (44.4)	13 (2.4)	16 (3.0)	4 (0.7)	534	4.13	1.216	-2.201	4.764	736.67	.000
Role and status influences consumer behavior	Male	208 (39.0)	261 (49.0)	7 (1.3)	11 (2.1)	6 (1.1)	533	4.00	1.338	-2.057	3.580	741.19	.000
	Female	228 (42.7)	252 (47.2)	9 (1.7)	11 (2.1)	6 (1.1)	534	4.12	1.205	-2.274	5.118	775.10	.000

Customs and traditions influences consumer behavior	Male	168 (31.5)	235 (44.1)	47 (8.8)	34 (6.4)	9 (1.7)	533	3.75	1.397	-1.496	1.553	463.19	.000
	Female	133 (24.9)	245 (45.9)	60 (11.2)	61 (11.4)	7 (1.3)	534	3.65	1.289	-1.291	1.293	430.80	.000
Age influences consumer behavior	Male	158 (29.6)	189 (35.5)	115 (21.6)	30 (5.6)	1 (0.2)	533	3.66	1.358	-1.333	1.457	327.16	.000
	Female	116 (21.7)	283 (53)	73 (13.7)	33 (6.2)	1 (0.2)	534	3.74	1.180	-1.667	3.010	598.00	.000
Occupation influences consumer behavior	Male	148 (27.8)	300 (56.3)	18 (3.4)	26 (4.9)	1 (0.2)	533	3.84	1.304	-1.895	3.114	755.98	.000
	Female	146 (27.3)	319 (59.7)	10 (1.9)	31 (5.8)	0 (0)	534	3.93	1.166	-2.075	4.463	635.68	.000
Economic circumstances influences consumer behavior	Male	220 (41.3)	209 (39.2)	39 (7.3)	19 (3.6)	6 (1.1)	533	3.93	1.389	-1.753	2.398	543.16	.000
	Female	192 (36)	231 (43.3)	54 (10.1)	23 (4.3)	6 (1.1)	534	3.92	1.253	-1.742	2.922	527.68	.000
Gender influences consumer behavior	Male	102 (19.1)	200 (37.5)	126 (23.6)	38 (7.1)	27 (5.1)	533	3.36	1.401	-1.009	.354	255.58	.000
	Female	95 (17.8)	244 (45.7)	93 (17.4)	43 (8.1)	31 (5.8)	534	3.45	1.321	-1.123	.653	373.91	.000
Interests influences 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
Needs influences 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
Motivation influences 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
Personality, belief, perception, influences 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
Past experiences influences 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
Learning's influences 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

(Source-Data compiled through questionnaires)

FINDINGS AND RECOMMENDATIONS

Findings on the basis of analysis on the basis of influence of various factors on consumer behavior, revealed that 46.20% of male respondents agreed that consumer behavior plays a significant role in selection of Hospitality Services when compared with 47.42 % of female respondents, and in totality 93.62% of respondents agreed that consumer behavior plays a significant role in selection of Hospitality Services. The descriptive analysis of factors influencing

consumer behavior revealed that all the factors had significantly influenced the consumer behavior of respondents while they availed the Hospitality Industry services. An average Mean of 3.89 of all respondents supported the conclusion. It was further concluded that female respondents were more influenced by these factors with an average Mean value of 3.92 as compared to 3.87 of male respondents.

The factors were grouped in the following groups on the basis of their Mean value which also signified the extent of their influence on the consumer behavior of respondents.

1. The first group which influenced the consumer behavior to the largest extent contains the factors those have Mean > 4.00 and includes personality (4.10), family (4.06), role and status (4.06), need (4.02), and culture (4.01)
2. The second group which influenced the consumer behavior contained the factors those have Mean value >3.8 to < 4.00, like social class (3.97), past experience (3.95) reference groups (3.94), economic circumstances (3.92) learning (3.89), occupation (3.88) and interest (3.85).
3. The third group which influenced the consumer behavior at third place contained the factors having Mean value <3.8 and included motivation (3.78) culture and traditions (3.70), age (3.7).

Because all the factors taken for study influenced the consumer behavior of respondents, therefore Hospitality Industry should take care of every factor, but should focus more on the above mentioned groups (the factors they contains). Because female respondents were found to be more influenced with these factors therefore Hospitality Industry should chalk out appropriate strategies in this regard.

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