

An analysis of awareness and preferences of consumers towards Hospitality services
“A study of Delhi”

Dr. Anil Kalotra

Associate Professor
University school of Business
Chandigarh University
India

Mobile: 8700855164, 9810845877
Mail ID: kalotraa@yahoo.co.in

ABSTRACT:

Marketers all over the world are interested in accumulating knowledge on consumer decision making. This research examines the preferences and awareness of consumers for decision making with respect to hospitality services in India. The hospitality sector in India is on the path of growth due the phenomenal increase in tourism activities. The aim of the research is to expand the understanding about preferences of consumers related to Hotels, Motels, Restaurants and Tours and travels The study is exploratory in nature and attempts to probe the awareness and preferences of consumers while they choose hospitality services. The study utilized a self-administered questionnaire to a convenience judgmental sample of 1067 respondents. The outcomes of the study indicate the preferences of consumers while they avail hospitality services.

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, 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 used is primary. Questionnaire was constructed and pretested and evaluated by experts, data analysis was done with the help of SPSS and the analysis is depicted with the help of charts.

Key words- Hospitality, Central tendency, Marketing mix, industry, Awareness, Statistical, consistency, significance, questionnaire, consumer.

I. INTRODUCTION

The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. Hospitality is a unique industry which provides a wide range of substantial products as well as insubstantial services, for