This chapter summarizes the major findings of the study and discusses the suggestions and recommendations based on these findings. Besides this the chapter included the limitations of the study and provides the future research directions.

7.1. Major Findings Conclusions and Recommendations

The purpose of the research was to study the consumer behavior towards Hospitality services in Delhi. To understand these following objectives were set:

1. To examine consumer's awareness regarding Marketing Mix strategies of Hospitality Industry.

2. To identify the factors influencing consumer's choices for availing services of Hospitality Industry.

3. To examine the behavior of consumers towards services of Hospitality Industry.

4. To measure consumers' perception regarding service quality of Hospitality Industry.

5. To study the relationship between service quality and customer loyalty in Hospitality Industry.

The present study is based on primary survey and is conducted on the basis of gender. Delhi was selected as an area to carry out this research. Data was collected from all the nine zones of the city. In this study the population consisted of all the individuals above 15 yrs. of age those have availed the Hospitality services. The sampling unit was any individual in Delhi who has availed Hospitality services and is above 15 years of age. The reason behind taking this age group as sampling unit was that the population belonging to this particular age group is mature, aware and is availing Hospitality services. Therefore these respondents’s will be more valid, reliable and authentic. Sample was homogeneous and balanced because it included all the strata’s of population i.e. it included the people of all the age groups, income, profession, social and economic backgrounds. After finalizing the population and sampling unit the required sample size was statistically calculated, which came out to
be 1067, this sample was proportionately divided in the nine zones of Delhi (as per total population) so that a homogeneous sample can be collected. Regarding sampling techniques, the present study used the multistage sampling followed by convenience sampling. The study has been mainly carried on the basis of primary data collected through structured questionnaire those were mailed and administered personally. The questionnaire was drafted after carrying out extensive literature surveys and summarizing opinions of a few selected customers. The questionnaire was judged by few marketing academicians who are experts in this area of research. The data collected was analyzed with the help of SPSS with statistical tools like Descriptive statistics, Chi square statistics, Cross tabulation, Correlation, Cross tabulation, Factor analysis Regression and Anova.

7.2. Findings, Conclusions and Recommendations on the basis of demographic profiles of respondents.

1. Age Group

Data analysis revealed that 50% of the respondents those availed the Hospitality services belonged to 15-35 yrs., 33.45% to 36-50 yrs and 17.05% are above 50 yrs age. Further analysis on gender basis revealed that 26.62 % female respondents in this age group availed the Hospitality services comparing with 22.87% of male respondents while 7% of female respondents availed the service comparing with 10% of male in the age group “above 50 years”. But there was not a significant difference in between male and female genders in the age group of 36-50 years.

Hence besides focusing on 15-35 yrs. age group segment, Hospitality Industry should chalk out strategies to increase their sales in the other two age groups too. For female consumers those are above 50 yrs. age Hospitality industry should come out more attractive schemes, and in younger age group which is 15-35 years, industry should chalk out appropriate offers and schemes for male gender.

2. Marital status

Data analysis revealed that 25.87% married male respondents availed the Hospitality services compared with 21.93% of married female respondents, and 28.12 %
unmarried female respondents availed Hospitality Services compared with 24.09% unmarried male respondents.

**Married male and unmarried female respondents were found to be availing the Hospitality Services more frequently. Therefore Hospitality Industry should chalk out strategies those influences unmarried male and married female.**

### 3. Qualifications

Data analysis revealed that about 53% of the respondents availing Hospitality Services were postgraduates, 26.33% undergraduates & 16.21% graduates. A further analysis on the basis of gender revealed that 28.12% male postgraduates respondents availed the Hospitality Services compared with 24.74% of female postgraduates respondents. 16.49% of female undergraduates respondents availed Hospitality Services compared with 9.84% undergraduates male respondents and 9.37% of male graduates respondents availed Hospitality Services compared with 6.84% of female graduates respondents.

**Post graduate respondents were found to be the major users of Hospitality Services. Hospitality Industry besides taking care of this segment should try to influence graduates, and undergraduates segment too.**

### 4. Occupation

Data analysis revealed that majority of respondents which is 50% of the total respondents those availed the Hospitality Services belonged to private undertaking sectors, which included 30% of male and 20% of female respondents.

**Private sector employees are frequently availing Hospitality Services, besides focusing on this segment Hospitality industry should chalk out more innovative strategies to influence government and self employed as well as professionals.**

### 5. Annual income

Data analysis revealed that annual income of 72% respondents those availed Hospitality Services were in between 2.5-10 lac. Gender wise analysis further
revealed that there was not a very significant difference in between male and female respondents regarding total annual income.

**Therefore, Hospitality industry should come out with more schemes/strategies for this segment.**

6. **Family status**

Data analysis revealed that majority of respondents i.e. 61% those availed the Hospitality Services belonged to nuclear family, and 39% belongs to joint families. A further analysis on the basis of gender revealed that 32.15 % female respondents and 28.86 % male respondents in nuclear families availed the Hospitality services and in joint families 21 % male respondents availed the Hospitality services compared with 18% of female respondents.

Respondents in nuclear families were found to be frequently availing the Hospitality Services then joint families, and male respondents in joint families more frequently availed the Hospitality Services then female respondents, therefore Hospitality Industry should chalk out the strategies those influences joint families to avail more of Hospitality services and especially female gender in these families.

7. **Family size**

Data analysis revealed that 45.17% of the respondents those availed the Hospitality Services had family members from 4-6, and 32.90% families availing the Hospitality Services had members up to 3 or we can say that about 79% of the families those availed the Hospitality Services had family members up to 2-6.

Families having members up to 6 were availing Hospitality services frequently, therefore besides this segment Hospitality industry should focus on the segment which has family members more than six

7.3. **Findings, Conclusions and Recommendations** on the basis of preferences of respondents towards Hospitality services.
1. Awareness about Hospitality Services

Data analysis revealed that 89% of respondents were aware about the Hospitality Services. Further analysis on the basis of gender revealed that out of these, 46.48% of the female respondents were aware about the Hospitality Services compared with 42.55% of male respondents.

Female respondents were found to be more aware and more frequently availing Hospitality services than male respondents, henceforth industry should chalk out the strategies of offering more schemes and offers which increases the awareness of services more and besides taking care of female gender, attract male gender to avail more of Hospitality services.

2. Awareness about sectors of Hospitality industry

Data analysis revealed that 82.47% of respondents were aware about the sectors of Hospitality industry. Further analysis on the basis of gender revealed that out of these, 43.20% of the female respondents were aware about the Hospitality services compared with 39.27% of male respondents.

Female respondents were found to be more aware about the sectors of Hospitality industry therefore Hospitality industry besides offering attractive packages to female consumers, should try to increase the level of awareness in male population.

3. Availing Hospitality Services in Accommodation category

Data analysis revealed that only 40% of respondents availed the Hospitality Services in accommodation category. Gender wise analysis revealed that out of these, 21.46% of male respondents availed the Hospitality accommodation compared with 18.93% of female respondents.

Hospitality Industry should chalk out the strategies like offering the discounts or EMI options, which motivate the consumers to frequently avail the accommodations in Hospitality Industry.
4. Availing Hospitality Services in restaurants/bars category

Data analysis revealed that 93.43% of respondents availed the Hospitality Services in restaurants/bars category. Gender wise analysis did not reveal a significant difference in between male and female respondents.

**Hospitality Industry should try to sustain and increase this consumer segment by offering their best of products and services.**

5. Availing Hospitality Services in tour and travel category

Data analysis revealed that only 23% of respondents availed the Hospitality services in tour and travel category. Gender wise analysis revealed that out of these, 10.31% of male respondents availed the tour and travel services compared with 11.62% of female respondents.

**The rate of availing of tour and travel category is too less by consumers, therefore Hospitality industry should try to promote this particular sector by providing attractive schemes and offers and promoting it effectively.**

6. No. of times respondents availed the Hospitality Services

Data analysis revealed that 61.10% of respondents availed the Hospitality Services less than six times a year. Gender wise analysis revealed that out of these, 27.46% of female respondents availed the Hospitality Services less than 6 times a year compared with 33.64% of male respondents.

**Hospitality Industry should chalk out the strategies which increases the frequency of respondents to avail the services. Besides it the industry should satisfy the present consumers with the best of their products and services, so that the existing consumers not only continue to avail the services but spread a positive word of mouth.**

9. Annual spending on Hospitality Services

Data analysis revealed that 76% of total respondents spend less than Rs.25000/annum on Hospitality services. Further analysis gender wise revealed that out of these
respondents 38.61% of female respondents spend less than Rs. 25000/annum, compared with 37.39% of male respondents.

**Hospitality industry should come out with discounts and offers so that consumers spend more on these services.**

10. **Preference of Hospitality Services on the basis of cost**

Data analysis revealed that 81% of respondents preferred to avail medium cost services, and only 19% preferred to avail high and low cost services.

**Hospitality industry should try to retain the consumers of medium cost segment and should give attractive offers to the population of this segment, so that more and more people avails these services. For high cost services industry should provides schemes and offers so that consumers can afford these services. Besides this industry should increase the quality of low cost services so that more consumers starts availing them.**

11. **Possessing credit cards and payments of bills of Hospitality services**

Data analysis revealed that 30% of total respondents were holding credit cards, out of these 17.24 % of male respondents possessed the credit cards compared with 13.12 % of female respondents. Data analysis revealed that only 40% of respondents were paying fairly through credit cards, 49% of respondents paid rarely, while 13% of the respondents were paying often through credit cards. In all the categories male respondents were found paying through credit cards more frequently then female respondents

**Hospitality industry should chalk out the strategies like offering benefits and schemes while consumers uses credit cards, which will motivate the consumers to posses and pay through credit cards while paying for Hospitality services. While offering such schemes additional benefits can be offered to female consumers.**
14. Relevant sources which helped respondents to choose Hospitality services

Data analysis revealed that 77% of respondents claimed internet to be the biggest source of information about Hospitality Industry. 48% respondents gave credit to friends and relatives, and 21% to newspaper and magazines and 12.37% to television. Gender wise analysis revealed that there is a significance difference in between genders in only two categories; one is travel agency where 11.81% female respondents agreed that travel agents were a source of information compared with 8% of male respondents. And the second category was newspaper where 12% of female respondents consider it as an important source of information compared with 8.34% of male respondents.

Internet was found to be the biggest source of information’s about Hospitality industry; therefore Hospitality industry should use this particular media vehicle more effectively and efficiently. Analysis revealed the importance of friends and relatives too, therefore people should be motivated to communicate positive word of mouth to their friends and relatives after availing Hospitality services.

7.4. Findings conclusions and recommendations on the basis of “Awareness about Marketing Mix strategies of Hospitality Industry”

Data analysis revealed that 33.46% of male respondents were aware about Marketing mix strategies of Hospitality industry, compared with 40.21% female respondents. Descriptive analysis of data regarding awareness of respondents towards Marketing Mix strategies revealed that respondents were aware about these strategies but not significantly (Average Mean: 2.75). The maximum awareness of respondents were found for People (Average Mean: 3.03), followed by Product (Av.Mean:2.83), Price (Av.Mean:2.75), Place (Av.Mean:2.74), Promotion (Av. Mean: 2.72), Process (Av. Mean: 2.62) and Physical evidences (Av. Mean: 2.60). Analysis of means revealed that among all the Marketing Mix elements, respondents were only aware about “People” element significantly. The conclusions are supported by significance level of 0.00 which falls within the limits.

The gender based further revealed that female respondents were significantly aware about the Marketing Mix strategies with an Av. Mean of 3.00, than male respondents with an average Mean of 2.51.
1. Only 33.46% of male respondents were found to be aware about the Marketing Mix strategies of Hospitality industry therefore Hospitality industry should try to improve the awareness of these strategies in male consumers.

2. Male respondents were not found significantly aware about the Hospitality industry Marketing Mix Strategies, therefore Hospitality industry should try to formulate appropriate strategies.

3. Accept “People” the overall extent of awareness of other Marketing mix Elements was found insignificant therefore Hospitality industry should chalk out the strategies which improve the awareness of these elements.

7.5. Findings on the basis of “Influence of demographic factors on the decision making of respondents with respect to Marketing Mix of Hospitality industry”

1. Influence of age

Data analysis revealed that age played a significant role in the decision making of respondents while they made a decision on the basis of promotional strategies, physical evidences/distribution and people/staff of Hospitality Services, but age did not played a significant role while respondents made a decision regarding Product/Process of Hospitality services and on the basis of pricing strategies.

Because age played a significant role in the decision making of respondents while they made a decision to avail Hospitality services on the basis of Promotional strategies, Physical evidences/distribution, and People/staff. Therefore Hospitality industry should take age of consumers in consideration while they make any strategy for consumers or come out with schemes, offers, or packages with regard to promotion, distribution and people.

2. Influence of gender

Data analysis revealed that gender played a significant role in the decision making of respondents while they made a decision on the basis of Product/Process, Promotional strategies, Physical evidences/distribution and People/staff of Hospitality Services. But gender did not played a significant role while respondents made a decision on the basis of pricing strategies of Hospitality Industry.
Because gender played a significant role in the decision making of respondents while they made a decision to avail Hospitality services on the basis of product, Promotional strategies, Physical evidences/distribution, and People/staff. Therefore Hospitality industry should take gender of consumers in consideration while they make any strategy for consumers or come out with schemes, offers, or packages with regard to Product, Promotion, Distribution and People.

3. Influence of income

Data analysis revealed that income did not played a significant role in the decision making of respondents while they made a decision on the basis of Product/Process, Pricing strategies, Promotional strategies, Physical evidences/distribution and People/staff of Hospitality Services. Hence researcher has not given any recommendation in this regard.

4. Influence of qualification

Data analysis revealed that qualification played a significant role in the decision making of respondents while they made a decision on the basis of Product/process, pricing strategies, Promotional strategies, and People/staff of Hospitality services but qualification did not played a significance role in decision making while respondents made a decision on the basis of Physical evidences/Distribution strategies.

Because qualification played a significant role in the decision making of respondents while they made a decision to avail Hospitality services on the basis of product/process, pricing strategies, Promotional strategies, and People/staff. Therefore Hospitality industry should take qualification of consumers in consideration while they make any strategy for consumers or come out with schemes, offers, or packages with regard to Product, Promotion, Distribution and People.

7.6. Findings conclusions and recommendations on the basis of analysis of “Business and Market environment factors playing a role, in the decision making process of respondents while availing Hospitality Services.

Data analysis revealed that majority of respondents which is 95.3% agreed that they were being influenced by the business and market environmental factors. Further
analysis on the basis of gender revealed that 48.55% female respondents claimed to be affected by these factors compared with 46.77% of male respondents.

**Analysis of qualitative factors influencing consumer behavior:**

Analysis of central tendency revealed that consumer behavior of respondents was significantly influenced by these factors. The conclusion is supported by the average Mean value of 3.73 at a significance level of 0.00. The analysis further revealed that female respondents with an average Mean of 3.80 were more influenced by these factors than male respondents having average Mean of 3.66.

**Analysis of quantitative factors influencing consumer behavior:**

Analysis of central tendency revealed that consumer behavior of respondents was significantly influenced by these factors. The conclusion is supported by the average Mean value of 3.61 at a significance level of 0.00. The analysis further revealed that female respondents with an average Mean of 3.68 were more influenced by these factors than male respondents having average Mean of 3.55.

Factor analysis applied on quantitative and qualitative (Business n environmental) factors resulted in three main components/groups of factors which influenced the decision making process of respondents. These components are 1. Capacity enhancing indicators (% of variance 25.91), 2. Internal climate indicators (% of variance 23.77) and, 3. Societal concern indicators (% of variance 21.17), the percentage of variance decided the extent of influence of these components on the decision making process of respondents, higher the percentage greater is the influence of the components.

The first extracted component which is “Capacity enhancing indicators” included the factors like In house-animation (Factor loading:0.802), R and D, Technology and innovation (.694), differentiation of services (0.693), service packaging (0.658), promotional strategies (0.639), strategic alliances of Hospitality organizations (0.610), and customization & distribution of services (0.602 and 0.526 respectively).

The second extracted components is “Internal climate indicators” which included the factors like staff/people (0.810), disposable income (.766), infrastructure and layout
(0.748), positioning of Hospitality services (0.622), process handling (0.575), brand awareness (0.547), complaint handling (0.524) & promptness of staff (0.503).

The third extracted component which influenced the decision-making of respondents is “Societal concern indicators” which consists of factors like environmental concern of service providers (0.736), socio-cultural environment (0.720), economic environment (0.698), legal environment (0.684), prices of services (0.646), political environment (0.584) and risk (0.577).

Hospitality Industry should try to take care of every factor, but should focus more on above extracted components and factors they contain. This will lead to better influences on the consumer behavior and will positively affect the profitability of Hospitality organizations. It was also found that qualitative factors influenced the consumers behavior to a greater extent than quantitative factors and female respondents were more influenced by these factors therefore keeping in mind these findings Hospitality industry should chalk out appropriate strategies in this regard.

7.7. Descriptive analysis of influence of Marketing mix strategies on consumer behavior of respondents:

Data analysis revealed that all the Marketing mix elements have influenced the consumer behavior of respondents significantly; the findings are supported by the average Mean value of 3.55, and a significance value of 0.00 which falls within the limits. Data analysis further revealed that female respondents with an average Mean of 3.68 were found to be more influenced than male respondents having average Mean of 3.42.

Analysis of Means of all the Marketing Mix elements concluded that Physical evidences and Distribution influenced the consumer behavior of respondents the most with an average Mean of 3.90 followed by Pricing strategies (Mean=3.61), People/staff (Mean:3.57), Promotional strategies (Mean: 3.48), and product/processes (Mean:3.17)

Therefore based on the average mean value, Hospitality industry should give due weightage, while they formulate marketing strategies to these marketing mix elements.
7.8. Findings, conclusions and recommendations on the basis of factor analysis of Marketing Mix elements influencing the decision of respondents.

Factor analysis led to the extraction of six components. Component -1 which represented “effectiveness of operations indicators” influenced the decision of the respondents to the largest extent with a variance of 23.93. Component -2 represents “etiquette of staff indicators” and has a variance of 20.293. Component -3 represents “availability of comfortable facilities indicators” with a variance of 12.528, Component -4 represents “pricing indicators” of Hospitality Industry with a variance of 11.37, component 5&6 represented “advertising indicators” of Hospitality Industry and carried a variance of 9.92. The value of variance decides the degree of influence, higher the value higher is the degree of influence.

Component-1 included the factors which are related with affectivity & efficiency of Hospitality Industry operations. Component-1 included the factors like friendliness of online services(.901), operational affectivity (0.888), security of transactions(0.879), flexibility of Hospitality Industry(0.865), differentiated services (0.858), innovative ideas (0.853), 24*7 services (0.849), knowledge of Hospitality Services (0.818), Customization of services (0.816), confidential information’s (0.815), promptness of Hospitality services (0.813), food/drink facilities (0.798), and regular feedback taken (0.788).

Components -2 represented “etiquette of staff indicators” which included the factors like courteousness of front employee (0.895), quickness of front desk (0.890), trained staff (0.879), sufficient staff (0.855), technology savvy staff (0.854), decent staff (0.849), and neat & clean staff (0.845).

Components-3 represented “availability of comfortable facilities indicators” and included the factors like sufficient parking space (.887), good seating arrangement (0.876), network of agents (0.843), 24*7 flexible hours (0.841), interior decor & ambience (0.838), and location & layout (0.826).

Component-4: Represents “Pricing indicators” which includes the factors like affordability (0.900), competitive & nominal prices (0.863), effect of quality &
quantity of services (0.849), no hidden charges (0.801), seasonal discount (0.794), option of payment (0.780).

Components 5 & 6 represents the “advertising indicators” of Hospitality Industry and included the factors like newspaper advertising (0.810), T.V. advertising (0.799), web-portal (0.706), free samples and schemes (0.697), display & demonstrations (0.654), promotion through trade publications (0.601), and promotion through direct mail (0.638).

Because all the Marketing Mix elements influenced the consumer behavior of respondents, therefore Hospitality Industry should try to take care of every factor, but should focus more on above extracted components and factors they contains. This will lead to better influences on consumer behavior and will positively affect the profitability of Hospitality organizations. It is also found that female respondents were more influenced by these factors therefore Hospitality Industry should chalk out appropriate strategies in this regard.

7.9. Findings, conclusions and recommendations on the basis of analysis of factors those influenced the consumer behavior while respondents availed the Hospitality Services.

Findings on the basis of analysis on the basis of influence of various factors on consumer behavior, revealed that 46.20% of male respondents agreed that consumer behavior plays a significant role in selection of Hospitality Services when compared with 47.42% of female respondents, and in totality 93.62% of respondents agreed that consumer behavior plays a significant role in selection of Hospitality Services. The descriptive analysis of factors influencing consumer behavior revealed that all the factors had significantly influenced the consumer behavior of respondents while they availed the Hospitality Industry services. An average Mean of 3.89 of all respondents supported the conclusion. It was further concluded that female respondents were more influenced by these factors with an average Mean value of 3.92 as compared to 3.87 of male respondents.

The factors were grouped in the following groups on the basis of their Mean value which also signified the extent of their influence on the consumer behavior of respondents.
1. The first group which influenced the consumer behavior to the largest extent contains the factors those have Mean > 4.00 and includes personality (4.10), family (4.06), role and status (4.06), need (4.02), and culture (4.01).

2. The second group which influenced the consumer behavior contained the factors those have Mean value > 3.8 to < 4.00, like social class (3.97), past experience (3.95), reference groups (3.94), economic circumstances (3.92), learning (3.89), occupation (3.88), and interest (3.85).

3. The third group which influenced the consumer behavior at third place contained the factors having Mean value < 3.8 and included motivation (3.78), culture and traditions (3.70), and age (3.7).

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

7.10. Findings conclusions and recommendations on the basis of analysis of “quality of Hospitality Services perceived by respondents”.

Analysis of quality perceived by respondents revealed that the total score of perception & expectations based on all the five dimensions of quality was 5.11 and 5.57 respectively, which resulted in a quality gap of -0.46. Hence forth it is concluded that the respondents did not derive the quality which they expected from Hospitality Industry. It was further found that total quality gap was found more in case of male then in female respondents(-0.47, and -0.45 respectively).

Analysis of all the five dimensions of quality revealed that the maximum gap was found in case of Reliability which was -0.52, followed by Assurance (-0.50), Tangibles(-0.48), Responsiveness (-0.47) and Empathy (-0.35). Analysis further revealed a significant difference in gaps (between genders) in Responsiveness, and Assurance dimension a larger gap was noticed in male gender which was -0.57, -0.55 respectively while in Tangibles and Empathy dimensions a larger gap was found in
female gender which was -0.50 and -0.41 respectively. In reliability not a significant gap was noticed in case of male and female gender.

**Analysis of expectations**

Factor analysis applied on expectations of respondents resulted in three components which significantly revealed the expectations those were significant for respondents. The first component which represented the “service quality indicators” influenced the expectations of respondents the most, the second component which influenced the expectations of respondents represented the “Empathy indicators”, followed by The third component which influenced the expectations of respondents represented the “Tangible indicators”.

**Analysis of perception:**

The factor analysis applied on perception has resulted in six components which significantly affected the perception of respondents. The first component which influenced the perception of the respondents most represented the “service quality and tangible indicators”, the second component which influenced the perception of the respondents represented the “customer oriented indicators”. Third component represented the skill and facility indicators; the 4th represented the customization indicators, 5th indicated empathy indicators, and 6th component represented accuracy and promptness indicators.

1. **Hospitality Industry should try to fill the gaps found in Reliability (Max.) followed by Assurance, Tangibles, Responsiveness, and Empathy dimension so that the gap derived in total quality could be filled.**

2. **Because in case of male gender a larger gap was noticed in Responsiveness and Assurance dimension, and in case of female respondents it was Tangible and Empathy therefore Hospitality industry should consider these factors and chalk out appropriate strategies with regard to male and female consumers.**

3. **Significant expectations of respondents were found from Reliability and Responsiveness (max.) followed by Empathy and Tangible dimensions and respondents perceptions were found significantly perceiving Tangibles & Assurance dimension (max.), followed by Responsiveness, Empathy and**
Reliability dimension. Therefore Hospitality Industry should try to match the expectation and perceptions of consumers regarding the quality dimensions, so that the gaps can be minimized.

7.11. Findings conclusions and recommendations on the basis of analysis of “experiences of respondents with Hospitality Services”.

1. Level of satisfaction with Hospitality Industry:

Data analysis revealed that the Mean of responses regarding the satisfaction was 2.45 and 2.42 in case of male and female respondents respectively, which revealed that respondents were not significantly satisfied with Hospitality Industry? Though insignificant but the male respondents were found to be little more satisfied with Hospitality Industry services. The conclusion is supported with a significance value of 0.00.

2. Level of loyalty with Hospitality Industry:

Data analysis revealed that the Mean of responses regarding the loyalty was 2.88 and 2.74 in case of male and female respondents respectively, which concluded that respondents were not significantly loyal to Hospitality Industry? Though insignificant but the male respondents were found to be little more loyal to Hospitality Industry services. The conclusion is supported with a significance value of 0.00

3. Level of recommending Hospitality Industry:

Data analysis revealed that the Mean of responses regarding recommending the Hospitality Industry services was 2.60 and 2.64 in case of male and female respondents respectively, which concluded that respondents were not significantly recommending Hospitality Industry services? Though insignificant but the female respondents were found to be recommending Hospitality Industry services somewhat more than male respondents. The conclusion is supported with a significance value of 0.00

Respondents were not found fully satisfied ( Average mean: 2.45) and loyal (Average Mean: 2.81) to Hospitality industry. Henceforth Hospitality Industry should try to find out the areas with which the consumers are not completely
satisfied, and try to remove these grey patches. So that the gaps can be minimized, this will enhance the degree of satisfaction and loyalty in the consumers for Hospitality Industry. It was also concluded that degree of satisfaction and loyalty in the male respondents were found to be more than female respondents. Based on these finding Hospitality industry should formulate appropriate strategies for male and female consumers accordingly.

7.12. Findings conclusions and recommendations the basis of analysis of “relationship between service quality & customer loyalty”.

The analysis revealed that in case of both the genders the loyalty was not significantly correlated with satisfaction. It was further found that may be insignificant but the loyalty of female respondents for Hospitality industry services was found to be more correlated with their satisfaction level.

Because the loyalty of respondents was not found to be correlated with satisfaction level of respondents therefore Hospitality industry should formulate the strategies those build up the loyalty among consumers.

7.13. Limitation of study:

1. Scarcity of funds and time have constrained researcher to confine to Delhi state only, otherwise researcher could have included NCR in the study too. Due to time constraints and non availability of resources researcher was unable to meet personally with every respondent, and explain each and every question to him or her, which might have not made all the questions very clear and understandable to every respondent and thus could have created ambiguity in case of all or some of the questions. Therefore this ambiguity and unclarity might have affected the findings of research.

2. The objectives of research were technical, and the questionnaire constructed was bound to contain technicality in case of large questions (e.g. finding out awareness of marketing mix elements, physical evidences, process management, types of pricing strategies, external business environment etc.). Thus Respondents might have not understood all or few of these questions and in order to hide his or her awareness/knowledge, could have give inaccurate or biased responses which might have affected the accuracy of research findings.
7.14. Futures scopes of study:

1. The present study was conducted from consumer’s perspective. The same study can be carried out from the perspective of Hospitality industry.

2. The present study achieved the objectives like finding out awareness of Marketing Mix strategies in Hospitality industry, to study the factors influencing Consumer Behavior while availing Hospitality Industry services, assessing the quality delivered by Hospitality Industry and finding out the relationship of loyalty with the satisfaction level of respondents. The same study can be conducted in future investigating the areas like, Customer Relationship Management in Hospitality industry, To explore the significance of Internet marketing in Hospitality industry, Finding out the positioning and prospects of repositioning of Hospitality industry services, Investigating competitors strategies and their strengths and weaknesses, finding out the affectivity of operations management in Hospitality industry, and To find out the affectivity of Personnel Management in Hospitality industry and investigating it relation with satisfaction of consumers.

7.15. Recommendations on the basis of observations:

The researcher has observed and recommended the following as per the outcome of study:

1. Promoting web based IT enabled Hospitality services:

It was found that Hospitality industry is growing with a rapid pace. Million of players are operating in India under different formats of Hospitality industry. The study has revealed that consumers are not well aware about the Hospitality services providers, their location, prices and the nature of their products and services. Previous researchers as well as this study revealed that consumers are not fully aware about the marketing strategies of Hospitality industry, and are availing the services on the basis of their gut feel and hit and trial. Non awareness of prices and quality of products and services is making consumers conscious and confused. This is going to influence consumer behavior of people adversely.

Henceforth there is a need that government should come out with a unified portal which reflects the information’s about all the Hospitality players operating, and about
the products and prices they are offering. This will motivate the existing customers to avail the Hospitality services frequently without any fear and anxiety.

2. Promotion of Internet Services as Promotional Tool for Marketing: Study revealed that consumers are not significantly aware about the marketing mix elements, and it was found that except “People”, consumers are not significantly aware about the other marketing mix elements like Product, Price, Promotion and Physical evidences. Therefore organizations should try to promote these elements so that consumers became aware about them. Research has further concluded that internet is the best accepted media vehicle followed by word of mouth (friends and relatives), therefore Hospitality industry can use these two media vehicles to promote their Marketing mix. This will increase the awareness of Hospitality industry consumers and ultimately influence the productivity of organizations positively.

3. Promotion of cashless payment options: It was also observed that majority of consumers are paying for Hospitality services through cash mode and very few are paying through credit cards. Therefore industry should come up with offers and discounts, which influence people to pay through credit cards, because paying through credit cards, facilitate the consumers to avail Hospitality services even when consumers don’t have cash to pay. This motivates the consumers to enjoy the services freely and affect the revenues of organizations positively.

4. Facilitating gender based services: The present study is based on gender, and the most important finding of the study is that female respondents were found to be more responsive towards marketing strategies of Hospitality industry and factors influencing consumer behavior. Henceforth Hospitality industry should formulate more female oriented services and products, and should give more offers and schemes to this gender.

5. Monitoring by Government: It was observed that Hospitality industry is growing rapidly. Every day entrepreneurs are setting up Hospitality units. It is further revealed that industry is selling and charging for their services and products as per their interest and will. There is no control of government on them. This has led to an exploitation of consumers; therefore it is advised that government should put limits on Hospitality players. And make the registration mandatory by an authorized government body.
Besides it Ministry of tourism must keep an eye on these players. This will keep a check on the quality of services and stop exploitation of consumers.

6. **Adherence to quality**: Further it was observed that people are selling Hospitality service without prior expertise and experience. This has led to a poor quality delivered by Hospitality industry and led to the dissatisfaction of consumers. The present research too has revealed that there is a gap in total quality and customer is not satisfied with Hospitality services. Henceforth in order to provide the quality services as per the expectations of consumers Hospitality industry players should develop a USP in their service category. So that they can deliver the best of services and products. This will not only result in the satisfaction of customers but will increase the brand image of service providers.