

**Impacts of Hotel Distribution Apps on Customer Purchase
Intentions in Coimbatore**

BY

GAYATHRI. R

17PTA006

Thesis submitted to

**Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore – 641043**

In Partial Fulfillment of the Requirement For

Master

Degree

in

**MASTER OF BUSINESS ADMINISTRATION
(TOURISM AND TRAVEL MANAGEMENT)**

April, 2019

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CERTIFIED AS BONAFIED RESEARCH WORK



Signature of The HOD



Signature of the Guide

Signature of
the External Examiner

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CHAPTER 1

INTRODUCTION TO HOTEL INDUSTRY:

The **hospitality industry** is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, transportation, cruise line, traveling and additional fields within the tourism industry.

The hospitality industry is an industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.).

Before structuring as an industry, the historical roots of hospitality was in the western world in the form of social assistance mainly for Christian pilgrims directed to Rome. For such a reason, the eldest public hospital in Europe was the Ospedale di Santo Spirito in Sassia founded in Rome in the VIII century A.D. On the model of the oriental world.

There are four segments of the hospitality industry: Food and beverages, Travel and Tourism, lodging, and recreation.

1.1 HISTORY OF HOTEL INDUSTRY:

The hospitality industry's history can be traced back by the end of 1700s in the Colonial Period. This industry has been the subject of important development over the years as it has faced many obstacles such as the World Wars, the great depression, the industrial revolution and other social changes. However, the hotel industry as seen today in its modern concept took place in the 1950s and 60s.

The idea of renting an accommodation to visitors appeared since ancient times, and the modern concept of a hotel as we know started 1794, when the City Hotel opened in New York City; the City Hotel was claimed to be the first building designed exclusively to hotel operations. Other similar hotel operations follow the trend and appeared in other cities such as Philadelphia, Baltimore and Boston in 1809.

The 1760s industrial revolution has much lead to the emerging of hotels everywhere, mainly in England, Europe and in America. The advent of new ways of transportations, hotels and resorts outside of major cities was built in the countryside and began promoting their scenery and other attractions. The concept of the vacation was developed and available to more and more of the population. In the 1920's, the construction of hotel took a boom phase where many well-known hotels were opened. As from that period a flow of famous hotels flooded in America and the rest of the world with prominent brand such as Radisson, Marriot, Hilton and more others.

Organisations representing hotels worldwide

The Tourism industry worldwide has generated billions for recipient countries, making the tourism industry one of the most successful sectors in international trade in services. Often facing economically difficult times there has been the creation of several world organisations to monitor progress, promote and developed sustainable tourism in the hotel industry. The following are some of the world organisations representing the tourism and travel industry:

i) World Tourism Organisation (UNWTO)

The (UNWTO) is one of the United Nations agencies, which is accountable for the advancement of responsible and sustainable tourism. Being the Word leading organization in the tourism sector, UNWTO promotes tourism as a mean for economic growth, development and environmental sustainability and offers the monitoring and assistance to the hotel sector in creating market knowledge and promotes competitive global tourism policies.

ii) International Hotel & Restaurant Association (IHRA)

The IHRA is an international association representing the welfares of hotel and restaurant industries. IH&RA main members are national hotel and restaurant associations which are located worldwide. Their main mission is the monitoring of international agencies in the tourism industry. It comprises of 300,000 hotels and 8 million restaurants, this represents 60 million people who worked in the sector and raise more 950 billion USD yearly

iii) HSMAI – Hospitality Sales & Marketing Association International

The HSMAI is the largest international association of travel sales and marketing professionals. The association have over 4,000 members from different travel and tourism organisations including hotels, resorts, airlines, cruise lines and others in 31 countries worldwide, with the purpose of improving sales and marketing, education and management skills in the hospitality organisations worldwide.

iv) The World Travel & Tourism Council (WTTC)

The WTTC is a global authority which caters for the economic and social impact of Travel & Tourism. Its main aim is to support sustainable growth in the industry, while working in collaboration with different governments and international institutions to generate employments, to boost exports and to bring prosperity.

1.2 GROWTH OF HOTEL INDUSTRY:

The rise in levels of income and standard of living but also coupled with an increase in leisure time has been especially beneficial to the tourism industry. The advent of technological progress particularly through higher capacity cruise ships and aircrafts, computerized reservation systems, better road transport facilities have played key roles in the global growth of hotel industry. Moreover, improved productivity has been encouraging to the industry by aiding to reduce costs and making travel and tourism products more accessible and affordable.

As competition in the industry increases worldwide, the customers have reap great benefits in terms of lower prices coupled from a wider choice as the organizations have to differentiate their products from the crowd to attract niche market but also to struggle to enhance and improved the quality of their services. Implementing new strategies to marketing and promotion and innovative products are increasing the demand for destinations.

The governments as a facilitator, fund provider and legislator have also had played its part on the development of the industry. New consumer needs and attitudes have also driven the growth of specific segments, for instance new tourism concept such as medical tourism and ecotourism are booming. Moreover, the increased level of economic activity which has led to an upsurge in business travel and also the rising tendency of international movement.

In fact, even though there is the presence global economic challenges, the developments of hotels keep progressing, with additional innovative rooms being injected into global room supply by independent hotels and hotel chains.

1.3 STATISTICS OF HOTEL INDUSTRY:

According to the UN World Tourism Organisation, in 1950 the international tourist arrivals was at 25 million in 1950 is now set to surpass 1 billion by end of 2012, with an 1.8 billion worldwide arrival by 2020.

In the beginning of 2012, the World Travel & Tourism Council (WTTC) estimates that global growth for the Travel & Tourism of 2.7%, slightly downgraded from the 2.8% than that was expected for the industry.

The trend for Travel & Tourism figures has been positive for the beginning of 2012 and has exceeded anticipations from the start of the year. Global tourist arrivals have progressed to 4.9% in the year 2012 from January to June, whereas airline passenger traffic is up 6.8%, and hotel occupancy rates are growing in most markets.

In the year 2011, the Travel & Tourism industries accounted for 255 million jobs globally generating 9 per cent of world GDP while generating billions for host economies; explaining why this industry plays a significant role in global investment and economic growth.

Statistics unveiled by the World Tourism Organization (WTO), in 2008 shows than an estimated 924 million worldwide tourist arrivals, shows an increase of 1.76% compared to 2007. In 2009, international tourist arrivals experience a fall of 882 million, representing a worldwide drop of 4.4% over 2008.

The world destinations witnesses a total of 600 million arrivals, and tourist arrivals in the whole world fell by 7% in the beginning of year 2009, but the trend have been rather been steady in recent months. These recent results and combined economic data, confirms UNWTO's initial forecast a 5% fall in global tourist arrivals during the year 2009. Moreover, the global tourism in 2011 increases by 4.4%, attaining \$980 million international tourist arrivals. The estimation for 2012 according to the UNWTO expects a grow in the sector but

at somewhat a lower rate, but allows to touch the reach of 1,000 million international tourists by the end of 2012.

The Hotel Law, 1935 Article 3, indicated that the word hotel refers to all places constituted to receive the payment from travellers or people who quest for lodging or temporary stay. (Preecha Daengroj, 2001:199)

Before there was the word 'hotel' there was the word accommodation or places for travellers, which has a more extensive meaning than the word 'hotel'. However, the hotel is the accommodation for travellers who wish have lodging through payment to the proprietor. The accommodation refers to a temporary lodging, where travellers may rest and take a sleep. The accommodation is a prime significant for the traveling, which is important for the people, economically, culturally, and socially. The form of accommodation should be suitably in concordance with the environment. This might be an endemic style or a modern style, depending on the surrounding. This conduces a diversity of accommodation formats. Therefore, the lodging has many types and many prices, with a variety of required conveniences. The word 'hotel industry' can be concluded as the business administration pertaining to the lodging, put up to receive payments from travellers or the people who seek for a temporary stay, with services on the food, drink, and a systematic control on the particular administration.

1.4 HOTEL BUSINESS ADMINISTRATION FORMAT

The hotel business administration has different formats depending on the policy of servicing in each hotel, which can be classified as follows:

1.4.1 International Chain's Hotel

This type of hotel business is the Joint Venture operation which refers to the participation of foreign investors. For Thailand, in the case of a joint venture, the law stipulated that the Thai people must hold shares of not less than 51% of the registered capital. The hotel business in the Chain Hotel may not be a joint venture, but an agreement between the person paying for the license and the vender of the license in all phases of administration, right from the administrator, the policy, the marketing, and the public advertisement through the expertise in the hotel branch. The duration of this indenture depends upon both parties, which the purchaser must pay for the license right, the administrative expenses, and must

give dividends to the license vender. Whereby, the name of the particular hotel conglomerate, must be shown conspicuously; such as in the case of Holiday Inn Hotel, while the Crown Plaza is the conglomerate hotel of the Holiday Inn; the Regent Bangkok is a member of the Regent International Hotel; the Hyatt Erawan, Bangkok, is a hotel in the Hyatt International, etc. This character of business is a franchise contract (details in Chapter Nine). Each hotel conglomerate would have its own branches in every region of the world, such as the Regent Group International Hotel who has lots of hotels in its conglomeration.

Regent Hong Kong; Regent Singapore; Regent Melbourne; Regent Taipei; Regent Fiji etc...

In this case, the hotel reservation system enables a direct contact with the reservation central reservation of the Regent which is in the United States, Australia, and Europe. However, the contact may be on the direct telephone line, or by a letter to the Sales Office of the Regent International Hotel at Hong Kong, Tokyo, Singapore, Los Angeles, New York, London, Frankfurt, Perth, Sydney. A direct contact to every Regent Hotel through the computer line is possible with a reservation center at Albuquerque, United States. Moreover, there is the type of companies with an agreement to buy the business of notable hotel conglomerates, with accepted services, for the operation. Such as the Four Season Hotels and Resorts who agreed to buy the enterprise of Regent International Hotel; while the Four Season continues to utilize the name Regent International in the operation of the Regent International in the Asia Pacific Region.

Such franchise business is highly successful with lots of advantages:

- 1) Clients procurement, and room reservations can be done for all over the world with speed and reduced expenses;
- 2) Reciprocities marketing advantages;
- 3) Minimized expenses in the advertisement and public relations;
- 4) Attains lots of capital, and enables the enterprise expansion;
- 5) A system with the same standard, in the servicing of food and drink, and the accommodation;
- 6) The profit and loss is shared, enabling assistance for each other, avoiding the instability of the enterprise;
- 7) A service in the international standard and generally acceptable quality;
- 8) The personnel are always alert in their operation, with a constant training and development.

1.4.2 Family Hotel

This business is done amongst the family or cousins. This type of administration has long survived ever since the hotel service has begun, because it is suitable for small hotels, and need the least administrator and personnel. Therefore, when this business is conducted within the family, brothers and sisters would cooperate in the administration and become proprietors, such as the Family Hotel in the United States with the name of 'Mom and Pop'. There were less than 100 rooms, while the hotel was owned by the head of the family. The wife and children help in the Mini-Mart, and the Perm Parlour within the hotel, and owners would give services themselves. There are both merits and demerits in this type of business.

Merit - This type of business is independent, able to express one's opinion and make the decision by themselves. 1. Need little investment. 2. The association between the proprietors and clients is very good. 3. The work control can be done extensively, because of the limited number of personnel.

Demerit - The opportunity to develop into a large enterprise is rare. 1. This job disbursement and the work entrustment have not been systemized. 2. The administrator and the personnel would join the business through the patronizing system (selected through cousins, friends, or recommendations). In this case, the staffing may not be successful in enrolling competent personnel, while the personnel himself might be conceited and arrogant, and ignored the stipulated rules and regulations. 3. The personnel development to a high level is limited, because there are few positions.

There is another type of administration called the Family Chain; this is also the family business. However, the administrative may be hired to control the internal operation for the entrepreneur, while the marketing may be done by the entrepreneur, or may make an agreement with any private marketing company such as Utell International who would operate the marketing for the hotel, with the international room reservation. In this kind of business, every policy would come from the proprietor, or the hotel committee or the administrative who received instructions from the proprietor. When the business is successful, the proprietor would enlarge the branches to various cities which are travel sources, both internally and externally. An example of this is The Imperial Family, who

started with the Imperial Hotel, Vidhayu Road. Later this hotel enlarged to Impalatarata, Imperial Smui, Thongsai, Boathouse, Imperial Queens Park, etc.

1.4.3 Management Contract (Management Team)

This is a contract with companies dealing with the hotel management, right from commencing the hotel construction or after the hotel is built. The company undertaking this management, would have its own teamwork to control the specific hotel, through the General Manager, under the Management Contract, the undertaking company, would execute without a capital investment nor other assets in the hotel, while the proprietor would have to be responsible for all the investment. The hotel conglomerate would stipulated the policy, the operation procedure, the accounting, the marketing, while the proprietor would have to pay for these expenses, and the dividends would be apportioned according to the profit (after deducting the expenses, but not the liabilities). While in some companies, there may be the administrative assurance called the Negative Guarantee; that is should the output be ineffective, then the administration would be conducted free of charge. The administrative time depends upon the covenant, and usually not less than 10 years, because the newly constructed hotels are in the average of 3-5 first years, and are still in the Setting in Period with no dividends. But it may still be less than 10 years, such as the Dusit Thani who signed a Management Contract with the hotel conglomerate of Westin (Western International) in 1970 and the contract terminated in 1972. The contract was changed from the Management Contract to the Marketing Contract, and did not need to change the name, such as the Dusit Thani who did not use the name of Western International, and the Rama Hotel, Silom, (1958), did not use the name of the Hilton International.

1.5 TYPE OF HOTELS

Hotels can be classified in many categories as follows:

1.5.1 Commercial or Transient Hotel

Commercial hotels usually situate in the Down Town with the business concourse. Businessmen are content to accommodate in this type of hotels, because it is convenient in the business contact, with no need for long travels, passing all the traffic jam. It is convenient because this type of hotels are fully and conveniently accommodated, such as the food servicing, the swimming pool, the exercise room, the tennis lawn, karaoke room, dancing

room, and the conference room. It is also near various places, which businessmen may easily make business contacts. The communication is convenient, with all means of selectable transportation for servicing. In this type of hotels, clients can enter and leave all the time, while they would not rest in hotels for a long time

1.5.2 Resort Hotel

This is a resting hotel for tourists. These hotels would situate in the tour sources or in the resting sources such as on the seashores, the mountains, on the riverside, near the golf course, etc. Therefore, the conservation of natural beauty is a significant matter, because guests require contacting the beautiful nature, and at the same time, they also need to all the conveniences and facilities. Therefore, this type of hotel must be fully prepared for the conveniences and facilities, because the guests only wish to rest. In the hotel, there should be the golf course, riding course, and fitness. There should be all the exercises and activities for guests, such as the boat services, horses for riding, wind surf, and ski lawn. All these would enable the success for resort hotels.

1.5.3 Residential Hotel

Residential Hotel refers to the resident and not for commercial. Therefore, the residential hotel is the lodging, with a tenant contract and conditions between guests and the proprietor, where there would be an accommodation for a short time, or a long time. This length of time may take a month long, or a year long. However, there might be a condition that in the case of long term tenant, should the guest be absent for a long time, such as going to upcountry for a long time, the hotel has a right to let the room on a short basis, such as the Voldo ft Astroia in New York, who are the Residential Hotel. They have temporary guests as well as permanent guests. In this case, the hotel conglomerate of Astroria has many branches, in Europe and in America.

1.5.4 Motel

Motel is the combination of the words 'Motel' to 'Hotel'. This word had been initiated in the United States before 1930. After the World War II, when the economy started to revitalize, people sold more motor cars, and went on the travel. Travelers experienced all inconveniences in the lodging. This is usually in town, where the traffic was congested and jammed, with no parking space. In this case, the motel must find all the facilitation for tourists, with a parking service right next to the bedroom, or sometimes, under the bedroom.

Usually, motels do not have room services, because guests usually come to rest for only one night, before commencing on the travel in the next morning. Motels usually situate on the highways, and the accommodation service is executed for 24 hours.

1.5.5 Motor Hotel

The idea in building up Motor Hotels was initiated by Cammon Wilson, an American designer and fixed asset developer, who set his family on a tour. He encountered a great accommodation difficulty.

After his tour, he contrived a new format for the hotel by collecting all conveniences with the travelers who owned cars. The format of the Motor Hotel is the medium hotel with 30 rooms to 300 rooms, accommodated with parking spaces. The parking is free to compete with hotels that collect parking spaces. Moreover, there may be other services, such as the coffee shop, cocktail lounge, conference room, and swimming pool.

In 1953, the Holiday Inn hotel in the United States commenced its business with 100 rooms, and presently owned over 1624 branches with 317,506 rooms in the towns, and in the vicinity. The format of the Holiday Inn is the Motor Hotel, which was so successful that it becomes a franchise with high popularity.

1.5.6 Budget Hotel

The Budget Hotel or the Economy Hotel is to serve travelers who like the economy, cleanliness and modernity. This is usually a small size hotel, with limited rooms. An example of this type of hotel is the Days Inn, which spread all over the United States. Sometimes, the Days Inn may be in the same place with a service station, while giving different services. This is the same as the Ibis in Europe and Japan. Quite a number of travelers prefer the economy hotels, especially in countries with high cost of living, where some groups of tourists are unable to accommodate in hotels with high services.

1.5.7 Condominium Apartment, Flat

The condominium is a suit condominium that is similar to an apartment or flat. The difference is that the owner of a condominium or the particular suit has an absolute tenure right, through the affirmative document under the agreed rules and regulations. Condominiums were initiated in Thailand from the sky rising cost of the land and the traffic congestion. Presently, condominiums have a character of temporary rent, rather than a permanent residence. This is because the Thai people are not used to stay in square and

limited rooms for a long time. However, when the problem of land and traffic increased, there would be a more permanent residing in condominiums; while the apartments or flats are only the lodging and rooms for rent. Where, usually in apartments and flats, there is neither facilities nor furniture, and tenants must provide these for themselves. This is the type of long renting for months or for years. Travelers are able to find accommodations from condominiums while traveling, and these condominiums are called the Condotel. (The condotel is the combination of the words ‘condominium’ and ‘hotel’.) Here, they would be able to save money because many people may stay in this place and they are also able to prepare their own food.

1.6 GUEST ROOMS SELLING FORMAT, AND THE FOOD SELLING FORMAT

Guest Rooms Selling Operation: The hotel proprietor or the investor must stipulate a precise sales policy of the hotel. The applied sales format for guest rooms are generally classified into four formats:

1.6.1 European Plan

The European plan or EP is the European style. In this type of business management, the room rate would be differentiated. While other expenses, such as the food, and drinks would not be included in the room rent. In this case, guests must arrange for their own meals.

1.6.2 American Plan

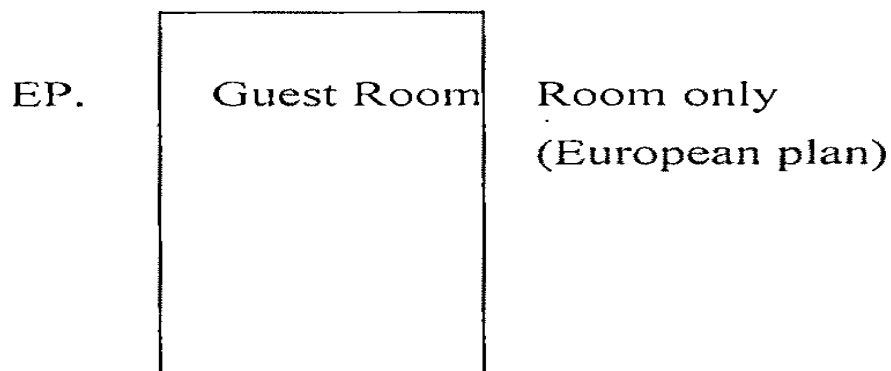
The American plan or AP is the American style. The AP management is the room rate administration with an inclusive expense of the room rent and three meals. This is composed of breakfast, lunch, and dinner, for each guest. This type of business management was initiated in America. While in Europe, the AP Format is in the Full Pension (inclusive of room rent and meals). Usually the food for service is presented through Table d’Hotel, where the menu is fixed, and guests would have little option or none at all. This is usually presented in Resort Hotel, because this type of hotel is in the resort, away from communities, and inconvenience to find food. However, quite a number of tourists do not appreciate the AP Management, because it is independent, with a feeling of being enclosed in the limited space prepared by the hotel. This independent feeling impelled the AP format to be less popular. Therefore, a new format has been schemed, with some air of the AP.

1.6.3 Modified American Plan or MAP

The Modified American Plan or MAP is the improved American plan. When the popularity in the American plan was phasing out, the hotel tried to develop new methods, but would not leave out the AP completely. Because this type of management is advantageous to the hotel. Therefore, a new method has been revised by reducing the meal into two meals. Guests do not like to have lunch in the hotel, because they would have to hurry back for lunch. Should they be late, then they would have to pay for that meal without taking it, including the cost of the meal they had taken elsewhere. However, the MAP management is still advantageous to the hotel, because guests would still have to take breakfast and dinner in the hotel.

1.6.4 Half Pension, or Demi Pension (DP)

The Half Pension or Demi Pension (DP) is the application of the MAP, where the room rate, is the combination of the room to the food and drinks of the breakfast. The guests have to find their own lunch and dinner, either within or outside the hotel. Usually, in this case, the hotel would inform guests that the breakfast is the Complimentary. In actual fact, the hotel already included the breakfast into the room rate. While in some places, the hotel would not specify that this meal has to be a breakfast, it might be any one meal that guests prefer but must be in the specific amount, i.e. the hotel specified an amount of Bht. 100.00. In this case, guests may use the food service in the hotel restaurant at any time of the day, within the given amount of 100 Baht.



		CP.	Breakfast	Guest Room	Room and Breakfast (Continental plan)
	MAP./HP.	Lunch or Supper	Breakfast	Guest Room	Room and 2 Meals (Modified American Plan or Half Pension)
AP./FP.	Dinner	Lunch	Breakfast	Guest Room	Room and 3 Meals (Full American Plan or Full Board or Full Pension)

Table 1.1 Guest Rooms Selling Format, and the Food Selling Format

E- Commerce is also known as Electronic Commerce (or EC). It refers to commercial transactions conducted electronically on Internet. It means basically any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.

There is a wide range of online business activities such as online marketing, social media management, hotel online bookings, etc.

E-commerce in the travel industry brings a similar idea. It focuses on the virtual and electronic marketplace in connection with online sales. Especially in the hospitality online business plays a significant role. The trade and service relationship between the hotel and their guests and partners is mainly based on sales made via the hotel's website and the partner OTAs.

1.7 ONLINE HOTEL RESERVATIONS

OHR are a popular method for booking hotel rooms. Travelers can book rooms on a computer by using online security to protect their privacy and financial information and by using several online travel agents to compare prices and facilities at different hotels.

Prior to the Internet, travellers could write, telephone the hotel directly, or use a travel agent to make a reservation. Nowadays, online travel agents have pictures of hotels and rooms, information on prices and deals, and even information on local resorts. Many also allow reviews of the traveller to be recorded with the online travel agent.

Online hotel reservations are also helpful for making last minute travel arrangements. Hotels may drop the price of a room if some rooms are still available. There are several websites that specialize in searches for deals on rooms.

1.8 CUSTOMER BEHAVIOUR

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area.

Consumer behaviour is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

1.9 ONLINE BOOKING

Online booking is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-retailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-retailer typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay. Alternative names for the activity are "e-tailing", a shortened form of "electronic retail" or "e-shopping", a shortened form of "electronic shopping". An online store may also be called an e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile device-optimized website or software application ("app"). These websites or apps are designed to enable customers to browse through a companies' products and services on tablet computers and smartphones.

1.10 CUSTOMER BUYING BEHAVIOUR IN DIGITAL ENVIRONMENT

The marketing around the digital environment, customer's buying behaviour may not be influenced and controlled by the brand and firm, when they make a buying decision that might concern the interactions with search engine, recommendations, online reviews and other information. With the quickly separate of the digital devices environment, people are more likely to use their mobile phones, computers, tablets and other digital devices to gather information. In other words, the digital environment has a growing effect on consumer's mind and buying behaviour. In an online shopping environment, interactive decision may have an influence on aid customer decision making. Each customer is becoming more interactive, and though online reviews customers can influence other potential buyers' behaviours.

Subsequently, risk and trust would also be two important factors affecting people's behavior in digital environments. Customer consider to switch between e-channels, because they are mainly influence by the comparison with offline shopping, involving growth of security, financial and performance-risks. In other words, a customer shopping online that they may receive more risk than people shopping in stores. There are three factors may influence people to do the buying decision, firstly, people cannot examine whether the product satisfy their needs and wants before they receive it. Secondly, customer may concern at after-sale services. Finally, customer may afraid that they cannot fully understand the language used in e-sales. Based on those factors customer perceive risk may as a significantly reason influence the online purchasing behaviour.

Online retailers has place much emphasis on customer trust aspect, trust is another way driving customer's behaviour in digital environment, which can depend on customer's attitude and expectation. Indeed, the company's products design or ideas cannot met customer's expectations. Customer's purchase intension based on rational expectations, and additionally impacts on emotional trust. Moreover, those expectations can be also establish on the product information and revision from others.

1.11 PAYMENT METHOD:

- Credit card
- Debit card
- On arrival
- Paypal
- Gift cards
- Other online payment transfers like paytm, google pay, phone pay etc....

1.12 OYO ROOMS:

OYO rooms commonly known as OYO, is a network of budget hotels in India. Headquartered in Gurgaon, it currently operates in more than 200 Indian towns, Malaysia and Nepal. Ritesh Agarwal is the founder & CEO of OYO. It started with one city and one hotel in Gurgaon in January 2013. The company, as of September 2017 has around 70,000 Rooms in 8,500 hotels across 230 towns of India. The company has offices in Gurugram, Haryana, India and Hyderabad, India. In 2012, at 18, Ritesh Agarwal launched travel Stays, a website designed to enable listing and booking of budget accommodation. After three months of research and staying in over 100 bed and breakfasts, guest houses, and small hotels, he pivoted travel to OYO in 2013. OYO partners with hotels to give similar experiences across cities

1.13 TRIVAGO:

Trivago N.V., often referred to as Trivago, is a German multinational technology company specializing in internet-related Services and products in the hotel, lodging and meta search fields. Trivago was the first hotel search engine in Germany, and is one of the fastest growing companies in Germany with profitability doubling since 2008. The American travel company Expedia, Inc. owns a majority of the company's stock.

1.14 GOIBIBO:

Goibibo Group is an online travel organization founded in January 2007 by Ashish Kashyap. The company is a subsidiary of Naspers, which owns an 80% stake in Ibibo Group. In February, Naspers announced plans to increase its stake in Ibibo Group to 90% by investing additional \$250 million in the company.

1.15 BOOKING.COM:

IT is a travel for free aggregate website and travel meta search engine for lodging reservations. It is owned and operated by and is the primary revenue source of United States-based booking hotels. Booking.com is headquartered in Amsterdam.

The website has more than 29,094,365 listings in 143,172 destinations in 195 countries and territories worldwide. Each day more than 1,550,000 room nights are reserved on the website. The site is available in 43 languages. Their slogan is "Homes, houses and everything in between", although in commercials it is "Booking.com: Booking.yeah".

1.16 HOTEL.COM:

Hotel.com is a website for booking hotel rooms online and by telephone. The company has 85 websites in 34 languages, and lists over 325,000 hotels in approximately 19,000 locations. Its inventory includes hotels and B&Bs, and some condos and other types of commercial lodging. Hotels.com was established in 1991 as the Hotel Reservations Network (HRN). In 2001, it became part of Expedia, Inc. and in 2002, changed its name to Hotels.com. The company is operated by Hotels.com LP, a limited partnership located in Dallas, Texas, in the United States.

Hotels.com was established in 1991 by David Latin and Robert Diener as the Hotel Reservations Network (HRN), providing hotel booking via a toll-free phone number in the United States. In 2001, the company was acquired by USA Networks Inc. (USAI) which also acquired a controlling interest in Expedia, the online travel booking company.

1.17 NEED FOR THE STUDY

Online booking of hotel have increased drastically throughout recent years. In the modern world, India is also adopting to the digital transformations where every transactions and bookings are through online. This sector has made impressive steps in recent years and the country is increasingly projected as a “Digitalized India”.

In an industry the success largely depends on the customer’s behaviour, satisfaction & purchase intentions. This study **“Impacts of Hotel Distribution Apps on Customer Purchase Intentions in Coimbatore”** is undertaken by the researchers to analyse the current

scenario of the hospitality industry and to provide necessary suggestions based on the findings from the study.

1.18 OBJECTIVES OF THE STUDY

- To study the customer intention on online hotel booking before, during and after purchase.
- To identify various customer purchase factors of online hotel booking
- To determine the level of satisfaction through online hotel booking.
- To rate the online hotel booking apps based on various dimensions.

1.19 SCOPE OF THE STUDY

Internet accessibility and usage are happening more in our everyday lives than ever before and have also become an important factor in modern travel behaviour. This study aims to stress the fact that in particular; the online hotel booking will be increased in the days to come by. The aim of this study is to identify how, users can benefit from an enhanced on the go apps or websites which makes it easier and less complicated for those who are seeking hotel bookings. This study also measures the impact of digital technology in the hospitality industry, how it influences while choosing a hotel and also, to find whether the online users opt for shared economy or not.

1.20 LIMITATIONS OF THE STUDY

- The research was carried out in the short span of time with a limited sample size.
- Due to the confidentiality of some information accurate response was not revealed by some of the respondent.
- Respondent had marked the questionnaire which may be socially incorrect irrespective of their actual feeling cannot be accurate since the survey is subjected to the bias and prejudices of the respondents.

1.21 CHAPTERIZATION:

The following chapter and content analysis to the research study

Chapter 1- Introduction

In the chapter a holistic perspective is provided of proposed research. The chapter provides brief introduction about Hospitality industry, Need for the study, Scope for the study and Limitation of the study, types of Hotel Apps.

Chapter -2 Review of Literature

In this chapter, review of related literature is conducted on Hotel industry, Hotel booking online, Customer purchase intentions and Consumer behaviour.

Chapter -3 Research Methodology and Study Area

This chapter briefs on data collection, sample and variables tools used in the analysis. It also gives a detailed account on the areas in which the studies are conducted.

Chapter -4 Analysis and Interpretation

In this chapter data is analysed in detailed and interpreted in terms of the primary theme of the dissertation. Result of the analysis and its discussions are given to disclose the proposed research problem.

Chapter -5 Findings and Suggestion

In this chapter the research is concluded. The finding of the study is summarized. It also proposes various suggestions for paving way to improvement in hotel distribution apps on customer purchase intentions in Coimbatore.

CHAPTER 2

REVIEW OF LITERATURE

2.1 HOTEL INDUSTRY

Getty and Thompson (1994) studied relationships between quality of lodging, satisfaction, and the resulting effect on customers' intentions to recommend the lodging to prospective customers. Their findings suggest that customers' intentions to recommend are a function of their perception of both their satisfaction and service quality with the lodging experience. Hence, it can be concluded that there is a positive relationship between customer satisfaction and customer loyalty.

Heunget al.(1996), in their study on hotelbrand loyalty in the free independenttraveller's market, found hotel image to be animportant factor, and to maintain a relativelyhigh score rating among loyal customers.

Brynjolfsson et al. (2009) examine the role of product popularity with respect to consumers' choices among bricks-and-mortar retailers, shopping catalogs, and electronic commerce stores. They find that substitution between online and offline channels is less intensefor niche products which are generally less likely to be available offline.

Unlike in the physical market, online consumers and suppliers can easily communicate and exchange their desired information for business transactions with each other. Moreover, with just a click, consumers can find a better alternative business. The traditional friction to the consumers is thereby reduced by the technology. The Internet and Web technologies have the potential to offer customers a better deal compared to purchase by conventional methods in many situations (**Keeney, 1999**).

The development of the Web as a marketing medium is critical to the success of electronic commerce. The Internet is not only used as a medium for providing rich information but also as a medium for communication, conducting transactions, and distributing the product or service to the customer (**Angehm and Meyer, 1997**).

Like other industries, several players in the hotel industry have used the Internet and Web technologies as potential distribution channels to extend their target markets to reach the global market, to receive online bookings, to enhance guest services and to generate revenue (Kasavana et al., 1997; CormoUy et al., 1998; O'Connor, 1999; Wood, 2001; Morrison, 2002).

As pointed out by Jeong and Lambert (2001), the Internet has had a significant impact on competition in the lodging industry. The Internet and World Wide Web have added significantly to the distribution channels available to hotels. Hoteliers can now promote directly to customers and sell their rooms inventory more cheaply than using expensive call centres, global distribution systems (GDS) and central reservation systems (CRS) of their hotel affiliation.

Morrison et al. (1999) pointed out that there are six major advantages of Web marketing for hotels: 1) cost reduction; 2) revenue growth; 3) niche marketing; 4) improved customer satisfaction; 5) quality improvement; and 6) addressing other critical business or customer needs.

In terms of IT and IS, Maguire et al. (1994, p. 74) stated that the perspectives from which IT and IS are viewed can lead to some difficulties in reconciling understanding of the terms. From the top down, in the macroview, IT is embedded in the information systems that are the large building blocks of the infrastructure of a society. For example; the education system or the social services system are examples of information systems (IS). At the microlevel, however, in the management of any particular organisation, whatever its mission, it may be better to work within a definition that, while general, associates IS more closely with the management of organisations.

According to Chaffey et al. (2003, p. 7), Internet marketing or Internet based marketing can be defined as the use of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept. Internet marketing will include the use of a company Web site in conjunction with online promotional techniques such as search engines, banner advertising and direct e-mail.

Zhou (2004, pp. 94, 213) claimed that Internet marketing or e-marketing refers to bringing information of the products and services to the target consumers in a timely and accurate fashion through the Internet. Specifically, Internet marketing is defined as the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both buyers and sellers (Imber and Betsy-Arm, 2000 cited in Ngai, 2003, p. 1).

Bell and Tang (1998, p. 219) stated that Knowing which customers you want to access and their expectations are crucial factors when starting to consider the feasibility of developing an Internet Web site for your business.

Jarvenpaa and Todd (1997) and Keeny (1999) pointed out that the perception of product quality in terms of product availability, product information and product comparison at a particular e-commerce site is one of the key factors that influence customer purchase behaviour. Convenience or ease of use is also determinants of the perceived service quality of the Web site

Pahner (2002) reported that responsiveness in terms of feedback options and frequently asked questions (FAQs) is significantly associated with Web site success. In the World Wide Web, since customers cannot interact directly with a sales representative, it is essential the Web site provides appropriate communication channels as part of a customer service program.

Hoffman et al. (1999), 94% of Web users in their study had refused to provide information to a Web site and 40% had given false information. These results have shown that most online consumers are concerned about disclosing personal information. Moreover, one study reported that 21% of consumers would not buy things online because of the fear of hackers.

2.2 HOTEL BOOKING ONLINE

S Akhila, C Manikandan, on may 2018 has stated that the growth of hospitality and indian tourism which is the act of welcoming, receiving, hosting or entertaining the guest, depends on the service sector in india. This study is framed to analyse the usage of online platforms to book hotels online, awareness on online hotel booking, their satisfaction levels, to measure their priorities while booking a hotel online and to find out whether the online users will prefer this community based hospitality services or not.

Mr. Nikhil Monga and Mr. Sanket Kaplash (2016), has summarised that the immense growth of online industry in past few years is some where transformed to the scattering of travel products and affected the way of tourist search and purchase. This research aids to recognize the online consumer behaviour and to analyse consumers' motivation and intention to search and book hotel deals through online travel intermediaries. This is also to measure the cognitive, emotional and social factors that influence motivation towards booking intention. The result points out the consumers' attitudes and perception towards booking hotels online, which in turn, obstructed their future intention.

Xinyuan (Roy) Zhao, Liang Wang, Xiao Guo and Rob Law (2015), conducted a study on 'The influence of online reviews to online hotel booking intentions' where it developed research model and empirically examined the model by collecting data. Factor analysis was adopted to identify features of online reviews content and source attribute. Regression analysis was used to examine impacts of these attributes upon travelers' online booking intention. Six features of online reviews content and one source attribute were identified, namely, usefulness, reviewer expertise, timeliness, volume, valence (negative and positive) and comprehensiveness. Regression analysis results testified positive causal relationships between usefulness, reviewer expertise, timeliness, volume and comprehensiveness and respondents' online booking intentions.

Aurelio G. Mauri and Roberta Minazzi (2013), conducted a study on "Web reviews influence on expectations and purchasing intentions of hotel potential customers" (2013)¹¹ which has been conducted to test the hypotheses and the research question. 349 young adults were involved in an online survey that asked to imagine searching for a hotel and reading

other customers' reviews of a hypothetical chosen hotel. Three scenarios were created by studying a few comments posted by customers on the main websites used by tourists. Results show a positive correlation between both hotel purchasing intention and expectations of the customers and valence of the review.

Bijoylaxmi Sarmah, Shampy Kamboj and Zillur Rahman on feb 2017 The purpose of this study is to extend and revise the basic technology-based service (TBS) adoption model in luxury hotels in India using smart phone apps, and to analyse the impact of the guests' innovativeness, willingness to co-create, need for interaction and involvement on their adoption intention towards co creatively developed new services.sThe findings of this study indicate that both guests' innovativeness and need for interaction with service staff significantly affect their involvement. A guest's willingness to co-create acts as a partial mediator between his/her innovativeness and intention to adopt co-creatively developed new services.

(Fernandes and Remelhe, 2016). Wang et al. (2006) has specified that the customer involvement via smart phone apps to comprehend the impact of customers' essential characteristics on co-creation. Even though, in the past there has been an indirect effort to test customers' innate characteristics by studying the customers innovativeness along with other personal characteristics and new service adoption behaviour.

(Frochot and Batat, 2013), has stated facility of mobile technology (smart phones) enables guests to perform co-creation activities and enjoy their role as co-creators of new services. Guests may use their smart phone apps for performing simple to complex co-creative activities such as booking of flight tickets, hotel rooms or to suggest and design services as per their wishes. This growing access to smart phone apps (e.g. Trip Advisor, Make My Trip) contributes towards increasing co-creative service innovation activities.

(Melis et al., 2015). Because tourism and hospitality services (e.g. vacations, hotel rooms, travel booking and restaurant services) can be improved through information provided by co-creating customers using smart phone apps, reputed hotels and travel groups (e.g. Hilton group, Starwood Marriot, Expedia.com, Oyo Rooms) are collaborating with tourists and hotel guests through online ideation, booking and payment services.

With increased use of smart phone apps among the customers, hotel customers are frequently able to interact with the service staff (**Morosan, 2015**) that also results in higher degree of co-creation. This increased degree of co-creation between customers and service staff via smart phone apps helps them to actively engage in developing new hotel services (e.g. menu designing). Customers become more confident about the service if they collaborate with service firms to co-create service using their smart phone and its apps. Therefore, we post it that the degree of co-creation positively affects satisfaction.

In another study on the travel-related smartphone apps, **Wang and Xiang (2012)** concluded that smartphones have comprehensively extended the Internet-enabled service including information search, reservation and e- Commerce, multimedia content consumption and creation, as well as social communications to the mobile platforms. In a recent survey with American smartphone and tablet owners, e-Marketer (2013) reported that approximately 98% of these owners took their devices with them on vacation. Moreover, nearly 80% of the respondents used them all the time. This demonstrated the use of smartphones and tablets during travel cannot only enable them to construct a better sense of travel destination, but also reconnect them with their daily lives.

Besides discussing the impact of smartphones on travellers' touristic experience, a number of academic and industry research studies noted the potential of smartphones in business applications and advocated the importance of incorporating smartphones into the tourism and hospitality industry (**Rasinger, Fuchs, & Höpken, 2007**).

Madu and Madu (2002) pointed out that a Web site needs to be updated consistently to deliver value-added information to users. Its influence may be even stronger if comments are labeled as "spotlight reviews" because these are shown before other reviews on the comments page.

Buhalis and Law (2008) state how there are few service industries that have experienced so profound and fast-moving change to their business strategy, structures and processes over this period than for travel and tourism. These changes occurred alongside rapid growth in Information and Communications technologies (ICT), such as establishment of the Computer Reservation Systems (CRSs) in the 1970s, Global Distribution Systems (GDSs) in the 1980s and development of the Internet in the late 1990s. In terms of pre-Internet strategy, tourism

suppliers had no choice but to use traditional intermediaries, such as travel agents and tour operators for distribution functions, as well as CRSs and GDSs for intermediation processes.

Armstrong & Hagel (1997) discussed the need for virtual communities from both a vendor and member perspective. They saw virtual communities aggregating people and providing an engaging environment for interaction. People are drawn to virtual communities to fulfil four basic needs; *a) interests b) relationships c) fantasy d) transactions*.

As **Xiang and Grezel (2010)** show, TripAdvisor.com holds a dominant position in consumer online travel reviews and this basis, should form the object of analysis for future online consumer travel review research, particularly concerning attitude towards reviewer.

2.3 CUSTOMER PURCHASE INTENTION:

Webster et al. (1993) found that perceived playfulness and perceived flow are psychological states which fluctuate with situational contexts and may be influenced by an individual's interaction with a situation. Thus, this study regards perceived playfulness and perceived flow as organism variables that are influenced by stimuli. Accordingly, this study posited that website quality (stimuli) positively influences customers' perceived playfulness and perceived flow (organism), which in turn may affect customers' satisfaction and purchase intention towards an online travel agency (response).

Aladwani and Palvia (2002, p. 469) have defined customer's perception of website quality as "users' evaluations of a website's features meeting users' needs and reflecting overall excellence of the website". Thus, when evaluating a company's website offerings, understanding which aspects the website user considers most important has become a priority for companies to employ a successful e-strategy.

According to **Lin (2007, pp. 366–368)**, information quality means a measure of value perceived by a customer of the output produced by a website. System quality means manifest in a website system's overall performance and can be measured by customer perceived degrees of user friendliness in shopping at an online retailer. Service quality signifies overall customer evaluations and judgements about the quality of online service delivery.

Abdullah, Jayaraman, Shariff, Bahari, and Nor (2016) proposed the relationship between perceived website interactivity and online hotel booking intention through perceived ease of use and perceived usefulness. Following their article, online hotel booking intention is conceptualized in this study as the likelihood that a hotel website user to purchase or to reserve hotel accommodation through hotel website soon.

Bruner & Kumar [2001], in their researches, they found that consumers' attitude toward the website is a valid measure of website effectiveness and significantly correlated to consumers' attitude toward the brand and their purchase. This was reinforced by website characteristics that include ease of use, product information, entertainment, trust, and currency. Past research has shown that several website factors will affect consumers forming a favourable attitude toward online purchase

Rahim and Fariza [2004] conducted a study to understand the relationship between demographic characteristics of consumers which include education level, age, income and occupation with other determinants such as convenience, ease of information, fast transaction, and price and safely regulated for the intention of hotel reservations. The result showed that educated online bookers would look for fast transaction, a convenient system, ease of information and lower price as their key motivator to purchase online. However, safely regulated transaction is none of their main concerns since it was found to be insignificant

As an extension to Kotler's framework, **Constantinides [2007]** decision process and empirically verified the model. The results of their research found that consumers prefer to buy non-bulky items online. This includes air tickets, hotel room reservations, music, books and cameras. They found that pricing, product information and trust were important drivers of online buying.

Schlosser et.al[2 3] in their study found that consumers prefer website that provided them with essential information but dislike online vendors that hard sell their products and services online. There were also studies that found that consumers disliked websites. One of the main reasons for the dislike was that they found consumers felt that websites took a long time to download.

Zeithaml et al. (1996, p.33) states that behavioural intentions “signal whether customers will remain with or defect from the company”. These behavioural intentions are either favourable or unfavourable. Favourable intentions include positive word of mouth, more spending with the service provider, paying a price premium and remaining loyal whereas the unfavourable intentions include customer defection, negative word of mouth, reduced spending with the company and/or taking legal action (Ladhari, 2009).

Oliver (1997) described behavioural intentions as “a stated likelihood to engage in behaviour” (p.28). Behavioural intentions are considered to include revisit and word-of-mouth intentions (Jani and Han, 2011). Consequently, customers’ previous experiences with a product or service results in formation of an attitude toward the provider that is greatly associated with consumer intentions to repurchase and recommend (Han and Kim, 2009).

2.4 CONSUMER BEHAVIOUR:

If customers cannot participate in the activities that make shopping an enjoyable experience, they may stop using Web stores and return to the more enriching and enjoyable physical world (**Rice 1997, Quelch and Takeuchi 1981**)..

Jahng, Jain, and Ramamurthy (2001) propose and validate a Technology/Product Fit Model to describe and predict the relationship between product characteristics, e-commerce environment characteristics, and user outcomes. They classify products sold on the Internet as belonging to four categories based on social and product presence requirements: simple, experiential, complex, or social. When a positive fit is established between the e-commerce environment and the product requirements, favourable user outcomes are generated that include user satisfaction, decision confidence, e-commerce acceptance, and purchase intent.

Bellman and colleagues (1999, p. 33) report that Internet surveys agree that the online population is relatively younger, more educated, wealthier, although the gaps are gradually closing. They argue that demographics appear to play an important role in determining whether people use the Internet, however once people are online, demographics do not seem to be key factors affecting purchase decisions or shopping behaviour.

Li and colleagues (1999) found that customers who purchase Internet stores more frequently are more convenience-oriented and less experience-oriented. These consumers regard convenience during shopping as the most important factor in purchase decisions, because

they are time-constrained and do not mind buying products without touching or feeling them if they can save time in this way.

Song and Zahedi (2001) classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces the consumer's perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behaviour.

Haubl and Trifts (2000), potential consumers appear to use a two-stage process in reaching purchase decisions. Initially, consumers typically screen a large set of products in order to identify a subset of promising alternatives that appears to meet their needs. They then evaluate the subset in greater depth, performing relative comparisons across products based on some desirable attributes and make a purchase decision. Using a controlled experiment, these authors discover that the interactive tools designed to assist consumers in the initial screening of available alternatives and to facilitate in-depth comparisons among selected alternatives in an online shopping environment may have strong favourable effects on both the quality and the efficiency of purchase decisions.

Fourteen studies discuss online purchasing, which refers to consumers actions of placing orders and paying. This is the most substantial step in online shopping activities, with most empirical research using measures of frequency (or number) of purchases and value of online purchases as measures of online purchasing; other less commonly used measures are unplanned purchases(**Koufaris et al. 2002**) and Internet store sales.

Butler (1998) argues for this where, "sources of information for the evaluative stage include past experiences" within one of the five phases of the consumer purchasing process: 1) problem recognition; 2) information search via internal and external mechanisms; 3) evaluation of alternatives; 4) choice/purchase; and lastly 5) post-purchase behavior.¹⁰ Although purchasing over the Internet is different than purchasing via one of the other third parties, the consumer associates the previous experiences of remote purchasing onto the Internet framework.

This characterization of technology adoption is consistent with research on retail shopping behaviour, which has supported the presence of both utilitarian and hedonic motivations. As noted, the instrumental or utilitarian goal-directed factor envisions the consumer as thought-

fully considering and evaluating product-related information prior to purchase versus the hedonic aspect or the pure enjoyment and fun of the shopping experience (**Babin, Dardin, and Griffin, 1994**).

Usage of these new media includes the consumer's purchase of products as well as the consumer's intention to search for product related information while experiencing the new technology (**Alba et al. 1997**).

From an offensive strategic perspective, on the revenue side, retained customers attract new customers through positive word of mouth, thereby increasing market share (**Heskett et al. 1997; Reichheld and Sasser 1990**).

Shemwell et al. (1994) found trust to be important in building customer relationships as the outcome of their study also suggests that the higher the level of trust, the greater the probability that customers will continue the relationship and the lower the level of perceived risk inherent in the relationship.

Reynolds and Beatty (1999) made a paralleling argument that a service firm's offer of special treatment benefits may be perceived as part of the service performance itself, and correspondingly such benefits would be expected to positively influence the customer's satisfaction with the service.

Few human behaviours are as purposeful as shopping. To understand retailing and consumer experiences, we must realize that consumers attempt to achieve some goal by purchasing and using a particular product or service (**Ratneshwar, Mick, and Huffman 2000**).

The level at which an item gets stored in memory affects its degree of influence on new experiences related to that item (**Kerin, Jain, and Howard 1992**).

CHAPTER 3

RESEARCH METHODOLOGY & STUDY AREA

3.1 METHODOLOGY

Research methodology defines what the activity of research is, how to proceed, how to measure progress and what constitute success. The dictionary defines research as a studious inquiry or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or law. The purpose of research is to discover answer to the question through the application of scientific procedure.

Research methodology is a way to systematically solve the research problem. Why the research has been undertaken, what research problem has been identified, what data has been used such question are answered when a well structure methodology concerning the research problem is devised.

3.2 DESCRIPTIVE RESEARCH

Descriptive Research is used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the study which investigates the relationship between variables, to developmental studies which seek to determine changes over time.

3.2.1 Definition

According to Grinnell (1999) research is a structure inquiry that utilized acceptable scientific methodology to solved problem and create new knowledge that is general acceptable.

3.3 RESEARCH DESIGN

Research design is the arrangement of conditions for collection and analysis of data in manner that aims to combine relevance to the research purpose without deviating from scientific procedure, the research design is the conceptual structure -the thing which research is conducted; measurement and analysis of data. Descriptive research design is used for the study where the questionnaire was given to the respondents to gather information

systematically. For a better understanding concerning the behavioral styles of the respondents, analytical research is also been utilized for the study where hypothetical relation between the variables could be established.

3.4 SAMPLE DESIGN

A sample design is the framework, or road map, that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. In a broad context, survey researchers are interested in obtaining some type of information through a survey for some population, or universe, of interest. One must define a sampling frame that represents the population of interest, from which a sample is to be drawn. The sampling frame may be identical to the population, or it may be only part of it and is therefore subject to some under coverage, or it may have an indirect relationship to the population.

3.4.1 Types of Universe:

For the purpose of the study, the guests in the selected ayurvedic resorts of Palakkad and Coimbatore were selected as population.

3.4.2 Sample Size:

The sample size refers to the items to be selected from the universe to constitute a sample. The sample size of the study is 200 guests from Ayurvedic resorts in Palakkad and Coimbatore.

3.4.3 Sample Procedure:

The sampling procedure used is convenience sampling. The sample is selected on the basis of convenience in accessibility to customers. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researchers.

3.5 SOURCE OF DATA

a. Primary Data

Primary data are that which are collected afresh and for the first time and thus happens to be original in character. In this study questionnaire is used to collect the primary data.

b. Secondary Data

Published data and the data collected in the past or by other parties are called secondary data. The secondary data may be obtained from many sources, including literature, industry surveys, newspapers, internet and magazines.

3.6 DATA COLLECTION

Questionnaire:

In this study primary data is collected through questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The respondents filled the multiple choice questions and Likert's Rating Scale questions.

Questionnaire Design:

The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating Scale Questions

3.7 TOOLS FOR ANALYSIS

Questionnaires used as the primary research instrument were distributed to respondents for their feedback. From the collected back questionnaires further coding and analysis was done for each question to reach at to the findings suggestions and thus come into the conclusion for the study. The scaling techniques used in the research method for the questionnaire is Likert's Five Point Scale. It considered of the points like Highly Satisfied, Satisfied, Neutral, Dissatisfied and Highly Dissatisfied. The statistical analysis was done using the software SPSS version 17.0.

3.8 ANALYSIS OF DATA

Data were analysed using methods such as:

- Frequency Analysis
- Descriptive Statistics
- Ranking

3.8.1 Frequency Analysis

A frequency is a descriptive statistical method that show the number of occurrences of each response chosen by the respondents. The study of quantitatively describing the characteristics of a set of data is called discriptive statistics. Frequency analysis is a part of discriptive statistics. In statistics, frequency is the number of times an event occurs. Frequency analysis is an important area of statistics that deals with the number of occurrences and analyzes measures of central tendency, dispersion, percentiles.

3.8.2 Discriptive Statistics

Discriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis they found the basis of virtually every quantitative analysis of data.

3.6.4 Garrett's Ranking

Garrett's raking techniques was used to rank the preference indicated by the respondents different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula

Percent Position= $100(R_{ij}-0.5)/N_j$, [R_{ij}=Rank given for the ith variables by jth respondents]

N_j= Number of variables ranked by jth respondents

With the help of Garrett's table, the percent position estimated is converted into score. Then for each factor, the source of each individual are added and then total value of source and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

3.9 AREA OF STUDY

The study was conducted in the selected hotels in Coimbatore, Tamil Nadu.

3.9.1 Coimbatore

Coimbatore, also known as **Kovai**, is a major city in the Indian state of Tamil Nadu. It is located on the banks of the Noyyal River and surrounded by the Western Ghats. Coimbatore is the second largest city (by area and population) in the state (after Chennai) and the 16th largest urban agglomeration in India. It is administered by the Coimbatore Municipal Corporation and is the administrative capital of Coimbatore district. It is one of the fastest growing tier-II cities in India and a major industrial hub in South India. It is often referred to as the "Manchester of South India" due to its cotton production and textile industries. Coimbatore is also referred to as the "Pump City" and it supplies nearly half of India's requirements of motors and pumps. The city is one of the largest exporters of jewelry, wet grinders, poultry and auto components; the "Coimbatore Wet Grinder" and the "Kovai Cora Cotton" are recognized as Geographical Indications by the Government of India.

There are multiple theories regarding the origin of the name Coimbatore. According to one theory, "Coimbatore" is a derivation of Kovanputhur (literally 'new town of Kovan'), after chieftain Kovan or Koyan, evolved into Koyambatoor and later anglicised as Coimbatore. Koyamma, the goddess worshipped by Koyan evolved into Koniamma and later Kovaiaamma. Another theory states that the name could have been derived from Kovaiaamma.

3.9.2 HOTELS:

THE ORBIS:

"The Orbis" is a boutique hotel located in the most prime location of **Coimbatore, Hope College, Peelamedu** with very close proximity to Tidel Park, Airport and Codissia, is well suited for business travelers. Our philosophy "**Passion for Hospitality**" veers around providing quality service at affordable rates to our esteemed customers and in attending to their requirements and needs.

The Orbis, a boutique hotel is located in the most prime location of Coimbatore, Hope College, Peelamedu with very close proximity to Tidel Park, Airport and Codissia, is well suited for business travelers. Situated in the National Highway of Avinashi Road, it's just a stone's throw away from Coimbatore Tidel Park. "The Orbis" is an iconic landmark of the

neighbourhood, offering a choice of 48 well-appointed rooms and suites, is prominently located on Avinashi Road, Coimbatore.

The hotel is at a convenient distance of :

- 0.5km to Tidel Park,
- 3kms from Coimbatore Airport,
- 3kms to Codissia,
- 0.5 km to Fun Mall,
- 3kms to Peelamedu Railway station and it is in close proximity to the business, educational and financial hubs of the city.

The hotel is a harmonious blend of modern-day aesthetics with well renowned warmth and comfort. Taking personalized service to a whole new level, the hotel offers an iconic facade which is further enhanced by the contemporary decor.

Passionate Hospitality

“The Orbis” is inspired by its motto ‘Passion for Hospitality’, where we strive to provide the best service and hospitality to our guests. With our renowned butler and concierge services you will definitely feel pampered. We are focused in providing quality services, excellent ambience with high standards and providing our customers warm & caring hospitality at affordable rates.

A welcoming stay in the heart of Coimbatore

Located in the most fashionable neighborhood of Coimbatore, ‘The Orbis’ has not only proven to be as distinguished as its surroundings but has also earned the distinction of becoming the iconic landmark. Prominently located on Avinashi road, the hotel is at a convenient distance of 3 Kilometers from the Coimbatore Airport and is in close proximity to the business and financial hubs of the city

Refined Design and Boutique Artistry

Among the business class hotels in Coimbatore, ‘The Orbis’ echoes the city’s comfortable amalgamation of heritage within a modern reality. The hotel has been tastefully

constructed to add an element of today’s modern day aesthetics and seamless blend of classical decor. Discover 48 rooms and suites with a soothing color palette and spectacular themes. Orbis theme is a special concept in accommodation, pioneering a tradition of corporate hospitality and setting a premium on discreet efficiency and business-related services

TABLE 3.1 - TYPES OF ROOM AT ORBIS

S.NO	TYPES OF ROOM
1	DELUXE ROOM
2	ADJOINING DELUXE ROOM
3	EXECUTIVE SUITE

Facilities and Services

- Welcome drink on arrival
- Complimentary breakfast
- WIFI access
- Safety locker in all rooms
- Valet parking
- Airport pickup and drop on request
- Laundry Service
- Fax Services
- Wheelchair Access
- Shopping nearby
- Luggage Storage
- Doctor on call
- Baby Sitting Services
- Travel Services
- 24- Hour Concierge Services
- Centralized Air Conditioning
- Signature Mattress for a relaxing and comfort rest

- Crib (Upon request)
- 2 sets of Hypoallergenic Pillows for best comfort
- 36" LCD TV
- DVD Player
- Satellite Television
- Luggage Storage
- Telephone
- Bottled Water
- Wireless Internet access
- In Room Electronic Safe
- Mini Bar
- Spacious Bathroom with rainforest showers
- Bath Tub
- Handmade herbal toiletries in bathroom
- Daily newspaper
- Fresh Flowers
- 24 Hr Room Service

Some of the services and facilities above may not be available on 24-hours basis or without advance request. Fees on few facilities/services may apply.

Dewz Restaurant

Dewz Restaurant is a combination of wonderful array of dishes, fresh and best quality produce, excellent skills and knowledge of our resident chef, the friendly service and the beautiful garden view that makes the Dewz Restaurant special.

Dewz features à la carte options as well as fanciful buffets. With a wide variety of delectable dishes, we offer wide spread of vegetarian and non-vegetarian options as well as a selection of tasty breads. With a sophisticated but casual atmosphere, this is the ideal spot to meet up with colleagues or mingle with friends. ‘The Orbis’ hotel’s Dewz Restaurant features an extensive buffet featuring a range of food items selected from the best of South Indian, North Indian, Chinese and Continental cuisine.

Pitstop – The Bar

'PitStop' is an incredible cars inspired bar of 'The Orbis'. It offers a cool cocktail bar whipping some amazing concoctions; you'll experience one of the most riveting experience in the area. You'll love our mouth-watering menus, serving everything from simply great pub food to the finest A La Carte cuisine.

Unforgettable gastronomic experiences in a refined environment, designed with taste, where luxury, sophistication and utmost quality is always on the menu.

BANQUET HALL

Feliz - our huge banquet hall offering flexible meeting space to accommodate up to 400 guests, a board room with seating capacity ranging from 10 to 20 guests, Wi-Fi/High speed broadband internet access available, State -of-the-art audio-visual support, in-house meeting/ event coordinators to assist you in planning. The impeccable style and contemporary look of Feliz Hall gives that special feel for any event.

Whether a corporate meeting, product-launch, symposium, conference or wedding, 'The Orbis' offers the perfectly located venue for all kinds of events in Coimbatore, in the dignified ambience of a luxury hotel.

Elegant banquet arrangements, conference halls and state-of-the-art facilities are just some of the options featured in our event arrangements.

Our Features

- Meeting and Event Facilities
- Internet service provided in all meeting/event facilities
- Video conferencing services
- Audio visual equipment.

Facilities at banquet hall:

- Projector, High Speed Internet Access, Video Conferencing Services, Screening on TV Sets, OHP presentations , Printing, stationery, delegate kits ,Video coverage and photography, Theme parties and entertainment.

3.9.3 HR RESIDENCY:

HR Residency welcomes its guests to elegant, chic and modern accommodation promising a pleasant stay. The classic, warm and charming rooms in this hotel are pleasing and designed to keep the comfort of guests as the top priority. The wall is adorned with floral artwork making the space appealing. The wooden furnishings give a warm touch to the overall minimal room decor. Various facilities are available to guests such as free Wi-Fi. There is an in-house restaurant serving various delicacies to the guests, adding to their convenience. The dining area is spacious and available for the guests. Holiday Residency offers luxury rooms, Restaurant, Function hall with modern furnishings. All rooms have Wi-Fi, flat-screen TVs and coffee making equipment. Suites have living rooms and dining area. Room service is offered.

OYO 19487 Hr Residency is offering accommodations in Coimbatore. The property is located 12.9 km from Codissia Trade Fair Complex and a 15-minute walk from Brookfield's Mall. Free Wi-Fi and a 24-hour front desk are provided.

Guest rooms in the hotel are equipped with a TV with cable channels. Every room has a private bathroom with a bath or shower. The rooms at OYO 19487 Hr Residency have air conditioning and a closet. A continental breakfast is served each morning at the property. The in-house restaurant specializes in Indian cuisine.

TABLE 3.2 - TYPES OF ROOM AT HR RESIDENCY

S.NO	TYPES OF ROOM
1	DELUXE ROOM
2	SAVER SINGLE
3	SAVER DOUBLE
4	SUITE ROOMS

Fun Republic Mall is 8 km from the accommodation, while Coimbatore Medical College is 11.3 km from the property. Coimbatore International Airport is 14.5 km away.

RS Puram is a great choice for travelers interested in warm weather, mountains and temples.

Facilities:

- Free Wi-fi
- Restaurant
- Elevator
- Doctor on Call
- Daily housekeeping
- Reception
- Bathroom
- Individually controlled Air
- Dining Area
- TV with Cable channels
- CCTV
- Power Backup
- Room Service

Hotel Rules

- Check in after 12:00 PM
- Check out before 11:00 AM
- OYO welcomes guests of all nationalities

3.9.4 HOTEL THE FORTUNE:

With charming and appealing interiors, Hotel The Fortune is a wonderful hotel. The rooms are classy and beautiful with nude wallpapers. The curtains are a combination of nude and dark colours which accentuates the elegance of the rooms. These rooms are absolutely clean, capacious and luminous. They are well-equipped with essential amenities that are suitable for all visitors. The bathrooms are also spotless and well-equipped. The hotel boasts of having conference room and banquet hall where business meetings, conferences and

seminars can be held. In addition to this, in-house restaurant, dining area, laundry service, and parking facility is also provided by the hotel.

Amenities

- Free Wifi
- AC
- TV
- Parking Facility
- In-house Restaurant
- Conference Room
- Banquet Hall
- Wheelchair Accessible
- Valet Parking
- Wifi Available
- Banquet facilities
- Laundry Service
- Cable/Satellite TV Service
- Foreign exchange conversion
- AC Rooms Available
- Free Wifi
- Extra Bed (On Request)
- Parking Available
- Breakfast complimentary on Selected Plans
- Video Conferencing
- Internet Access
- Housekeeping

Hotel Rules

- Check in after 12:00 PM
- Check out before 11:00 AM
- OYO welcomes guests of all nationalities

Location and Overview:

Established in the year 2014, Hotel the Fortune in Ram Nagar, Coimbatore is a top player in the category 3 Star Hotels in the Coimbatore. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Coimbatore. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services have helped this establishment garner a vast base of customers, which continues to grow by the day.

This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Coimbatore, this establishment occupies a prominent location in Ram Nagar. It is an effortless task in commuting to this establishment as there are various modes of transport readily available

Products and Services offered:

Hotel The Fortune in Ram Nagar has a wide range of products and services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. Pay for the product or service with ease by using any of the available modes of payment, such as Cash, Master Card, Visa Card, Debit Cards, Credit Card.

The receptionist was extremely helpful and welcoming with very very good communication . She went out of her way to be extremely kind to a very weary traveller . A rich ambiance of class. The warmth of homely comfort. And facilities that offer complete convenience. That's what a stay at Fortune Suite is all about. Whether you are looking for the ideal spot to rejuvenate your family, or a place that gives you business class facilities, you'll find that the Fortune Suite has a host of advantages to offer you.

3.9.5 IBIS

Ibis (corporately styled, **ibis**) is an international hotel company owned by Accor Hotels, a hotel holding company. Accor Hotels was founded in 1967. Ibis opened its first hotel in 1974.

Standard facilities are a feature of Accor Hotels' economy hotels, excepting budget sub-brands hotelF1 and Ibis Budget, offering a 24-hour reception. Rooms provide a bathroom and shower room, a desk, a double or two single beds, wardrobe space, and international and local TV channels. The hotel sometimes includes a restaurant or bar offering breakfast from 4:00am-12:00pm, and in some hotels a 24-hour snack menu is offered. Generally, the ibis hotels are seen as having an economy emphasis. Accor Hotels is endeavouring to change this by advertising all the hotel's achievements, distinctive features and highlighting Accor Hotels' satisfaction guarantee. The first Ibis opened in Bordeaux in 1974, and within a decade the chain had expanded throughout the regions of France, particularly in the cities

Located in the heart of the city's central business district at Lakshmi Mills Junction and only a 20-minute drive from Codissia Trade Fair Complex, ibis Coimbatore City Centre is the perfect destination for both business and leisure travellers. In the vicinity of Brooke fields and Fun Mall, the hotel is close to Mundhi Vinegar Temple (1.3 km), Gedee Car Museum (2.3 km) ISKON Temple (6.7 km), Perur Temple (12.2 km) and Isha Yoga Centre (36.5 km) which is set at the foothills of Velliangiri Mountains.

Ibis Coimbatore City Centre is located on Lakshmi mills Junction with close proximity to Software companies like Cognizant, Bosch, HCL, Schulmberger, Tidel Park & SEZ, Codissia, textile machine and automobile manufacturers, universities and institutions. It is close to leading hospitals like GKNM, Aravind Eye, PSG Institute of Medical Sciences and Research, Royal Care Super Specialty Hospital, KMCH, Ganga hospital, Shree Women's centre, GEM Hospital, ESI Hospital and Coimbatore medical college. Ibis Coimbatore City Centre is strategically located downtown with close proximity to corporate offices, banks, educational institutions and hospitals. The hotel is also close to the shopping district, Malls and 1.5 miles from Race Course road.

Services and practical information:

- WIFI/Internet
- Access Parking
- Air conditioned
- Reception open 24 hours a day
- Laundry Currency exchange
- Catering
- Breakfast
- restaurant(s)
- Room service
- Leisure and activities
- Fitness centre
- Business services – meeting rooms

TABLE 3.3 - TYPES OF ROOM AT IBIS

S.NO	TYPES OF ROOM
1	STANDARD QUEEN ROOM
2	STANDARD TWIN ROOM
3	STANDARD QUEEN ROOM WITH EXTRA BENEFITS
4	STANDARD TWIN ROOM WITH EXTRA BENEFITS

RESTAURANT AND BARS:

SPICE IT -Enjoy delectable buffets and an a la carte menu at Spice It, our multi-cuisine restaurant from 4:00 am to 11:00 pm, as well as an a la carte menu round-the-clock. Try mouthwatering local delicacies that will leave you craving for more.

Food: Indian, Asian, International, European

Open for: Breakfast, Lunch, Dinner, High tea

Menu: Buffet & À La Carte

BANQUET HALL:

- Number of meeting rooms: 2
- Maximum size: 38 m²
- Maximum capacity: 30 people
- Maximum banquet capacity: 20 people

Check-in - 2:00 PM from 2:00 PM

Check-out -12:00 PM until 12:00 PM

3.9.6 HERITAGE INN:

HERITAGE INN personalized service, home-away-from-home ambience, sophisticated grace and timeless elegance puts it in an orbit of its own. Located in the heart of the city that is a mere 32 km from the city's airport and 2 kms from the city's railway and bus stations, it offers effortless access to some of the finest business and commercial centres. HERITAGE INN perfectly captures the quintessential Hyderabad lifestyle by combining its relaxed, casual living with a pervasive sense of magic, glamour and excitement. Luxurious accommodation, lavish hospitality, sumptuous cuisine and courteous service combine modern and classic elements to create a one-of-a-kind oasis and make you feel like royalty.

HERITAGE INN is dedicated to providing excellent standards of care and a unique environment that makes every stay of yours a real pleasure. With us, you will experience five star luxuries at two star values. HERITAGE INN is synonymous with extraordinary service, luxurious accommodations and first-class entertainment. Located at Sindhi Colony, Paradise, in the heart of the city, It is 32km away from Shamshabad Rajiv Gandhi International

Airport, 1km to American consulate and 1/2 km from Kims Hospital, 2 kms from the railway and bus stations and just a short walk from some of city's premier commercial, business and entertainment centers.

HERITAGE INN features well-appointed guest rooms and suites, with a selection of amenities designed for your comfort and allow you to unwind, dine and be entertained to your heart's content. Our professional and friendly help desk will arrange travel itineraries as per your convenience and ensure that your trip around the city and its suburbs is pleasant and enjoyable. Step into this ethereal world of comfort and calm and lose yourself to all its splendor. Heritage Inn only 10 kms from Airport, 2 kms from Railway Station with the town bus stand only a stone's throw away. And the shopping malls are just around the corner!

Feel at home in our centrally air conditioned elegant rooms and start your day with our lavishly spread Complimentary buffet breakfast. Indulge in your fantasies as you explore the delicious variety of spread of 'Paruvaa' - our multi-cuisine restaurant. For a wonderful dinner under the cool, starry night sky, dine at 'Apex Garden'-the rooftop restaurant.

Chill out at 'Rafters', our well-stocked bar which include imported liquor and carry on your business meetings and family get-together in style at 'Summit', our fully operational business center, 'Sangam'-conference hall (capacity -35 pax) and 'Sheesh Mahal'- banquet hall(capacity-100 pax).

"Feel at home in our centrally air conditioned elegant rooms and start your day with our lavishly spread Complimentary buffet breakfast. Indulge in your fantasies as you explore the delicious variety of spread at 'Paruvaa' - our multi-cuisine restaurant".

Paruvaa

- **Multi Cuisine Buffet Breakfast**
- **Multi Cuisine Lunch - Buffet**
- **Multi Cuisine Dinner – Buffet**
- **Rafters**

FACILITIES:

- 24 Hours Room Service
- Leading Satellite Channels
- Direct Dialing Telephones with STD/ISD
- Safe deposit Lockers
- Laundry
- Money Exchange
- Travel Desk
- Doctor on Call
- Business Centre
- Free Wi-Fi

TABLE 3.4 – TYPES OF ROOM AT HERITAGE INN

S.NO	TYPES OF ROOM
1	Family Room
2	Superior Room
3	Deluxe Room
4	Board Room
5	Comfort Room

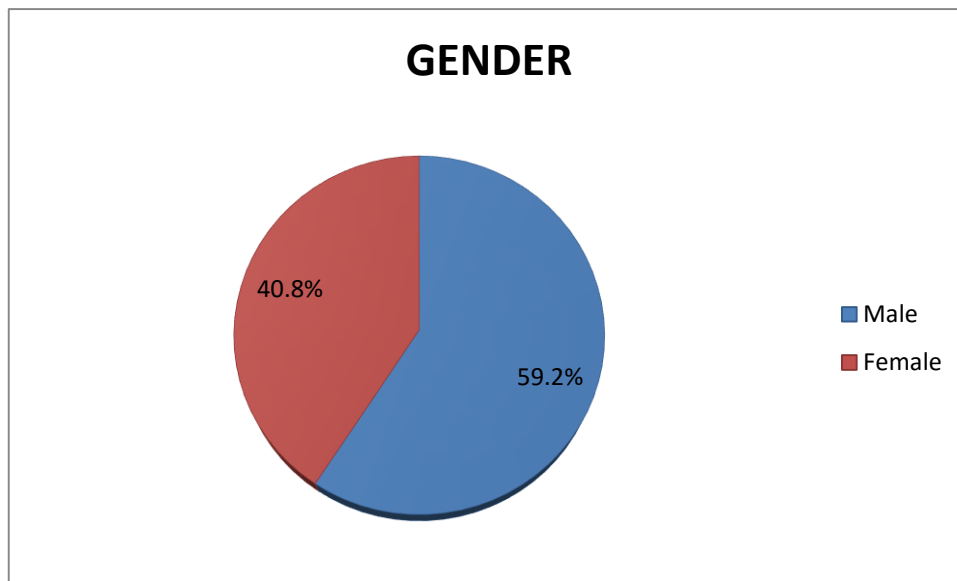
CHAPTER 4 - ANALYSIS AND INTERPRETATION

4.1 Demographic percentage of respondents

Percentage analysis is used to analyse the demographic profile of the respondents. The demographic factors in this study include gender, age, marital status, educational qualification, experience in the organisation, total year of experience, organisational hierarchy and the various departments in the organisation.

Table 4.1.1 – Percentage analysis - Gender

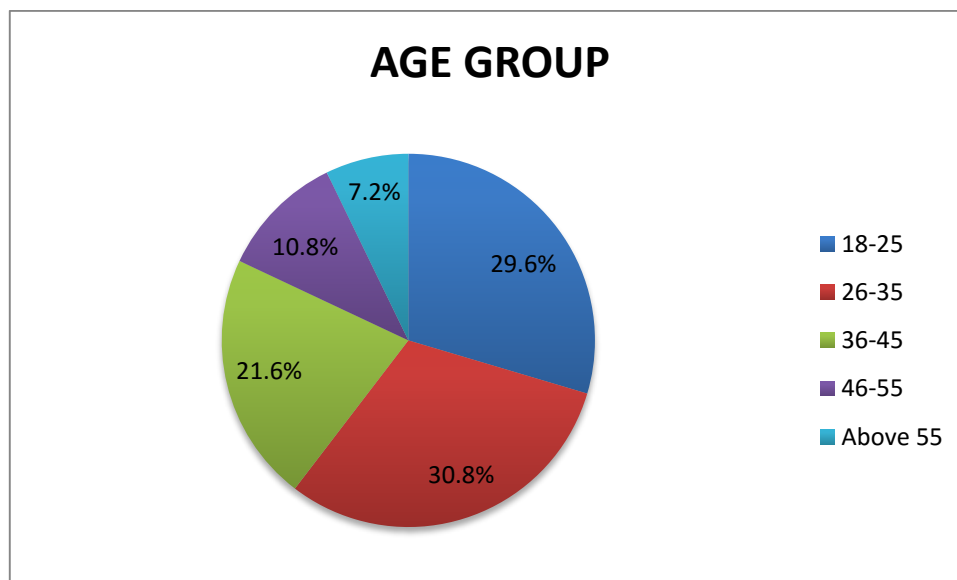
GENDER	FREQUENCY	PERCENTAGE
Male	148	59.2
Female	102	40.8
Total	250	100.0



The above Table 4.1.1 shows that 59.2% of the app users are male respondents and 40.8% of the app users are female respondents. This shows that the majority of respondents are from male which is slightly higher than female.

Table 4.1.2 – percentage analysis – Age Group

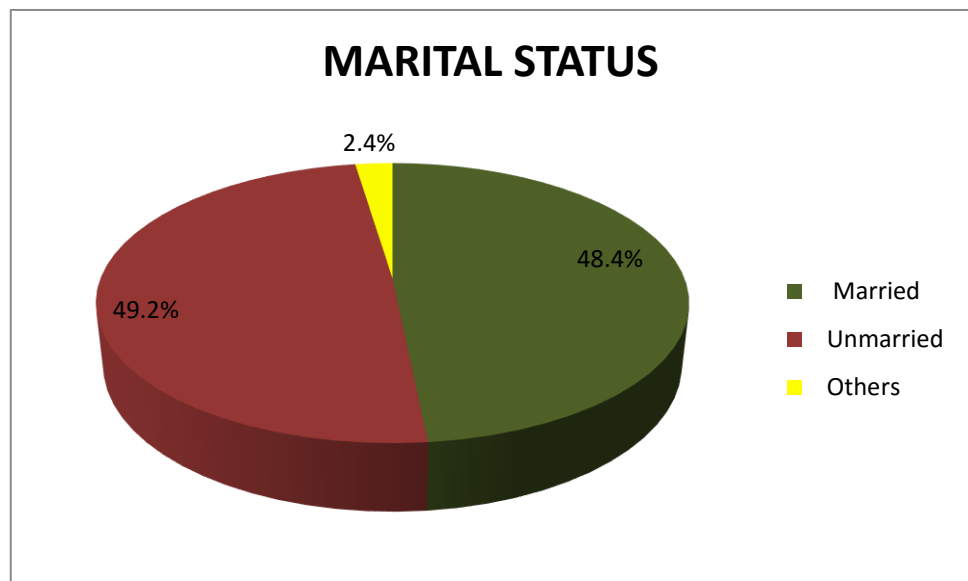
AGE GROUP	FREQUENCY	PERCENTAGE
18-25	74	29.6
26-35	77	30.8
36-45	54	21.6
46-55	27	10.8
Above 55	18	7.2
Total	250	100.0



From the above Table 4.1.2 it is noted that 30.8% of the respondents are in the age group of 26-35 years, 29.6% of respondents are between the age group of 18-25 years, 21.6% of respondents are between the age group of 36-45 years, 10.8% of respondents are between the age group of 46-55 years and 7.2% of respondents are above the age of 55. This result shows that the majority respondents are between the age group of 26-35 and it depicts that the respondents belong to the middle aged.

Table 4.1.3 – Percentage analysis – Marital status

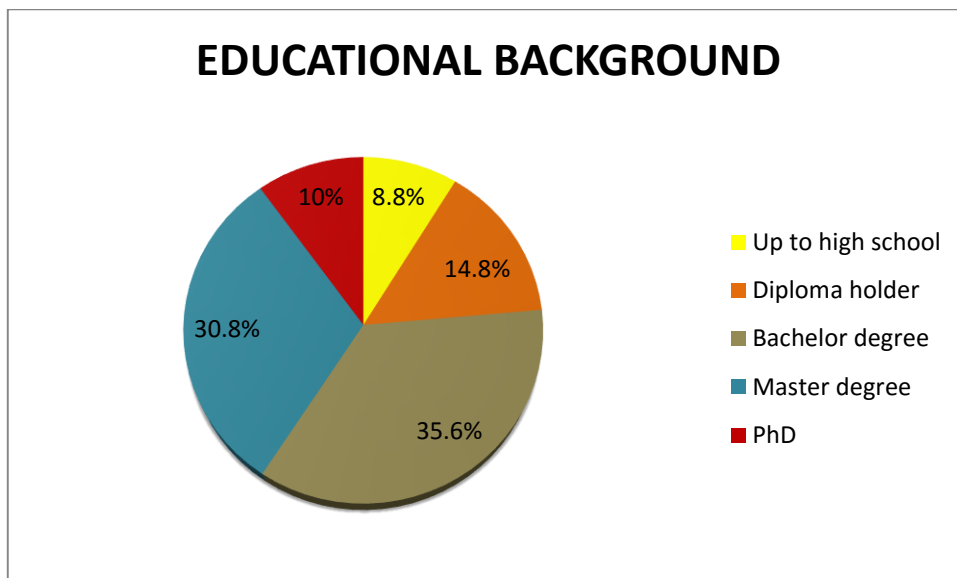
MARITAL STATUS	FREQUENCY	PERCENTAGE
Married	121	48.4
Unmarried	123	49.2
Others	6	2.4
Total	250	100.0



From this Table 4.1.3 it is found that the 49.2% of respondents are unmarried and 48.4% of respondents are married respondents and 2.4% of respondents belong to others. This shows that the major respondents are unmarried.

Table 4.1.4 – Percentage analysis – Educational Background

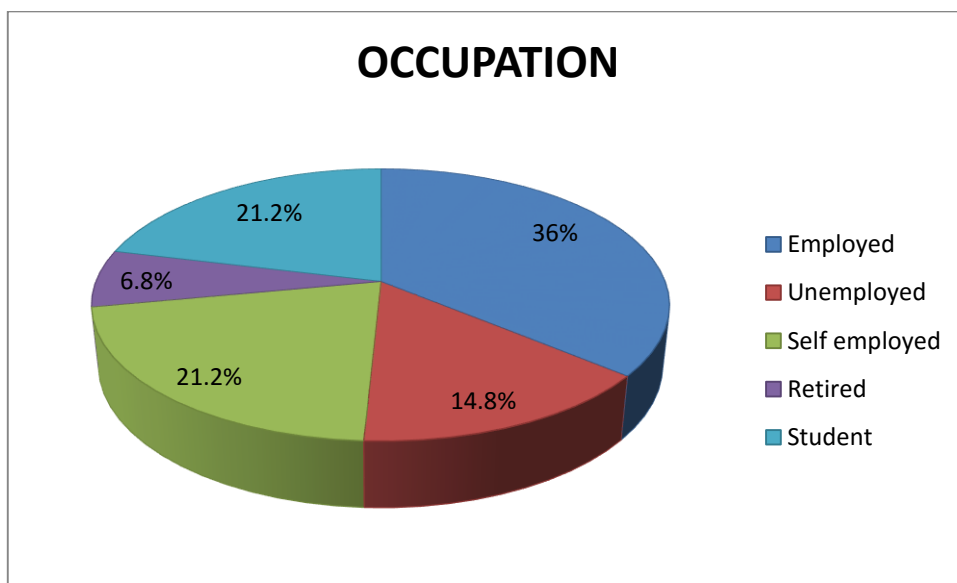
EDUCATIONAL BACKGROUND	FREQUENCY	PERCENTAGE
Up to high school	22	8.8
Diploma holder	37	14.8
Bachelor degree	89	35.6
Master degree	77	30.8
PhD	25	10.0
Total	250	100.0



From the above Table 4.1.4 it shows that the bachelor degree respondents are 35.6%, the master degree respondents are 30.8%, the diploma holders are 14.8%, the PhD scholars are 10% and 8.8% of respondents are studied up to their high school. This explains that the major respondents are bachelor degree holders

Table 4.1.5 – Percentage analysis – Occupation

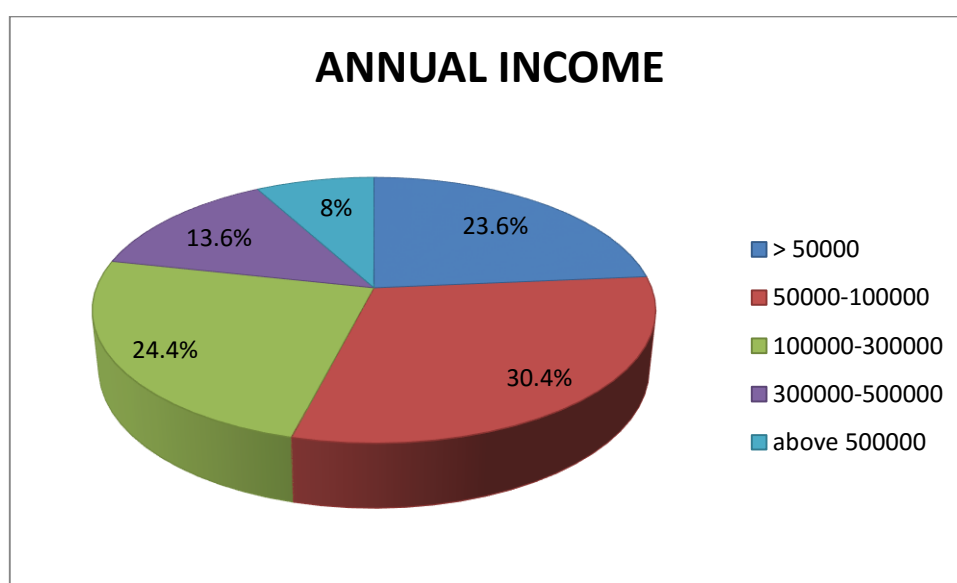
OCCUPATION	FREQUENCY	PERCENTAGE
Employed	90	36.0
Unemployed	37	14.8
Self employed	53	21.2
Retired	17	6.8
Student	53	21.2
Total	250	100.0



From the Table 4.1.5 it corresponds that the 36% of respondents are employed, 21.2% of respondents are self-employed & students, 14.8% of respondents are unemployed, 6.8% of respondents are retired. This explains that the major respondents are employed.

Table 4.1.6 – Percentage analysis – Annual Income

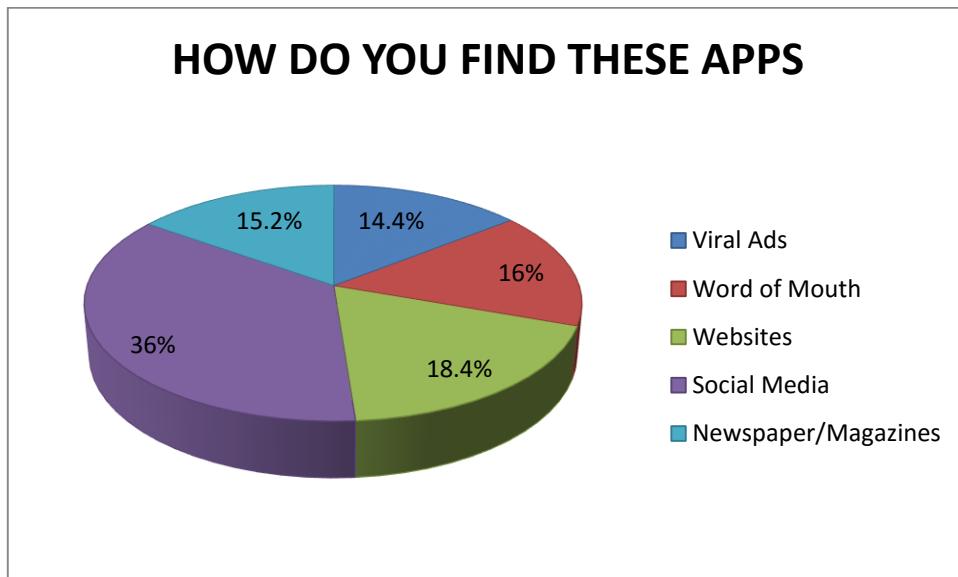
Annual income	FREQUENCY	PERCENTAGE
> 50000	59	23.6
50000-100000	76	30.4
100000-300000	61	24.4
300000-500000	34	13.6
above 500000	20	8.0
Total	250	100.0



From the above Table 4.1.6 it is analysed that 30.4% of the respondents has an annual income of 50,000- 1,00,000, 24.4% of the respondents has an annual income of 1,00,000- 3,00,000, 23.6% of the respondents has an annual income of less than 50,000, 13.6% of the respondents has an annual income of 3,00,000-5,00,000 and 8% of the respondents has an annual income of above 5,00,000. The majority of respondents has an annual income of 50,000 – 1,00,000.

Table 4.1.7 – Percentage analysis – How Do You Find These Apps

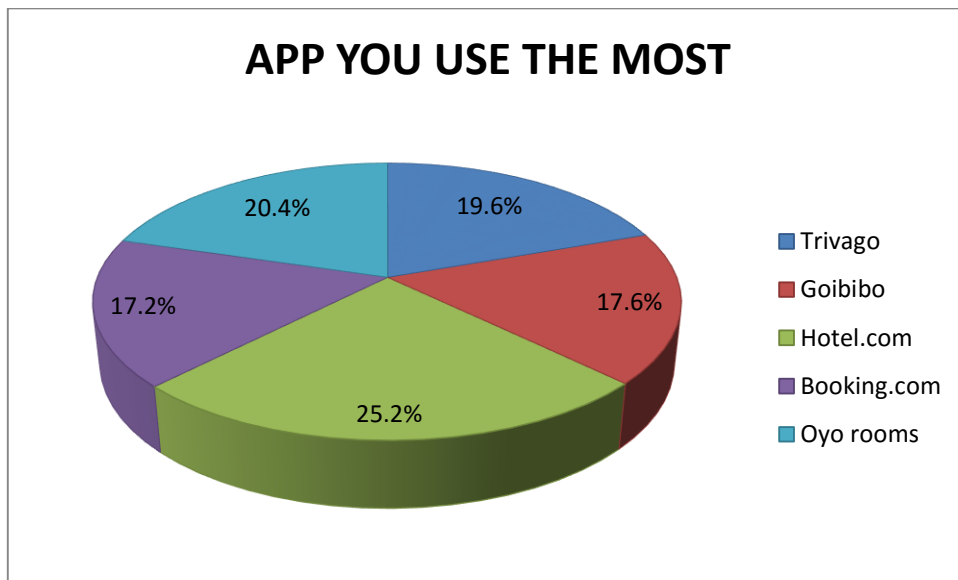
HOW DO YOU FIND THESE APPS	FREQUENCY	PERCENTAGE
Viral Ads	36	14.4
Word of Mouth	40	16.0
Websites	46	18.4
Social Media	90	36.0
Newspaper/Magazines	38	15.2
Total	250	100.0



From the above Table 4.1.7 it is explained that there are 36% of the respondents find these apps through social media, 18.4% of the respondents find these apps through websites, 16% of the respondents find these apps through word of mouth, 15.2% of the respondents find these apps through newspaper/ magazines, and 14.4% of the respondents find these apps through viral ads. This shows that most of the respondents find these apps through social media.

Table 4.1.8 – Percentage analysis – App You Use The Most

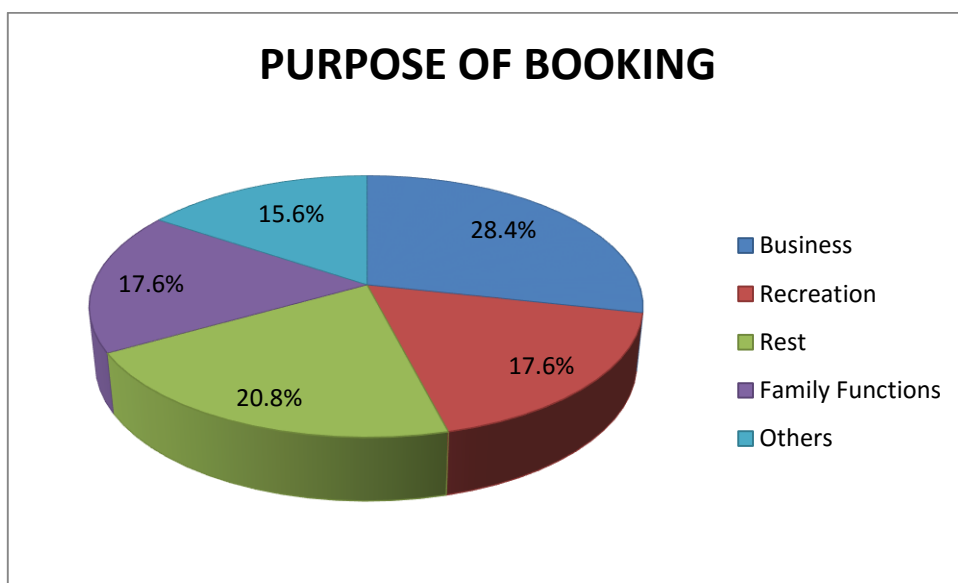
APP YOU USE THE MOST	FREQUENCY	PERCENTAGE
Trivago	49	19.6
Goibibo	44	17.6
Hotel.com	63	25.2
Booking.com	43	17.2
Oyo rooms	51	20.4
Total	250	100.0



From the above Table 4.1.8 it is explained that 25.2% of the respondents mostly use hotel.com, 20.4% of the respondents mostly use oyo rooms, 19.6% of the respondents mostly use trivago, 17.6% of the respondents mostly use goibibo, and 17.2% of the respondents mostly use booking.com. This states that the respondents use hotel.com app the most.

Table 4.1.9 – Percentage analysis – Purpose Of Booking

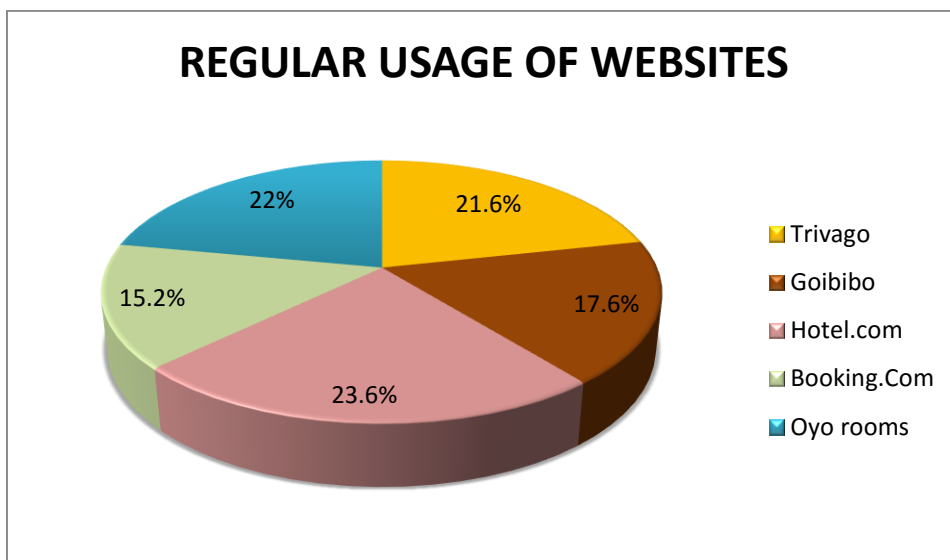
PURPOSE OF BOOKING	FREQUENCY	PERCENTAGE
Business	71	28.4
Recreation	44	17.6
Rest	52	20.8
Family Functions	44	17.6
Others	39	15.6
Total	250	100.0



From the above Table 4.1.9, it states that 28.4%, of the respondents book this app for the purpose of business, 20.8%, of the respondents book this app for the purpose of rest, 17.6%, the respondents book this app for the purpose of recreation & family functions 15.6%, the respondents book this app for the purpose of others. This depicts that the major respondents book these apps for the purpose of business.

Table 4.1.10– Percentage analysis – Regular Usage Of Websites

REGULAR USAGE OF WEBSITES	FREQUENCY	PERCENTAGE
Trivago	54	21.6
Goibibo	44	17.6
Hotel.com	59	23.6
Booking.Com	38	15.2
Oyo rooms	55	22.0
Total	250	100.0



From the above Table 4.1.10, the respondents who regularly use the websites of hotel.com are 23.6%, the respondents who regularly use the websites of oyo rooms are 22%, the respondents who regularly use the websites of trivago are 21.6%, the respondents who regularly use the websites of goibibo are 17.6%, the respondents who regularly use the websites of booking.com are 15.2%. This depicts that the major respondents are regular user of hotel.com website.

4.2 Descriptive statistics

Descriptive statistics is used to find the mean score of the respondents. It is also used to find the perception of respondents towards the factors.

1. Perception of respondents towards factors – Before Purchase

Table 4.2.1 – Mean score analysis - Before Purchase

DESCRIPTIVE STATISTICS				
BEFORE PURCHASE	N	MINIMUM	MAXIMUM	MEAN
Personal identification	250	1.00	5.00	4.2240
Mobile Interface	250	1.00	5.00	4.0200
Geographical Report	250	1.00	5.00	3.8560
Language Options	250	1.00	5.00	3.9240
Links to other search engines	250	1.00	5.00	3.9200
Time tables	250	1.00	5.00	3.8800
Comparative tables	250	1.00	5.00	3.9600
Loyalty programmes	250	1.00	5.00	4.0680
Customer education	250	1.00	5.00	3.9000
Alternative channels	250	1.00	5.00	4.0560
Membership	250	1.00	5.00	4.0040
Search capability	250	1.00	5.00	3.9400
Alerts	250	1.00	5.00	4.0280
Mailing list	250	1.00	5.00	4.0840
Company profile	250	1.00	5.00	4.0800
Chatting	250	1.00	5.00	4.0560
Information board	250	1.00	5.00	3.8280
Product and Services	250	1.00	5.00	4.0480
User Friendliness	250	1.00	5.00	4.0320
Web page loading speed	250	1.00	5.00	4.0440
Site is highly reliable	250	1.00	5.00	4.0360
Map reading & Contact details	250	1.00	5.00	3.9840

Before purchasing the Hotel distribution Apps on Customer Purchase Intention in Coimbatore ranges from 4.22 to 3.82 and it is clear that majority of respondents agrees to the fact that Coimbatore is good at booking hotels through online Applications. Personal identification in hotel distribution apps has a highest mean value 4.22 and the information board in hotel distribution apps has the lowest mean value 3.82

2. Perception of respondents towards factors on at the time of purchase:

Table 4.2.2 – Mean score analysis - At the time of purchase

DESCRIPTIVE STATISTICS				
AT THE TIME OF PURCHASE	N	MINIMUM	MAXIMUM	MEAN
Payment options	250	1.00	5.00	4.1960
Purchase Conditions	250	1.00	5.00	3.7480
Competitive shopping	250	1.00	5.00	2.8320
Dynamic pricing	250	1.00	5.00	3.8680
Reservations	250	1.00	5.00	3.8480
Cancellation of booking	250	1.00	5.00	3.7040
Change of travelling schedule	250	1.00	5.00	3.9800
Refund options	250	1.00	5.00	3.8760
Acknowledgement & Receipts	250	1.00	5.00	4.0040
Availability of Services	250	1.00	5.00	3.8360
Last minute booking	250	1.00	5.00	3.3120
Amenities & Conveyances	250	1.00	5.00	4.0120
Product Customization	250	1.00	5.00	4.0280

At the time of purchase, Hotel distribution Apps on Customer Purchase Intention in Coimbatore ranges from 4.19 to 2.83 and it is clear that majority of respondents agrees to the fact that Coimbatore is good at booking hotels through online Applications. Payment options at hotel distribution apps has a highest mean value 4.19 and the competitive shopping at hotel distribution apps has the lowest mean value 2.83

3. Perception of respondents towards factors on After Purchase:

Table 4.2.3 – Mean score analysis - After Purchase

DESCRIPTIVE STATISTICS				
AFTER PURCHASE	N	MINIMUM	MAXIMUM	MEAN
Service Support	250	2.00	5.00	4.3760
Problem Solving	250	1.00	5.00	4.1720
Feedback Channels	250	1.00	5.00	4.0320
Order Tracking	250	1.00	5.00	3.9600
Online Community help	250	1.00	5.00	4.0040
Responding FAQ's	250	1.00	5.00	3.9040
Complaining Ability	250	1.00	5.00	4.0080
Customer Safety	250	1.00	5.00	3.7800
Refund Procedures	250	1.00	5.00	4.0360
Disputes Settlements	250	1.00	5.00	3.8920
Follow-up Services	250	1.00	5.00	3.0160

After purchasing, the Hotel distribution Apps on Customer Purchase Intention in Coimbatore ranges from 4.37 to 3.01 and it is clear that majority of respondents agrees to the fact that Coimbatore is good at booking hotels through online Applications. Service Support at hotel distribution apps has a highest mean value 4.19 and the Follow-up Services at hotel distribution apps has the lowest mean value 3.01

To assess the level of Satisfaction:

Table 4.2.3 – Mean score analysis - level of Satisfaction

WEB FEATURES	N	MINIMUM	MAXIMUM	MEAN
Accessibility to Websites	250	1.00	5.00	4.3120
Responsive	250	1.00	43.00	4.0920
Processing time of website	250	1.00	5.00	4.0320
Information's available	250	1.00	5.00	3.8080
Security Provisions	250	1.00	5.00	3.9360
Saves Users Time	250	1.00	5.00	3.8880
Economical In nature	250	1.00	5.00	3.8920
Value added services	250	1.00	5.00	3.8440
Websites for employees	250	1.00	5.00	3.9600
Customer Research	250	1.00	5.00	4.0080
Response from channel members	250	1.00	5.00	3.9120
Feedbacks online	250	1.00	5.00	3.8080

Web Features of the Hotel distribution Apps on Customer Purchase Intention in Coimbatore ranges from 4.31 to 3.80 and it is clear that majority of respondents agrees to the fact that Coimbatore is good at booking hotels through online Applications. Accessibility to Websites at hotel distribution apps has a highest mean value 4.31 and the Information's available, Feedbacks online at hotel distribution apps has the lowest mean value 3.80

4.3 Garrett's Ranking

TABLE- 4.3.1

FACTOR 7- OVERALL SATISFACTION

OVER ALL SATISFACTION ON APPS					
APPS	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR
SCORE	75	60	50	40	24
TRIVAGO	53	53	37	45	62
GOIBIBO	37	55	59	56	43
HOTEL.COM	60	47	44	60	39
BOOKING.COM	47	58	64	41	41
OYO ROOMS	54	43	40	43	70

The sources are obtained by the Garrett's ranking table. The analysis can be done by multiplying the number of respondents on each box with the Garrett's score. The maximum total after multiplying gives us the final, most preferred as online hotel booking apps for the respondents. The last total gives the least preferred online hotel booking apps for the respondents.

Garrett's Scale Ranking Method for Selected Online Hotel Booking Apps

Table 4.3.2

OVER ALL SATISFACTION ON APPS						
APPS	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL
TRIVAGO	3975	3180	1850	1800	1488	12,293
GOIBIBO	2775	3300	2950	2240	1032	12,297
HOTEL.COM	4500	2820	2200	2400	938	12,858
BOOKING.COM	4050	2580	2000	1720	1680	12,030
OYO ROOMS	3525	3480	3200	1640	984	12,829

From the above table 4.3.2 it is inferred that the customers are rated with the online hotel booking app hotel.com provided to the respondents which is of value 12,858 followed by Oyo rooms which is of value 12,829 and followed by goibibo which is of value 12,297, Closely followed by Trivago which is of the value 12,293 and followed by the app booking.com.

Garrett's Scale Ranking Method for Selected Online Hotel Booking Apps

TABLE 4.3.3

OVER ALL RANKING			
S.no	Factors	Apps	Score
1	Based on price	Booking.com	12756
2	Ease of doing	Hotel.com	12,700
3	Based on facilities offered	Go Ibibo	13,149
4	User friendliness on apps	Trivago	12,942
5	Reliability of apps	Trivago	13,495
6	Security services in apps	Go Ibibo	12,894
7	Highly satisfied with apps	Oyo Rooms	12,691
8	Recommendation to others	Oyo Rooms	12,902
9	Web friendliness	Hotel.com	13,196

From the above table 4.3.3, it is stated that the customers are satisfied on price with booking.com, ease of doing with hotel.com, based on facilities offered with go ibibo, user friendliness on apps with trivago, reliability of apps with trivago, security services in apps with go ibibo, overall satisfaction with hotel.com, highly satisfied with the apps with Oyo rooms, recommendation to others with Oyo rooms, and web friendliness with hotel.com.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

The following findings were made from the data collected above:

- By using frequency analysis it is found that among the respondents 59.2 percent are male while 40.8 percent are female. This implies that male respondents use online hotel distribution apps more than female respondents. 30.8 percent of the respondents were belonging to the age group of 18-25 years followed by 29.6 percent of respondents with age between 26 - 35, 21.6 percent of respondents with the age between 36-45, 10.8 percent of the respondents with the age between 46- 55, and 7.2 percent of respondents with the age above 55. Among the respondents, 49.2 percent are unmarried and this implies that unmarried respondents prefer online hotel booking apps more than the married respondents. Among the respondents 35.6 percent are Bachelor degree holders, 30.8 percent are master degree holders, 14.8 percent are diploma holders, 10 percent are PhD holders and 8.8 percent are up to high school. Among the respondents, 36 percentage of respondents are employed, 21.2 percent of respondents are students & self-employed, 14.8 percent of respondents are unemployed and 6.8 percent are retired. Among the respondents, 30.4 percent has the annual income of 50,000- 1,00,000, 24.4 percent has the annual income of 1,00,000 – 3,00,000, 23.6 percent has the annual income less than 50,000, 13.6 percent has the annual income of 3,00,000- 5,00,000, 8 percent has the annual income above 5,00,000. Among the respondents, 36.6 percent found these apps through social media, 18.4 percent found these apps through websites, 16 percent found these apps through word of mouth, 15.2 percent found these apps through newspaper/magazines, and 14.4 percent found these apps through viral ads. Among the respondents, 25.2 percent use hotel.com app, 20.4 percent use oyo rooms, 19.6 percent use trivago, 17.6 percent use goibibo, and 17.2 percent use booking.com. Among the respondents, 28.4 percent use these apps mainly for the purpose of business, 20.8 percent use these apps for the purpose of rest, 17.6 percent use these apps for the purpose of recreation & family function, 15.6 percent use these apps for the purpose of others. 23.6 percent of respondents use hotel.com on regular basis, 22 percent use oyo rooms regularly, 21.6 percent use trivago regularly, 17.6 percent use goibibo regularly, and 15.2 percent use booking.com regularly.

- By using the descriptive statistics it is found that in case of Before Purchase, the highest impact of online hotel distribution apps depends on the personal identification of the guest with a highest mean value of 4.22 and has the least impact on information boards in hotel apps with the mean value of 3.82. In case of At the Time of Purchase, the highest impact is for payment options with a mean value of 4.19 and has the least impact on competitive shopping with the mean value of 2.83. In case of After Purchase, the highest impact of online hotel distribution apps depends on service support with the mean value of 4.37 and has the least impact on follow-up services with a mean value of 3.01.
- By using Descriptive Statistics, it is stated that in case of Web Features, the highest impact of online hotel distribution apps depends on the accessibility to websites with the mean value of 4.31 and has the least impact on feedbacks & information's available with the mean value of 3.80.
- By using Ranking method, it is found that the respondents are satisfied overall with hotel.com by the mean value of 12,858 followed by oyo rooms with the mean value of 12,829, goibibo with the mean value of 12,297, trivago with the mean value of 12,293, and the respondents are least satisfied with booking.com by the mean value of 12,030.
- By using overall ranking method, , it is stated that the customers are satisfied on price of booking.com with the mean value of 12,756 , ease of doing by hotel.com with the mean value of 12,700, based on facilities offered by go ibibo with the mean value of 13,149, user friendliness on apps by trivago with the mean value of 12,942, reliability of apps by trivago with the mean value of 13,495, security services in apps by go ibibo with the mean value of 12,894, overall satisfaction by hotel.com with the mean value of 12030, highly satisfied with the apps by Oyo rooms with the mean value of 12,691, recommendation to others by Oyo rooms with the mean value of 12,902, and web friendliness by hotel.com with the mean value of 13,196.

5.2 SUGGESTIONS:

- From the analysis, it is evident that many respondents book their hotel rooms online which is clearly indicating that the shared economy accommodation assisted by the online websites can be done in a developed manner more than what is predominant now.
- Booking of hotels online has been increased over the past years due to the convenience and the time saving factors. These hotel apps should provide more competitive prices and follow up services to have a continuous relationship with the guest for forthcoming bookings.
- As far as the information about the hotels that is being provided by the hotel booking websites, a few respondents have put forth their suggestions that, sometimes the information about the hotel are dishonest. In order to control this, the website personnel's can conduct a half yearly or annual visits to the hotels and monitor whether the information provided in the website is true or false information.
- Considering the huge growth of technology in the hotel industry, it is essential for the people who do not know how to book hotels online, to be aware of such online websites and make good use of the technology. The suggestion would be to advertise more about the presence of these online websites across various media.
- The security of personal information is a major concern for internet users. Thus, this aspect also needs to be given due consideration and marketers need to gain the trust of users by educating them about the security measures provided.
- Awards and online guest books can be used to generate trust among first-time customers and a newsletter could be provided to keep in touch with prospective repeat customers. Hotel web sites can be used to convey information about memberships and special offers that will further enhance customer loyalty.

5.3 CONCLUSION

In India, tourism arrival is expected to touch 15 million by 2020. And to accommodate them, the country needs to add around 1,80,000 hotel rooms across category to its existing inventory. Marketers can use online distribution as a tool for sustainable development. This means, hotel industry in India is set to grow big. Smart Hospitality Technology platform should help hoteliers to do smart business to beat the competition. Because, right technology enables hoteliers to ensure increased revenue, reduced costs & improved operations and enhanced guest experience. A smart Mobile Analytics App has the capability to help hotel Owners and General Managers to have real-time information on their properties' business even while on the go. With such business critical information at their fingertips, management at hotels can be empowered to take informed decision with maximum ease. Clearly though, hotels need to utilize their web sites more effectively. They need to enhance services for online reservations and bookings with changing customer expectations and thereafter, generate business online.

Moving forward, hotels will need to continue to re-invent themselves and respond to the rapidly changing environment they operate in, in order to stay competitive. It is clear, that the industry is now on a steady recovery path. After strong opposition from a fluctuating demand environment and excess room inventory, the hotel industry is now well placed with stability and growth. The Internet provides us with almost limitless information. When in the role of a customer, we can use it to choose the product that suits us the best, and when we are in the role of a business person, it provides us with unimaginable access to a huge market and customers, with numerous possibilities for presenting and selling our services and products to customers. As a sales channel, the Internet is one of the most essential integral parts of marketing. The Internet provides new ways of reaching out to customers, through direct and indirect selling. New trends in booking offerings are changing the online market and travel. New technologies make it possible for visitors to visit Websites and to compare prices in various destinations. It is possible to combine offerings; sophisticated Web systems recommend which action to take and they suggest the best choices; hotel guests can rate hotel services and facilities and advise other travellers about spending holidays in a specific facility. The direct online channel should always be at the heart of the Internet marketing and distribution strategies of any hotel company. Guests booking through hotel Web pages are more loyal, generate more revenue and are in the habit of travelling more often.

Finally, it can be concluded that the Internet is not merely a temporary technology, but rather a useful tool and modern sales channel that is soon to prevail over other channels. This makes it vital to keep abreast of the development and advancement of the Internet and to incorporate it to the fullest into business operations. Hoteliers expect to see the Internet become the leading marketing and sales channel. This study concludes that the customers have an overall positive outlook on hotel.com & Oyo rooms compared to other online hotel distribution apps. Therefore the other apps may consider the factors identified in the study to build up new strategies and can work to become the best in the market.

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QUESTIONNAIRE

Dear respondent,

I am **Gayathri. R.**, as part of my Master of Business Administration (MBA) in Tourism & Travel management, I need to complete a project. I am doing a project on **“IMPACTS OF HOTEL DISTRIBUTION APPS ON CUSTOMER PURCHASE INTENTIONS IN COIMBATORE“**. I will be happy if you provide the appropriate information. The information provided will be used only for research and academic purpose. I assure that your responses will be kept confidential.

PART A (Kindly fill in)

General Information about the respondent:

Please make a Tick (√) in the appropriate box

1. Gender:	a. Male () b. Female ()
2. Age Group:	a.18-25 () b. 26-35 () c. 36-45 () d. 46-55 () e. Above 55 ()
3. Marital status:	a. Married () b. Unmarried () c. Others ()
4. Educational Background:	a. Up to High school () b. Diploma Holder () c. Bachelor Degree() d. Master Degree () e. PhD
5. Occupation	a. employed () b. unemployed() c. self employed () d. retired () e. student()
6. Annual income	a. > 50,000 () b. 50,000 -1,00,000 () c. 1,00,000- 3,00,000 () d.3,00,000- 5,00,000 () e. above 5,00,000
7. How do you find these apps	a. Viral ads() b. word of mouth() C. Websites () d. social media () e. Newspaper / magazines ()
8. Which app do you use the most	a. Trivago b. Go ibibo c. Hotel.com d. Booking.com e. Oyo rooms
9. Purpose of booking	a. business () b. recreation () c. rest () d. family functions() e. others()
10. Which Organisation Web site you are visiting on regular basis for buying services?	a.Trivago () b. Go ibibo() c. Hotel.com () d.Booking.com() e. Oyo rooms ()

PART –B

Mark your Satisfaction Level of the Web based Internet Services on a five point likert's scale as (Strongly agree (SA); Agree (A); Neutral (N); Dis agree (DA); Strongly Dis-Agree (SDA)).

S.NO	Before purchase	SA	A	N	DA	SDA
BP1	Personal identification is good					
BP2	Mobile Interface is likely					
BP3	Geographical report is reliable					
BP4	Language options is satisfactory					
BP5	Links to other related search Engines is possible					
BP6	Time tables on hotel channels is good					
BP7	Comparative table on different hotels is available					
BP8	Loyalty programme is available					
BP9	Customer education is available					
BP10	Alternative channels are available					
BP11	Membership is also offered online					
BP12	Search capability is good					
BP13	Alerts are given when needed					
BP14	Mailing list is done properly					
BP15	Company profile is available online					
BP16	Chatting through these apps is possible					
BP17	Information board on every web pages is available					
BP18	Product & Services Information is relevant and good					
BP19	User friendliness in these apps are good					
BP20	Web page loading speed is very faster					
BP21	The site is highly reliable					
BP22	Map reading & contact details is specified					

S.NO	At the time of Purchase	SA	A	N	DA	SDA
AT1	Payment options & method are decent					
AT2	Purchase conditions is noble					
AT3	Competitive shopping is open					
AT4	Dynamic pricing is imaginable					
AT5	Reservations are possible					
AT6	Cancellation of booking can be done online					
AT7	Change of traveling schedule is possible					
AT8	Refund options are given appropriately					
AT9	Acknowledgements & Receipts are prearranged					
AT10	Availability of services online is good					
AT11	Last minute booking is possible					
AT12	Amenities & Conveyances is respectable					
AT13	Product customization can be prepared online					

S.NO	After the Purchase	SA	A	N	DA	SDA
AP1	Service support is offered					
AP2	Problem solving is done online when needed					
AP3	Feed back channels are accessible					
AP4	Order Tracking is pure					
AP5	On line community helps customers when required					
AP6	Responding FAQ to other customers is possible					
AP7	Complaining ability is transparent					
AP8	Customer safety is noble					
AP9	Refund procedures is available					
AP10	Disputes settlements is possible					
AP11	Follow-up services is good					

PART- C

Mark your satisfaction level of Web Mechanism features on five points likert's scale (Highly satisfied (HS); Satisfied (S); Neutral (N); Dis Satisfied (DS); Highly Dis-Satisfied (HDS)).

S.NO	Web features	HS	S	N	DS	HDS
WF1	Accessibility to websites is easy					
WF2	They are more Responsive					
WF3	Processing Time of websites is less					
WF4	Information's available in websites are true					
WF5	Security Provisions is good					
WF6	It saves the users time					
WF7	Economical in nature					
WF8	Value added Services are provided					
WF9	Web site for employees is good					
WF10	Customer Research can be done here					
WF11	Response from channel members are good					
WF12	Feedbacks can be given online					

PART- D

Rank the online hotel distribution apps on the following factors (1- Excellent, 2- Very Good, 3-Good, 4- Fair, 5- Poor)

S.NO	FACTORS	TRIVAGO	GOIBIBO	HOTEL. COM	BOOKING .COM	OYO ROOMS
F1	Based on price					
F2	Ease of doing					
F3	Based on facilities offered					
F4	User friendliness on apps					
F5	Reliability of apps					
F6	Security services in apps					
F7	Overall satisfaction on apps					
F8	Highly satisfied with the performance of the apps					
F9	Recommendation on apps to others					
F10	Web friendliness on these apps					

Thank you for your valuable support!!