6.1 FINDINGS:

Percentage analysis:

- 36.8% of the employees fall under the age group of 21 - 30 years followed by 22.9% of employees under the age group of 31- 40 years and the very next 20% were under the age group of up to 20 years, 41–50 years age group were only 10% and finally 10.4% of respondents were more than 50 years of Age.
- 64.6% of the respondents were male and the remaining 35.4% were female.
- Majority of respondents i.e. 43.9 % had completed their graduation, 33.9% had completed their schooling and the remaining 22.1% had done their post graduation.
- 36.8% of the respondents were self-employed, 33.2% were salaried and finally 15% of respondents were under the category professional and students.
- 60.4% of the respondents were married and the remaining 39.6% were unmarried.
- 61.4% of the respondents live as nuclear family and 38.6 of them were in the joint family system.
- 39.6% of the respondents had a family size of 3-6 members, 38.6% were in the category of up to 3 members, 13.6% of respondents’ family size lies between 7-9 members and lastly 8.2% of the respondents’ family size was above 9 members.
- 37.9% of the respondents had no children at the time of their opinion, 27.9 % of them had only one child, 25 % of them had two children and 9.3% of respondents had more than two children in their family.
Most of the families i.e. 46.1% of the respondents’ fathers were working, 32.1% of the respondents’ spouse were working, 14.6% of the respondents’ mother and only 7.1 of the children were working for the family.

46.8% of the respondents’ annual income lies less than 1 lakh, 20.0% of the respondents’ annual income lies between 2-3 lakhs, 11.8 of the respondents’ annual income was more than 3 lakhs, 9.3% of the respondents’ annual income was between 1-2 lakhs and 12.1% of the respondents had not disclosed their the annual income.

52.9% of the respondents stay in their own house and 47.1% of them were staying in a rented house.

54.6% of the respondents own two-wheeler, 15.4% of them own four-wheeler, 14.6 had both two-wheeler and four-wheeler and 15.4% of the respondents were not owning any vehicle at all.

65% of the respondents don’t had any credit card and 35% of the respondents had credit cards.

36.4% of the respondents were interested in watching movies, 26.1% had interest in reading, 16.8% of the respondents like to visit places and 11.4% were more towards sports and finally 5% and 4.3% towards dancing and other recreational activities.

27.1% of the respondents had food twice in a week, 20.4% of the respondents had once in a week and another 20.4% had once in a month and 17.9% of the respondents used to take rarely in the hotels and the least 14.3% of the respondents frequency was once in two weeks.
55% of the respondents had food in the hotel because of its taste, 17.9% being bachelors, 17.5% through parties and other functions and 9.6% of the students used to have food in the hotel.

34.3% of the respondents were aware of SASG through publicity, 21.4% were aware through word of mouth, and 15% through their friends, 9.3% were aware through television, 7.1% were aware by listening to radio, 6.8% through their relatives and the remaining 6.1% of them were aware by reading news papers.

41.1% of the respondents were influenced by their friends, to visit the hotel, followed by 37.9% through family members and more or less equally influenced by colleagues and spouse constitute 10.7% and 10.4% respectively.

A maximum number of respondents had visited SASG with their family members, the second group, which accompanies the visit, was friends with 29.6%, 12.5% had been with their spouse and finally 2.9% had visited with their colleagues.

36.4% of the respondents had visited SASG more than twice in a month, followed with 34.6% twice in a month, and the remaining 28.9% of the respondents had visited only once in a month.

69.3% of the respondents had opined that the menu items were available and 30.7% of the respondents had opined that the menu items were not available

81.8% of the respondents were aware of the branches and 18.2% of the respondents were not aware of the branches of SASG.

24.6% of the respondent’s don’t had any fixed time to visit SASG, 24.3% of the respondents prefer to visit by evening, 23.2% in the afternoon and 16.1% and 11.89% during morning and night times.
44.3% of the respondent’s had opined that Idli Sambar as their favourite breakfast item, more or less with 19.6% and 19.3% like Roast and Dosa, Followed with 11.4% for pongal and 5.4% of the respondents’ favourite was Puri.

41.4% of the respondent’s Favourite is meals, 27.5% preferred vegetable biriyani, 14.3% for parotta and closely followed by 8.6% and 8.2% for curd rice and roti respectively.

Among the branches in the North Zone, the favourite branch was Gandhipuram(33.9) followed by Lakshmi complex(8.9) and in the South Zone the Arts College(23.2) and followed by Raja Street(8.2) was the favorite branch for the respondents.

51.4% of the respondents had visited the hotel with prior planning and the remaining 48.6% of the respondents had not planned and mostly their visits were spontaneous.

Majority of the respondents preferred South Indian food items i.e. 75.7%, followed by North Indian Food with 12.1%, Chinese with 6.8% and Andhra style as the least with 5.4%.

51.8% of the respondents had a habit of asking the menu card and 48.2% of the respondents didn’t have the habit of asking menu card.

76.4% of the respondent’s used to notice and read the today’s special which was kept at the entrance and the remaining 23.6% did not notice the today’s special board.

Most of the respondents were satisfied with the quality of the various items like Breakfast (63.2%), Midday Items (50.7%), Dinner Items (53.9%), Chat
Items (40.4%), Salads (48.2%), Ice Creams (49.3%), Chinese Items (35.4%),
North Indian (42.9%), Sweets (44.6%) and Savouries (47.5%).
The customers were highly satisfied with the quality of Coffee and Tea with
49.3%.

Most of the respondents were satisfied with the availability of the varieties
of the various items like Midday Items (55.0%), Dinner Items (56.4%), Chat
Items (44.6%), Cool Drinks and Juices (45.7%), Ice Creams (47.1%), Chinese
Items (32.1%), North Indian (44.6%), Sweets (44.3%) and Savouries (42.5%).
The customers were highly satisfied with the availability of the varieties of
breakfast (47.1%).

Most of the respondents were satisfied with the Neatness and Cleanliness of
the hotel on various attributes items like Table (41.8%), Floor (38.9%),
Waiters (41.1%), Toilets (47.5%), Towels (38.2%), Napkins (40.0%), Wash
Area (38.6%), Drinking Water (41.4%), and Furniture (35.4%).
The customers were highly satisfied with the Neatness and Cleanliness of the
vessels with 42.5%.

Most of the respondents were satisfied with the quantity offered by the hotel
for the items like Breakfast (43.9%), Midday Items (43.9%), Dinner Items
(47.9%), Chat Items (38.9%), Juices (38.6%), Ice Creams (40.4%), Coffee and
Tea (47.1%), Sweets (41.1%), Savouries (42.1%), Chinese Items (31.1%) and
North Indian (37.5%).

Most of the respondents were satisfied with the Taste of the various items
like Midday Items (43.2%), Dinner Items (44.3%), Chat Items (37.9%), Cool
Drinks and Juices (48.9%), Juice (38.9%), Chinese Items (39.3%), North
Indian (39.6%), Sweets (43.2%) and Savouries (48.6%).
The customers were highly satisfied with the Taste of the breakfast items (47.1%).

Most of the respondents were Dissatisfied with the price of the various items like Midday Items (32.1%), Dinner Items (33.9%), Chat Items (32.9%), Juices (38.9%), Ice Creams (36.8%), Chinese Items (37.1%), North Indian (31.1%), Sweets (39.6%) and Savouries (39.3%).

The customers were highly Dissatisfied with the Price of the breakfast items (36.8%).

Most of the respondents were satisfied with the interior Decoration of the hotel on the following attributes like Lighting (38.6%), Sofa Sets (37.5%), Seating Arrangements (38.2%), Wall Paintings (35.4%), Screens (36.8%), Floorings (41.1%), Ceiling Works (40.0%), Wood Works (35.4%), Furniture and Tables (36.4%) and Wall Hangings (30.0%).

Most of the respondents were satisfied with the waiters of the hotel on the following attributes like Behaviour (38.6%), Hospitality (43.6%), Neatness (38.6%), Cleanliness (41.4%), Approach (43.6%), Serving (40.4%), Respect (40.0%), Dressing (40.4%), Communication (40.4%) and Billing (45.4%).

32.1% of the respondents felt that the parking facility provided by SASG was Moderate, 30% were dissatisfied, 16.4% were highly dissatisfied, 11.1% were highly satisfied and the remaining 10.4% were satisfied. (Table39)

29.3% of the respondents were satisfied, 28.6% had opined that the drive-in facility provided by SASG was moderate, 18.2% were highly satisfied, 13.2% were dissatisfied and 10.7% were highly dissatisfied.
42.9% of the respondents were satisfied, 22.1% felt it was moderate, 19.3% were highly satisfied, 8.2% were dissatisfied and finally 7.5% were highly dissatisfied with the amenities of the hotel.

53.9% of the respondents had used AC Dining Halls and 46.1% had not preferred the AC Dining Halls.

39.6% of the respondents bought the sweets normally during festivals, followed by 20.4% on relatives’ arrival, 20% for party and another 20% during visits to friends and relatives’ house.

67.9% of the respondents normally buy both sweets and savouries during their purchase and 32.1% of the respondents buy either sweets or savouries and they didn’t buy both at the same time.

35% of the respondents had waited 3 – 5 minutes to get a place to sit, 29.6% of the respondents waiting time was less than 3 Minutes, 16.8% of them had waited more than 10 minutes 9.6% waiting time was 5 – 7 minutes and 8.9% of the respondents had waited 7 – 10 minutes.

39.3% of the respondents had waited 3 – 5 minutes to place their order, 25% of the respondents waiting time was less than 3 Minutes, 17.1% had waited 5 – 7 minutes, 10.4% had to wait more than 10 minutes and 8.2% of the respondents had waited 7 – 10 minutes to place their order.

34.3% of the respondents had waited 3 – 5 minutes to get their ordered items, 23.2% of the respondents waiting time was less than 3 minutes, 18.2% said they had waited 5 – 7 minutes, 14.3% had to wait more than 10 minutes and 10% of the respondents waiting time ranges between 7 – 10 minutes to get their ordered items.
31.4% of the respondents had spent Rs 100-200, 27.1% of them had spent less than Rs 100, 22.9% of them had spent Rs 200-300, 11.4% had spent Rs 300-500 and 7.1% of respondents had spent more than Rs 500.

87.9% of the respondents had opined that they pay tips and 12.1% were not paying any tips to the waiters.

The pattern of tips paid by the respondents shows that 37.5% of the respondents usually pay Rs.2 – 5 as tips, 20.7% had paid less than Rs.2, 17.5% had paid Rs.5 – 10, 8.6% had paid Rs.10 – 20, 3.6% of the respondents had paid more than 20 Rupees as tips and 12.1% of the respondents had not responded for the same.

56.1% of the respondents had habit of placing parcel-order during dining and 43.9% did not place any parcel-order during dining.

90.4% of the respondents had a practice of paying the bill at the dining table and the remaining 9.6% of the respondents had paid through Cash Counters.

70.4% of the respondents were not aware of the waiting hall facility and only 29.6% responded positively.

61.1% of the respondents were not aware of the discounts provided by the hotel and only 38.9% of the respondents were aware of these discounts.

54.3% of the respondents had not reserved any table in advance, they visit the hotel as and when they wish, 45.7% of the respondents had a practice of booking the table in advance to minimize the waiting time and to maximize the comfort.

58.2% of the respondents had opined that they use family rooms whenever they visit with their family, relatives and friends in good number and 41.8% of the respondents had not used family rooms till now.
78.2% of the respondents had no issues with respect to bill and only 21.8% of
the respondents had some issues related with the billing.

37.5% of the respondents were satisfied with the quality, 28.9% were highly
satisfied, 18.9% neither satisfied nor dissatisfied they had opined as moderate,
8.2% were dissatisfied and the least 6.4% were highly dissatisfied.

43.6 % of the respondents were satisfied with the variety, 25.7% were highly
satisfied, 18.2% neither satisfied nor dissatisfied they had opined as moderate,
7.5% were dissatisfied and the least 5% were highly dissatisfied.

48.9% of the respondents were satisfied with the quantity, 21.1% were highly
satisfied, 15% neither satisfied nor dissatisfied they had opined as moderate,
10% were dissatisfied and the least 5% were highly dissatisfied.

41.4% of the respondents were satisfied with the Neatness and Cleanliness,
25.4% were highly satisfied, 21.1% neither satisfied nor dissatisfied they had
opined as moderate, 9.6% were dissatisfied and the least 2.5% were highly
dissatisfied.

43.9% of the respondents were satisfied with the Taste, 30.7% were highly
satisfied, 13.9% neither satisfied nor dissatisfied they had opined as moderate,
6.8% were dissatisfied and the least 4.6% were highly dissatisfied.

32.1% of the respondents were satisfied with the Price, 21.1% were highly
satisfied, 18.9% neither satisfied nor dissatisfied they had opined as moderate,
18.6% were dissatisfied and the least 9.3% were highly dissatisfied.

35.7% of the respondents were satisfied with the Interior Decoration, 20.4%
were highly satisfied, 26.1% neither satisfied nor dissatisfied they had opined
as moderate, 13.2% were dissatisfied and the least 4.6% were highly
dissatisfied.
40% of the respondents were satisfied with the parking facility, 25.7% neither satisfied nor dissatisfied they had opined as moderate, 15% were highly satisfied, 9.6% were dissatisfied and another 9.6% were highly dissatisfied.

45.7% of the respondents were satisfied with the services, 23.9% were highly satisfied, 19.6% neither satisfied nor dissatisfied they had opined as moderate, 6.1% were dissatisfied and another 4.6% were highly dissatisfied.

38.6% of the respondents were satisfied with the drive inn facility, 20.4% were highly satisfied, 22.9% neither satisfied nor dissatisfied they had opined as moderate, 12.1% were dissatisfied and another 6.1% were highly dissatisfied.

47.9% of the respondents were satisfied with the locations, 23.2% were highly satisfied, 20.4% neither satisfied nor dissatisfied they had opined as moderate, 3.6% were highly dissatisfied and another 5% were dissatisfied.

76.1% haven’t got any health related issues after consuming food in SASG and 23.9% of them had told that they had certain issues.

83.6% of the respondents were sure to visit SASG in the future and 16.4% of the respondents told that they will not visit again.

79.3% of the respondents were willing to recommend 20.7% of the respondents told that they will not recommend SASG for others.

Z - Test Analysis:

The respondents belonging to North zone had given on an average higher opinion on Quality, Variety, Quantity, Taste, Price, Interior Decoration and Waiters service than the south zone. North zone branches had given more satisfaction to their customers than South Zone branches. The rate of customer retention is higher in North Zone branches than the south zone.
Both male and female respondents had given same level of opinion on the attributes under study. The average scores indicated that the respondents were satisfied with the attributes under study. The Mean Score of all the attributes fall in between 33 to 44 and this interval indicates that the respondents were satisfied.

**Chi-Square Test Analysis:**

- Majority of the respondents used to visit the hotels preferably twice in a week (not specifically SASG, even it may be the other hotels)
- Tasty food was found to be the major reason for preferring food from hotels.
- Publicity had played a major role in attracting the customers. Publicity has created lot of awareness among the public about the hotel.
- Majority of the respondents had visited the hotel with their family members. Even though friends had influenced them mostly, their regular visit to the hotel was with their family members.
- There was no significant difference in the reasons: respondents had equal chances in visiting the hotel, either it may be once, twice or more than twice in a month.
- The respondents had not fixed any time to visit the hotel, they used to visit the hotel as and when they like.
- Majority of the respondents preferred to had *idli sambar* compared to other breakfast items.
- Majority of the respondents preferred to had meals in the afternoon compared to the other mid-day food items. It was the general tendency of the South Indians to have meals in the afternoon.
The respondents preferred to have *mostly South Indian food* compared to the other types of food.

*Anova Analysis*:

- The different age group of respondents of SASG had given on an average, same opinion on the following attributes Neatness and Cleanliness, Quantity, Price and waiter service. But the same group of respondents of SASG had not given on an average same opinion on the attributes like quality, Variety, taste and Interior Decoration. This proves that the different age groups had their own liking and disliking towards SASG in terms of Quality, Variety, Taste and Interior Decoration.

- The respondents with different educational background had given on an average same opinion on the attributes like Quality, Variety, Neatness and Cleanliness, Quantity, Taste, Price, Interior Decoration and Waiters service.

- The respondents with different occupational status had given on an average the same opinion on the attributes Quality, Variety, Neatness and Cleanliness, Quantity, Interior Decoration and Waiters service under study. But the same group of respondents of SASG had not given on an average the same opinion on the attributes like taste and price.

- The respondents with different annual income had given on an average the same opinion on the following attributes Quality, Variety, Quantity, Taste, Price, Interior Decoration and Waiters service under study. But the same group of respondents had not given on an average the same opinion on the attribute Neatness and Cleanliness.
Cross Table Analysis: 1

- The frequency of visits and the quality has relationship; quality increases the number of visits. In general everyone accepts that wherever quality was found, the frequency of visits will be more.

- The respondents were satisfied with the Gandipuram branch with respect to the parking facility and at the same time they were dissatisfied with parking facility arrangements at Arts College branch.

- The respondents were satisfied with the Arts College branch with respect to the parking facility and at the same time the respondents were dissatisfied with drive-in facility of Gandipuram branch.

- The respondents were satisfied with the Arts College branch with respect to the amenities and at the same time they were dissatisfied with the Gandipuram branch.

- The respondents who preferred Gandhipuram branch had made their bill payment at the table and the respondents of the same branch had paid at the cash counter too compared to other branches.

Correspondence Analysis:

- The following were the outcomes of the respondents’ opinion in terms of quality:

  The branches, which have got high opinion on Quality, were Townhall and Saibaba Colony.

  The branches which have got Low opinion on Quality were Mettupalayam and Arts College.

  The branches, which were moderate in Quality, were Gandhipuram, Peoples park, Lakshmi Complex and Raja street.
The following were the outcomes of the respondents’ opinion in terms of variety:

The branches which have got high opinion on Variety were Raja street, Saibaba Colony, Lakshmi Complex

The branches, which have got Low opinion on Variety were Arts College, Ramakrishna Hospital

The branches, which were moderate in Variety, were Cross Cut Road, Gandhipuram, Town Hall and Peoples Park.

The following were the outcomes of the respondents’ opinion in terms of Neatness and Cleanliness:

The branches which have got high opinion on neatness and cleanliness were Raja Street, Saibaba Colony

The branch which has got Low opinion on neatness and cleanliness was Town hall

The branches which were moderate in neatness and cleanliness were Peoples Park, Cross Cut Road, Mettupalayam and Arts College

The following were the outcomes of the respondent’s opinion in terms of Quantity:

The branches which have got high opinion on Quantity were Raja Street, Saibaba Colony and Lakshmi Complex

The branches which have got Low opinion on Quantity were Mettupalayam, Cross Cut Road, Ramakrishna Hospital and Arts College

The branches which were moderate in Quantity were Gandhipuram and Peoples Park
The following were the outcomes of the respondent’s opinion in terms of Taste:

The branches which have got high opinion on Taste were Lakshmi Complex and Saibaba Colony.

The branches which have got Low opinion on Taste were Townhall, Raja Street and Gandhipuram.

The branches which were moderate in Taste were People Park and Cross Cut Road.

The following were the outcomes of the respondent’s opinion in terms of Price:

The branches which have got high opinion on Price were Saibaba Colony and Gandhipuram.

The branches which have got Low opinion on Price were Peoples Park, Arts College, Raja Street, Lakshmi Complex and Townhall.

The branches which were moderate in Price were Mettupalayam and Ramakrishna Hospital.

The following were the outcomes of the respondent’s opinion in terms of Interior Decoration:

The branches which have got high opinion on Interior decoration were Saibaba Colony and Gandhipuram.

The branches which have got Low opinion on Interior decoration were Ramakrishna Hospital.

The branches which were moderate in Interior decoration were Townhall, Peoples Park and Arts College.
The following were the outcomes of the respondent’s opinion in terms of Waiters:

The branch which has got high opinion on Waiters was Lakshmi Complex

The branches which have got Low opinion on Waiters were Arts College and Mettuplayam

The branches which were moderate in Waiters were Townhall, Gandhipuram and Peoples Park

The following were the outcomes of the respondent’s opinion in terms of services of SASG compared with other hotels:

The branches which have got high opinion on Services of SASG were Townhall and Raja Street

The branches which have got Low opinion on Services of SASG were Arts College and Ramakrishna Hospital

The branches which were moderate in Services of SASG were Peoples Park, Lakshmi Complex and Saibaba Colony

Multiple Regression Analysis:

Anova on regression shows the regression was significant and the Neatness and Cleanliness was the vital attribute for Sree Annpoorna Sree Gowrishankar to get better opinion than other hotels.
Garret Rank Analysis:

Neatness and Cleanliness was given the first rank, amenities were given the second rank and quality offered was given the third rank. Among the various attributes listed above, the respondents had their own preferences towards certain attributes, which they feel it, a must. The hotels should provide a Neat and Clean environment, because people were aware that only hygienic food and place will safeguard them from infections, and essentially the hotel has to improve amenities like parking space, toilets, waiting hall, to attract and retain the customers and finally when it comes to the quality, the hotel cannot compromise with a low quality, as customers expect high-quality products at a comparatively less price. SASG has proved in the long run that Neatness and Cleanliness, Amenities and Quality had been the success factor for all these years.
6.2 SUGGESTIONS:

1. The hotel may consider giving menu cards to all the customers, as most of the branches had a practice to list their items only through the waiters.

2. Regarding the parking facilities the hotel has to increase the parking space, as it was not adequate in some of its branches.

3. Meals were not served in Central Bus-stand branch. The management can make arrangements to serve meals to cater the customers’ need.

4. Interior decoration can be improved in all the branches, which in turn will create good atmosphere for the customer.

5. Separate menu can be provided for diabetic patients.

6. The seating capacity can be increased to mitigate the waiting time of the customers, and at the same time without compromising the movement space, which will affect the image of the concern in the long run.

7. The servers’ attitude and their etiquettes are deciding factors in customer retention. The servers may be properly trained on hospitality.

8. Lethargy of the servers in serving can be avoided by proper training which will reduce the dissatisfaction of the customers.

9. More branches can be opened throughout Tamil Nadu to reach more customers with the quality food and other improved and modern amenities.

10. The hotel can apply for ISO 9001 to build the goodwill among customers.

11. Customers always need privacy in every situation, especially during dining times. Partition can be made for the convenience of the consumers.
12. The hotel administration may opt for comparatively less price structure. This would attract more regular customers. An increased satisfied customer means more profit.

13. The restaurant can introduce the self-service system, so that the consumers can be benefited by saving their waiting time.

14. Door delivery system can be introduced to bring in more customers, who may not be able to come to the hotels for some reasons.

15. Only Coca-Cola products were available in the hotel, the hotel may consider providing the other brands too, as variety always attracts and satisfied customers.
6.3 CONCLUSION:

The purpose of this study is to identify the needs and perceptions of hotel customers based on their level of their satisfaction with reference to Sree Annapoorna Sree Gowrisankar group of hotels in Coimbatore. Various differences and similarities in the satisfaction level of the respondent customers have been discussed. Overall, the data analysis showed that the results were reliable and indicated a good measure of sampling adequacy. Whether the hotel attributes exceeded customers’ expectations is the key to success for hoteliers. Effective marketing strategies need to be planned by hoteliers to attract and retain more and more customers, by satisfying them during their first visit, and then developing customer loyalty for Sree Annapoorna Sree Gowrisankar Group of Hotels, Coimbatore.