CHAPTER NUMBER FOUR

RESEARCH METHODOLOGY

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4.0: A BRIEF ABOUT CHAPTER ON RESEARCH METHODOLOGY:

In this chapter, the researcher has attempted to outline in brief various areas of the research methodology appliedin this research study. It has been divided into two parts. The Part-I is for Customers' or hotel guests' study, and the Part-IIis for Hoteliers' study. The researcher has followed and explained separate research methodology for both the studies that were undertaken in the State of Gujarat. It offers brief explanation on selected methodological aspects of the research such as viz., key termsof the research study; rationale of the research study; scope and coverage of the research study; objectives of the research study; research designof the research study; researchquestions of the research study; hypotheses of the research study; sources of information, collection of primary data; sampling decisions, as well as tools and techniques adopted for data analysis and interpretation.

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PART –I
CUSTOMERS' STUDY

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4. I.1: A BRIEF ABOUT THE RESEARCH STUDY:

The research on Customer Relationship Management has become more and more important to the marketers in today's complex and competitive environment which aims to develop suitable marketing strategies for building long lasting relationship by measuring quality of service and depth of relationships with customers. The success of any firm rest upon their ability to attract and retain their customers as attracting new customer is a costly affair,and retainingold customer too has become a very challenging task for service providers.

In this context, it was decided to undertake an empirical research study to examine Customer Relationship Management (CRM) practices from the perspective of customersin varioushotels in the State of Gujarat. An attempt was therefore made to provide an understanding on selected customers' expectations and experiences on CRM practices in the selected hotels in selected cities in the State of Gujarat. The researcher has attempted to assessoverall awareness, expectations, satisfaction or dissatisfaction of selected customers who had stayed and had availed hotel services from hoteliers or stafffrom conveniently selected those selected hotels that are located in the selected cities that is Ahmedabad, Surat, Vadodara, and Rajkot in the State of Gujarat.

4. I.2: KEY TERMS OF THE RESEARCH STUDY:

Customer, Guests, Service, Relationship, Customer Relationship Management, Customer Satisfaction, Customer Loyalty, Customer Retention, Hotel.

Each of the key terms of this research study has been defined and explained in brief as follows:

4. I.2.1: Customer:

A customer is a person who influences or decides on the acquisition of one or more products or services, or who uses one of these products or services (Kincaid J. W, 2006)[1.]

Juran (1990)[2] had stated the concept of customer as most people suppose that customer is the final consumer whereas the customer is both categories of the intra-organizational and the extra-organizational, that is whoever the product and service is produced to meet his or her need. All those who are involved in the process of transfer of ownership of a product from the production centre to the consumption centre are customers, and not merely the only ones who enjoy the benefit of a product or service (H Peeru Mohamed a Sagadevan, 2007)[3]. According to Mahatma Gandhi, the customer is the most important person for a business; he is not an interruption to our work but the purpose of it. He is not an outsider; he is part of it. We are not doing him a favour; he is doing us a favor by giving us an opportunity to serve (www.indusbusinessjournal.com)[1].

4. I.2.2: Guests:

Guest especially with reference to hotels is one, who is a recipient of hospitality at the home or table of another, to whom entertainment or hospitality has been extended by another in the role of host or hostess, as at a party or the one who pays for meals or accommodations at a restaurant, hotel, or other establishment; a patron (www.dictionary.reference.com)[2].

4. I.2.3: Service:

Service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything (Kotler et: al, 2013)[4].

4. I.2.4: Relationship:

According to the dictionary meaning, the term relationship is logical affiliation, association, or connection between two entities that benefits both of them(www.yourdictionary.com)[3]. It is an existing connection or a significant association between or among things (www.dictionary.reference.com)[2.]

The analogy predominately used by marketing academies (Morgan and Hunt 1999)[5] and(Levitt, 1983)[6] is that of a marriage-an exclusive enduring and deeply personal relationship between two people which forsakes all others.

4. I.2.5: Customer Relationship Management [CRM]:

CRM is a management process of acquiring customers by understanding and fulfilling their requirements to retain them in a way that would meet their expectations and also attract new customers through customer specific strategic marketing approaches. The process invites total commitment on the part of the entire organization in evolving and implementing relationship strategies that would be rewarding to all concerned (H. Peeru Mohamed and A. Sagadevan, 2007)[3].

4. I.2.6: Customer Satisfaction:

Customer satisfaction is a customer's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations (Philip Kotler and Kevin Lane Keller, 2005)[7].

4. I.2.7: Customer Loyalty:

Customer loyalty in the marketing term has been defined as a willful, voluntary, and repeated choice of a specific brand of a product or type of service (H. Peeru Mohamed and A. Sagadevan, 2007)[3.]

4. I.2.8: Customer Retention:

Customer retention occurs when a customer is loyal to a company, brand, or to a specific product or service, expressing long-term commitment and refusing to purchase from competitors (dictionary.bnet.com)[4].

4. I.2.9: Hotel:

A hotel can be defined as a highly organized commercial unit either small, owned and managed by an individual or one of the largest chain of hotels, departmentalized in its organization where basic aim is to provide a friendly welcome and attention to needs of those who require accommodation, food drink and rest. In other words it is "home away from home". According to British law, hotelis a place where a bonafide traveler can receive food and shelter, providing s/he is in a position to pay for it, and is in a fit condition to be received. A building or an institution providing lodging, meals and service for people. Ashotel being a place where the customer is involved everywhere, hotel industry cannot afford to ignore CRM Practices (www.businessdictionary.com)[5.]

4. I.3: THE RATIONALE OF THE RESEARCH STUDY:

The broad perspective of the problem of research statement was to identify the Customer Relationship Management [CRM] practices in the selected hotels from amongst the selected cities of the State of Gujarat. The researcher has therefore collected the primary data on current state of CRM on the basis of customers' overall awareness of the various services and actual use of hotel services as availed by them during their stay in hotel, theirexpectations regarding ambience, service quality, room facilities, rooms, functioning of the product, housekeeping, food quality, personalization, reliability, social bonding, complaint management,trust, pricing, behavior of staff, commitment and satisfaction or dissatisfaction .

As an outcome of the offering of various kinds of hotel services as offered to them by the selected hoteliers or the hotel staff in the selected cities viz., Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

4. I.4: SCOPE AND COVERAGE OF THE RESEARCH STUDY:

The research study was undertaken mainly to examine the impact of CRM practices in the selected hotels in selected cities in the State of Gujarat. The researcher had collected secondary and primary data to measure and evaluate current state of CRM on the basis of selected customers' overall awareness, expectations, and satisfaction or dissatisfaction as an outcome of the offering of various kinds of hotel services as offered by the various hoteliers in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

The geographical coverage of this research study was restricted with an exclusive focus on those customers' or hotel guests' who had stayed and actually availed hotel services at the time of the collection of the primary data. It was determined that those customers or hotel guests who had stayed in hotels of selected cities viz., Ahmedabad, Surat, Vadodara, and Rajkot of the State of Gujarat were pre-determined as targeted respondents or representative sampling units under this research study.

4. I.5: OBJECTIVES OF THE RESEARCH STUDY:
The research study was undertaken mainly keeping in mind following broad objectives.

- To study and evaluate selected customers' expectations versus experiences on CRM practices on selected criteria considering those that are being practiced by the selected hoteliers in the selected cities of the Gujarat State.
- To assess selected customers' awareness on CRM practices considering those that are being practiced by the selected hoteliers in the selected cities of the Gujarat State.
- To gather information on perceived benefits as experienced and reported by selected customers' on CRM practices considering those that are being practiced by the selected hoteliers in the selected cities of the Gujarat State.
- To study and analyze the problems being faced by the selected customers' from CRM practices considering those that are being practiced by the selected hoteliers in the selected cities of the Gujarat State.
- To assess Post Purchase Behavior of selected customers' considering selected CRM practices considering those that is being practiced by the selected hoteliers in the selected cities of the Gujarat State.

4. I.6: RESEARCH QUESTIONS OF THE RESEARCH STUDY:

The research questions of the research study have been listed out as follows.

❖ What is the demographic profile of the selected customers who had stayed and availed hotel services from the selected citiesthat is Vadodara, Ahmedabad, Surat and Rajkotin the State of Gujarat?

❖ What are the selected customers' expectations and experiences on the diverse kinds of CRM practices as practiced by the various hotels located in the selected cities that is Vadodara ,Ahmedabad, Surat and Rajkot city in the State of Gujarat?;

❖ What is the selected customers' overall satisfaction /dissatisfaction as experienced and reported by them on CRM practices as practiced by the various hotels located in the selected cities that is Vadodara ,Ahmedabad, Surat and Rajkot city in the State of Gujarat?;

❖ What is the selected customers' awareness on the various kinds of selected CRM practices as offered by the various hotels located in the selected city in the selected cities that is Vadodara ,Ahmedabad, Surat and Rajkot city in the State of Gujarat?;

❖ What are the responses of selected customers' on benefits of CRM as perceived and experienced by them?

❖ What are the problems being faced by the selected customers' on CRM practices?, and

❖ Whether customers' are loyal towards choosing the hotels for their stay and availing various hotel services located in the selected cities that is Vadodara ,Ahmedabad, Surat and Rajkot city in the State of Gujarat?.

4. I.7: AN ILLUSTRATIVE LIST OF HYPOTHESES OF THE RESEARCH STUDY:

An illustrative list of hypotheses that were put test by the researcher has been given as follows.

↓ There is no association between overall awareness of selected hotel guests' on selected services that are being offered by selected hoteliers in the selected cities of the Gujarat State vis-à-vis selected hotel guests' selected background variables such as age, gender, marital status, occupation ,educational qualifications and income.

↓ The actual expectation of selected hotel guests' on ambience of the hotel, room of the hotel, functioning of products in hotel, housekeeping services, facilities in hotel, food quality, service quality, behaviour of staff, social bonding, personalization, reliability, commitment, trust, pricing [rates] in the hotel, and complaint management is-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.

↓ The actual experience of selected hotel guests' on ambience of the hotel, room of the hotel, functioning of products in hotel, housekeeping services, facilities in hotel, food quality, service quality, behaviour of staff, social bonding, personalization, reliability, commitment, trust, pricing

[rates] in the hotel, and complaint management is-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.

➕ The perceived importance of selected hotel guests' on selected criteria viz., ambience of the hotel, room of the hotel, functioning of products in hotel, housekeeping services, facilities in hotel, food quality, service quality, behaviour of staff, social bonding, personalization, reliability, commitment, trust, pricing in the hotel, and complaint management vis-à-vis selected hotel guests' selected background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.

➕ There is no association between selected hotel guests' overall satisfaction/dissatisfaction on selected criteria viz., ambience of the hotel, room of the hotel, functioning of products in hotel, housekeeping services, facilities in hotel, food quality, service quality, behaviour of staff, social bonding, personalization, reliability, commitment, trust, pricing [rates] in the hotel, and complaint management vis-à-vis selected hotel guests' selected background variables., age; gender; marital status ; occupation; educational qualifications, and income are independent.

➕ There is no association between selected background variables of hotel guests' viz., age; gender; marital status; occupation; educational qualifications, and income is-a-vis his or her average opinion and post purchase behaviour on selected criteria as guest of the hotel.

4. I.8: RESEARCH DESIGN OF THE RESEARCH STUDY:

The research design applied in this study was of exploratory as well as descriptive one in nature considering its rationale, objectives, and hypothesis as well as the sources of information, sampling decisions, data analysis and interpretation which have offered its results, findings as well as implications and limitations of this research study in it. The research design of this research study considering its objectives, scope and coverage is exploratory as well as descriptive one in nature.

4. I.9: RESEARCH METHODOLOGY:

The researcher has attempted to outline various methodological steps and conceptual aspects concerning to the research methodology which mainly includes viz., rationale of the research study; basic terms of the research study; scope and coverage of the research study; objectives of the research study; researchquestions of the research study, and hypotheses of the research study, researchdesign of the research study; sources of secondary data; sampling decisions; drafting of the structured questionnaire; data analysis and interpretations of the research study; results, findings and implications of the research study; conclusions, recommendations, and suggestions of the research study as well as directions for future research, and lastly, limitations of the research study have been put forward in concise form as follows.

4. I.9.1: Secondary Data (or) Information:

The researcher has made possible efforts in order to collect available information from many secondary sources that have been outlined in brief as follows.

4. I.9.1. (i): Sources of Secondary Data:

The researcher has gathered, compiled, &summarized available information to undertake its critical review that had been collected from various published sources of secondary data viz., newspapers; research journals; published as well as unpublished reports; websites, and search engines.The major newspapers referred by were viz., the Times of India and the Economic Times.The researcher has also referred various Research Journals relating to chosen area of the research study. An illustrative list of journals included viz,; Journal of Marketing Research, Journal of Marketing Science, Journal of Marketing, International Journal of Contemporary Hospitality Management, Journal of Service Research, The Service Industries Journal, International Journal of Hospitality Management, The Academy of Management Executive, Journal of Advertising, Relationship marketing Small Business Forum, Journal of the Academy of Marketing Science,Journal of American Marketing Association, International Journal of Service Industry Management, The Journal of Product and Brand Management, Marketing of Services American Marketing Association, Business Process Management Journal, Journal of Hospitality & Tourism Research, Journal of Marketing Research, Journal Industrial management and data systems, Journal of Marketing Practice, Journal of Consumer Psychology, Journal of Quality &Reliability Management, Journal of Consumer Research, Journal of Retailing, Managing Service Quality, Operations Management, TQM Magazine, Information Week, Journal of Interactive Advertising, European Journal of Marketing, Marketing Science Institute Working Paper, Nation's Restaurant News, Psychology and Marketing, Journal of Hospitality & Leisure Marketing, Managerial and Decision Economics, Strategic Hospitality Management,The Free Press of New York, The Haworth Hospitality Press, Tourism Management, Journal of Travel & Tourism Marketing, Journal of Financial Services Marketing, FIU Hospitality Review, Managerial Auditing Journal, The Journal of the Operational Research Society, Baltic Journal of Management, Journal of Vacation Marketing, International Journal of Research in Marketing, The American Journal of Sociology, The Academy of Management Journal, International Journal of Service Industry Management, Tourism Review, Journal of Business Research, Harvard Business Review, Journal of Managerial Psychology, Journal of European Industrial Training, Handbook CRM, Journal of Small Business and Enterprise Development, Management Information Systems Research Center, Strategic Management Journal,and Journal of Hospitality & Leisure Marketing respectively.The researcher has also made use of various websites, and search engines available on Internet.

4. I.9.2: Collection of the Primary Data:

The primary data was collected by the researcher from those customers' or hotel guests' who had stayed and availed various hotel services as being delivered to them considering those CRM practices that were being considered and put in practice by the selected hoteliers in the selected cities of the Gujarat State. The personal visits to various hotels were made by the researcher herself for an interaction with selected customers' or hotel guests' to obtain required information on CRM practices that were being considered, and put in practice by the selected hoteliers in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

4. I.9.3: Research Instrument Used in the Research Study:

This research study was conducted using self-administered structured non-disguised questionnaire for the collection of the primary data from the selected customers' or hotel guests' whohad stayed and availed hotel services inthe selected hotels located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat in the year 2012. Out of the total numbers of 1,294 duly filled up structured questionnaires that were collected by the researcher, after editing, finally it was decided to consider total number of 1,200 qualifying responses that is structured questionnairesfor the purpose of data analysis and interpretation.

4. I.9.4: Sampling Decisions:
It mainly consisted of following:

4. I.9.4.1: A Representative Sample of the Research Study:
The population was defined as those customers or hotel guestswho were staying and availing hotel services from amongst selected hotels in the State of Gujarat. Those customers or hotel guests who had stayed and availed hotel services at the time of collection of the primary data was regarded as a representative sampling unit in this research study.

4. I.9.4.**2: A Sampling Frame of the Research Study:**

The sampling frame for this research study was not readily available as the records which are maintained by the hoteliers' is kept and considered as confidential and its access was not possible for the purpose of drawing of the representative sample and also for sample size determination purposes. Thus, sampling frame directly befitting for the key objective under the definition of truly representative sampling unit was not available for this research study however based on informal interactions and published reports of the different associations of the hotel industry was useful in determination of sample size under this research study.

4. I.9.4.3: The Sample Size of the Research Study:

As the researcher undertook the research study with a key focus of drawing those selected those customers or hotel guests who had stayed in hotel and availed hotel services from amongst the four selected cities of the State of the Gujarat, the researcher had drawn 25.1 per cent customers or hotel guests from the Vadodara city, 37.4 per cent from Ahmadabad city, 16.7 percent from Surat city, and 20.8 percent customers or hotel guests were drawn from Rajkot city.

A bird eye-view of comparison of sample size of 1200 selected respondents taken by the researcher in the State of Gujarat is as follows:

Table Number: 4.I.1: Sample Size of the Research Study (A)

Sr. No.	Name of the Selected City of the State of Gujarat	Sample Size of the Researcher's Study (In Percentages)
01	Vadodara	25.1
02	Ahmadabad	37.4
03	Surat	16.7
04	Rajkot	20.8

Source: Fieldwork.

The researcher had finally included 1200 responses for the purpose of data analysis and interpretation of customers' study. Accordingly, total number of 301,449, 200 and 250 samples that is customers or hotel guestswere drawn from the Vadodara, Ahmedabad, Surat and Rajkot cities of the Gujarat State respectively. Duly filled up and edited structured questionnaires were tabulated and analyzed with the help of SPSS 15.0.

Explanation for the Sample Size of the Research Study:

The researcher has also offered rationale for the selection of the total number of 1200 customers or hotel guests as follows.

Formula for determining Sample Size:

$n = \pi (1 - \pi) z^2 \div D^2$

> *Where*
> n = required sample size.
> π = the estimated population proportion (based on pilot study of 122 sample drawn from Vadodara city researcher has estimated that 75 per cent (0.25) were satisfied with the services provided by Hotel.
> z = suppose the level of confidence is 95 per cent than associated z value is 1.96
> D = the level of precision and desired precision is such that the allowable interval is set as   D = p (sample mean [proportion]) – π (population mean [proportion]) = + or – 0.05.

This formula used from Naresh K. Malhotra and Satyabhushan Dash (2011)[25] 'Marketing Research – An Applied Orientation' 6th Edition, Pearson, Page number 364.

Calculation of Sample Size:

$$n = \frac{\pi\,(1-\pi)\,z^2}{D^2}$$

$$n = \frac{0.75\,(1-0.25)\,(1.96)^2}{(0.05)^2}$$

$$n = \frac{0.75(0.25)\,(3.8416)}{0.0025}$$

$$n = \frac{0.7203}{0.0025} = 288.12 \text{ so sample size is } 288$$

Based on total 288 sample size we can also determine the total sample size for four selected cities as given in the following table.

Table Number: 4.I.1(B)

City Wise Distribution of Sample Size for Calculating Total Sample Size

Sr. No.	Name of the City in State of Gujarat	Calculated Sample Size	Actual Sample Size form each city
01	Vadodara	288	301
02	Ahmedabad	288	449
03	Surat	288	200
04	Rajkot	288	250
	Total	1152	1200

It shows that for the purpose of this research study sample size of 1200 (288 x 4 cities) sample units would be adequate enough.

4. I.9.4.4: **Sampling Design of the Research Study:**

The non-probability sampling design wasapplied by the researcher.

4. I.9.4.5: **Sampling Method** of the Research Study:

The convenience sampling method was applied to collect the primary data from customers or hotel guests who had stayed and availed hotel services as offered by the selected hoteliers or hotel staffs in those selected hotels that are located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

4. I.9.4.6: **Sampling Media:**

The representative samples that is customers or hotel guests were drawn in person by administering structurednon-disguised questionnaire by the researcher herself for the collection of the required primary data from those customers or hotel guests who had stayed and availed hotel services as offered by the selected hoteliers or hotel staffs in those selected hotels that are located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

NOTE:

The researcher had collected primary data amongst the selected customers 'who had stayed and availed various hotel services as offered by the selected hotels ,for this 51 selected Hotels from amongst the four major cities of the State of Gujarat viz., Ahmedabad; Surat; Rajkot and Vadodara were considered.

The population was defined as customers who had stayed and availed various hotel services as offered by the selected hotels.

The figure called as „Map of Gujarat‟, provides geographical location of the four major cities of the State of Gujarat viz., Ahmedabad; Surat; Rajkot and Vadodara [Please Refer List of Appendices].

4. I.10: DRAFTING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:

An attempt has been made by the researcher to offer a brief outline of review of literature that was undertaken in the drafting of structured non-disguised questionnaire with regard to selected items that were used to gather responses of selected customers' or hotel guests' who had stayed and availed hotel services as offered by the selected hoteliers or hotel staffs in those selected hotels that are located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

The structured non-disguised questionnaire was put to use to measure selected customers' or hotel guests' awareness and usage of hotel services, their perceived importance on various factors to assess his or her overall satisfaction/dissatisfactionwho weredrawn from amongst the four major cities of the Gujarat State. The structured questionnaire has been sub-divided into six parts.

The first part has dealt with the collection of data & information on their sources of information of the hotel, number of times selected customers' or hotel guests' hadvisited the same hotel, their way of booking the hotel using Internet; Phone; Travel agency; Office as well as his or her purpose of visit to the hotel viz., for rest and relaxation; to visit relatives;to visit friends; for business purpose; to attend a conference or seminar; for fun; for sports; for recreation; for health purpose; for religious reasons and or also for any other reason as the case may be. Their visit to hotel was accompanied with own self, family, relatives', friends, and colleagues. Few questions on their willingness to spend in hotel were asked like on room rates, restaurants, cafes, food, shopping, and entertainment entrance fees too have been covered in it.

The second part of the structured questionnaire had covered questions to measure the selected respondents that arecustomers' or hotel guests' awareness and usage of identified 32 hotel services as usually offered to them during their stay in the hotel.

The third part of the structured questionnairehad included questions to measure selected respondents that is customers' or hotel guests' 'Expectations' and 'Experiences 'on selected hotel services with selected magnitude of study. A thorough list of 91 items were laid down on 5 point scale(Expectation defined as : 1= Least Important; 2=Unimportant; 3=Somewhat Important; 4=Important; 5=Most Important), and

Actual Experience defined as: 1 = Highly Dissatisfied, 2=Dissatisfied, 3=Somewhat Satisfied / Can't Say / Undecided; 4=Satisfied and 5= Highly Satisfied).

The fourth part of the structured questionnaire covered questions to check internal validity and reliability of the instrument. Separate questions were asked to selected customers or hotel guests to measure their overall expectations and experiences on selected criteria concerning hotel services.

The fifth part of the structured questionnaire had covered questions to collect information on loyalty of customers towards selected hotels located in the selected cities of the Gujarat that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat with selected magnitude of study with the list of 21 items that were laid down on 5 point scale defined as: 1= SDA [Strongly Disagree]; 2=DA [Disagree]; 3=CS [Can't Say]; 4=A [Agree]; 5=SA [Strongly Agree] respectively.

The sixth part of the structured questionnaire had included questions aimed at collection of information on various demographic and socio-economic aspects of the selected customers or hotel guests. The question number 01 to question number07 was related from asking the qualifying question whether a respondent has stayed in hotel or not, their sources of information for hotel, Number of times s/he had visited the same hotel, how did they booked this hotel, Purpose of their visit to the hotel, Their visit to hotel was accompanied with whom, and few questions wererelated to their willingness to spend in hotel were also asked to them.

The question number 08 had dealt with the awareness and actual use of 32hotel services offered to them during stay in the hotel. The question number 9 had considered to collect information on customers' or hotel guests' expectations and experience where in ninety one items were put to use in the form of fifteen set of factors.

The question number 10 dealt with the respondents' perceived importance and overall satisfaction on fifteen factors.

The question number 11 was on loyalty of guests towards choosing the same hotel ,where respondents were asked the list of 21 items that were laid down on 5 point scale defined as1= SDA [Strongly Disagree]; 2=DA [Disagree]; 3=CS [Can't Say]; 4=A [Agree]; 5=SA [Strongly Agree]. The question numbers 13 to 19 dealtwith demographic profile of respondents such as age; gender; marital status; educational qualifications; occupation, and income of selected respondents that is customers or hotel guests.

The question number 12 to 16 and 18 dealt with the profile of respondents which included their Age, Gender, Marital Status, Occupation, Educational Qualification and Income.

The question numbers 17 and 19 to 21 had dealt with Type of Family; Number of the dependent family members; Number of the earning members in family of respondents, and respondents belonging to which place. The question numbers22 had asked questions concerning the daily activities of hotel guests.

The question numbers 23collected information to get the responses on how customers or hotel guests preferred the follow-up after they have left from the Hotel i.e. through SMS, E-mail, sending letters, telephones, fax etc.

Note:

The structured Questionnaire put to use for the purpose of collection of the primary data has been enclosed at the end of this chapter number four.

4. I.10.01: Reliability of the Structured Questionnaire:

The reliability of a scale as measured by coefficient alpha reflects the degree of cohesiveness among the scale items (Naresh K. Malhotra, 2007[8]; and Jum C. Nunnally, 1981[9]), and validity (Naresh K. Malhotra, 2007[8];R.D. Sharma &HardeepChahal, 1999[10]; Parasuraman et. al., 1991[11]) of the structured questionnaire. In this research study, reliability tests were run and composite score was computed to determine how strongly experience of selected customers who had stayed and availed hotel services on selected criteria were related to each other.

All dimensions of the structured questionnaire related with measuring experience were tested and the Cronbach's alpha ranged from 0.618to0.967which really showed internal reliability of the scale. The summary of Cronbach's Alpha score for all 15 groups of criteria is given in the table given as below.

Table Number: 4.I.2: Summary of Indicators (Experience) and Reliability Alpha Score

Sr.No.	Grouped Indicator Items	Cronbach's Reliability Alpha Coefficient
(01)	Ambience of the Hotel	0.878
(02)	Room of the Hotel	0.850
(03)	Functioning of products in Hotel	0.667
(04)	Housekeeping Services	0.865
(05)	Facilities in Hotel	0.618
(06)	Food Quality	0.624
(07)	Service Quality	0.639
(08)	Behavior of Staff	0.967
(09)	Social bonding	0.757
(10)	Personalization	0.716
(11)	Reliability	0.819
(12)	Commitment	0.726
(13)	Trust	0.791
(14)	Pricing of Room	0.868
(15)	Complaint Management	0.856

Source: Fieldwork

4. I.10.02: Validity of the Structured Questionnaire:

In this empirical investigation, while undertaking this research study, the structured questionnaire was given to respondents and results of measurement of the criterion wise validity and overall means score is given as below.

Table number: 4.I.3
Table Showing Comparison of Mean Scores of Extent of Respondents'
Opinion about Services Provided by Selected Hotels in the state of Gujarat

Customers' Experience /Satisfaction with respect to		Customers' Overall /Satisfaction with respect to	Experience	Difference
Rating Scale 1 (Highly Dissatisfied) to 5 (Highly Satisfied)				
A	B	C	D	E
(Q-9 -1 to 91, Experience)	Mean Score (Rank)	(Q-10 -1 to 15)	Mean Score (Rank)	**B-D**
Ambience of the Hotel	4.03	Ambience of the Hotel	4.00	**0.03**
Room of the Hotel	4.16	Room of the Hotel	4.01	**0.15**
Functioning of products in Hotel	4.07	Functioning of products in Hotel	4.01	**0.06**
Housekeeping Services	4.00	Housekeeping Services	4.14	**-0.14**
Facilities in Hotel	3.54	Facilities in Hotel	3.85	**-0.31**
Food Quality	3.70	Food Quality	3.93	**-0.23**
Service Quality	3.74	Service Quality	3.92	**-0.18**
Behavior of Staff	4.13	Behavior of Staff	4.13	**0.00**
Social bonding	3.42	Social bonding	3.32	**0.10**
Personalization	3.46	Personalization	3.34	**0.12**
Reliability	4.08	Reliability	3.85	**0.23**
Commitment	3.33	Commitment	3.84	**-0.51**
Trust	3.50	Trust	4.00	**-0.50**
Pricing of Room	3.53	Pricing of Room	3.76	**-0.23**
Complaint Management	3.50	Complaint Management	3.80	**-0.30**
Overall Average	3.75		3.88	**-0.13**

Source: Fieldwork

The researcher has measured convergent validity by comparing mean scores of scale with other measures of the same construct. It becomes clear from above given table that the means of same construct were measured and less variation was observed in the given question categories and average satisfaction score was found to be similar. Majority of the respondents were found as placed between strongly agree to agree.

The review of literature which was considered useful & relevant in the drafting of the Questionnaire has been summarized as follows.

Table Number: 4.I.4:

List of References of Selected Criteria Used in Drafting of Structured Questionnaire

Sr. No.	Selected Criteria	Name of Selected Authors	Number of Selected Criteria
01	Demographic Information	Wong, Janet, (2010)[12.]	Q.NO.13,14,15,16,17
02	Information on all aspect of the hotel stay	Wong, Janet, (2010)[12.]	Q.NO.2,3,4,5,6
03	Staff ,social bonding, Personalization	Marianna Sigala, (2002)[13]	Q.NO.9,10 Few Points
04	guest information	WolfgangEmperger,(2004)[14]	Q.NO.9,10 Few Points
05	Food, staff and housekeeping services	RoomaRoshneeRamsaran-Fowdar, (2007)[15]	Q.NO.9,10 Few Points
06	Location, room, staff	Viktor Pekar and ShiyanOu,(2008)[16]	Q.NO.9,10 Few Points
07	Staff, different types of services provided by the hotel to guests	Carmen Tideswell and Elizabeth Fredline, (2004)[17]	Q.NO.9,10 Few Points
08	21 selected criteria of loyalty	Carmen Tideswell and Elizabeth Fredline,(2004)[17]	Q.NO.12
09	Social bonding, Reliability, Personalization	Laurel Scanlan and Janelle McPhail,(2000)[18]	Q.NO.9,10 Few Points
10	Complaints handling	Eric W.T. Ngai, Vincent C.S. Heung,Y.H. Wong and Fanny K.Y. Chan ,(2007) [19] ;Osman M. KaratepeandErdogan H. Ekiz,(2004)[20]	Q.NO.9 Few Points
11	Room, staff services	JohnT.Bowen,Shiang-LihChen, (2001)[21]	Q.NO.9,10 Few Points
12	Staff, trust	Mario Castellanos-Verdugo, Ma de los A ´ ngeles Oviedo-Garcia and Jose´ L. Roldan and Nadine Veerapermal,(2009)[22]	Q.NO.9,10 Few Points

Source: Review of Literature

WELCOME TO QUESTIONNAIRE

Sir,

I am a faculty member of the Faculty of Commerce, M.S. University of Baroda, pursuing a research study on **"The Marketing of Services in selected Hotels in selected cities in the state of Gujarat".**We will feel most grateful to you if you kindly spare your valuable time by filling up this questionnaire and provide us with your valuable views, opinions, and also share your experiences concerning the Hotel Services. We assure you that it is purely an academic exercise and the information supplied by you would not be analyzed on the one to one basis and it would be kept strictly confidential.

Thanking you, we remain.

 (Ms. NehaTiwari)

Note: Please put a tick (√) on the following as the case may be:

(Q.1) Do you stay in Hotels? Yes☐No ☐

(Q.2)Your sources of information for Hotel:

Friends☐   Relatives☐ Radio☐Books☐ TravelGuides ☐Travel agency ☐The Internet ☐ Fairs☐   Exhibitions ☐It was part of the travel package ☐previous experiences☐ Office☐

(Q.3)Your visit to this Hotel is for the: First Time SecondTime Many Times☐

(Q.4)Your booking in this Hotel is:

Via Internet☐via Phone ☐Via Travelagency Via Office☐

(Q.5)Your visit to this Hotel is:

For Rest and relaxation ☐To Visit relatives ☐ To Visit friends ☐ ForBusiness purpose ☐ To attend a conference, seminar ☐ ForFun ☐   For Sports ☐ForRecreation ☐ For Health purpose Religious reasons ☐Any Other, (Please Specify): _____

(Q.6)Your visit to this Hotel is accompanied with:

Own self ☐Family Relatives' ☐Friends ☐Colleagues☐

(Q.7)You are likely to spend in this Hotel before your arrival on following:

Room Rates☐ Restaurants☐Cafes ☐Food ☐Shopping ☐Entertainment Entrance Fees ☐ Any Other, (Please Specify): _____

(Q.8) Please separately put a Tick (√) on following services considering your awareness and actual use during stay in this Hotel as the case may:

Sr. No.	Selected Items	I Know about it	I Know about it , But I have not used it	I Don't Know about it	Sometimes I have used it	Most of the times, I have used it
(01)	Fax in the Hotel					
(02)	Internet in Room					
(03)	Laptop in Room					
(04)	Direct line of Phone in Room					
(05)	Answering phone in Room					
(06)	Xerox in the Hotel					
(07)	Scanner the Hotel					
(08)	Safe deposit locker in Room					
(09)	Non-Smoking Rooms					
(10)	Smoking Rooms					
(11)	Wi-Fi enabled Rooms					
(12)	Gym in the Hotel					
(13)	Swimming pool in the Hotel					
(14)	Sports Facility in the Hotel					

Sr.No.	Selected Items	I Know about it	I Know about it , But I have not used it	I Don't Know about it	Sometimes I have used it	Most of the times, I have used it
(15)	Spa Facility in the Hotel					
(16)	Discotheque in the Hotel					
(17)	Yoga room in the Hotel					
(18)	Beauty Parlor in the Hotel					
(19)	Sauna & Jacuzzi in the Hotel					
(20)	Shopping Center in the Hotel					
(21)	Wake-up Calls in the Hotel					
(22)	Restaurant Reservations in the Hotel					
(23)	Babysitters Facility in the Hotel					
(24)	Money Changing Facility					
(25)	Banquet Facility in the Hotel					
(26)	Laundry Facility in the Hotel					
(27)	Buying movie Ticket from Multiplex					
(28)	Taking to the Local Market					
(29)	Doctor on Call					
(30)	Car Rental					
(31)	Kids Activity Centre					
(32)	Authorized Liquor Shop for Permit holders					

(Q.9) Please Encircle on ANY ONE of the following Number given against each of the Statement/Items relating to Your Actual Expectations and Experiences for the following on 5 Scales defined as: Expectation: 1= Least Important; 2=Un Important; 3=Cannot Say; 4=Important; 5=Most Important; and Actual Experience: 1 = Highly Dissatisfied, 2=Dissatisfied, 3= Cannot Say; 4=Satisfied; 5= Highly Satisfied

Sr. No.	Selected Items	Your Expectation					Your Experience				
		1	2	3	4	5	1	2	3	4	5
(01)	Hotel is Located at a Convenient place	1	2	3	4	5	1	2	3	4	5
(02)	Hotel is well Signposted	1	2	3	4	5	1	2	3	4	5
(03)	Hotel is having sufficient Parking space	1	2	3	4	5	1	2	3	4	5
(04)	Hotel is free from Pollution	1	2	3	4	5	1	2	3	4	5
(05)	Hotel is well Painted	1	2	3	4	5	1	2	3	4	5
(06)	Hotel is well Furnished	1	2	3	4	5	1	2	3	4	5
(07)	Hotel is having sufficient Lighting	1	2	3	4	5	1	2	3	4	5
(08)	Hotel Provides24 hours Online Reservation	1	2	3	4	5	1	2	3	4	5
(09)	Check-in Process in Hotel is simple	1	2	3	4	5	1	2	3	4	5
(10)	Check-in process takes less time	1	2	3	4	5	1	2	3	4	5
(11)	Hotel Provides Sports Facility	1	2	3	4	5	1	2	3	4	5
(12)	Hotel Provides Gym Facility	1	2	3	4	5	1	2	3	4	5
(13)	Hotel has Swimming Pool	1	2	3	4	5	1	2	3	4	5
(14)	The Rooms of Hotel are well Furnished	1	2	3	4	5	1	2	3	4	5
(15)	Rooms in the Hotel are Safe	1	2	3	4	5	1	2	3	4	5
(16)	Hotel Provides Safe Deposit locker in Room	1	2	3	4	5	1	2	3	4	5

Sr. No.	Selected Items	Your Expectation					Your Experience				
		1	2	3	4	5	1	2	3	4	5
(17)	Hotel has Fax Facility	1	2	3	4	5	1	2	3	4	5
(18)	The Room in a Hotel has Air Condition	1	2	3	4	5	1	2	3	4	5
(19)	The Room in a Hotel has T.V	1	2	3	4	5	1	2	3	4	5
(20)	The Room in a Hotel has Telephone	1	2	3	4	5	1	2	3	4	5
(21)	Wi-Fi Connectivity is available in the Room of a Hotel	1	2	3	4	5	1	2	3	4	5
(22)	Arrangement inside the Room is Comfortable	1	2	3	4	5	1	2	3	4	5
(23)	Hotel maintains Cleanliness in Room	1	2	3	4	5	1	2	3	4	5
(24)	Hotel maintains cleanliness in Bath Room	1	2	3	4	5	1	2	3	4	5
(25)	Hotel gives Prompt Room Service	1	2	3	4	5	1	2	3	4	5
(26)	Housekeeping services are satisfactory	1	2	3	4	5	1	2	3	4	5
(27)	Housekeeping staff services are satisfactory	1	2	3	4	5	1	2	3	4	5
(28)	Hotel Provides timely Housekeeping Services	1	2	3	4	5	1	2	3	4	5
(29)	Hotel offers Wake-up calls	1	2	3	4	5	1	2	3	4	5
(30)	Hotel offers Restaurant Reservations	1	2	3	4	5	1	2	3	4	5
(31)	Hotel Provides Service of Babysitters	1	2	3	4	5	1	2	3	4	5
(32)	Hotel arranges purchase of Movie Ticket from Multiplexes, if required	1	2	3	4	5	1	2	3	4	5
(33)	Hotel arranges visit to the Local Market	1	2	3	4	5	1	2	3	4	5
(34)	Hotel arranges for Doctor when required	1	2	3	4	5	1	2	3	4	5
(35)	Hotel offers Money changing Facility	1	2	3	4	5	1	2	3	4	5
(36)	Hotel Provides Quick Service in Dining section	1	2	3	4	5	1	2	3	4	5
(37)	Quality of food offered by the Hotel is as per standards mentioned	1	2	3	4	5	1	2	3	4	5
(38)	The Hotel Provides a Menu for Diet	1	2	3	4	5	1	2	3	4	5
(39)	The Hotel serves Food according to need of the Guest/Visitors	1	2	3	4	5	1	2	3	4	5
(40)	Hotel Considers Request for Specific Room Number	1	2	3	4	5	1	2	3	4	5
(41)	Hotel Considers Special need during Check-in	1	2	3	4	5	1	2	3	4	5
(42)	We receive Special Discount on Room	1	2	3	4	5	1	2	3	4	5
(43)	Manager Escorts us to the Room	1	2	3	4	5	1	2	3	4	5
(44)	We are Greeted with Flowers in Room	1	2	3	4	5	1	2	3	4	5
(45)	Hotel Offers Welcome Drink to me	1	2	3	4	5	1	2	3	4	5
(46)	We are given personalized Welcome Letter in Room	1	2	3	4	5	1	2	3	4	5
(47)	We are Recognized by Name during Stay	1	2	3	4	5	1	2	3	4	5
(48)	Our Stay in Hotel is Safe	1	2	3	4	5	1	2	3	4	5
(49)	We Feel Comfortable leaving Valuables in Room	1	2	3	4	5	1	2	3	4	5
(50)	Hotel gives Get well soon card to guest who are ill	1	2	3	4	5	1	2	3	4	5
(51)	Hotel gives Special Discounts on special occasion during stay	1	2	3	4	5	1	2	3	4	5
(52)	Hotel gives Special Discounts during festivals	1	2	3	4	5	1	2	3	4	5
(53)	Hotel Provides Complementary cake on Birthday during Stay	1	2	3	4	5	1	2	3	4	5
(54)	Hotel arranges for get together every fortnight for long Stayers	1	2	3	4	5	1	2	3	4	5
(55)	Repeat Guest not to Wait at Reception	1	2	3	4	5	1	2	3	4	5
(56)	Hotel Provides Special privileges to Repeat guest	1	2	3	4	5	1	2	3	4	5

(57)	Hotel Wishes us on Important Occasion	1	2	3	4	5	1	2	3	4	5
(58)	Hotel Provides with Occasional Gifts	1	2	3	4	5	1	2	3	4	5
(59)	Hotel Provides Membership Card of the Hotel to the guest	1	2	3	4	5	1	2	3	4	5
(60)	Frequent guest programme that allows to earn points towards free accommodation	1	2	3	4	5	1	2	3	4	5
(61)	Hotel Provides programs for Children	1	2	3	4	5	1	2	3	4	5
(62)	Complaints are welcomed by Hotel	1	2	3	4	5	1	2	3	4	5
(63)	Hotel Provides Facility of Written Complaint System	1	2	3	4	5	1	2	3	4	5
(64)	Regret letter for Specific Complaint is given to the concerned guest	1	2	3		5			3		5
(65)	Hotel Informs about the progress of Complaints	1	2	3	4	5	1	2	3	4	5
(66)	Feedback is taken seriously by Hotel	1	2	3	4	5	1	2	3	4	5
(67)	Thank you mail sent to Customers for choosing Hotel	1	2	3	4	5	1	2	3	4	5
(68)	Connecting with customers on Face book after they Leave	1	2	3	4	5	1	2	3	4	5
(69)	Hotel charges for Room is as per Market rate	1	2	3	4	5	1	2	3	4	5
(70)	Hotel charges for Restaurant as per Market rate	1	2	3	4	5	1	2	3	4	5
(71)	Hotel charges for special services is as per Market rate	1	2	3	4	5	1	2	3	4	5
(72)	The Hotel Staff is well Dressed	1	2	3	4	5	1	2	3	4	5
(73)	The Hotel Staff is Sincere	1	2	3	4	5	1	2	3	4	5
(74)	The Hotel Staff is Reliable	1	2	3	4	5	1	2	3	4	5
(75)	The Hotel Staff is Honest	1	2	3	4	5	1	2	3	4	5
(76)	The Hotel Staff is Courteous	1	2	3	4	5	1	2	3	4	5
(77)	The Hotel Staff is Friendly towards the Guest	1	2	3	4	5	1	2	3	4	5
(78)	The Hotel Staff is Knowledgeable	1	2	3	4	5	1	2	3	4	5
(79)	The Hotel Staff is Competent in providing Service	1	2	3	4	5	1	2	3	4	5
(80)	The Hotel Staff tries to understand Customers' needs	1	2	3	4	5	1	2	3	4	5
(81)	The Hotel Staff pays Special attention to each Guest	1	2	3	4	5	1	2	3	4	5
(82)	The Hotel Staff Behaves Politely	1	2	3	4	5	1	2	3	4	5
(83)	The Hotel Staff attends Complaints Politely	1	2	3	4	5	1	2	3	4	5
(84)	The Hotel Staff responds to Inquiry Quickly	1	2	3	4	5	1	2	3	4	5
(85)	The Hotel Staff resolves Complaint Quickly	1	2	3	4	5	1	2	3	4	5
(86)	The Hotel Staff handles problem effectively	1	2	3	4	5	1	2	3	4	5
(87)	The Hotel Staff Behaves well with all Customers' in Hotel	1	2	3	4	5	1	2	3	4	5
(88)	The Hotel Staff is available when required	1	2	3	4	5	1	2	3	4	5
(89)	The Hotel promises to update about new events in hotel	1	2	3	4	5	1	2	3	4	5
(90)	The Hotel promises to update about ongoing schemes	1	2	3	4	5	1	2	3	4	5
(91)	The Hotel promises to update about upcoming schemes	1	2	3	4	5	1	2	3	4	5

(Q.10)Please Encircle on ANY ONE of the following Number given against each of the Statement/Items relating to the Your Perceived Importance for the Selected Criteria and Overall Satisfaction on the Selected Criteria considering the following on 5 Scales defined as:Perceived Importance: 1=Least Important; 2=Un-Important; 3=Cannot Say; 4=Important; 5=Most Important; Overall Satisfaction: 1=Highly Dissatisfied, 2=Dissatisfied, 3= Cannot Say; 4=Satisfied; 5= Highly Satisfied

Sr. No.	Selected Items	Your Perceived Importance					Your Overall Satisfaction				
		1	2	3	4	5	1	2	3	4	5
(01)	Ambience of the Hotel	1	2	3	4	5	1	2	3	4	5
(02)	Room of the Hotel	1	2	3	4	5	1	2	3	4	5
(03)	Functioning of products in Hotel	1	2	3	4	5	1	2	3	4	5
(04)	Housekeeping Services	1	2	3	4	5	1	2	3	4	5
(05)	Facilities in Hotel	1	2	3	4	5	1	2	3	4	5
(06)	Food Quality	1	2	3	4	5	1	2	3	4	5
(07)	Service Quality	1	2	3	4	5	1	2	3	4	5
(08)	Behavior of Staff	1	2	3	4	5	1	2	3	4	5
(09)	Social bonding	1	2	3	4	5	1	2	3	4	5
(10)	Personalization	1	2	3	4	5	1	2	3	4	5
(11)	Reliability	1	2	3	4	5	1	2	3	4	5
(12)	Commitment	1	2	3	4	5	1	2	3	4	5
(13)	Trust	1	2	3	4	5	1	2	3	4	5
(14)	Pricing of Room	1	2	3	4	5	1	2	3	4	5
(15)	Complaint Management	1	2	3	4	5	1	2	3	4	5

(Q.11) Please encircle on ANY ONE of the following number given against each of the statement showing your Loyalty towards Hotel for the following defined as1= SDA [Strongly Disagree]; 2=DA [Disagree]; 3=CS [Can't Say]; 4=A [Agree]; 5=SA [Strongly Agree].

Sr. No.	Selected Items	1	2	3	4	5
(1)	I shall prefer to make stay in this Hotel during my next visit	1	2	3	4	5
(2)	This Hotel offers me value for money	1	2	3	4	5
(3)	I shall certainly recommend this Hotel to others	1	2	3	4	5
(4)	I am overall satisfied with the services rendered to me by this Hotel	1	2	3	4	5
(5)	My immediate past experience shall decide whether I shall prefer to make stay in this Hotel or not	1	2	3	4	5
(6)	The room rates shall decide my stay in this Hotel during my next visit	1	2	3	4	5
(7)	The services as offered to me shall decide my stay in this Hotel during my next visit	1	2	3	4	5
(8)	My Company makes booking of Hotel so I have no say in it	1	2	3	4	5
(9)	I shall positively recommend this Hotel to my Company Officials	1	2	3	4	5
(10)	My decision on selection of Hotel largely depends on its location	1	2	3	4	5
(11)	The selection of Hotel largely depends on nature of my work	1	2	3	4	5
(12)	My selection of Hotel largely depends on Travel Plan	1	2	3	4	5
(13)	If this Hotel was booked out when I wanted to stay, I would book another Hotel	1	2	3	4	5
(14)	If I could not stay in my preferred room at this Hotel, I would book another Hotel	1	2	3	4	5
(15)	I like staying at different types of Hotels when returning to adestination	1	2	3	4	5
(16)	I will switch to a competitor Hotel that offers more attractive benefits/ service charges	1	2	3	4	5
(17)	I would still book this Hotel even if its price was higher than I paid last time	1	2	3	4	5
(18)	Even if this Hotel increases its prices slightly, I will still stay there in the future	1	2	3	4	5
(19)	I would switch to another Hotel if a better price was available compared to this hotel	1	2	3	4	5
(20)	I will complain to Hotel staff if a problem is encountered during my stay	1	2	3	4	5

(21)	I feel comfortable discussing problems I may experience at this Hotel with its staff	1	2	3	4	5

About You

Note: Please put a tick [□]/ write, as the case may be:

(Q.12)YourAge-Group: Below 25 year's□   26-35 year's□   36- 45 years □   Above 46 years □

(Q.13)Gender: Male□   Female□

(Q.14)Your MaritalStatus: Unmarried□Married □

(Q.15)Your Occupation: Housewife□   Student□   Businessman/Woman□   Self-employed   □ Service □ Professional □Any other□

(Q.16)Your EducationalQualifications: Less   thanGraduation□Graduation□Post-graduation□□ Professional □Any other□ (Please Specify) _____

(Q.17)Type of Family: Nuclear□   Joint□

(Q.18)Annual Family Income (In Rupees): Below 3 Lakhs □3 to 4 Lakhs □4 to 5 Lakhs □5 to 6 Lakhs □ 6 to 7 Lakhs□7 to 8 Lakhs□ 8 to 9 Lakhs□9 to 10 Lakhs □ More than 10 Lakhs □

(Q.19)Number of the Dependent Family Members on you: Single□ 1-2 □3- 5 □ More than 5 □

(Q.20)Number of the Earning Family Members in Your Family:
Single □ Dual □ more than 2 □More than 5 □

(Q.21)You belong to which Place: _____

(Q.22)Your Daily Activities:
Read Magazines □Read Newspapers □   Watch TV □Listen Radio□ Go for walk□□Physical exercises □Meet friends □   Meet Relatives □ Meet Colleagues □PerformPooja□

(Q.23)In case of follow-up advertising after you have exited the Hotel, which way do you prefer better:SMS□   E-mail □Sending letters □   Telephones□Fax□

(Q.24)Your e-mail Id: _____

THANK YOU………   We welcome your suggestions at research201237@yahoo.com

PART – II

HOTELIERS' STUDY

An attempt has been made by the researcher also to present separately research methodology adopted for hotelier's research study which has been explained as follows.

4. II.1: A BRIEF ABOUT THE RESEARCH STUDY:

The research on Customer Relationship Management has become vital also for the marketers in formulatingsuitable marketing strategies for building long term relationships with customers. The success of any firm largely depends on their ability of attracting and retaining its target prospects which is a very exciting task for them. In this context, it was decided to undertake an empirical research study to examine prevalent Customer Relationship Management (CRM) practices as practiced by the selected hoteliers in the selected hotels that are located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

4. II.2: KEY TERMS OF THE RESEARCH STUDY:

Customer, Guests, Service, Relationship, Customer Relationship Management, Customer Satisfaction, Customer Loyalty, Customer Retention, Hotel.

Note:

The above terms have been explained in the Part-I of the study covered in this chapter which may please be noted.

4. II.3: RATIONALE OF THE RESEARCH STUDY:

The broad perspective of the problem of research statement was to identify and also examine prevalent Customer Relationship Management (CRM) practices as practiced by the selected hoteliers in the selected hotels that are located in the selected cities that isAhmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

4. II.4: SCOPE AND COVERAGE OF THE RESEARCH STUDY:

The research study was undertaken to evaluate and submit report on CRM practices being implemented by selected hoteliers in offering various hotel services. It was supported with interviews supported with the use of structured non disguised questionnaire was put to use to collect information on diverse CRM practices from selected hotels' managers located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat. It also aimed at assessing the outcome of selected CRM practices on selected criteria, viz; profitability; expanding the business, and increase in the market share amongst for the hoteliers in the State of Gujarat

4. II.5: OBJECTIVES OF THE RESEARCH STUDY:

The research study was undertaken mainly keeping in mind following broad objectives.

- To review the growth and development of Hotel industry in Gujarat State;
- To study and assess current CRM practices being in force by the selected hoteliers in the selected cities of the Gujarat State, and
- To offer implications, recommendation and suggestions for improving CRM practices by the hoteliers in the selected cities of the Gujarat State.

4. II.6: RESEARCH QUESTIONSOF THE RESEARCH STUDY:

The researcher has attempted to obtain answers of various possible research questions that have been listed out as follows.

- ❖ What are those factors that have governed the growth and reasons for the development of hotels in the State of Gujarat?
- ❖ What are the various CRM practices as being practiced by selected hoteliers in the selected hotels that are located in the selected cities of the State of Gujarat? ;
- ❖ What would be the outcome of selected CRM practices on selected criteria, viz; profitability; expanding the business, and increase in the market share amongst selected hotels located in the selected cities of the State of Gujarat ?, and
- ❖ What could be the valuable suggestions on CRM practices to the selected hotels in the selected cities of the State of Gujarat?

4. II.7: AN ILLUSTRATIVE LIST OF HYPOTHESES OF THE RESEARCH STUDY:

An illustrative list of hypotheses that were put test by the researcher has been given as follows.

- Selected hoteliers' responses on collection of information about the hotel guests' in the selected cities of the Gujarat State are homogeneous.
- Selected hoteliers' responses on perceived importance concerning objectives of maintaining customer relationship with hotel guests in the selected cities of the Gujarat State are homogeneous.
- Selected hoteliers 'responses on perceived importance aimed at improving hotels' performances in the selected cities of the Gujarat State are homogeneous.
- Selected hoteliers' consideration of their efforts for evaluating performance of hotel and evaluating service outcome for increasing volume of business in the selected cities of the Gujarat State are homogeneous
- Selected hoteliers' responses on perceived importance concerning CRM Practices in the selected cities of the Gujarat State are homogeneous.

4. II.8: RESEARCH DESIGN OF THE STUDY:

The research design of the study considering its objectives, scope and coverage is exploratory as well as descriptive in nature.

4. II.9: RESEARCH METHODOLOGY:

The researcher has attempted to outline various methodological steps and conceptual aspects concerning to the research methodology which mainly included viz., brief about the research study, key terms of the research study; rationale of the research study; scope and coverage of the research study; objectives of the research study; research questions of the research study, and hypotheses of the research study, research design of the research study; sources of secondary data; collection of the primary data; a brief about the research instrument, sampling decisions; drafting of the structured questionnaire; data analysis and interpretations of the research study; results, findings and implications of the research study; conclusions, recommendations, and suggestions of the research study as well as directions for future research, and lastly, limitations of the research study have been put forward in concise form as follows.

4. II.9.1: Secondary Data/Information:

The researcher has made possible efforts in order to collect available information from various secondary sources that have been outlined in brief as follows.

4. II.9.1 (i): Sources of Secondary Data:

The researcher has attempted to gather, compile, & comprehend available information to undertake its critical review collected from various published sources of secondary data viz., newspapers; research journals; reports; websites, and search engines.

The major newspapers referred were viz., The Times of India, The Economic Times, The researcher has also referred different types of Magazines and Research Journals relating to chosen area of the research study. An illustrative list of magazines and journals included viz,; Journal of Marketing Research, Journal of Marketing Science, Journal of Marketing, International Journal of Contemporary Hospitality Management, Journal of Service Research, The Service Industries Journal, International Journal of Hospitality Management, The Academy of Management Executive, Journal of Advertising, Relationship marketing Small Business Forum, Journal of the Academy of Marketing Science,Journal of American Marketing Association, International Journal of Service Industry Management, The Journal of Product and Brand Management, Marketing of Services American Marketing Association, Business Process Management Journal, Journal of Hospitality & Tourism Research, Journal of Marketing Research, Journal Industrial management and data systems, Journal of Marketing Practice, Journal of Consumer Psychology, Journal of Quality &Reliability Management, Journal of Consumer Research, Journal of Retailing, Managing Service Quality, Operations Management, TQM Magazine, Information Week, Journal of Interactive Advertising, European Journal of Marketing, Marketing Science Institute

Working Paper, Nation's Restaurant News, Psychology and Marketing, Journal of Hospitality & Leisure Marketing, Managerial and Decision Economics, Strategic Hospitality Management, The Free Press of New York, The Haworth Hospitality Press, Tourism Management, Journal of Travel & Tourism Marketing, Journal of Financial Services Marketing, FIU Hospitality Review, Managerial Auditing Journal, The Journal of the Operational Research Society, Baltic Journal of Management, Journal of Vacation Marketing, International Journal of Research in Marketing, The American Journal of Sociology, The Academy of Management Journal, International Journal of Service Industry Management, Tourism Review, Journal of Business Research, Harvard Business Review, Journal of Managerial Psychology, Journal of European Industrial Training, Handbook CRM, Journal of Small Business and Enterprise Development, Management Information Systems Research Center, Strategic Management Journal, Journal of Hospitality & Leisure Marketing.

The researcher had also used various websites and search engines available on internet.

4. II.9.2: Collection of the Primary Data:

The primary data was collected by the researcher in person preferably from amongst selected hotel managers and their other service staff members to gather required information on CRM practices from amongst conveniently selected hotels that are located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

4. II.9.3: Research Instrument Used in the Research Study:

The researcher has made use of structured non-disguised questionnaire for the collection of the primary data from the selected hoteliers' involved in design and implementation of CRM practices to better provide various hotel services in the selected hotels that are located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat .

4. II.9.4: Sampling Decisions:

It mainly consisted of following.

4. II.9.4.1: A Representative Sample of the Research Study:

The researcher has collected necessary information and data on selected topic of the study from personal visits to the Managers' and their other staff members of selected hotels located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot of the State of Gujarat. So, as to obtain information on CRM practices, practiced by selectedhoteliers who have been offering various kinds of selected hotel services to the customers or hotel guests was regarded as a representative sample unit in this research study.

4. II.9.4.2: A Sampling Frame of the Research Study**:**

The sampling frame for this research study as such was not readily available but most of the hotels have designed its websites to offer information about its offering to customers. The researcher has in person visited almost each of the hotels located in the selected cites of the State of Gujarat to persuade concerned official to get the required data and information on the selected area of this research study. AS the different hotel can be classified into different categories of two star, three star, five star or seven star but the researcher has approached possibly each of the hotel considering the fact that it has become challenging for hoteliers to attract and retain hotel guest and so the researcher using exploratory research design had attempted to get data and information on CRM practices employed the selected hoteliers in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat .

4. II.9.4.3: The Sample Size of the Research Study:

As the researcher undertook the research study with a key focus of drawing selected hoteliers' who are being employed as either hotel managers or the other supporting customer service staff members who are largely responsible for providing various kind of hotel services from amongst the four major selected cities that is Ahmedabad, Surat, Vadodara and Rajkot respectively in the State of Gujarat.

The researcher had drawn 22.5 per cent respondents that are hoteliers and or hotel staff from the Vadodara city, 49.5 per cent from Ahmadabad city, 12.3 percent from Surat city, and 15.7 percent hoteliers and or hotel staff was drawn from Rajkot city.

Explanation for the Sample Size of the Research Study:
The researcher has also offered rationale for the selection of the total number of 204 hoteliers and or hotel staff as follows.

A bird eye-view of comparison of sample size of 204 selected respondents taken by the researcher in the State of Gujarat for hoteliers' study is given as follows:

Table Number4.II.5: Sample Size of the Research study

Sr. No.	Name of the City of the Gujarat State	Sample Size of the Researcher's Study(In Percentages)
01	Vadodara	22.5
02	Ahmadabad	49.5
03	Surat	12.3
04	Rajkot	15.7

Source: Fieldwork
The researcher had finally decided to include 204 responses from total number of 51 selected hotels located in the selected cities of the State of Gujarat for the purpose of data analysis and interpretation of hoteliers' study.

Accordingly, total number of from 46 respondents from the Vadodara city, 101 respondents from the Ahmedabad city, 25 respondents from the Surat city, and finally 32 respondents were drawn from the Rajkot city in the State of Gujarat. Duly filled up and edited questionnaires were tabulated and analyzed with the help of SPSS 15.0. An attempt has been made by the researcher to offer plausible explanation for the selection of the total number of51 hotels and 204 respondents as follows.

There are more than 56,000 hotels and 75,000 motels functioning in India with almost 95 percent in the unclassified category (Market pulse, Mind share report, 2012)[23].The Managerial staff account for only 16 percent of the employee strength in key functions of both hotels and restaurants in India (Market pulse, Mind share report, 2012)[23].The following table offers details about classified and unclassified hotels based on the census survey.

Table Number4.II.6: Sample Size of the Census Survey

Sr. No.	Survey Segment	Sample Size of the census survey
01	Classified hotels	400
02	Unclassified hotels	1000

Source: Market pulse, Mind share report, 2012[23].

Justification for the Sample Size of the Research Study:

The primary field survey was carried out in 37 important cities that is tourist destination where 400 classified hotels that were selected (Market pulse, Mind share report, 2012)[23]. The researcher has therefore decided to include only classified hotels in this research study. The researcher had selected four major cities of the State of Gujarat and thereafter conveniently selected 51classified hotels which substantiatethe determination of the sample size of this research study. In all, sample size of 204 hoteliers and 51 hotels was considered as adequate and sufficient to draw meaningful conclusion. The researcher has included managerial staff and other staff members of the similar cadre while conveniently drawing hoteliers and or hotel staff which reached to a figure of 204 hoteliers who were drawn from the total number of 51 hotels located in the four major selected cities that are Ahmedabad, Surat, Vadodara and Rajkot respectively in the State of Gujarat.

4. II.9.4.4: A Sampling Design of the Research Study:

The non-probability sampling design was applied by the researcher.

4. II.9.4.5: The Sampling Methods of the Research Study:

The convenience sampling method was applied for drawing hotels' managers from amongst the selected hotels located in the selected cities that isAhmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

4. II.9.4.6: Sampling Media:

The representative samples were drawn in person by administering structured non-disguised Questionnaire by the researcher for the collection of the necessary primary data from the selected hoteliers' located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot of the State of Gujarat. The researcher had collected primary data from amongst the selected hoteliers' by personally visiting the managers' and their other staff members of selected hotels located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot respectively of the State of Gujarat. The researcher had finallyconsidered 51 selected hotels from amongst the four major cities viz., Ahmedabad; Surat; Rajkot and Vadodara of the State of Gujarat. The population was defined as managers' and their other staff members of selected hotels located in the selected cities, i.e. Ahmedabad, Surat, Vadodara and Rajkot of the State of Gujarat.

4. II.10: DRAFTING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:

An attempt was made by the researcher to offer a brief outline on drafting of the structured questionnaire considering its key objective that was undertaken after in-depth reviewingof the existing literature with an objective to gather responses of hoteliers'who are responsible for implementation of CRM practices in the selected hotels that are located in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot of the Gujarat State.

The structured questionnaire was sub-divided intoeight parts.

The first part had dealt with frequency of updating of hotel guests' information by the selected hoteliers' every day, each month, every six month and or annually as the case may be.

The second part had aimed at gathering of different kinds of guests' data & information by the hoteliers'.The questions regarding collection of information on customers were asked on 5 point scale defined as from: 1= SDA [Strongly Disagree]; 2=DA [Disagree]; 3=CS [Cannot say]; 4=A [Agree]; 5=SA [Strongly Agree].

The third part of the questionnaire had covered questions relating to hoteliers' objectives of maintaining relationships with guests which was asked on 5 point scale defined as from: 1= Least Important; 2=Unimportant; 3=Somewhat Important; 4=Important; 5=Most Important respectively.

The fourth part of the questionnaire had considered questions related to presence or absenceof various facilities in the selected hotels**.** The fifth part of the questionnaire included questions having 9 statementsor items that were relating to collection of information as considered by hoteliers' for improving their hotels performance which was asked on 5 point scale defined as : from 1= Least Important;2=Unimportant; 3=Cannot Say; 4=Important, and 5=Most Important respectively.

The sixth part of the questionnaire was devoted to ask the questionsrelated towhat criteria do hotels considered to evaluate performance and service outcome so as to improve and increase volume of business which was asked on a scale of Sometimes, Always, and Never respectively.

The seventh part of the questionnaire was the most significant one as it had covered questions on the perceived importance of hoteliers'onvarious CRM practices.

The eight part of the questionnaire aimed at obtaining data and information on selected demographic characteristics viz., age; gender marital status; educational qualifications, current position of respondent in the selected hotels.

The review of literature which was considered useful & relevant in the drafting of the Questionnaire has been summarized as follows.

Table Number: 4.II.7:
List of References of Selected Criteria Used in Drafting of Structured Questionnaire

Sr. No.	Selected Criteria	Name of Selected Authors	Number of Selected Criteria
01	Information on all aspect of customer and objective of maintaining relationship	Adrian Palmer,Una McMahon-Beattie,RosalindBeggs,(2000)[24]	Question Number. 4 and 5 [Selected Items]
02	Information related to evaluation of hotels performance	Nor Aziah Abu Kasima And BadriyahMinaib,(2009)[25]	Question Number.08
03	Information on what hotels should do to enhance their hotels performance.	MosadZineldin,(2006)[26]	Question Number.7 [Selected Items]

Source: Review of Literature

4. II.10.1: Reliability of the Structured Questionnaire:

The selected criteria of the structured questionnaire drafted and put to use for obtaining responses of the selected hoteliers on their CRM practices too were pre-tested and the Cronbach's alpha ranged from 0.533 to 0.891. The summary of Cronbach's Alpha score for each of the selected criteria is given as below.

Table Number: 4.II.8
Summary of Indicators Hotelier Efforts for CRMand Reliability Alpha Score

Sr.No.	Grouped Indicator Items	Cronbach's Reliability Alpha Coefficient
(01)	Information Sources about the Customer (Q-4)	0.803
(02)	Objectives of maintaining relationship with Customers (Q-5)	0.533
(03)	Efforts for improvement in Hotel's performance (Q-7)	0.881
(04)	Importance of Hotel (Q-9)	0.891

Source: Fieldwork.

Note:

The structured Questionnaire put to use for the purpose of collection of the primary data has been enclosed at the end of this chapter number four .The researcher has also attached the figure of "Map of Gujarat" that provides geographical location of the four selected cities of the State of Gujarat viz., Ahmedabad; Surat; Rajkot and Vadodara at the end of the theses in Appendices [Please Refer List of Appendices].

4. II.11: DATA ANALYSIS AND INTERPRETATION:

The fifth chapter of the thesis is bifurcatedinto two parts .The part one has dealt with customers' study whereas part two was devoted to hoteliers' study.

Data analysis in this chapter part one has also offered information on customers' sources of information for hotel, number of times they visited the same hotel, their way of booking the hotel, purpose of their visit to the hotel, their awareness and usage of various hotel services during their stay.The researcher has also attempted to evaluate their 'Expectations and Experiences' on selected aspects of hotel viz., ambience, room, functioning of products, housekeeping services, facilities,food quality, service quality, behavior of staff, social bonding, personalization, reliability, commitment, trust,pricing of room, complaint management, information on loyalty of customers towards selected hotels was also analyzed in order to identify and evaluate customer relationship management practices of the hotel industry in the State of Gujarat. The second part of this research study has offeredresults from the perspective of hoteliers'. Data analysis in this chapter part two has also offered information on whether hoteliers' put efforts inpracticing for managing continuouscustomer relationships with its target customers, updating of customers' information, whether their marketing strategies and decision-making arefine-tuned withcustomers' perceived importance or not in the customer relationship management practices of the hotel industry in the State of Gujarat.

4. II.12: FINDINGS OF THE RESEARCH STUDY:

Chi-square test, ANOVA Test and Factor analysis have been applied for testing of hypotheses for offering findings and implications of the research study. The findings of the research study has revealed that overall experience and expectation of hotel guests towards selected aspects of hotel related to ambience, room, functioning of products, housekeeping services, facilities ,food quality, service quality, behavior of staff, social bonding, personalization, reliability, commitment, trust ,pricing of room, complaint management , information on loyalty of customers towards selected hotels were found as dependent on age ,gender ,marital status ,income, occupation & education in some of the criteria while others were found independent in some criteria, which have provide insight into the CRM practices that should be practiced by the hoteliers of Gujarat in order to attract ,maintain and retain customer for a long period of time. Findings of the research study i.e. part one and two is provided in detail in chapter number six.

4. II.13: CONCLUSIONS, RECOMMENDATIONS & SUGGESTIONS OF THE RESEARCH STUDY:

The researcher has offered conclusions of the study supported with implications in the last chapter of the Thesis.

4. II.14: CHAPTERISATION SCHEME OF THE THESIS:

The thesis has been organized in seven chapters. A brief outline of each of the chapter has been given as follows.

Chapter-1: An overview of Hotel Industry:

It has attempted to offer an overview of the hotel industry with its evolution as well as growth and development has been covered in it. The researcher has attempted to provide brief sketch of the hotel industry by giving brief explanation on selected aspects such as viz., tourism and hospitality, government initiatives, mission of tourism industry, brief about hospitality industry, meaning of hotel, classification of hotels,trends in hotel industry, major players of hotel industry in India, investment, competition, potential, future prospects, problems of hotel industry and SWOT analysis of hotel industry.

Chapter-2: CRM: A Conceptual Framework:

An attempt was made by the researcher to cover various aspects such as introduction of CRM, and it has provided information on selected conceptual aspects such as viz., definitions and concepts of customer; and relationships; relationship between hoteliers and customers; meaning, evolution, growth and development, significance, various forms of relationship marketing; relationship marketing in services; integration of marketing theories of relationship marketing; main principles of CRM etc. An attempt was also made to highlight useof CRM in hotelier sector, CRM, and its relevance to hotel services, improving performance, and productivity of hotels through CRM, strategic action of hotels to develop and CRM practices. The chapter has also included a shift from CRM TO e-CRM to provide an overview of emerging trends, developments and future of CRM practices in India and worldwide'.

Chapter-3: Review of Literature:

This chapter contains detailed review of literature pertaining to the area and selected topic of this research study which has been sub-divided in to three viz., general review of literature; relevantreview of literature, and specific review of literature respectively. An attempt has been made to present researcher's understanding with this through appropriate summary tables as followed by the review of literature at the end of the chapter. The researcher has made use of various research journals and other diverse secondary sources that were available for obtaining research papers that are acknowledged in the thesis.

Chapter-4: Research Methodology:

This chapter explains about the research methodology followed by the researcher. It consists of two separate set of major decisions pertaining to the methodology adopted by the researcher viz.

Part –I For Customers' Study, and Part-II for Hoteliers' Study respectively. It has given explanation and rationale for selected research design and sampling decisions along with significance of the research study.

It has covered scope and coverage of the research study and limitations too have been provided at the end of it. It has explained methods of data collection and statistical tools and techniques applied for data analysis and interpretation.

Chapter-5: Data Analysis, and Interpretations:

This chapter has elaborated researcher's adopted method for data collection and its rationale, tools and techniques as well as statistical methods applied for data analysis and software used for the purpose of analysis and drawing interpretations. The researcher has approached customers on convenience basis and structured non-disguised questionnaire was used as an instrument for data collection. With the help of statistical software SPSS-15 version analysis was carried out. The researcher has also offered frequency distribution, correlation, content analysis and factor analysis for the purpose of data analysis and interpretation.

Chapter-6: Findings and Implications of the Research Study:

Under this chapter, an attempt has been made to present findings concerning demographic profile of the respondents, frequency of their visit to hotel, summary of booking in hotel, purpose of visit to the hotel, awareness, and usage of various facilities in hotel. Sufficient care is taken to keep findings in simple language to give clear understanding of it to the readers.

Chapter-7: Conclusions, Suggestions and Recommendations of the Research study:

The last chapter contains researcher's own observations and conclusions together with justifications based on collected and available statistics. An attempt has been made to suggest some significant areas where improvement is expected for the betterment of the system under review. Based on researcher's learning, some valuable recommendations are also presented in this chapter followed by the used references, sources and other needed particulars under the heading Bibliography&Webliography respectively.

4. II.15: LIMITATIONS OF THE RESEARCH STUDY

- As this study involves collection of primary data through informal discussion and use of structured-non-disguised questionnaire based on an empirical field survey, all efforts were made to check, reduce and minimize ambiguous responses as provided by the selected respondents that may lead to distorted and incorrect data information, analysis and findings.

- As this empirical field study was mainly undertaken based on collection of primary data and information mainly from urban population, it would be inappropriate to generalize it as fit and good for the whole population.

- The study is mainly carried out in the four selected cities viz., Ahmedabad, Surat, Vadodara and Rajkot hence, this research work does not aimed to cover the total picture of urban customers.

- The quantitative method was put to use for establishing relationships between variables, but it could be considered weak in identifying the reasons for those relationships as the case may be.
- The findings of the research study are suffering limitations of sampling design as followed by us.
- Errors due to misinterpretation or misunderstanding or Hotel customers', inattention might or might not have affected results of this research study systematically.

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Sir,

I am a faculty member of the Faculty of Commerce, M.S. University of Baroda, pursuing a research study on **"The Marketing of Services in selected Hotels in selected Cities in the State of Gujarat".** We will feel most grateful to you if you kindly spare your valuable time by filling up this questionnaire and provide us with your valuable views, opinions, and also share your experiences concerning the Hotel Services. We assure you that it is purely an academic exercise and the information supplied by you would not be analyzed on the one to one basis and it would be kept strictly confidential.

Thanking you, we remain,

 (Ms. NehaTiwari)

(Q.1) Do you believe that there is a need to develop continuous relationship with customers?

        Yes ☐ **No** ☐

(Q.2) How frequently do you up date customer information?

      Every day ☐**Every month**☐**Every six month** ☐ **Every year** ☐

 (Q.3)Please encircle on ANY ONE of the following number, given against each of the Criteria, as per your degree of Agreement/Disagreement, to collect Information about the Customer in your Hotel. 1= SDA [Strongly Disagree]; 2=DA [Disagree]; 3=CS [Can't Say]; 4=A [Agree]; 5=SA [Strongly Agree].

Sr.No.	Selected Criteria	1	2	3	4	5
	We keep an account of :					
(1)	Source of awareness about the Hotel to Customer	1	2	3	4	5
(2)	Purpose of Customers' visit to the Hotel	1	2	3	4	5
(3)	Frequency of their Stay	1	2	3	4	5
(4)	Room Rates charged each time	1	2	3	4	5
(5)	Preference of Room by Customer	1	2	3	4	5
(6)	Newspaper that Customer read	1	2	3	4	5
(7)	Kind of Food preferred by Customer	1	2	3	4	5
(8)	Regular visitors to Hotel website	1	2	3	4	5
(9)	Spending pattern of Customer in Restaurants	1	2	3	4	5
(10)	Shopping within the premise of Hotel	1	2	3	4	5
(11)	Additional services purchased by customer	1	2	3	4	5
(12)	Usage of the loyalty programme	1	2	3	4	5
(13)	Preferred Method of payment	1	2	3	4	5
(14)	Feedback given by the Customer	1	2	3	4	5

(Q.4) Please put a Tick (√) on the following Objectives of maintaining relationship with Customers, as per your perceived Importance. : (1= Least Important; 2=Un Important; 3=Cannot Say; 4=Important; 5=Most Important.

Sr. No.	Objectives	1	2	3	4	5
(1)	To maintain existing business by retaining current customers.	1	2	3	4	5
(2)	To attract new customers	1	2	3	4	5
(3)	To reduce dependency on few customers	1	2	3	4	5
(4)	To respond customers on demand	1	2	3	4	5
(5)	To face competition successfully.	1	2	3	4	5

(Q.5) Please put a Tick (√) on the availability of following Facilities in your Hotel as the case may:

Sr.No.	Selected Items	YES	NO
(1)	Internet in Room		
(2)	Laptop/Computer for customers' use		
(3)	Direct line of Phone in Room		
(4)	Answering phone in Room		
(5)	Safe deposit locker in Room		
(6)	Non-Smoking Rooms		
(7)	Smoking Rooms		
(8)	Wi-Fi enabled Rooms		
(9)	Fax in Hotel		
(10)	Xerox in Hotel		
(11)	Scanner in Hotel		
(12)	Gym in the Hotel		
(13)	Swimming pool in the Hotel		
(14)	Sports Facility in the Hotel		
(15)	Spa Facility in the Hotel		
(16)	Discotheque in the Hotel		
(17)	Yoga room in the Hotel		
(18)	Beauty Parlor in the Hotel		
(19)	Sauna & Jacuzzi in the Hotel		
(20)	Shopping Center in the Hotel		
(21)	Wake-up Calls		
(22)	Restaurant Reservations in the Hotel		
(23)	Babysitters Facility in the Hotel		
(24)	Money Changing Facility		
(25)	Banquet Facility in the Hotel		
(26)	Laundry Facility in the Hotel		
(27)	Buying movie Ticket from Multiplex		
(28)	Taking to the Local Market		
(29)	Doctor on Call		
(30)	Car on Rent		
(31)	Kids Activity Centre		
(32)	Authorized Liquor Shop for Permit holders		

(Q.6) Please encircle ANY ONE of the following numbers given against each of the statements relating to the improvement in Hotel's performance as the case may be: (1= Least Important; 2=Un Important; 3=Cannot Say; 4=Important; 5=Most Important.

Sr. No.	Selected Statements	1	2	3	4	5
(1)	Understanding the need of dissatisfied Customer	1	2	3	4	5
(2)	Personalizing Promotional offers	1	2	3	4	5
(3)	Personalizing Communication strategy	1	2	3	4	5
(4)	Personalizing Staff Guest Encounters	1	2	3	4	5
(5)	Understanding the Room Preferences	1	2	3	4	5
(6)	Identifying and focusing on key customers.	1	2	3	4	5
(7)	Computerizing services to the customers.	1	2	3	4	5

(8)	Identifying different customers need.	1	2	3	4	5
(9)	Developing amicable relation with existing customers.	1	2	3	4	5

(Q.7) Please encircle ANY ONE number considered by your hotel to evaluate its performance & service outcome to improve and increase volume of business as the case may be

Sr. No.	Selected Statements	Sometimes	Always	Never
(1)	Percentage of Repeat Customers.			
(2)	Ratings from Customer Surveys.			
(3)	Percentage growth of Existing Customers.			
(4)	Number of New Customers.			
(5)	Occupancy Rate			
(6)	Increase in Sales Revenue.			
(7)	Growth of Repeat Sales (percentage)			
(8)	Average Room Revenue.			
(9)	Overall improvement in performance relative to that of the Hotel's Competitors.			

[Q-8] Please put a Tick (√) on the following statements, Considering the perceived Importance in case of your Hotel : (1= Least Important; 2=Un Important; 3=Cannot Say; 4=Important; 5=Most Important.

Sr. No.	Selected Statements	1	2	3	4	5
(1)	Check-in formalities is Easier	1	2	3	4	5
(2)	Check-in formalities is Faster	1	2	3	4	5
(3)	Check-in formalities is Flexible	1	2	3	4	5
(4)	Avail the facility of Pre-Booking	1	2	3	4	5
(5)	Request for Specific Room number is availed	1	2	3	4	5
(6)	Repeat guest need not to wait at Reception	1	2	3	4	5
(7)	Considers Special need of customer during Check-in	1	2	3	4	5
(8)	Customers are greeted with Flowers	1	2	3	4	5
(9)	Customers are greeted with Welcome Drink	1	2	3	4	5
(10)	Personalized Welcome Letter in arrival Rooms	1	2	3	4	5
(11)	Customer can Expect Prompt Service in Room	1	2	3	4	5
(12)	Provides Music on demand in Room	1	2	3	4	5
(13)	Provides Movie on demand in Room	1	2	3	4	5
(14)	Takes to the Local Market	1	2	3	4	5
(15)	Reward customer for their contribution towards Profit	1	2	3	4	5
(16)	Encourage customers to stay, by offering Membership Card	1	2	3	4	5
(17)	Understands individual Customers' need	1	2	3	4	5
(18)	Understands individual Customers' preference	1	2	3	4	5
(19)	Understands individual Customers' behavior	1	2	3	4	5
(20)	Provides knowledge about Customers' to staff	1	2	3	4	5
(21)	Wishing them on Important Occasions	1	2	3	4	5
(22)	Give Discount on special Occasion during their stay	1	2	3	4	5
(23)	Special Discounts during Festivals	1	2	3	4	5
(24)	Every Fortnight get together for Long Stayers	1	2	3	4	5
(25)	Welcome Complaints from Customers	1	2	3	4	5

Sr. No.	Selected Statements	1	2	3	4	5
(26)	Provide Facility of Written Complaint	1	2	3	4	5
(27)	Inform Customer about the progress of Complaint	1	2	3	4	5
(28)	Issue Regret Letter for specific Complaint	1	2	3	4	5
(29)	Communicate the importance of Customers' to employee	1	2	3	4	5
(30)	Managers spend time in Customer contact area to Improve service	1	2	3	4	5
(31)	Customers' Feedback is taken seriously	1	2	3	4	5
(32)	Records Feedback in Guest profile	1	2	3	4	5
(33)	Communicate the Feedback to Staff	1	2	3	4	5
(34)	Change any action to benefit Customer	1	2	3	4	5
(35)	Make system Flexible to adapt to Changing needs	1	2	3	4	5
(36)	Analyze the cause of Customer Defection through exit interview	1	2	3	4	5
(37)	Define the responsibility of Frontline staff	1	2	3	4	5
(38)	Design training program for acquiring Customers'	1	2	3	4	5
(39)	Design training program for deepening Relationship	1	2	3	4	5
(40)	Encourage employees to consider Customer on Life time basis	1	2	3	4	5
(41)	Encourage employees to exceed Customers' Expectation	1	2	3	4	5
(42)	Reward employees on meeting Customers' need	1	2	3	4	5
(43)	Reward employees on successfully serving Customers'	1	2	3	4	5
(44)	Monitors our Service Quality performance	1	2	3	4	5
(45)	Delivers a consistent customer experience across all Touch points	1	2	3	4	5
(46)	Enhance the Life Time value of customer through Loyalty program	1	2	3	4	5
(47)	Use information technology for Data Mining	1	2	3	4	5
(48)	Thank you mail sent to customer for choosing Hotel	1	2	3	4	5

[Q-09] In case of maintaining relationship with customer which way do you prefer?

        1-Personal communication with customers when in Hotel ☐

        2-Connect with customers via -phone after they leave for Emotional Bonding☐

        3-Through e-mail ☐

        4-Connect with customers on Face book after they Leave ☐

        5-Any Other, Please specify: _____

About You

Note: Please put a tick [☐/ write, as the case may be:

(Q.10)Your Age-Group: Below 25 years☐ 26-35 years☐ 36- 45 years ☐ Above 46 years ☐

(Q.11)Gender: Male ☐ Female☐

(Q.12)Your Marital Status: Unmarried ☐ Married ☐

(Q.13) Educational Qualifications: Graduate☐ Postgraduate ☐ Diploma☐ Professional ☐ Any Other, (Please Specify): _____

(Q.14) Current Position of Respondent in Hotel:

 Director ☐ Duty Manager☐ Customer Relationship Manager ☐ Front Office Manager ☐ Marketing Manager☐ Housekeeping Executive ☐Any Other, (Please Specify): _____