

CHAPTER – IV

ANALYSIS AND INTERPRETATION OF THE DATA

4.0 Introduction

This chapter reveals the findings of the research work undertaken based on the objectives and hypotheses framed. The chapter consists of analysis and interpretation that is facilitated by SPSS package. The analysis is presented highlighting findings and interpretation of responses of customers of the select four star and five star hotels of Hyderabad and Vishakhapatnam are covered under the study. The chapter is presented using tables, charts and interpretations are drawn in the light of the findings.

The chapter opens with the reliability statistics of the study and section wise reliability of the questionnaire. The chapter throws light on some general demographic profile details of the respondents such as gender, age, marital status, occupation, education, monthly income, frequency of visit to the hotel and approximate amount spent per visit at the hotel of the customers. The later part of the chapter concentrates on the findings, analysis and interpretation of responses of customers of the hotels. It further presents the analysis of the Hypothesis of the study calculated by the application of Chi square and Factor Analysis.

4.1 Reliability of the Study

Reliability Statistics	
Cronbach's Alpha	No. of Items
.957	93

Reliability tested using Cronbach's Alpha score. The questionnaire is said to be reliable if the Cronbach's Alpha score is above 60 %. The questionnaire used for data collection has a score of .957 i.e. 95.7 % which indicates a high level of internal consistency, validity and implies that the questionnaires are reliable. In table 4 given below presents, the internal consistency

of the research instrument i.e. questionnaire. It can be observed that the internal consistency is high as the reliability value is more than 75%.

Table 4.0 Internal Consistency and Reliability of the Study

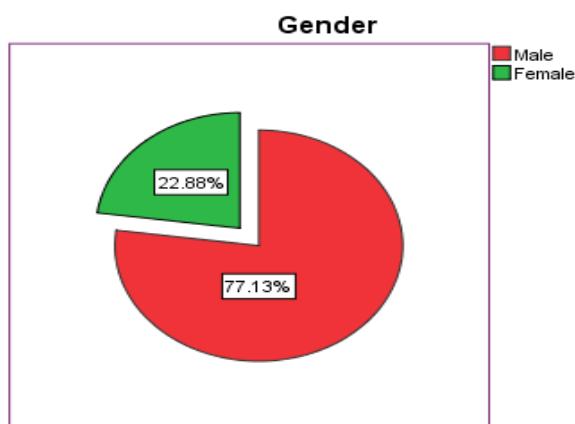
S No	Factors	Cronbach's Alpha	Reliability
1	Factors influencing the customer's hotel selection	.867	86.7%
2	Important elements of the ambience according to the customers	.843	84.3%
3	All five Senses	.944	94.4%
3	Visual Factors	.855	85.5%
4	Audio Factors	.856	85.6%
5	Olfactory Factors	.819	81.9%
6	Tactile Factors	.824	82.4%
7	Gustative Factors	.767	76.7%

4.2 Demographic Profile of the Respondents

Table 4.1 Gender of the Respondents

			Gender		Total
			Male	Female	
Hotel	DOLPHIN HOTEL	Count	90	10	100
		% within Gender	14.6%	5.5%	12.5%
	TAJ VIVANTA	Count	75	25	100
		% within Gender	12.2%	13.7%	12.5%
	GREENPARK VIZAG	Count	67	33	100
		% within Gender	10.9%	18.0%	12.5%
	ACCOR NOVOTEL	Count	68	32	100
		% within Gender	11.0%	17.5%	12.5%
	ITC PARK VALLABA	Count	87	13	100
		% within Gender	14.1%	7.1%	12.5%
	GREENPARK	Count	81	19	100
		% within Gender	13.1%	10.4%	12.5%
	TAJ RESIDENCY	Count	65	35	100
		% within Gender	10.5%	19.1%	12.5%
	ACCOR NOVOTEL VIZAG	Count	84	16	100
		% within Gender	13.6%	8.7%	12.5%
	Total	Count	617	183	800
		% within Gender	100.0%	100.0%	100.0%

Fig 4.0 Gender of the Respondents

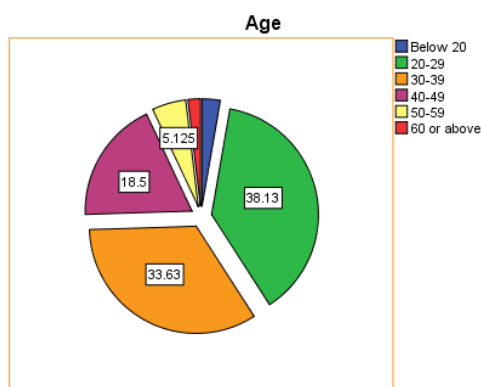


Here we see that out of 800 four and five star hotel customers considered for the study there are 617 i.e. 77.13% males and 183 i.e. 22.88% females.

Table 4.2 Age of the Respondents

			Age						Total
			Below 20	20-29	30-39	40-49	50-59	60 or above	
Hotel	DOLPHIN HOTEL	Count	1	33	47	17	2	0	100
		% within Age	4.5%	10.8%	17.5%	11.5%	4.9%	0.0%	12.5%
	TAJ VIVANTA	Count	0	31	38	22	7	2	100
		% within Age	0.0%	10.2%	14.1%	14.9%	17.1%	13.3%	12.5%
	GREENPARK VIZAG	Count	11	45	24	14	5	1	100
		% within Age	50.0%	14.8%	8.9%	9.5%	12.2%	6.7%	12.5%
	ACCOR NOVOTEL	Count	3	31	41	8	14	3	100
		% within Age	13.6%	10.2%	15.2%	5.4%	34.1%	20.0%	12.5%
	ITC PARK VALLABA	Count	2	56	25	9	3	5	100
		% within Age	9.1%	18.4%	9.3%	6.1%	7.3%	33.3%	12.5%
	GREENPARK	Count	0	37	23	38	1	1	100
		% within Age	0.0%	12.1%	8.6%	25.7%	2.4%	6.7%	12.5%
	TAJ RESIDENCY	Count	5	49	31	10	4	1	100
		% within Age	22.7%	16.1%	11.5%	6.8%	9.8%	6.7%	12.5%
	ACCOR NOVOTEL VIZAG	Count	0	23	40	30	5	2	100
		% within Age	0.0%	7.5%	14.9%	20.3%	12.2%	13.3%	12.5%
	Total	Count	22	305	269	148	41	15	800
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Fig 4.1 Age of the Respondents

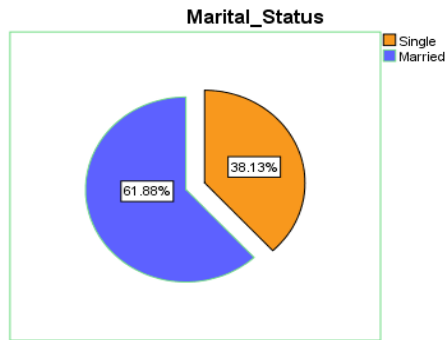


This table presents the age of the respondents; maximum of the respondents i.e. 305 i.e. 38.13%, 269 i.e. 33.63% and 148 i.e. 18.5% belonged to the 20-29, 30-39 and 40-49 age group respectively.

Table 4.3 Marital Status of the Respondents

			Marital Status		Total
			Single	Married	
Hotel	DOLPHIN HOTEL	Count	41	59	100
		% within Marital Status	13.4%	11.9%	12.5%
	TAJ VIVANTA	Count	34	66	100
		% within Marital Status	11.1%	13.3%	12.5%
	GREENPARK VIZAG	Count	48	52	100
		% within Marital Status	15.7%	10.5%	12.5%
	ACCOR NOVOTEL	Count	35	65	100
		% within Marital Status	11.5%	13.1%	12.5%
	ITC PARK VALLABA	Count	47	53	100
		% within Marital Status	15.4%	10.7%	12.5%
	GREENPARK	Count	38	62	100
		% within Marital Status	12.5%	12.5%	12.5%
	TAJ RESIDENCY	Count	44	56	100
		% within Marital Status	14.4%	11.3%	12.5%
	ACCOR NOVOTEL VIZAG	Count	18	82	100
		% within Marital Status	5.9%	16.6%	12.5%
Total	Count	305	495	800	
	% within Marital Status	100.0%	100.0%	100.0%	

Fig. 4.2 Marital Status of the Respondents

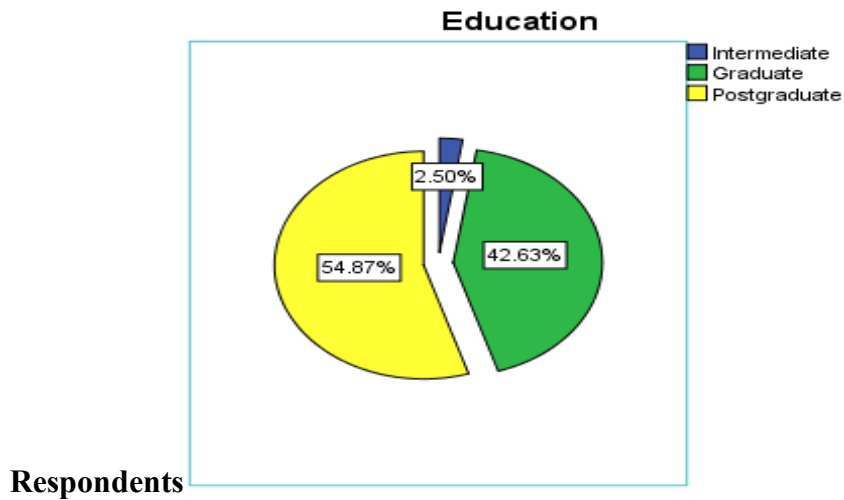


This table presents the marital status of the respondents; 495 i.e. 61.88% of the total respondents were married.

Table 4.4 Educational Profile of the Respondents

			Education			Total
			Intermediate	Graduate	Postgraduate	
Hotel	DOLPHIN HOTEL	Count	2	63	35	100
		% within Education	10.0%	18.5%	8.0%	12.5%
	TAJ VIVANTA	Count	1	40	59	100
		% within Education	5.0%	11.7%	13.4%	12.5%
	GREENPARK VIZAG	Count	5	52	43	100
		% within Education	25.0%	15.2%	9.8%	12.5%
	ACCOR NOVOTEL	Count	5	38	57	100
		% within Education	25.0%	11.1%	13.0%	12.5%
	ITC PARK VALLABA	Count	2	34	64	100
		% within Education	10.0%	10.0%	14.6%	12.5%
	GREENPARK	Count	0	22	78	100
		% within Education	0.0%	6.5%	17.8%	12.5%
	TAJ RESIDENCY	Count	5	51	44	100
		% within Education	25.0%	15.0%	10.0%	12.5%
	ACCOR NOVOTEL VIZAG	Count	0	41	59	100
		% within Education	0.0%	12.0%	13.4%	12.5%
Total	Count	20	341	439	800	
	% within Education	100.0%	100.0%	100.0%	100.0%	

Fig 4.3 Educational Profile of the



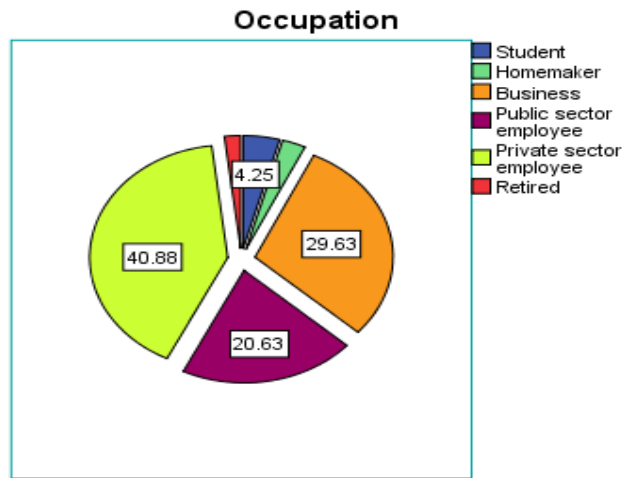
This table presents the educational profile of the respondents; 439 i.e. 54.87% and 341 i.e. 42.63% of the total respondents are postgraduates and graduates.

Table 4.5 Occupation of the Respondents

			Occupation						Total
			1	2	3	4	5	6	
Hotel	FORTUNE INN SREE KANYA	Count	2	1	59	21	16	1	100
		% within Hotel	2.0%	1.0%	59.0%	21.0%	16.0%	1.0%	100.0%
	TAJ VIVANTA	Count	1	1	35	15	47	1	100
		% within Hotel	1.0%	1.0%	35.0%	15.0%	47.0%	1.0%	100.0%
	GREENPARK VIZAG	Count	10	1	23	17	48	1	100
		% within Hotel	10.0%	1.0%	23.0%	17.0%	48.0%	1.0%	100.0%
	ACCOR NOVOTEL	Count	8	3	15	20	48	6	100
		% within Hotel	8.0%	3.0%	15.0%	20.0%	48.0%	6.0%	100.0%
	ITC PARK VALLABA	Count	5	5	20	19	47	4	100
		% within Hotel	5.0%	5.0%	20.0%	19.0%	47.0%	4.0%	100.0%
	GREENPARK	Count	2	1	16	34	46	1	100
		% within Hotel	2.0%	1.0%	16.0%	34.0%	46.0%	1.0%	100.0%
	TAJ RESIDENCY	Count	6	7	31	19	36	1	100
		% within Hotel	6.0%	7.0%	31.0%	19.0%	36.0%	1.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	3	38	20	39	0	100
		% within Hotel	0.0%	3.0%	38.0%	20.0%	39.0%	0.0%	100.0%
	Total	Count	34	22	237	165	327	15	800
		% within Hotel	4.2%	2.8%	29.6%	20.6%	40.9%	1.9%	100.0%

Occupation: 1= Student, 2 = Homemaker, 3 = Business, 4 = Employed in Public Sector, 5 = Employed in Private Sector, 6 = Retired

Fig 4.4 Occupation of the Respondents



This table presents the occupation of the respondents; 237 i.e. 29.63% and 327 i.e. 40.88% of the total respondents are respectively involved in business and employed in Private Sector.

Table 4.6 Monthly Income of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 25,000	83	10.4	10.4	10.4
25,001 - 50,000	209	26.1	26.1	36.5
50,001 - 75,000	191	23.9	23.9	60.4
75,001 - 1,00,000	128	16.0	16.0	76.4
over 1,00,000	189	23.6	23.6	100.0
Total	800	100.0	100.0	

Fig 4.5 Monthly Income of the Respondents

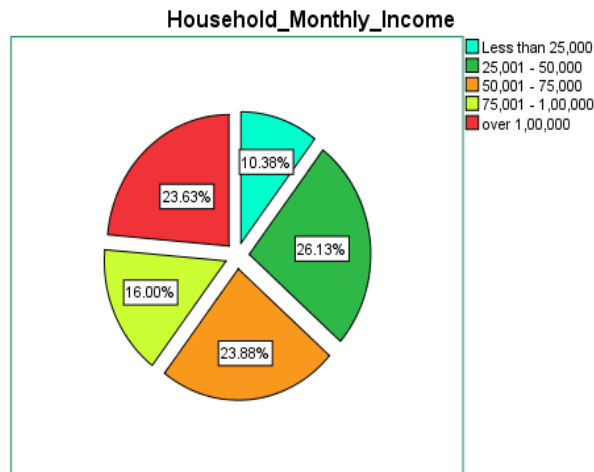
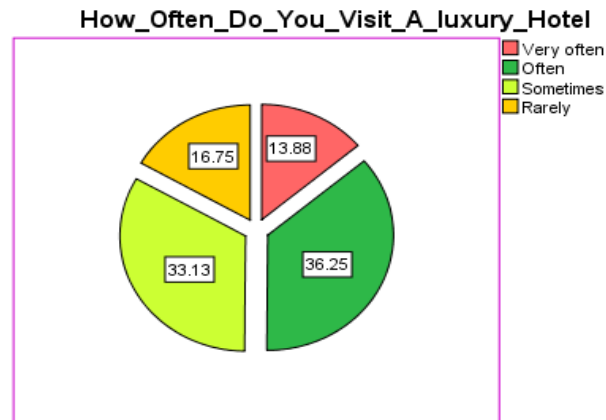


Table 4.7 Frequency of Visit of the Respondents

			Frequency of Visit to a Luxury Hotel				Total
			Very often	Often	Sometimes	Rarely	
Hotel	DOLPHIN HOTEL	Count	11	55	23	11	100
		% within Hotel	11.0%	55.0%	23.0%	11.0%	100.0%
	TAJ VIVANTA	Count	22	38	33	7	100
		% within Hotel	22.0%	38.0%	33.0%	7.0%	100.0%
	GREENPARK VIZAG	Count	11	30	34	25	100
		% within Hotel	11.0%	30.0%	34.0%	25.0%	100.0%
	ACCOR NOVOTEL	Count	15	26	34	25	100
		% within Hotel	15.0%	26.0%	34.0%	25.0%	100.0%
	ITC PARK VALLABA	Count	21	27	29	23	100
		% within Hotel	21.0%	27.0%	29.0%	23.0%	100.0%
	GREENPARK	Count	2	24	51	23	100
		% within Hotel	2.0%	24.0%	51.0%	23.0%	100.0%
	TAJ RESIDENCY	Count	15	37	31	17	100
		% within Hotel	15.0%	37.0%	31.0%	17.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	14	53	30	3	100
		% within Hotel	14.0%	53.0%	30.0%	3.0%	100.0%
Total	Count	111	290	265	134	800	
	% within Hotel	13.9%	36.2%	33.1%	16.8%	100.0%	

Fig 4.6 Frequency of Visit of the Respondents



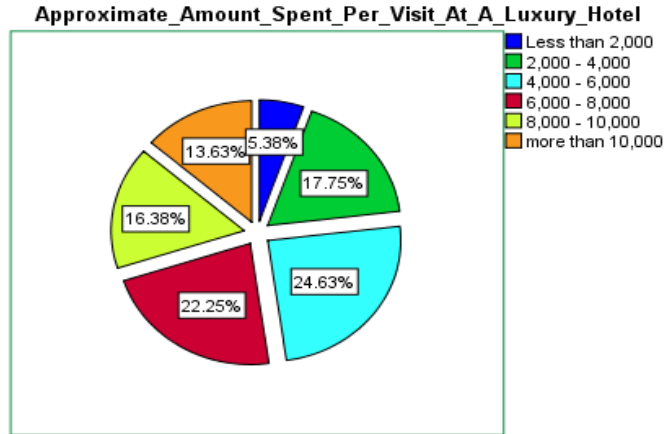
This table presents the frequency of visit of the respondents; 36.25% and 33.13% of the total respondents visit the hotel often and sometimes respectively.

Table 4.8 Approximate Amount Spent by the Respondents per Visit

			Amount Spent Per Visit At A Luxury Hotel						Total
			1	2	3	4	5	6	
Hotel	DOLPHIN HOTEL	Count	2	28	35	19	12	4	100
		% within Hotel	2.0%	28.0%	35.0%	19.0%	12.0%	4.0%	100.0%
	TAJ VIVANTA	Count	1	4	16	28	25	26	100
		% within Hotel	1.0%	4.0%	16.0%	28.0%	25.0%	26.0%	100.0%
	GREENPARK VIZAG	Count	9	20	19	25	20	7	100
		% within Hotel	9.0%	20.0%	19.0%	25.0%	20.0%	7.0%	100.0%
	ACCOR NOVOTEL	Count	7	23	34	11	10	15	100
		% within Hotel	7.0%	23.0%	34.0%	11.0%	10.0%	15.0%	100.0%
	ITC PARK VALLABA	Count	10	17	10	19	12	32	100
		% within Hotel	10.0%	17.0%	10.0%	19.0%	12.0%	32.0%	100.0%
	GREENPARK	Count	7	21	30	18	15	9	100
		% within Hotel	7.0%	21.0%	30.0%	18.0%	15.0%	9.0%	100.0%
	TAJ RESIDENCY	Count	5	13	24	21	22	15	100
		% within Hotel	5.0%	13.0%	24.0%	21.0%	22.0%	15.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	2	16	29	37	15	1	100
		% within Hotel	2.0%	16.0%	29.0%	37.0%	15.0%	1.0%	100.0%
	Total	Count	43	142	197	178	131	109	800
		% within Hotel	5.4%	17.8%	24.6%	22.2%	16.4%	13.6%	100.0%

1= Less than 2,000; 2= 2,000 - 4,000; 3= 4,000 - 6,000; 4= 6,000 - 8,000; 5=8,000 - 10,000; 6= more than 10,000

Fig 4.7 Approximate Amount Spent by the Respondents per Visit



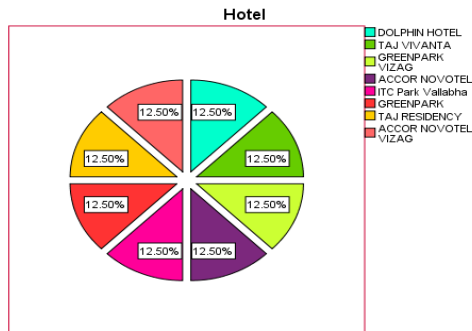
This table presents the approximate amount spent per visit at a luxury hotel by the respondents; it can be noted that 24.63% of the respondents spend 6,000 – 8,000 and 22.25% of the total respondents spend 4,000 – 6,000.

Table 4.9 Hotels Considered for the Study

S. No.	Name of the Hotel	Category	Number of customers - Proposed	Number of customers - Actual	Data Loss
1	Taj Vivanta	5 Star	100	100	Nil
2	Accor Novotel	5 Star	100	100	
3	Greenpark	4 Star	100	100	
4	Fortune Park Vallabha	4 Star	100	100	
Vishakhapatnam					
5	Taj Residency	5 Star	100	100	Nil
6	Accor Novotel	5 Star	100	100	
7	Greenpark	4 Star	100	100	
8	Fortune Inn Sree Kanya	4 Star	100	100	
Total	Eight Hotels		800	800	Nil

(Source: Compiled by researcher)

Fig 4.8 Hotels Considered for the Study



This study considers 100 guests from each of the select hotels, making a total of 800 guests as respondents.

4.3 Ranks Assigned to Factors that Influence the Selection of a Hotel

Table 4.10 Ranks Assigned to Factors that Influence the Selection of a Hotel

	N	Minimum	Maximum	Sum	Std. Deviation	Mean	Rank
Past Experience	800	1	5	3114	1.084	3.89	8
Budget	800	1	5	3141	.969	3.93	7
Discounts	800	1	5	3034	.997	3.79	11
Amenities	800	1	5	3220	.903	4.02	6
Hotel Reputation	800	1	5	3271	.893	4.09	4
Recommendations	800	1	5	3107	.955	3.88	9
Online Reviews	800	1	5	2965	1.017	3.71	12
Advertisement	800	1	5	2912	1.018	3.64	13
Influence of Location	800	1	5	3244	.906	4.06	5
Regular Visitor Here	800	1	5	3039	1.011	3.80	10
Service	800	1	5	3386	.877	4.23	3
Food	800	1	5	3391	.886	4.24	2
Atmosphere	800	1	5	3445	.836	4.31	1

As seen from the table above, the customers pay the highest importance to the influence of Atmosphere which is ranked first with the highest mean of 4.31. Food is ranked second with the second highest mean of 4.24. It is followed by Service with a mean of 4.23 and Hotel Reputation with a mean of 4.09. The factor that is ranked fifth is Location which is generally said to be the most deciding factor. Amenities of the hotel are ranked sixth. The study shows the Budget, Past Experience, recommendation, regular visitor here, ranked seven, eight, nine and ten respectively. Discounts, Online Review and Advertisements have been ranked the lowest influencing factors.

4.4 Ranks Assigned to the Important Elements of the Ambience in a Luxury Hotel

Table 4.11 Ranks Assigned to the Important Elements of the Ambience in a Luxury Hotel

	N	Minimum	Maximum	Sum	Std. Deviation	Mean	Rank
Colour Scheme	800	1	5	2902	.981	3.63	12
Ambience Fragrance	800	1	5	3107	.901	3.88	8
Music Played	800	1	5	3090	.886	3.86	9
Décor	800	1	5	3210	.831	4.01	5
Layout	800	1	5	3203	.833	4.00	6
Cleanliness	800	1	5	3391	.831	4.24	1
Lighting Effect	800	1	5	3218	.837	4.02	4
In House Advertisement	800	1	5	2869	1.067	3.59	13
Upholstery	800	1	5	3081	.885	3.85	10
Temperature	800	1	5	3184	.875	3.98	7
Ventilation	800	1	5	3279	.854	4.10	3
Open Kitchen	800	1	5	3031	.996	3.79	11
Uniform and Grooming of the Staff	800	1	5	3319	.904	4.15	2

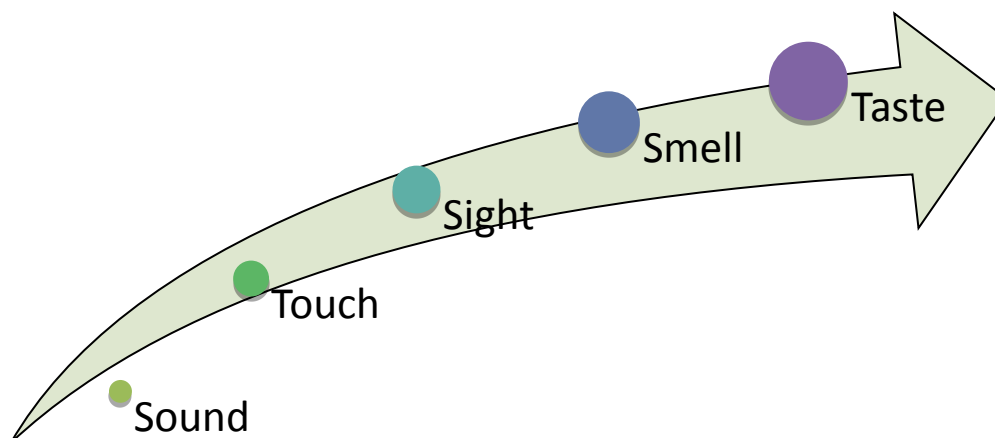
As seen from the table above, the customers consider Cleanliness to be the highest important ambience element, it is ranked first with the highest mean of 4.24. Uniform and grooming of the staff is ranked second with the second highest mean of 4.15. It is followed by Ventilation with a mean of 4.10 and Lighting effect with a mean of 4.02. The factor that is ranked fifth, sixth and seventh are Decor, Layout and Temperature with a mean of 4.01, 4.00 and 3.98 respectively. The study shows the Ambience Fragrance, Music Played, Upholstery and open kitchen, ranked as eight, nine, ten and eleven respectively. The lowest importance is given to Colour Scheme and In House Advertisements with a mean of 3.63 and 3.59 respectively.

4.5 Ranks Assigned to the Five Senses

Table 4.12 Ranks Assigned to the Five Senses

	N	Minimum	Maximum	Sum	Std. Deviation	Mean	Rank
Sight	800	1	5	3272	.907	4.09	3
Sound	800	1	5	3140	.896	3.93	5
Smell	800	1	5	3321	.842	4.15	2
Touch	800	1	5	3244	.852	4.05	4
Taste	800	1	5	3457	.830	4.32	1

Fig 4.9 Ranks Assigned to the Five Senses



The above table reveals the ranks for all hotels collectively. Gustative sense is ranked first with the highest mean of 4.32. Olfactory dimension is ranked second important sense with the mean of 4.15. This is followed by Visual Sense with a mean of 4.09, Tactile dimension with a mean of 4.05. The dimension that is ranked fifth is the Auditory sense with a mean of 3.93.

Table 4.13 Influence of Type of Music Played and the duration of time spent in the Hotel with relation to Age

			Type of Music influences the duration of time spent in the Hotel					Total	
			1	2	3	4	5		
A G E	Below 20	Count	1	2	2	6	11	22	
		% within Age	4.5%	9.1%	9.1%	27.3%	50.0%	100.0%	
	20-29	Count	9	21	89	132	54	305	
		% within Age	3.0%	6.9%	29.2%	43.3%	17.7%	100.0%	
	30-39	Count	3	11	80	123	52	269	
		% within Age	1.1%	4.1%	29.7%	45.7%	19.3%	100.0%	
	40-49	Count	8	12	33	58	37	148	
		% within Age	5.4%	8.1%	22.3%	39.2%	25.0%	100.0%	
	50-59	Count	2	2	13	14	10	41	
		% within Age	4.9%	4.9%	31.7%	34.1%	24.4%	100.0%	
	60 or above	Count	1	0	5	3	6	15	
		% within Age	6.7%	0.0%	33.3%	20.0%	40.0%	100.0%	
	Total		Count	24	48	222	336	170	800
			% within Age	3.0%	6.0%	27.8%	42.0%	21.2%	100.0%

The table above presents the influence of type of music played in the hotel and the duration of time spent by the guests in the hotel in relation to their age. It can be noted that 336 and 170 of the respondents agree and strongly agree that the type of music played in the hotel influences them and the duration of their time spent in the hotel. 186 respondents belonging to the age group 20-29 agree and strongly agree and 175 respondents belonging to the age group 30-39 agree and strongly agree to the statement. This shows that the respondents agree that the type of music played influences their duration of time spent in the hotel. Making age and music strong favourable influencing factors for the hotel.

Table 4.14 Influence of Online Reviews on Age While Selecting a Hotel

			Influence Of Online Reviews					Total	
			1	2	3	4	5		
A G E	Below 20	Count	1	0	5	8	8	22	
		% within Age	4.5%	0.0%	22.7%	36.4%	36.4%	100.0%	
	20-29	Count	16	27	97	98	67	305	
		% within Age	5.2%	8.9%	31.8%	32.1%	22.0%	100.0%	
	30-39	Count	4	13	57	134	61	269	
		% within Age	1.5%	4.8%	21.2%	49.8%	22.7%	100.0%	
	40-49	Count	5	15	45	53	30	148	
		% within Age	3.4%	10.1%	30.4%	35.8%	20.3%	100.0%	
	50-59	Count	0	6	12	7	16	41	
		% within Age	0.0%	14.6%	29.3%	17.1%	39.0%	100.0%	
	60 or above	Count	1	0	4	4	6	15	
		% within Age	6.7%	0.0%	26.7%	26.7%	40.0%	100.0%	
	Total		Count	27	61	220	304	188	800
			% within Age	3.4%	7.6%	27.5%	38.0%	23.5%	100.0%

The table above presents the influence of online review on age while selecting a hotel. It can be noted that 304 and 188 of the respondents agree and strongly agree that they consider online review during the selection of a hotel. 165 respondents belonging to the age group 20-29 agree and strongly agree and 195 respondents belonging to the age group 30-39 agree and strongly agree to the statement that online reviews of the hotel influences them. This shows that the online reviews of the hotels influences the respondents during the selection of the hotel.

4.6 Hypothesis Testing

4.6.1 Hypothesis 1 - Sensory Experience Contributes to Customer Satisfaction in the Hotel

Table 4.15 Sensory Experience Contributes to Customer Satisfaction in the Hotel

			Total Experience in Luxury Hotel is Satisfying					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	1	0	29	48	22	100
		% within Hotel	1.0%	0.0%	29.0%	48.0%	22.0%	100.0%
	TAJ VIVANTA	Count	1	5	31	31	32	100
		% within Hotel	1.0%	5.0%	31.0%	31.0%	32.0%	100.0%
	GREENPARK VIZAG	Count	2	6	23	45	24	100
		% within Hotel	2.0%	6.0%	23.0%	45.0%	24.0%	100.0%
	ACCOR NOVOTEL	Count	0	4	25	52	19	100
		% within Hotel	0.0%	4.0%	25.0%	52.0%	19.0%	100.0%
	ITC PARK VALLABHA	Count	0	0	15	60	25	100
		% within Hotel	0.0%	0.0%	15.0%	60.0%	25.0%	100.0%
	GREENPARK	Count	1	2	20	51	26	100
		% within Hotel	1.0%	2.0%	20.0%	51.0%	26.0%	100.0%
	TAJ RESIDENCY	Count	2	3	19	37	39	100
		% within Hotel	2.0%	3.0%	19.0%	37.0%	39.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	1	1	19	53	26	100
		% within Hotel	1.0%	1.0%	19.0%	53.0%	26.0%	100.0%
Total	Count	8	21	181	377	213	800	
	% within Hotel	1.0%	2.6%	22.6%	47.1%	26.6%	100.0%	

From the above given table it is found that 73.7% of the total respondents agree and strongly agree that their total experience in the Luxury Hotel is Satisfying. Whereas, 22.6% of the total respondents neither disagree nor agree to this statement and 3.6% of the total respondents disagree that their total experience in the Luxury Hotel is Satisfying. 70% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the total experience in the Hotel is Satisfying and 29% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 63% agree and 31% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 69% of the respondents agreed

and 23% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 71% of the respondents agreed and 25% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 85% of the respondents agreed and 15% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 77% of the respondents agreed and 20% neither disagree nor agree to this statement. 76% of the respondents from Taj Residency, Vishakhapatnam agreed that the total experience in the Hotel is Satisfying and 19% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 79% of the respondents agreed and 19% of the respondents neither disagree nor agree to this statement.

Table 4.16 Chi-Square Test of Sensory Experience Contributes to Customer Satisfaction in the Hotel

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.944 ^a	28	.007
Likelihood Ratio	55.406	28	.002
Linear-by-Linear Association	6.529	1	.011
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df = 28$ at 5 % level of significance is 49.944 and the table value is 41.337. As the calculated value is greater than the table value ($49.944 > 41.337$), the null hypothesis is rejected and it is concluded that sensory experience does contribute to customer satisfaction in the hotel.

4.6.2 Factor Analysis as Applied to the Factors that Influence the Selection of a Hotel

Table 4.17 KMO and Bartlett's Test of the Factors that Influence the Selection of a Hotel

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	2340.544
	Df	36
	Sig.	.000

Factor analysis is run to explore the factors that are regarded influencing during the selection of a hotel. As a first step the researcher has validated the data collected on ordinal scaling by the KMO test for measuring of validation and the sampling adequacy. This measure varies

between 0 to 1 and values closer to 1 are better. A value of 0.6 is suggested minimum and in this study the KMO value is 0.815.

For Bartlett’s test of Sphericity the null hypothesis the correlation matrix is an identity matrix. An identity matrix, is a matrix in which all of the diagonal elements are one and all off diagonal elements are zero. The researcher rejects this null hypothesis. Taken together, these tests provide a minimum standard which should be passed before Factor Analysis is conducted. The factors that are extracted based on the responses of the customer which help in narrowing down the factors from a total of 13 variables to 3 components.

Table 4.18 Total Variance Explained of the Factors that Influence the Selection of a Hotel

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	3.727	41.412	41.412	3.727	41.412	41.412	2.332	25.916
2	1.410	15.669	57.081	1.410	15.669	57.081	2.228	24.755	50.671
3	1.038	11.538	68.619	1.038	11.538	68.619	1.615	17.948	68.619
4	.618	6.868	75.487						
5	.553	6.142	81.629						
6	.469	5.208	86.837						
7	.437	4.851	91.688						
8	.417	4.634	96.322						
9	.331	3.678	100.000						

Extraction Method: Principal Component Analysis.

The thirteen questions related to the factors that Influence the Customer during Selection of a Hotel were analyzed using Principal Component Analysis with Varimax (orthogonal) Rotation. Looking form the rotated component matrix the analysis yields three factors explaining a total of 68.619% of the variance for the entire set of variables. Component 1 is labeled USP factors influencing the hotel selection due to the high loadings by the following items: Influence of Service (0.797), Influence of Food (0.831) and Influence of Atmosphere (0.812). This component explained 25.916% of the variance. The second component derived is labeled Loyalty factors influencing the hotel selection. This component was labeled as such due to the high loadings by the following factors: Influence of Past Experience (0.664),

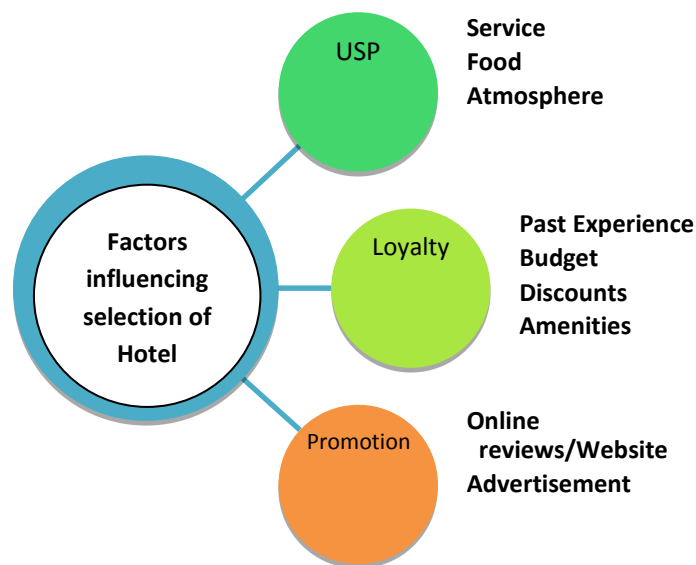
Influence of Budget (0.823), Influence of Discounts (0.767) and Influence of Amenities (0.606). The variance explained by this factor is 24.755%. Component three is labeled Promotion factors influencing the hotel selection due to the high loadings by the following items: Influence of Online reviews/Website (0.853), Influence of Advertisement (0.863). This component explained 17.948% of the variance.

Table 4.19 Components as Extracted from Factor Analysis for the Factors that Influence the Selection of a Hotel

Component	Factors in the component	Factor loading	Percentage variation (from rotation sums of squared loading)
Component 1 USP	Service	0.797	25.916
	Food	0.831	
	Atmosphere	0.812	
Component 2 Loyalty	Past Experience	0.664	24.755
	Budget	0.823	
	Discounts	0.767	
	Amenities	0.606	
Component 3 Promotion	Online reviews/Website	0.853	17.948
	Advertisement	0.863	
Total percent variation from rotation sums of squared loadings			68.619

(Source: Compiled by researcher)

Fig 4.10 Components as Extracted from Factor Analysis for the Factors that Influence the Selection of a Hotel



(Source: Compiled by researcher)

This means that the study has identified three factors influencing the customers selection of a

hotel - one influencing factor of hotel selection is USP (or not), second influencing factor of hotel selection is loyalty (or not) and third influencing factor of hotel selection is promotion (or not). These three patterns are independent of one another (i.e. they are not correlated).

4.6.3 Factor Analysis as Applied to the Important Elements of the Ambience in a Luxury Hotel

Table 4.20 KMO and Bartlett's Test of the Important Elements of the Ambience in a Luxury Hotel

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.829
Bartlett's Test of Sphericity	Approx. Chi-Square	2295.208
	df	55
	Sig.	.000

Factor analysis is run to explore the factors that are regarded important elements of the Ambience in a Luxury Hotel. The data collected on ordinal scaling is validated by the KMO test for measuring of validation and the sampling adequacy. This measure varies between 0 to 1 and values closer to 1 are better. A value of 0.6 is suggested minimum and in this case the KMO value is 0.829.

For Bartlett's test of Sphericity the null hypothesis the correlation matrix is an identity matrix. An identity matrix is a matrix in which all of the diagonal elements are one and all off diagonal elements are zero. We want to reject this null hypothesis. Taken together, these tests provide a minimum standard which should be passed before Factor Analysis is conducted. The factors that are extracted based on the responses of the customer which help in narrowing down the factors from a total of 13 variables to 3 components.

Table 4.21 Total Variance Explained of the Important Elements of the Ambience in a Luxury Hotel

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.889	35.353	35.353	3.889	35.353	35.353	2.333	21.211	21.211
2	1.348	12.251	47.604	1.348	12.251	47.604	2.264	20.579	41.790
3	1.211	11.007	58.611	1.211	11.007	58.611	1.850	16.822	58.611
4	.835	7.588	66.200						
5	.704	6.397	72.597						
6	.624	5.675	78.272						
7	.567	5.155	83.427						
8	.530	4.822	88.249						
9	.465	4.228	92.478						
10	.430	3.905	96.382						
11	.398	3.618	100.000						

Extraction Method: Principal Component Analysis.

The thirteen questions related to the important elements of the Ambience in a Luxury Hotel were analyzed using Principal Component Analysis with Varimax (orthogonal) Rotation. Looking from the rotated component matrix the analysis yields three factors explaining a total of 58.611% of the variance for the entire set of variables. The first Component is labeled Theme as an important element of the Ambience in a Luxury Hotel due to the high loadings by the following items: Colour Scheme (0.790), Ambience Fragrance (0.767), Music Played (0.703) and Décor (0.621). This component explained 21.211% of the variance. The second component derived is labeled Visual factors as an important element of the Ambience in a Luxury Hotel. This component was labeled as such due to the high loadings by the following factors: Cleanliness (0.764), Lighting Effect (0.624), Ventilation (0.694) and Uniform and

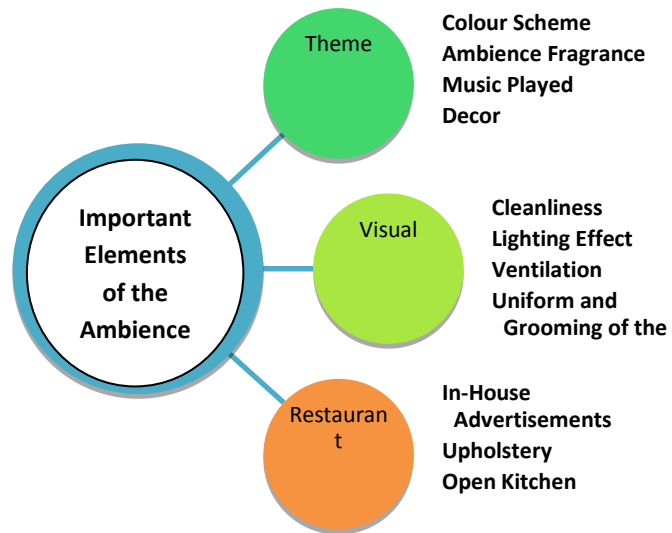
Grooming of the Staff (0.655). The variance explained by this factor is 20.579%. Component three is labeled Restaurant factors as an important element of the Ambience in a Luxury Hotel due to the high loadings by the following items: In-House Advertisements (0.817), Upholstery (0.676) and Open Kitchen (0.647). This component explained 16.822% of the variance.

Table 4.22 Components as Extracted from Factor Analysis for Important Elements of the Ambience in a Luxury Hotel

Component	Factors in the component	Factor loading	Percentage variation (from rotation sums of squared loading)
Component 1 Theme	Colour Scheme	0.790	21.211
	Ambience Fragrance	0.767	
	Music Played	0.703	
	Decor	0.621	
Component 2 Visual	Cleanliness	0.764	20.579
	Lighting Effect	0.624	
	Ventilation	0.694	
	Uniform and Grooming of the Staff	0.655	
Component 3 Restaurant	In-House Advertisements	0.817	16.822
	Upholstery	0.676	
	Open Kitchen	0.647	
Total percent variation from rotation sums of squared loadings			58.611

(Source: Compiled by researcher)

Fig 4.11 Components as Extracted from Factor Analysis for Important Elements of the Ambience in a Luxury Hotel



(Source: Compiled by researcher)

This means that the study has identified three important elements of the Ambience in a Luxury Hotel. First important element of the Ambience in a Luxury Hotel is Theme (or not), second important element of the Ambience in a Luxury Hotel is Visual (or not) and third important element of the Ambience in a Luxury Hotel is Restaurant (or not). These elements are independent of one another (i.e. they are not correlated).

4.6.4 Factor Analysis as Applied to the Existing Facts

Table 4.23 KMO and Bartlett's Test of the to the Existing Facts

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.847
	Approx. Chi-Square	2357.621
Bartlett's Test of Sphericity	df	28
	Sig.	.000

Factor analysis is run to explore the existing facts that are influencing the customers. The data collected on ordinal scaling is validated by the KMO test for measuring of validation and the sampling adequacy. This measure varies between 0 to 1 and values closer to 1 are better. A value of 0.6 is suggested minimum and in this case the KMO value is 0.847.

For Bartlett's test of Sphericity the null hypothesis the correlation matrix is an identity matrix. An identity matrix, is a matrix in which all of the diagonal elements are one and all off diagonal elements are zero. The research rejects this null hypothesis. Taken together, these tests provide a minimum standard which should be passed before Factor Analysis is conducted. The factors that are extracted based on the responses of the customer which help in narrowing down the factors from a total of 9 variables to 2 components.

Table 4.24 Total Variance Explained of the Existing Facts

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.670	45.881	45.881	3.670	45.881	45.881	2.800	34.995	34.995
2	1.485	18.566	64.447	1.485	18.566	64.447	2.356	29.452	64.447
3	.679	8.485	72.931						
4	.525	6.566	79.497						
5	.487	6.088	85.585						
6	.434	5.427	91.012						
7	.420	5.248	96.260						
8	.299	3.740	100.000						

Extraction Method: Principal Component Analysis.

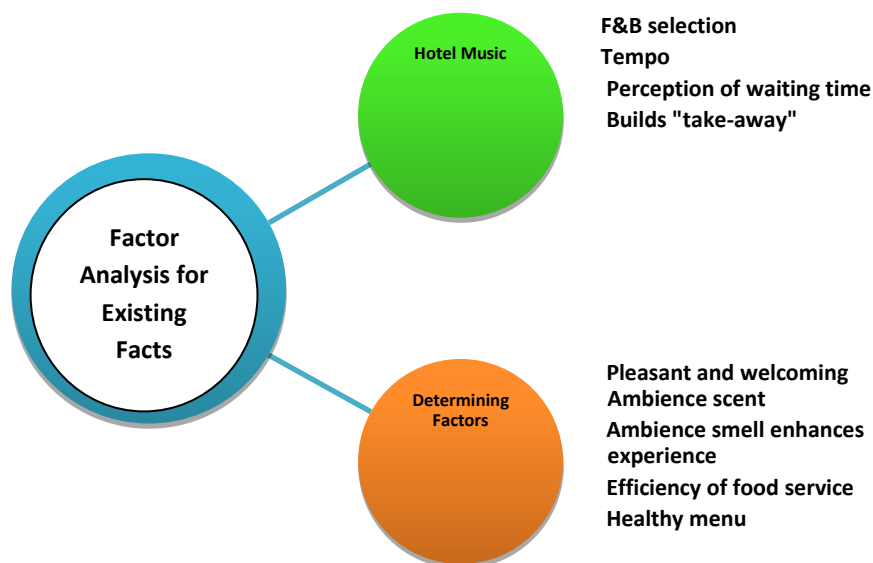
The nine questions related to the existing facts that influence the customers were analyzed using Principal Component Analysis with Varimax (orthogonal) Rotation. Looking from the rotated component matrix the analysis yields two factors explaining a total of 64.447% of the variance for the entire set of variables. The first Component is labeled Hotel Music. This component is labeled as such due to the high loadings by the following items: F&B selection (0.831), Tempo (0.876), Perception of waiting time (0.785) and Builds "take-away" (0.739). This component explained 34.995% of the variance. Second Component is labeled Determining Factors due to the high loadings by the following items: Pleasant and welcoming Ambience scent (0.699), Ambience smell enhances experience (0.762), Efficiency of food service (0.808) and Healthy menu (0.689). This component explained 29.452% of the variance.

Table 4.25 Components as Extracted from Factor Analysis for Existing Facts

Component	Factors in the component	Factor loading	Percentage variation (from rotation sums of squared loading)
Component 1 Hotel Music	Loud music influences my food and beverage selection	0.831	34.995
	Music tempo of the Luxury Hotel influences my dining speed	0.876	
	Music of the Luxury Hotel decreases perception of my waiting time	0.785	
	Music of the Luxury Hotel builds a positive "take-away" dining experience	0.739	
Component 2 Determining Factors	The ambience scent of the Luxury Hotel is pleasant and welcoming, which improves my mood	0.699	29.452
	The ambience smell enhances my Hotel experience	0.762	
	The efficiency of food service is a determining factor for me to visit the Hotel again	0.808	
	A healthy menu with nutritive value helps me in making the choice to order a dish	0.689	
Total percent variation from rotation sums of squared loadings			64.447

(Source: Compiled by researcher)

Fig 4.12 Components as Extracted from Factor Analysis for Existing Facts



(Source: Compiled by researcher)

This means that the study has identified two existing facts that are influencing the customers. First influencing factors is Hotel Music (or not), second influencing factors is Determining Factors (or not). These elements are independent of one another (i.e. they are not correlated).

4.7 Visual Factors

Table 4.26 Influence of Softened Lights on the Customers Which Increases their Well Being Sensation and the Time Spent at the Point of Sale

			Softened Lights Increases Well Being Sensation and Time Spent					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	1	18	64	17	100
		% within Hotel	0.0%	1.0%	18.0%	64.0%	17.0%	100.0%
	TAJ VIVANTA	Count	2	7	37	41	13	100
		% within Hotel	2.0%	7.0%	37.0%	41.0%	13.0%	100.0%
	GREENPARK VIZAG	Count	2	11	21	44	22	100
		% within Hotel	2.0%	11.0%	21.0%	44.0%	22.0%	100.0%
	ACCOR NOVOTEL	Count	1	2	37	52	8	100
		% within Hotel	1.0%	2.0%	37.0%	52.0%	8.0%	100.0%
	ITC PARK VALLABA	Count	0	3	21	48	28	100
		% within Hotel	0.0%	3.0%	21.0%	48.0%	28.0%	100.0%
	GREENPARK	Count	1	5	29	47	18	100
		% within Hotel	1.0%	5.0%	29.0%	47.0%	18.0%	100.0%
	TAJ RESIDENCY	Count	6	10	18	47	19	100
		% within Hotel	6.0%	10.0%	18.0%	47.0%	19.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	3	5	18	55	19	100
		% within Hotel	3.0%	5.0%	18.0%	55.0%	19.0%	100.0%
Total	Count	15	44	199	398	144	800	
	% within Hotel	1.9%	5.5%	24.9%	49.8%	18.0%	100.0%	

From the above given table it is found that 67.8% of the total respondents agree that the softened lights increases their well being sensation and time spent at a point of sale. Whereas, 24.9% of the total respondents neither disagree nor agree to this statement and 7.4% of the total respondents disagree and strongly disagree to this statement. 81% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the softened lights increases their well being sensation and time spent at a point of sale and 18% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 54% agree and 37% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 66% of the respondents agreed and 21% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 60% of the respondents agreed and 37% of the respondents neither

disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 76% of the respondents agreed and 21% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 65% of the respondents agreed and 29% neither disagree nor agree to this statement. 66% of the respondents from Taj Residency, Vishakhapatnam agreed that the softened lights increases their well being sensation and time spent at a point of sale and 18% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 74% of the respondents agreed and 18% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 71.335 and the table value is 41.337. As the calculated value is greater than the table value ($71.335 > 41.337$), the null hypothesis is rejected and it is concluded that the soften lights increases the customer's well being sensation and their time spent at a point of sale.

Table 4.27 The Ambience Colour Scheme of the Hotel Favourably Stimulates the Customers

			The Ambience Colour Scheme Favourably Stimulates					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	0	33	47	20	100
		% within Hotel	0.0%	0.0%	33.0%	47.0%	20.0%	100.0%
	TAJ VIVANTA	Count	0	7	28	35	30	100
		% within Hotel	0.0%	7.0%	28.0%	35.0%	30.0%	100.0%
	GREENPARK VIZAG	Count	2	8	20	44	26	100
		% within Hotel	2.0%	8.0%	20.0%	44.0%	26.0%	100.0%
	ACCOR NOVOTEL	Count	2	0	36	41	21	100
		% within Hotel	2.0%	0.0%	36.0%	41.0%	21.0%	100.0%
	ITC PARK VALLABA	Count	0	3	14	56	27	100
		% within Hotel	0.0%	3.0%	14.0%	56.0%	27.0%	100.0%
	GREENPARK	Count	1	4	19	50	26	100
		% within Hotel	1.0%	4.0%	19.0%	50.0%	26.0%	100.0%
	TAJ RESIDENCY	Count	2	6	13	41	38	100
		% within Hotel	2.0%	6.0%	13.0%	41.0%	38.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	3	3	22	45	27	100
		% within Hotel	3.0%	3.0%	22.0%	45.0%	27.0%	100.0%
	Total	Count	10	31	185	359	215	800
		% within Hotel	1.2%	3.9%	23.1%	44.9%	26.9%	100.0%

From the above given table it is found that 71.8% of the total respondents agree that the ambience colour scheme favourably stimulates them. Whereas, 23.1% of the total respondents neither disagree nor agree to this statement and 5.1% of the total respondents disagree and strongly disagree to this statement. 67% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the ambience colour scheme favourably stimulates

them and 33% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 65% agreed and 28% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 70% of the respondents agreed and 20% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 62% of the respondents agreed and 36% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 83% of the respondents agreed and 14% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 76% of the respondents agreed and 19% neither disagree nor agree to this statement. 79% of the respondents from Taj Residency, Vishakhapatnam agreed that the ambience colour scheme favourably stimulates them and 13% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 72% of the respondents agreed and 22% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 59.859 and the table value is 41.337. As the calculated value is greater than the table value ($59.859 > 41.337$), the null hypothesis is rejected and it is concluded that the ambience colour scheme favourably stimulates the customers.

4.7.1 Hypothesis 2a - The Visual Appeal of Food Attracts Customer towards Food

Table 4.28 The Ambience Colour Scheme Favourably Stimulates

			Colour Appearance of Food Attracts and Attribute to Edibility					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	1	33	44	22	100
		% within Hotel	0.0%	1.0%	33.0%	44.0%	22.0%	100.0%
	TAJ VIVANTA	Count	2	1	35	34	28	100
		% within Hotel	2.0%	1.0%	35.0%	34.0%	28.0%	100.0%
	GREENPARK VIZAG	Count	2	3	23	39	33	100
		% within Hotel	2.0%	3.0%	23.0%	39.0%	33.0%	100.0%
	ACCOR NOVOTEL	Count	0	3	30	42	25	100
		% within Hotel	0.0%	3.0%	30.0%	42.0%	25.0%	100.0%
	ITC PARK VALLABA	Count	0	2	18	40	40	100
		% within Hotel	0.0%	2.0%	18.0%	40.0%	40.0%	100.0%
	GREENPARK	Count	1	2	20	51	26	100
		% within Hotel	1.0%	2.0%	20.0%	51.0%	26.0%	100.0%
	TAJ RESIDENCY	Count	2	2	27	30	39	100
		% within Hotel	2.0%	2.0%	27.0%	30.0%	39.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	1	3	20	46	30	100
		% within Hotel	1.0%	3.0%	20.0%	46.0%	30.0%	100.0%
Total	Count	8	17	206	326	243	800	
	% within Hotel	1.0%	2.1%	25.8%	40.8%	30.4%	100.0%	

From the above given table it is found that 71.2% of the total respondents agree that the visual appeal of food attracts them towards the food. Whereas, 25.8% of the total respondents neither disagree nor agree to this statement and 3.1% of the total respondents disagree and

strongly disagree to this statement. 66% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the visual appeal of food attracts them towards the food and 33% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 62% agreed and 35% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 72% of the respondents agreed and 23% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 67% of the respondents agreed and 30% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 80% of the respondents agreed and 18% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 77% of the respondents agreed and 20% neither disagree nor agree to this statement. 69% of the respondents from Taj Residency, Vishakhapatnam agreed that the visual appeal of food attracts them towards the food and 27% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 76% of the respondents agreed and 20% of the respondents neither disagree nor agree to this statement.

Table 4.29 Chi-Square Test of the Ambience Colour Scheme

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.016 ^a	28	.119
Likelihood Ratio	39.453	28	.074
Linear-by-Linear Association	4.310	1	.038
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 37.016 and the table value is 41.337. As the calculated value is lesser than the table value ($37.016 < 41.337$), the null hypothesis is accepted and it is concluded that the colour and appearance of the food does not attract and attribute to the edibility of food.

4.7.2 Hypothesis 2b - The Interior Colour of the Hotel Encourages the Customers to Stay Longer and Increase Consumption.

Table 4.30 The Interior Colour of the Hotel Encourages the Customers to Stay Longer and Increase Consumption.

		Interior Colour Encourages Stay Decision Leading to Consumption					Total	
		1	2	3	4	5		
Hotel	FORTUNE INN SREE KANYA	Count	0	1	29	47	23	100
		% within Hotel	0.0%	1.0%	29.0%	47.0%	23.0%	100.0%
	TAJ VIVANTA	Count	0	10	34	34	22	100
		% within Hotel	0.0%	10.0%	34.0%	34.0%	22.0%	100.0%
	GREENPARK VIZAG	Count	5	5	22	44	24	100
		% within Hotel	5.0%	5.0%	22.0%	44.0%	24.0%	100.0%
	ACCOR NOVOTEL	Count	2	11	39	36	12	100
		% within Hotel	2.0%	11.0%	39.0%	36.0%	12.0%	100.0%
	ITC PARK VALLABHA	Count	2	3	21	42	32	100
		% within Hotel	2.0%	3.0%	21.0%	42.0%	32.0%	100.0%
	GREENPARK	Count	4	7	32	45	12	100
		% within Hotel	4.0%	7.0%	32.0%	45.0%	12.0%	100.0%
	TAJ RESIDENCY	Count	4	4	19	35	38	100
		% within Hotel	4.0%	4.0%	19.0%	35.0%	38.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	1	5	24	41	29	100
		% within Hotel	1.0%	5.0%	24.0%	41.0%	29.0%	100.0%
Total	Count	18	46	220	324	192	800	
	% within Hotel	2.2%	5.8%	27.5%	40.5%	24.0%	100.0%	

From the above given table it is found that 64.5% of the total respondents agree that the interior colour of the hotel encourages the customers to stay longer and increase consumption. Whereas, 27.5% of the total respondents neither disagree nor agree to this statement and 7% of the total respondents disagree and strongly disagree to this statement. 70% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the interior colour of the hotel encourages them to stay longer and increase consumption and 29% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 56% agreed and 34% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 68% of the respondents agreed and 22% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 48% of the respondents agreed and 39% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 74% of the respondents agreed and 21% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 57% of the respondents agreed and 32% neither disagree nor agree to this statement. 73% of the respondents from Taj

Residency, Vishakhapatnam agreed that the interior colour of the hotel encourages them to stay longer and increase consumption and 19% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 70% of the respondents agreed and 24% of the respondents neither disagree nor agree to this statement.

Table 4.31 Chi-Square Test of the Interior Colour of the Hotel

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.661 ^a	28	.000
Likelihood Ratio	71.840	28	.000
Linear-by-Linear Association	1.886	1	.170
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 66.661 and the table value is 41.337. As the calculated value is greater than the table value ($66.661 > 41.337$), the null hypothesis is rejected and it is concluded that the interior colour of the hotel encourages the customers to stay longer and increase consumption.

4.7.3 Hypothesis 2c - The Hotels Make Effective Use of Lights which Generate Sales

Table 4.32 The Hotels Make Effective Use of Lights which Generate Sales

			Effectively Uses Right Type of Lights at Right Places for Sales					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	1	24	57	18	100
		% within Hotel	0.0%	1.0%	24.0%	57.0%	18.0%	100.0%
	TAJ VIVANTA	Count	2	6	31	45	16	100
		% within Hotel	2.0%	6.0%	31.0%	45.0%	16.0%	100.0%
	GREENPARK VIZAG	Count	1	8	33	35	23	100
		% within Hotel	1.0%	8.0%	33.0%	35.0%	23.0%	100.0%
	ACCOR NOVOTEL	Count	2	2	30	51	15	100
		% within Hotel	2.0%	2.0%	30.0%	51.0%	15.0%	100.0%
	ITC PARK VALLABHA	Count	0	4	19	36	41	100
		% within Hotel	0.0%	4.0%	19.0%	36.0%	41.0%	100.0%
	GREENPARK	Count	1	6	30	46	17	100
		% within Hotel	1.0%	6.0%	30.0%	46.0%	17.0%	100.0%
	TAJ RESIDENCY	Count	3	1	23	31	42	100
		% within Hotel	3.0%	1.0%	23.0%	31.0%	42.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	1	3	25	54	17	100
		% within Hotel	1.0%	3.0%	25.0%	54.0%	17.0%	100.0%
	Total	Count	10	31	215	355	189	800
		% within Hotel	1.2%	3.9%	26.9%	44.4%	23.6%	100.0%

From the above given table it is found that 68% of the total respondents agree that the hotel makes effective use of lights which generate sales. Whereas, 26.9% of the total respondents neither disagree nor agree to this statement and 5.1% of the total respondents disagree and strongly disagree to this statement. 75% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the hotel makes effective use of lights which generate sales and 24% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 61% agreed and 31% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 58% of the respondents agreed and 33% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 66% of the respondents agreed and 30% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 77% of the respondents agreed and 19% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 63% of the respondents agreed and 30% neither disagree nor agree to this statement. 73% of the respondents from Taj Residency, Vishakhapatnam agreed that the hotel makes effective use of lights which generate sales and 23% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 71% of the respondents agreed and 25% of the respondents neither disagree nor agree to this statement.

Table 4.33 Chi-Square Test of the Hotels Effective Use of Lights

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76.238 ^a	28	.000
Likelihood Ratio	75.266	28	.000
Linear-by-Linear Association	3.633	1	.057
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 76.238 and the table value is 41.337. As the calculated value is greater than the table value ($76.238 > 41.337$), the null hypothesis is rejected and it is concluded that the hotels make effective use of lights which generate sales.

4.7.4 Factor Analysis as Applied to the Visual Factors

Table 4.34 KMO and Bartlett's Test of the Visual Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.731
	Approx. Chi-Square	1542.701
Bartlett's Test of Sphericity	df	28
	Sig.	.000

Factor analysis is run to explore the factors that are regarded important Visual Factors/determinants affecting the Customer in a Luxury Hotel. The data collected on ordinal scaling is validated by the KMO test for measuring of validation and the sampling adequacy. This measure varies between 0 to 1 and values closer to 1 are better. A value of 0.6 is suggested minimum and in this case the KMO value is 0.731.

For Bartlett's test of Sphericity the null hypothesis the correlation matrix is an identity matrix. An identity matrix, is a matrix in which all of the diagonal elements are one and all off diagonal elements are zero. The research rejects this null hypothesis. Taken together, these tests provide a minimum standard which should be passed before Factor Analysis is conducted. The factors that are extracted based on the responses of the customer which help in narrowing down the factors from a total of 13 variables to 3 components.

Table 4.35 Total Variance Explained of the Visual Factors

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	3.047	38.089	38.089	3.047	38.089	38.089	2.113	26.417
2	1.170	14.630	52.719	1.170	14.630	52.719	1.572	19.649	46.066
3	1.023	12.791	65.510	1.023	12.791	65.510	1.556	19.445	65.510
4	.923	11.539	77.050						
5	.571	7.137	84.186						
6	.446	5.577	89.764						
7	.419	5.236	95.000						
8	.400	5.000	100.000						

Extraction Method: Principal Component Analysis.

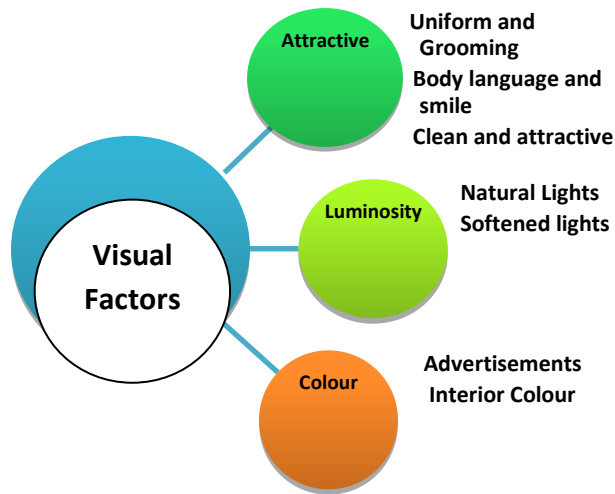
The thirteen questions related to the important Visual Factors/determinants affecting the Customer in a Luxury Hotel were analyzed using Principal Component Analysis with Varimax (orthogonal) Rotation. Looking from the rotated component matrix the analysis yields three factors explaining a total of 65.510% of the variance for the entire set of variables. The first Component is labeled Attractive as important Visual Factors/determinants affecting the Customer in a Luxury Hotel due to the high loadings by the following items: Uniform and Grooming (0.673), Body language and smile (0.684), Clean and attractive (0.762) and Colour and Appearance of the food (0.688). This component explained 26.417% of the variance. The second component derived is labeled Luminosity as important Visual Factors/determinants affecting the Customer in a Luxury Hotel. This component was labeled as such due to the high loadings by the following factors: Natural Lights (0.880) and Softened lights (0.827). The variance explained by this factor is 19.649%. Component three is labeled Colour as important Visual Factors/determinants affecting the Customer in a Luxury Hotel due to the high loadings by the following items: Advertisements (0.884) and Interior Colour (0.807). This component explained 19.445% of the variance.

Table 4.36 Components as Extracted from Factor Analysis for Visual Factors

Component	Factors in the component	Factor loading	Percentage variation (from rotation sums of squared loading)
Component 1 Attractive	The Uniform and Grooming of the Hotel Staff is attractive	0.673	26.417
	The Hotel's staff has a welcoming body language and smile	0.684	
	The Lobby, Rooms, Tableware and Washrooms are clean and attractive	0.762	
	The Colour and Appearance of the food attracts and attribute to the edibility of the food	0.688	
Component 2 Luminosity	The Hotel efficiently uses Natural Lights	0.880	19.649
	Softened lights increase my well being sensation and the time spent at a point of sale	0.827	
Component 3 Colour	The Advertisements of the Hotel are attractive	0.884	19.445
	The Interior Colour of the Hotel encourages my decision to stay longer, leading to increase in consumption.	0.807	
Total percent variation from rotation sums of squared loadings			65.510

(Source: Compiled by researcher)

Figure 4.13 Components as Extracted from Factor Analysis for Visual Factors



(Source: Compiled by researcher)

This means that the study has identified three important Visual Factors/determinants affecting the Customer in a Luxury Hotel. First important Visual Factors/determinants affecting the Customer in a Luxury Hotel is Attractive (or not), second important Visual Factors/determinants affecting the Customer in a Luxury Hotel is Luminosity (or not) and First important Visual Factors/determinants affecting the Customer in a Luxury Hotel Colour (or not). These elements are independent of one another (i.e. they are not correlated).

4.8 Olfactory Factors

Table 4.37 Influence of Pleasant and Welcoming Ambience Scent of the Hotel Which Improves Customer's Mood

			Ambience Scent Is Pleasant And Welcoming Which Improves Mood					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	2	26	49	23	100
		% within Hotel	0.0%	2.0%	26.0%	49.0%	23.0%	100.0%
	TAJ VIVANTA	Count	0	2	23	41	34	100
		% within Hotel	0.0%	2.0%	23.0%	41.0%	34.0%	100.0%
	GREENPARK VIZAG	Count	2	7	27	34	30	100
		% within Hotel	2.0%	7.0%	27.0%	34.0%	30.0%	100.0%
	ACCOR NOVOTEL	Count	7	14	24	30	25	100
		% within Hotel	7.0%	14.0%	24.0%	30.0%	25.0%	100.0%
	ITC PARK VALLABHA	Count	0	1	16	46	37	100
		% within Hotel	0.0%	1.0%	16.0%	46.0%	37.0%	100.0%
	GREENPARK	Count	2	4	25	48	21	100
		% within Hotel	2.0%	4.0%	25.0%	48.0%	21.0%	100.0%
	TAJ RESIDENCY	Count	3	9	21	37	30	100
		% within Hotel	3.0%	9.0%	21.0%	37.0%	30.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	2	4	29	44	21	100
		% within Hotel	2.0%	4.0%	29.0%	44.0%	21.0%	100.0%
Total	Count	16	43	191	329	221	800	
	% within Hotel	2.0%	5.4%	23.9%	41.1%	27.6%	100.0%	

From the above given table it is found that 68.7% of the total respondents agree that the ambience scent of the Luxury Hotel is pleasant and welcoming, which improves their mood. Whereas, 23.9% of the total respondents neither disagree nor agree to this statement and 7.4% of the total respondents disagree and strongly disagree to this statement. 72% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the ambience scent of the Luxury Hotel is pleasant and welcoming, which improves their mood and 26% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 75% agreed and 23% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 64% of the respondents agreed and 27% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 55% of the respondents agreed and 24% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 83% of the respondents agreed and 16% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 69% of the respondents agreed and 25% neither disagree nor agree to this statement. 67% of the respondents from Taj Residency, Vishakhapatnam agreed that the ambience scent of the Luxury Hotel is pleasant

and welcoming, which improves their mood and 21% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 65% of the respondents agreed and 29% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 66.363 and the table value is 41.337. As the calculated value is greater than the table value ($66.363 > 41.337$), the null hypothesis is rejected and it is concluded that the ambience scent of the Luxury Hotel is pleasant and welcoming, which improves the customer's mood.

Table 4.38 Influence of Ambience Smell on Enhancing the Customer's Hotel Experience

			The Ambience Smell Enhances My Hotel Experience					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	0	38	39	23	100
		% within Hotel	0.0%	0.0%	38.0%	39.0%	23.0%	100.0%
	TAJ VIVANTA	Count	0	9	30	36	25	100
		% within Hotel	0.0%	9.0%	30.0%	36.0%	25.0%	100.0%
	GREENPARK VIZAG	Count	0	4	26	37	33	100
		% within Hotel	0.0%	4.0%	26.0%	37.0%	33.0%	100.0%
	ACCOR NOVOTEL	Count	5	14	29	29	23	100
		% within Hotel	5.0%	14.0%	29.0%	29.0%	23.0%	100.0%
	ITC PARK VALLABA	Count	1	2	15	51	31	100
		% within Hotel	1.0%	2.0%	15.0%	51.0%	31.0%	100.0%
	GREENPARK	Count	3	4	15	60	18	100
		% within Hotel	3.0%	4.0%	15.0%	60.0%	18.0%	100.0%
	TAJ RESIDENCY	Count	2	3	18	43	34	100
		% within Hotel	2.0%	3.0%	18.0%	43.0%	34.0%	100.0%
ACCOR NOVOTEL VIZAG	Count	3	6	27	37	27	100	
	% within Hotel	3.0%	6.0%	27.0%	37.0%	27.0%	100.0%	
Total	Count	14	42	198	332	214	800	
	% within Hotel	1.8%	5.2%	24.8%	41.5%	26.8%	100.0%	

From the above given table it is found that 68.3% of the total respondents agree that the ambience smell enhances their Hotel experience. Whereas, 24.8% of the total respondents neither disagree nor agree to this statement and 7% of the total respondents disagree and strongly disagree to this statement. 62% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed the ambience smell enhances their Hotel experience and 38% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 61% agreed and 30% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 70% of the respondents agreed and 26% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 52% of the respondents agreed and 29% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 82% of the respondents agreed and 15% of the respondents neither

disagree nor agree to this statement. At the Greenpark, Hyderabad 78% of the respondents agreed and 15% neither disagree nor agree to this statement. 77% of the respondents from Taj Residency, Vishakhapatnam agreed that the ambience smell enhances their Hotel experience and 18% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 64% of the respondents agreed and 27% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 82.574 and the table value is 41.337. As the calculated value is greater than the table value ($82.574 > 41.337$), the null hypothesis is rejected and it is concluded that the ambience smell enhances the customer's hotel experience.

Table 4.39 Influence of Food's Aroma on the Customer's Appetite

			The Aroma of the Food Increases Appetite					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	2	31	41	26	100
		% within Hotel	0.0%	2.0%	31.0%	41.0%	26.0%	100.0%
	TAJ VIVANTA	Count	0	11	26	31	32	100
		% within Hotel	0.0%	11.0%	26.0%	31.0%	32.0%	100.0%
	GREENPARK VIZAG	Count	0	3	25	37	35	100
		% within Hotel	0.0%	3.0%	25.0%	37.0%	35.0%	100.0%
	ACCOR NOVOTEL	Count	1	6	20	51	22	100
		% within Hotel	1.0%	6.0%	20.0%	51.0%	22.0%	100.0%
	ITC PARK VALLABA	Count	0	1	9	61	29	100
		% within Hotel	0.0%	1.0%	9.0%	61.0%	29.0%	100.0%
	GREENPARK	Count	1	5	22	41	31	100
		% within Hotel	1.0%	5.0%	22.0%	41.0%	31.0%	100.0%
	TAJ RESIDENCY	Count	0	5	25	33	37	100
		% within Hotel	0.0%	5.0%	25.0%	33.0%	37.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	4	32	43	21	100
		% within Hotel	0.0%	4.0%	32.0%	43.0%	21.0%	100.0%
	Total	Count	2	37	190	338	233	800
		% within Hotel	0.2%	4.6%	23.8%	42.2%	29.1%	100.0%

From the above given table it is found that 71.3% of the total respondents agree that the aroma of the food increases their appetite. Whereas, 23.8% of the total respondents neither disagree nor agree to this statement. 67% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the aroma of the food increases their appetite and 31% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 63% agreed and 26% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 72% of the respondents agreed and 25% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 73% of the respondents agreed and 20% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 90% of the respondents agreed and 9% of the respondents neither

disagree nor agree to this statement. At the Greenpark, Hyderabad 72% of the respondents agreed and 22% neither disagree nor agree to this statement. 70% of the respondents from Taj Residency, Vishakhapatnam agreed that that the aroma of the food increases their appetite and 25% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 64% of the respondents agreed and 32% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 59.506 and the table value is 41.337. As the calculated value is greater than the table value ($59.506 > 41.337$), the null hypothesis is rejected and it is concluded that the aroma of the food increases the customer's appetite.

4.8.1 Hypothesis 3a - The aroma of the food makes the customer order more

Table 4.40 The aroma of the food makes the customer order more

			The Aroma of the Food Makes me Order More					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	2	36	39	23	100
		% within Hotel	0.0%	2.0%	36.0%	39.0%	23.0%	100.0%
	TAJ VIVANTA	Count	0	7	41	26	26	100
		% within Hotel	0.0%	7.0%	41.0%	26.0%	26.0%	100.0%
	GREENPARK VIZAG	Count	1	6	27	39	27	100
		% within Hotel	1.0%	6.0%	27.0%	39.0%	27.0%	100.0%
	ACCOR NOVOTEL	Count	2	11	23	41	23	100
		% within Hotel	2.0%	11.0%	23.0%	41.0%	23.0%	100.0%
	ITC PARK VALLABHA	Count	0	4	17	43	36	100
		% within Hotel	0.0%	4.0%	17.0%	43.0%	36.0%	100.0%
	GREENPARK	Count	3	4	28	38	27	100
		% within Hotel	3.0%	4.0%	28.0%	38.0%	27.0%	100.0%
	TAJ RESIDENCY	Count	1	6	18	37	38	100
		% within Hotel	1.0%	6.0%	18.0%	37.0%	38.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	1	1	21	48	29	100
		% within Hotel	1.0%	1.0%	21.0%	48.0%	29.0%	100.0%
	Total	Count	8	41	211	311	229	800
		% within Hotel	1.0%	5.1%	26.4%	38.9%	28.6%	100.0%

From the above given table it is found that 67.5% of the total respondents agree that the aroma of the food makes the customer order more. Whereas, 26.4% of the total respondents neither disagree nor agree to this statement and 6.1% of the total respondents disagree and strongly disagree to this statement. 62% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the aroma of the food makes the customer order more and 36% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 52% agreed and 41% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 66% of the respondents agreed and 27% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 64% of the respondents agreed and

23% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 79% of the respondents agreed and 17% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 65% of the respondents agreed and 28% neither disagree nor agree to this statement. 75% of the respondents from Taj Residency, Vishakhapatnam agreed that the aroma of the food makes the customer order more and 18% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 77% of the respondents agreed and 21% of the respondents neither disagree nor agree to this statement.

Table 4.41 Chi-Square Test of the Aroma of the Food

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.377 ^a	28	.002
Likelihood Ratio	56.771	28	.001
Linear-by-Linear Association	9.238	1	.002
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, df=28 at 5 % level of significance is 55.377 and the table value is 41.337. As the calculated value is greater than the table value ($55.377 > 41.337$), the null hypothesis is rejected and it is concluded that the aroma of the food makes the customer's order more.

4.8.2 Hypothesis 3b - The Hotel's Signature Scent Leads to Brand Recognition.

Table 4.42 The Hotel's Signature Scent Leads to Brand Recognition

			Ambience Smell is the Hotel Signature Scent					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	1	0	32	46	21	100
		% within Hotel	1.0%	0.0%	32.0%	46.0%	21.0%	100.0%
	TAJ VIVANTA	Count	1	6	27	36	30	100
		% within Hotel	1.0%	6.0%	27.0%	36.0%	30.0%	100.0%
	GREENPARK VIZAG	Count	1	5	23	45	26	100
		% within Hotel	1.0%	5.0%	23.0%	45.0%	26.0%	100.0%
	ACCOR NOVOTEL	Count	1	5	27	47	20	100
		% within Hotel	1.0%	5.0%	27.0%	47.0%	20.0%	100.0%
	ITC PARK VALLABHA	Count	2	2	14	51	31	100
		% within Hotel	2.0%	2.0%	14.0%	51.0%	31.0%	100.0%
	GREENPARK	Count	1	5	27	37	30	100
		% within Hotel	1.0%	5.0%	27.0%	37.0%	30.0%	100.0%
	TAJ RESIDENCY	Count	2	7	16	38	37	100
		% within Hotel	2.0%	7.0%	16.0%	38.0%	37.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	1	1	23	48	27	100
		% within Hotel	1.0%	1.0%	23.0%	48.0%	27.0%	100.0%
Total	Count	10	31	189	348	222	800	
	% within Hotel	1.2%	3.9%	23.6%	43.5%	27.8%	100.0%	

From the above given table it is found that 71.3% of the total respondents agree that the hotel's signature scent leads to brand recognition. Whereas, 23.6% of the total respondents neither disagree nor agree to this statement and 5.1% of the total respondents disagree and strongly disagree to this statement. 67% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the hotel's signature scent leads to brand recognition and 32% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 66% agreed and 27% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 71% of the respondents agreed and 23% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 67% of the respondents agreed and 27% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 82% of the respondents agreed and 14% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 67% of the respondents agreed and 27% neither disagree nor agree to this statement. 75% of the respondents from Taj Residency, Vishakhapatnam agreed that the hotel's signature scent leads to brand recognition and 16% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 75% of the respondents agreed and 23% of the respondents neither disagree nor agree to this statement.

Table 4.43 Chi-Square Test of the Hotel's Signature Scent Leading to Brand Recognition

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.573 ^a	28	.129
Likelihood Ratio	41.467	28	.049
Linear-by-Linear Association	2.988	1	.084
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 36.573 and the table value is 41.337. As the calculated value is lesser than the table value ($36.573 < 41.337$), the null hypothesis is accepted and it is concluded that the hotel's signature scent does not lead to brand recognition.

4.8.3 Factor Analysis as Applied to the Olfactory Factors

Table 4.44 KMO and Bartlett's Test of the Olfactory Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.771
Approx. Chi-Square		1265.536
Bartlett's Test of Sphericity	df	15
	Sig.	.000

Factor analysis is run to explore the factors that are regarded important Olfactory Factors/determinants affecting the Customer in a Luxury Hotel. The data collected on ordinal scaling is validated by the KMO test for measuring of validation and the sampling adequacy. This measure varies between 0 to 1 and values closer to 1 are better. A value of 0.6 is suggested minimum and in this case the KMO value is 0.771.

For Bartlett's test of Sphericity the null hypothesis the correlation matrix is an identity matrix. An identity matrix, is a matrix in which all of the diagonal elements are one and all off diagonal elements are zero. The research rejects this null hypothesis. Taken together, these tests provide a minimum standard which should be passed before Factor Analysis is conducted. The factors that are extracted based on the responses of the customer which help in narrowing down the factors from a total of 8 variables to 2 components.

Table 4.45 Total Variance Explained of the Olfactory Factors

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	2.857	47.611	47.611	2.857	47.611	47.611	2.040	34.007
2	1.054	17.562	65.173	1.054	17.562	65.173	1.870	31.165	65.173
3	.686	11.438	76.610						
4	.565	9.423	86.033						
5	.449	7.476	93.509						
6	.389	6.491	100.000						

Extraction Method: Principal Component Analysis.

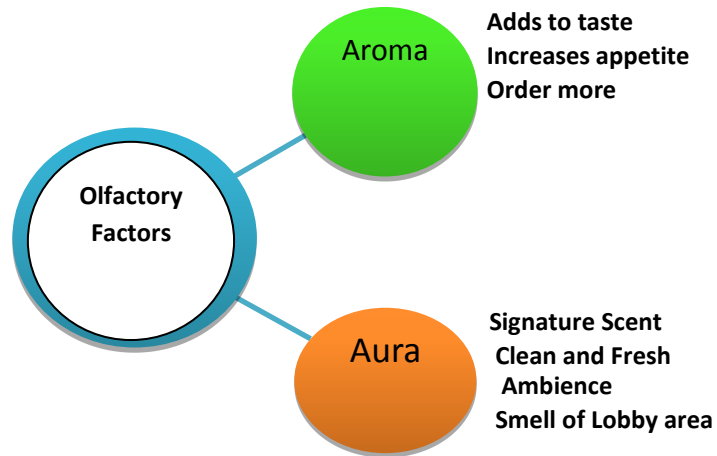
The eight questions relating to the Olfactory Factors affecting the Customer in a Luxury Hotel were analyzed using Principal Component Analysis with Varimax (orthogonal) Rotation. Looking form the rotated component matrix the analysis yields two factors explaining a total of 65.173% of the variance for the entire set of variables. The first Component is labeled as Aroma as important Olfactory Factors/determinants affecting the Customer in a Luxury Hotel due to the high loadings by the following items: Adds to taste (0.786), Increases appetite (0.836) and Order more (0.769). This component explained 34.007% of the variance. The second component derived is labeled as Aura as important Olfactory Factors/determinants affecting the Customer in a Luxury Hotel. This component was labeled as such due to the high loadings by the following factors: Signature Scent (0.772), Clean and Fresh Ambience (0.804) and Smell of Lobby area (0.718). The variance explained by this factor is 31.165%.

Table 4.46 Components as Extracted from Factor Analysis for Olfactory Factors

Component	Factors in the component	Factor loading	Percentage variation (from rotation sums of squared loading)
Component 1 Aroma	Aroma of the food adds to my taste	0.786	34.007
	The aroma of the food increases my appetite	0.836	
	The aroma of the food makes me order more	0.769	
Component 2 Aura	The Ambience Smell is the Hotel's Signature Scent which leads to Brand Recognition and Identification	0.772	31.165
	The smell gives me a Perception of Clean and Fresh Ambience	0.804	
	The smell used in the Lobby area of the hotel impresses me for the quality of that area	0.718	
Total percent variation from rotation sums of squared loadings			65.173

(Source: Compiled by researcher)

Fig 4.14 Components as Extracted from Factor Analysis for Olfactory Factors



(Source: Compiled by researcher)

This means that the study has identified two important Olfactory Factors/determinants affecting the Customer in a Luxury Hotel. First important Olfactory Factors/determinants affecting the Customer in a Luxury Hotel is Aroma (or not), and second important Olfactory Factors/determinants affecting the Customer in a Luxury Hotel is Aura (or not). These elements are independent of one another (i.e. they are not correlated).

4.9 Auditory Factors

Table 4.47 Influence of Music Tempo of the Luxury Hotel on the Customer's Dining Speed

			Music Tempo of the Luxury Hotel Influences Dining Speed					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	1	2	32	56	9	100
		% within Hotel	1.0%	2.0%	32.0%	56.0%	9.0%	100.0%
	TAJ VIVANTA	Count	12	15	38	27	8	100
		% within Hotel	12.0%	15.0%	38.0%	27.0%	8.0%	100.0%
	GREENPARK VIZAG	Count	12	13	22	34	19	100
		% within Hotel	12.0%	13.0%	22.0%	34.0%	19.0%	100.0%
	ACCOR NOVOTEL	Count	20	22	26	19	13	100
		% within Hotel	20.0%	22.0%	26.0%	19.0%	13.0%	100.0%
	ITC PARK VALLABHA	Count	3	8	20	40	29	100
		% within Hotel	3.0%	8.0%	20.0%	40.0%	29.0%	100.0%
	GREENPARK	Count	12	14	33	31	10	100
		% within Hotel	12.0%	14.0%	33.0%	31.0%	10.0%	100.0%
	TAJ RESIDENCY	Count	12	15	22	36	15	100
		% within Hotel	12.0%	15.0%	22.0%	36.0%	15.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	6	16	28	30	20	100
		% within Hotel	6.0%	16.0%	28.0%	30.0%	20.0%	100.0%
	Total	Count	78	105	221	273	123	800
		% within Hotel	9.8%	13.1%	27.6%	34.1%	15.4%	100.0%

From the above given table it is found that 49.5% of the total respondents agree that the music tempo of the Luxury Hotel influences their dining speed. Whereas, 27.6% of the total respondents neither disagree nor agree to this statement and 13.1% of the respondents are slightly and 9.8% are not at all influenced by the tempo of the music of the hotel. 65% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the music tempo of the hotel influences their dining speed and 32% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 35% agreed and 38% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 53% of the respondents agreed and 22% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 32% of the respondents agreed and 26% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 69% of the respondents agreed and 20% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 41% of the respondents agreed and 33% neither disagree nor agree to this statement. 51% of the respondents from Taj Residency, Vishakhapatnam agreed that the

music tempo of the hotel influences their dining speed and 22% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 50% of the respondents agreed and 28% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 102.479 and the table value is 41.337. As the calculated value is greater than the table value ($102.479 > 41.337$), the null hypothesis is rejected and it is concluded that Music tempo of the Luxury hotel influences the dining speed of the customers.

Table 4.48 Influence of Luxury Hotel’s Music to Build a Positive Take Away Dining Experience

			Luxury Hotel Music Builds a Positive Take- Away Dining Experience					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	2	22	62	14	100
		% within Hotel	0.0%	2.0%	22.0%	62.0%	14.0%	100.0%
	TAJ VIVANTA	Count	7	8	27	43	15	100
		% within Hotel	7.0%	8.0%	27.0%	43.0%	15.0%	100.0%
	GREENPARK VIZAG	Count	6	11	24	39	20	100
		% within Hotel	6.0%	11.0%	24.0%	39.0%	20.0%	100.0%
	ACCOR NOVOTEL	Count	16	18	32	18	16	100
		% within Hotel	16.0%	18.0%	32.0%	18.0%	16.0%	100.0%
	ITC PARK VALLABHA	Count	2	5	19	34	40	100
		% within Hotel	2.0%	5.0%	19.0%	34.0%	40.0%	100.0%
	GREENPARK	Count	6	11	29	42	12	100
		% within Hotel	6.0%	11.0%	29.0%	42.0%	12.0%	100.0%
	TAJ RESIDENCY	Count	6	10	26	40	18	100
		% within Hotel	6.0%	10.0%	26.0%	40.0%	18.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	5	17	26	29	23	100
		% within Hotel	5.0%	17.0%	26.0%	29.0%	23.0%	100.0%
Total		Count	48	82	205	307	158	800
		% within Hotel	6.0%	10.2%	25.6%	38.4%	19.8%	100.0%

From the above given table it is found that 58.2% of the total respondents agree that the music of the Luxury Hotel builds a positive “take-away” dining experience. Whereas, 25.6% of the total respondents neither disagree nor agree to this statement, 10.2% of the respondents slightly and 6% are not at all agree that the music of the Luxury Hotel builds a positive “take-away” dining experience. 76% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the music of the hotel builds a positive “take-away” dining experience and 22% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 58% agreed and 27% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 59% of the respondents agreed and 24% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 34% of the

respondents agreed and 32% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 74% of the respondents agreed and 19% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 54% of the respondents agreed and 29% neither disagree nor agree to this statement. 58% of the respondents from Taj Residency, Vishakhapatnam agreed that the music of the hotel builds a positive “take-away” dining experience and 26% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 52% of the respondents agreed and 26% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 107.510 and the table value is 41.337. As the calculated value is greater than the table value ($107.510 > 41.337$), the null hypothesis is rejected and it is concluded that Music of the Luxury hotel builds a positive “take-away” dining experience.

Table 4.49 Influence of Type Music on the Customer’s Duration of Time Spent in the Hotel

			Type of Music Influences my Duration of Time Spent in the Hotel					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	2	33	40	25	100
		% within Hotel	0.0%	2.0%	33.0%	40.0%	25.0%	100.0%
	TAJ VIVANTA	Count	7	8	36	34	15	100
		% within Hotel	7.0%	8.0%	36.0%	34.0%	15.0%	100.0%
	GREENPARK VIZAG	Count	3	8	26	33	30	100
		% within Hotel	3.0%	8.0%	26.0%	33.0%	30.0%	100.0%
	ACCOR NOVOTEL	Count	2	13	33	43	9	100
		% within Hotel	2.0%	13.0%	33.0%	43.0%	9.0%	100.0%
	ITC PARK VALLABHA	Count	2	1	18	50	29	100
		% within Hotel	2.0%	1.0%	18.0%	50.0%	29.0%	100.0%
	GREENPARK	Count	7	10	28	41	14	100
		% within Hotel	7.0%	10.0%	28.0%	41.0%	14.0%	100.0%
	TAJ RESIDENCY	Count	2	5	23	44	26	100
		% within Hotel	2.0%	5.0%	23.0%	44.0%	26.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	1	1	25	51	22	100
		% within Hotel	1.0%	1.0%	25.0%	51.0%	22.0%	100.0%
Total	Count	24	48	222	336	170	800	
	% within Hotel	3.0%	6.0%	27.8%	42.0%	21.2%	100.0%	

From the above given table it is found that 63.2% of the total respondents agree that the type of Music played influences their duration of time spent in the Hotel. Whereas, 27.8% of the total respondents neither disagree nor agree to this statement and 9% of the respondents disagree and strongly disagree that the type of Music played influences their duration of time spent in the Hotel. 65% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the type of Music played influences their duration of time spent in the Hotel and

33% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 49% agreed and 36% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 63% of the respondents agreed and 26% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 52% of the respondents agreed and 33% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 79% of the respondents agreed and 18% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 55% of the respondents agreed and 28% neither disagree nor agree to this statement. 70% of the respondents from Taj Residency, Vishakhapatnam agreed the type of Music played influences their duration of time spent in the Hotel and 23% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 73% of the respondents agreed and 25% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 75.092 and the table value is 41.337. As the calculated value is greater than the table value ($75.092 > 41.337$), the null hypothesis is rejected and it is concluded that the type of music played influences the customer's duration of time spent in the hotel.

4.9.1 Hypothesis 4 - The Extra Duration spent in a Hotel Due to its Music Played makes the Customer Order more.

Table 4.50 The Extra Duration spent in a Hotel Due to its Music Played makes the Customer Order more

			The Extra Duration Spent in Hotel makes me Order More					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	1	1	28	44	26	100
		% within Hotel	1.0%	1.0%	28.0%	44.0%	26.0%	100.0%
	TAJ VIVANTA	Count	4	14	24	40	18	100
		% within Hotel	4.0%	14.0%	24.0%	40.0%	18.0%	100.0%
	GREENPARK VIZAG	Count	5	4	26	35	30	100
		% within Hotel	5.0%	4.0%	26.0%	35.0%	30.0%	100.0%
	ACCOR NOVOTEL	Count	4	16	36	32	12	100
		% within Hotel	4.0%	16.0%	36.0%	32.0%	12.0%	100.0%
	ITC PARK VALLABHA	Count	0	4	20	45	31	100
		% within Hotel	0.0%	4.0%	20.0%	45.0%	31.0%	100.0%
	GREENPARK	Count	9	7	33	33	18	100
		% within Hotel	9.0%	7.0%	33.0%	33.0%	18.0%	100.0%
	TAJ RESIDENCY	Count	3	4	26	39	28	100
		% within Hotel	3.0%	4.0%	26.0%	39.0%	28.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	2	29	53	16	100
		% within Hotel	0.0%	2.0%	29.0%	53.0%	16.0%	100.0%
Total		Count	26	52	222	321	179	800
		% within Hotel	3.2%	6.5%	27.8%	40.1%	22.4%	100.0%

From the above given table it is found that 62.5% of the total respondents agree that the extra duration spent in the hotel due to its music played makes the customer order more. Whereas, 27.8% of the total respondents neither disagree nor agree to this statement and 9.7% of the total respondents disagree and strongly disagree to this statement. 70% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the extra duration spent in the hotel due to its music played makes the customer order more and 28% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 58% agreed and 24% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 65% of the respondents agreed and 26% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 44% of the respondents agreed and 36% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 76% of the respondents agreed and 20% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 51% of the respondents agreed and 33% neither disagree nor agree to this statement. 67% of the respondents from Taj Residency, Vishakhapatnam agreed that the extra duration spent in the hotel due to its music played makes the customer order more and 26% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 69% of the respondents agreed and 29% of the respondents neither disagree nor agree to this statement.

Table 4.51 Chi-Square Test of the Extra Duration spent in a Hotel Due to its Music Played makes the Customer Order more

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.123 ^a	28	.000
Likelihood Ratio	86.094	28	.000
Linear-by-Linear Association	.427	1	.513
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 84.123 and the table value is 41.337. As the calculated value is greater than the table value ($84.123 > 41.337$), the null hypothesis is rejected and it is concluded that the extra duration spent in a hotel due to its music played makes the customer order more.

4.9.2 Factor Analysis as Applied to the Auditory Factors

Table 4.52 KMO and Bartlett's Test of the Auditory Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.810
Approx. Chi-Square		1563.660
Bartlett's Test of Sphericity	df	21
	Sig.	.000

Factor analysis is run to explore the factors that are regarded important Auditory Factors/determinants affecting the Customer in a Luxury Hotel. The data collected on ordinal scaling is validated by the KMO test for measuring of validation and the sampling adequacy. This measure varies between 0 to 1 and values closer to 1 are better. A value of 0.6 is suggested minimum and in this case the KMO value is 0.810.

For Bartlett's test of Sphericity the null hypothesis the correlation matrix is an identity matrix. An identity matrix, is a matrix in which all of the diagonal elements are one and all off diagonal elements are zero. The research rejects this null hypothesis. Taken together, these tests provide a minimum standard which should be passed before Factor Analysis is conducted. The factors that are extracted based on the responses of the customer which help in narrowing down the factors from a total of 9 variables to 2 components.

Table 4.53 Total Variance Explained of the Auditory Factors

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.163	45.183	45.183	3.163	45.183	45.183	2.335	33.360	33.360
2	1.162	16.602	61.785	1.162	16.602	61.785	1.990	28.424	61.785
3	.767	10.957	72.741						
4	.571	8.160	80.901						
5	.511	7.300	88.202						
6	.426	6.082	94.284						
7	.400	5.716	100.000						

Extraction Method: Principal Component Analysis.

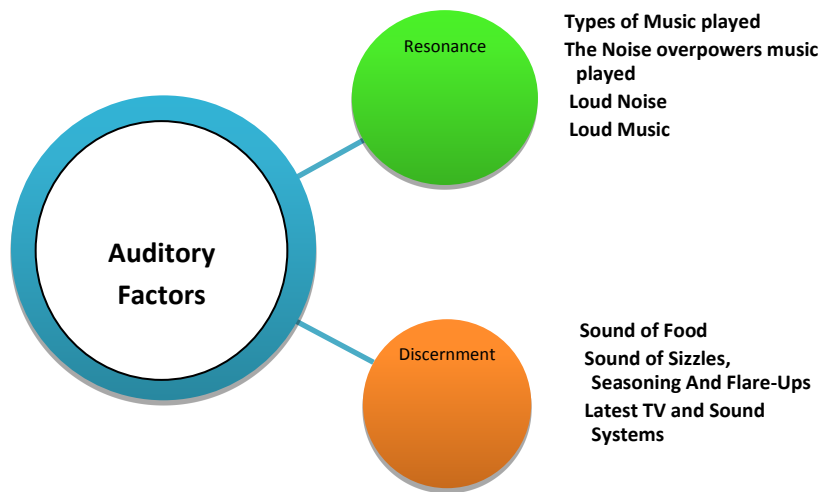
The nine questions related to the important Auditory Factors/determinants affecting the Customer in a Luxury Hotel were analyzed using Principal Component Analysis with Varimax (orthogonal) Rotation. Looking form the rotated component matrix the analysis yields two factors explaining a total of 61.785% of the variance for the entire set of variables. The first Component is labeled as Resonance as important Auditory Factors/determinants affecting the Customer in a Luxury Hotel due to the high loadings by the following items: Types of Music played (0.522), The Noise overpowers music played (0.836), Loud Noise (0.805) and Loud Music (0.780). This component explained 33.360% of the variance. The second component derived is labeled as Discernment as important Auditory Factors/determinants affecting the Customer in a Luxury Hotel. This component was labeled as such due to the high loadings by the following factors: Sound of Food (0.765), Sound of Sizzles, Seasoning and Flare-Ups (0.793), Latest TV and Sound Systems (0.764). The variance explained by this factor is 28.424%.

Table 4.54 Components as Extracted from Factor Analysis for Auditory Factors

Component	Factors in the component	Factor loading	Percentage variation (from rotation sums of squared loading)
Component 1 Resonance	The Types of Music played in the Hotel are in accordance with the themes of the area	0.522	33.360
	The Noise in the Hotel overpowers the music played	0.836	
	The Loud Noise in the Hotel influences my taste perceptions	0.805	
	The Loud Music in the Hotel makes me dynamic and excited	0.780	
Component 2 Discernment	Sound of Food influences my perception of texture, quality and freshness of food. (hard soft crispy, sticky, liquid)	0.765	28.424
	The sound of Sizzles, Seasoning And Flare-Ups of the kitchen interests me towards the dishes cooked.	0.793	
	The Hotel uses the latest TV and Sound Systems.	0.764	
Total percent variation from rotation sums of squared loadings			61.785

(Source: Compiled by researcher)

Fig 4.15 Components as Extracted from Factor Analysis for Auditory Factors



(Source: Compiled by researcher)

This means that the study has identified three important Auditory Factors/determinants affecting the Customer in a Luxury Hotel. First important Auditory Factors/determinants affecting the Customer in a Luxury Hotel is Resonance (or not), and second important Auditory Factors/determinants affecting the Customer in a Luxury Hotel is Discernment (or not). These elements are independent of one another (i.e. they are not correlated).

4.10 Tactile Factors

Table 4.55 The Furniture of Luxury Hotel is Comfortable to be used for Longer Hours

			Furniture of Luxury Hotel is Comfortable					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	0	27	43	30	100
		% within Hotel	0.0%	0.0%	27.0%	43.0%	30.0%	100.0%
	TAJ VIVANTA	Count	0	13	27	33	27	100
		% within Hotel	0.0%	13.0%	27.0%	33.0%	27.0%	100.0%
	GREENPARK VIZAG	Count	2	5	26	38	29	100
		% within Hotel	2.0%	5.0%	26.0%	38.0%	29.0%	100.0%
	ACCOR NOVOTEL	Count	0	3	30	51	16	100
		% within Hotel	0.0%	3.0%	30.0%	51.0%	16.0%	100.0%
	ITC PARK VALLABHA	Count	0	2	16	47	35	100
		% within Hotel	0.0%	2.0%	16.0%	47.0%	35.0%	100.0%
	GREENPARK	Count	1	2	24	42	31	100
		% within Hotel	1.0%	2.0%	24.0%	42.0%	31.0%	100.0%
	TAJ RESIDENCY	Count	0	1	16	37	46	100
		% within Hotel	0.0%	1.0%	16.0%	37.0%	46.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	2	26	47	25	100
		% within Hotel	0.0%	2.0%	26.0%	47.0%	25.0%	100.0%
Total	Count	3	28	192	338	239	800	
	% within Hotel	0.4%	3.5%	24.0%	42.2%	29.9%	100.0%	

From the above given table it is found that 72.1% of the total respondents agree that the furniture of the hotel is comfortable to be used for longer hours. Whereas, 24% of the total respondents neither disagree nor agree to this statement. 73% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the furniture of the hotel is comfortable to be used for longer hours and 27% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 60% agreed and 27% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 67% of the respondents agreed and 26% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 67% of the respondents agreed and 30% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 82% of the respondents agreed and 16% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 73% of the respondents agreed and 24% neither disagree nor agree to this statement. 83% of the respondents from Taj Residency, Vishakhapatnam agreed the furniture of the hotel is comfortable to be used for longer hours and 16% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 72% of the respondents agreed and 26% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 75.132 and the table value is 41.337. As the calculated value is greater than the table value ($75.132 > 41.337$), the null hypothesis is rejected and it is concluded that the furniture of the hotel is comfortable to be used for long hours.

4.10.1 Hypothesis 5 - Hotel's Food's Mouthfeel is Satisfying to the Customer

Table 4.56 Hotel's Food's Mouthfeel is Satisfying to the Customer

			Luxury Hotel Food Mouthfeel is Satisfying					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	1	0	29	51	19	100
		% within Hotel	1.0%	0.0%	29.0%	51.0%	19.0%	100.0%
	TAJ VIVANTA	Count	0	2	26	51	21	100
		% within Hotel	0.0%	2.0%	26.0%	51.0%	21.0%	100.0%
	GREENPARK VIZAG	Count	1	4	21	45	29	100
		% within Hotel	1.0%	4.0%	21.0%	45.0%	29.0%	100.0%
	ACCOR NOVOTEL	Count	1	1	29	45	24	100
		% within Hotel	1.0%	1.0%	29.0%	45.0%	24.0%	100.0%
	ITC PARK VALLABHA	Count	1	4	12	50	33	100
		% within Hotel	1.0%	4.0%	12.0%	50.0%	33.0%	100.0%
	GREENPARK	Count	1	4	30	46	19	100
		% within Hotel	1.0%	4.0%	30.0%	46.0%	19.0%	100.0%
	TAJ RESIDENCY	Count	1	1	18	48	32	100
		% within Hotel	1.0%	1.0%	18.0%	48.0%	32.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	1	23	43	33	100
		% within Hotel	0.0%	1.0%	23.0%	43.0%	33.0%	100.0%
	Total	Count	6	17	188	379	210	800
		% within Hotel	0.8%	2.1%	23.5%	47.4%	26.2%	100.0%

From the above given table it is found that 73.6% of the total respondents agree that the hotel's food's mouthfeel is satisfying to the customer. Whereas, 23.5% of the total respondents neither disagree nor agree to this statement. 70% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that hotel's food's mouthfeel is satisfying to the customer and 29% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 72% agreed and 26% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 74% of the respondents agreed and 21% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 69% of the respondents agreed and 29% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 83% of the respondents agreed and 12% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 65% of the respondents agreed and 30% neither disagree nor agree to this statement. 80% of the respondents from Taj Residency, Vishakhapatnam agreed that the hotel's food's mouthfeel is satisfying to the customer and 18% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 76% of the respondents agreed and 23% of the respondents neither disagree nor agree to this statement.

Table 4.57 Chi-Square Tests of the Hotel's Food's Mouthfeel

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.369 ^a	28	.189
Likelihood Ratio	38.544	28	.089
Linear-by-Linear Association	3.696	1	.055
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 34.369 and the table value is 41.337. As the calculated value is lesser than the table value ($34.369 < 41.337$), the null hypothesis is accepted and it is concluded that the hotel's food's mouthfeel is not satisfying to the customer.

4.10.2 Factor Analysis as Applied to the Tactile Factors

Table 4.58 KMO and Bartlett's Test of the Tactile Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.837	
Approx. Chi-Square	2175.750	
Bartlett's Test of Sphericity	df	45
	Sig.	.000

Factor analysis is run to explore the factors that are regarded important Tactile Factors/determinants affecting the Customer in a Luxury Hotel. The data collected on ordinal scaling is validated by the KMO test for measuring of validation and the sampling adequacy. This measure varies between 0 to 1 and values closer to 1 are better. A value of 0.6 is suggested minimum and in this case the KMO value is 0.837.

For Bartlett's test of Sphericity the null hypothesis the correlation matrix is an identity matrix. An identity matrix, is a matrix in which all of the diagonal elements are one and all off diagonal elements are zero. The research rejects this null hypothesis. Taken together, these tests provide a minimum standard which should be passed before Factor Analysis is conducted.

The factors that are extracted based on the responses of the customer which help in narrowing down the factors from a total of 10 variables to 2 components.

Table 4.59 Total Variance Explained of the Tactile Factors

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.826	38.259	38.259	3.826	38.259	38.259	2.642	26.419	26.419
2	1.348	13.477	51.736	1.348	13.477	51.736	2.532	25.317	51.736
3	.905	9.048	60.784						
4	.864	8.636	69.420						
5	.622	6.218	75.638						
6	.601	6.014	81.652						
7	.552	5.522	87.174						
8	.459	4.594	91.768						
9	.416	4.160	95.928						
10	.407	4.072	100.000						

Extraction Method: Principal Component Analysis.

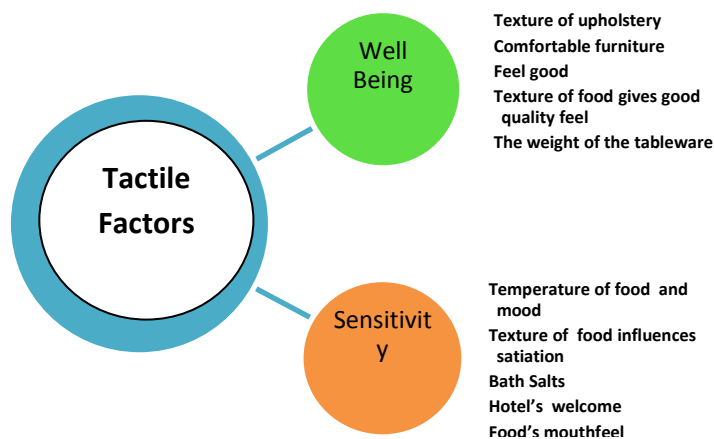
The ten questions related to the important Tactile Factors affecting the Customer in a Luxury Hotel were analyzed using Principal Component Analysis with Varimax (orthogonal) Rotation. Looking from the rotated component matrix the analysis yields two factors explaining a total of 51.736% of the variance for the entire set of variables. The first Component is labeled as Well Being as important Tactile Factors/determinants affecting the Customer in a Luxury Hotel due to the high loadings by the following items: Texture of upholstery (0.778), Comfortable furniture (0.741), and Feel good (0.775), Texture of food gives good quality feel (0.567), and Weight of the tableware (0.591). This component explained 26.419% of the variance. The second component derived is labeled as Sensitivity as important Olfactory Factors/determinants affecting the Customer in a Luxury Hotel. This component was labeled as such due to the high loadings by the following factors: Temperature of food and mood (0.742), Texture of food influences satiation (0.756), Bath Salts (0.669), Hotel’s welcome (0.625), and Food’s mouthfeel (0.625). The variance explained by this factor is 25.317%.

Table 4.60 Components as Extracted from Factor Analysis for Tactile Factors

Component	Factors in the component	Factor loading	Percentage variation (from rotation sums of squared loading)
Component 1 Well Being	The texture of the upholstery and linen used in the Luxury Hotel gives a rich, smooth and comfortable feeling.	0.778	26.419
	The furniture of Luxury Hotel is comfortable to be used for longer hours.	0.741	
	The general touch of the Luxury Hotel makes me feel good.	0.775	
	The texture of the food served gives me a good quality feel	0.567	
	The weight of the tableware (cutlery, crockery and glassware) influences my perception of quality	0.591	
Component 2 Sensitivity	The temperature of the food served affects my mood	0.742	25.317
	The texture of the food influences my satiation (to satisfy to the full) levels	0.756	
	The Luxury Hotel provides a variety of Bath Salts	0.669	
	The Hotel's staff welcomes with a warm and friendly handshake	0.625	
	The Luxury Hotel's food's mouthfeel is satisfying to me	0.625	
Total percent variation from rotation sums of squared loadings			51.736

(Source: Compiled by researcher)

Fig 4.16 Components as Extracted from Factor Analysis for Tactile Factors



(Source: Compiled by researcher)

This means that the study has identified two important Tactile Factors/determinants affecting the Customer in a Luxury Hotel. First important Tactile Factors/determinants affecting the Customer in a Luxury Hotel is Well Being (or not), and second important Tactile Factors/determinants affecting the Customer in a Luxury Hotel is Sensitivity (or not). These elements are independent of one another (i.e. they are not correlated).

4.11 Gustative Factors

Table 4.61 The quantity of the Food Served by the Hotel is Sufficient

			Quantity of the Food Served by the Hotel is Sufficient					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	0	35	45	20	100
		% within Hotel	0.0%	0.0%	35.0%	45.0%	20.0%	100.0%
	TAJ VIVANTA	Count	0	4	26	48	22	100
		% within Hotel	0.0%	4.0%	26.0%	48.0%	22.0%	100.0%
	GREENPARK VIZAG	Count	0	3	21	43	33	100
		% within Hotel	0.0%	3.0%	21.0%	43.0%	33.0%	100.0%
	ACCOR NOVOTEL	Count	1	2	26	49	22	100
		% within Hotel	1.0%	2.0%	26.0%	49.0%	22.0%	100.0%
	ITC PARK VALLABHA	Count	1	4	19	39	37	100
		% within Hotel	1.0%	4.0%	19.0%	39.0%	37.0%	100.0%
	GREENPARK	Count	1	1	26	42	30	100
		% within Hotel	1.0%	1.0%	26.0%	42.0%	30.0%	100.0%
	TAJ RESIDENCY	Count	1	7	22	38	32	100
		% within Hotel	1.0%	7.0%	22.0%	38.0%	32.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	0	31	33	36	100
		% within Hotel	0.0%	0.0%	31.0%	33.0%	36.0%	100.0%
	Total	Count	4	21	206	337	232	800
		% within Hotel	0.5%	2.6%	25.8%	42.1%	29.0%	100.0%

From the above given table it is found that 71.1% of the total respondents agree that the quantity of the food served by the hotel is sufficient. Whereas, 25.8% of the total respondents neither disagree nor agree to this statement. 65% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the quantity of the food served by the hotel is sufficient and 35% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 70% agreed and 26% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 76% of the respondents agreed and 21% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 71% of the respondents agreed and 26% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 76% of the respondents agreed and 19% of the respondents neither

disagree nor agree to this statement. At the Greenpark, Hyderabad 72% of the respondents agreed and 26% neither disagree nor agree to this statement. 70% of the respondents from Taj Residency, Vishakhapatnam agreed that the quantity of the food served by the hotel is sufficient and 22% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 69% of the respondents agreed and 31% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 42.517 and the table value is 41.337. As the calculated value is greater than the table value ($42.517 > 41.337$), the null hypothesis is rejected and it is concluded that the quantity of food served by the hotel is sufficient.

Table 4.62 The Hotel’s Menu Offers a Variety of Cuisines to Cater to Different Tastes

			Hotel Menu Offers a Variety of Cuisines					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	2	29	48	21	100
		% within Hotel	0.0%	2.0%	29.0%	48.0%	21.0%	100.0%
	TAJ VIVANTA	Count	0	7	20	42	31	100
		% within Hotel	0.0%	7.0%	20.0%	42.0%	31.0%	100.0%
	GREENPARK VIZAG	Count	0	2	22	42	34	100
		% within Hotel	0.0%	2.0%	22.0%	42.0%	34.0%	100.0%
	ACCOR NOVOTEL	Count	0	1	25	50	24	100
		% within Hotel	0.0%	1.0%	25.0%	50.0%	24.0%	100.0%
	ITC PARK VALLABHA	Count	1	0	14	54	31	100
		% within Hotel	1.0%	0.0%	14.0%	54.0%	31.0%	100.0%
	GREENPARK	Count	1	1	21	51	26	100
		% within Hotel	1.0%	1.0%	21.0%	51.0%	26.0%	100.0%
	TAJ RESIDENCY	Count	0	6	17	40	37	100
		% within Hotel	0.0%	6.0%	17.0%	40.0%	37.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	2	20	45	33	100
		% within Hotel	0.0%	2.0%	20.0%	45.0%	33.0%	100.0%
	Total	Count	2	21	168	372	237	800
		% within Hotel	0.2%	2.6%	21.0%	46.5%	29.6%	100.0%

From the above given table it is found that 76.1% of the total respondents agree that the hotel’s menu offers a variety of cuisines to cater to different tastes. Whereas, 21% of the total respondents neither disagree nor agree to this statement. 69% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the hotel’s menu offers a variety of cuisines to cater to different tastes and 29% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 73% agreed and 20% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 76% of the respondents agreed and 22% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 74% of the respondents agreed and 25% of the respondents neither disagree nor agree to this

statement. In the case of ITC Park Vallabha, Hyderabad 85% of the respondents agreed and 14% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 77% of the respondents agreed and 21% neither disagree nor agree to this statement. 77% of the respondents from Taj Residency, Vishakhapatnam agreed that that the hotel’s menu offers a variety of cuisines to cater to different tastes and 17% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 78% of the respondents agreed and 20% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at df=28 at 5 % level of significance is 40.564 and the table value is 41.337. As the calculated value is lesser than the table value ($40.564 < 41.337$), the null hypothesis is accepted and it is concluded that the hotel’s menu does not offer a variety of cuisines to cater to different tastes.

4.11.1 Hypothesis 6 - The Dish Description Available on the Hotel’s Menu does not help the Customer in Decision Making.

Table 4.63 The Dish Description Available on the Hotel’s Menu does not help the Customer in Decision Making

		Basic Dish Description Available					Total	
		1	2	3	4	5		
Hotel	FORTUNE INN SREE KANYA	Count	1	2	37	35	25	100
		% within Hotel	1.0%	2.0%	37.0%	35.0%	25.0%	100.0%
	TAJ VIVANTA	Count	2	16	31	27	24	100
		% within Hotel	2.0%	16.0%	31.0%	27.0%	24.0%	100.0%
	GREENPARK VIZAG	Count	5	5	20	47	23	100
		% within Hotel	5.0%	5.0%	20.0%	47.0%	23.0%	100.0%
	ACCOR NOVOTEL	Count	2	13	26	46	13	100
		% within Hotel	2.0%	13.0%	26.0%	46.0%	13.0%	100.0%
	ITC PARK VALLABHA	Count	1	6	16	57	20	100
		% within Hotel	1.0%	6.0%	16.0%	57.0%	20.0%	100.0%
	GREENPARK	Count	6	16	30	31	17	100
		% within Hotel	6.0%	16.0%	30.0%	31.0%	17.0%	100.0%
	TAJ RESIDENCY	Count	5	6	26	35	28	100
		% within Hotel	5.0%	6.0%	26.0%	35.0%	28.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	3	25	40	32	100
		% within Hotel	0.0%	3.0%	25.0%	40.0%	32.0%	100.0%
	Total	Count	22	67	211	318	182	800
		% within Hotel	2.8%	8.4%	26.4%	39.8%	22.8%	100.0%

From the above given table it is found that 62.6% of the total respondents agree that the dish description available on the Hotel’s menu does not help the customer in decision making. Whereas, 26.4% of the total respondents neither disagree nor agree to this statement. 60% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the dish

description available on the Hotel's menu does not help the customer in decision making and 37% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 51% agreed and 31% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 70% of the respondents agreed and 20% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 59% of the respondents agreed and 26% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 77% of the respondents agreed and 16% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 48% of the respondents agreed and 30% neither disagree nor agree to this statement. 63% of the respondents from Taj Residency, Vishakhapatnam agreed that the dish description available on the Hotel's menu does not help the customer in decision making and 26% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 72% of the respondents agreed and 25% of the respondents neither disagree nor agree to this statement.

Table 4.64 Chi-Square Tests of the Dish Description Available on the Hotel's Menu does not help the Customer in Decision Making

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.825 ^a	28	.000
Likelihood Ratio	82.399	28	.000
Linear-by-Linear Association	1.421	1	.233
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 79.825 and the table value is 41.337. As the calculated value is greater than the table value ($79.825 > 41.337$), the null hypothesis is rejected and it is concluded that the dish description available on the Hotel's menu does not help the customer in decision making.

4.11.2 Factor Analysis as Applied to the Gustative Factors

Table 4.65 KMO and Bartlett's Test of the Gustative Factors

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.795
Approx. Chi-Square	1010.696
Bartlett's Test of Sphericity	df
	21
	Sig.
	.000

Factor analysis is run to explore the factors that are regarded important Gustative Factors/determinants affecting the Customer in a Luxury Hotel. The data collected on ordinal scaling is validated by the KMO test for measuring of validation and the sampling adequacy. This measure varies between 0 to 1 and values closer to 1 are better. A value of 0.6 is suggested minimum and in this case the KMO value is 0.795.

For Bartlett's test of Sphericity the null hypothesis the correlation matrix is an identity matrix. An identity matrix, is a matrix in which all of the diagonal elements are one and all off diagonal elements are zero. The research rejects this null hypothesis. Taken together, these tests provide a minimum standard which should be passed before Factor Analysis is conducted. The factors that are extracted based on the responses of the customer which help in narrowing down the factors from a total of 8 variables to 2 components.

Table 4.66 Total Variance Explained of the Gustative Factors

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.736	39.090	39.090	2.736	39.090	39.090	2.044	29.207	29.207
2	1.139	16.271	55.361	1.139	16.271	55.361	1.831	26.155	55.361
3	.738	10.540	65.901						
4	.678	9.682	75.584						
5	.641	9.159	84.743						
6	.598	8.542	93.286						
7	.470	6.714	100.000						

Extraction Method: Principal Component Analysis.

The ten questions related to the important Gustative Factors/determinants affecting the Customer in a Luxury Hotel were analyzed using Principal Component Analysis with Varimax (orthogonal) Rotation. Looking form the rotated component matrix the analysis yields two factors explaining a total of 55.361% of the variance for the entire set of variables. The first Component is labeled as Menu as important Gustative Factors/determinants affecting the Customer in a Luxury Hotel due to the high loadings by the following items: Variety of cuisines (0.535), Reasonably priced (0.738), Basic dish description (0.732) and

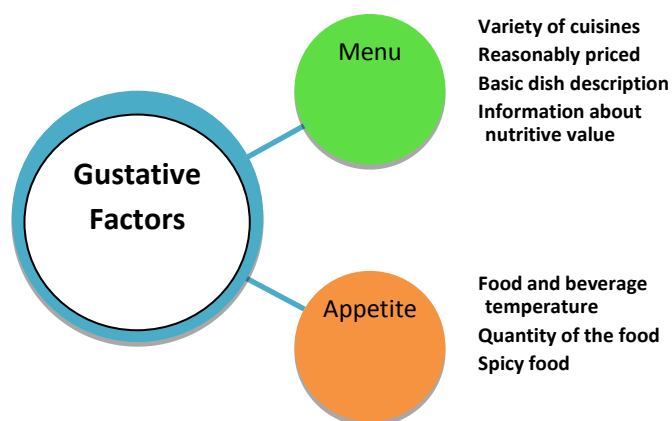
Information about nutritive value (0.778). This component explained 29.207% of the variance. The second component derived is labeled as Appetite as important Olfactory Factors/determinants affecting the Customer in a Luxury Hotel. This component was labeled as such due to the high loadings by the following factors: Food and beverage temperature (0.771), Quantity of the food (0.721) and Spicy food (0.731). The variance explained by this factor is 26.155%.

Table 4.67 Components as Extracted from Factor Analysis for Gustative Factors

Component	Factors in the component	Factor loading	Percentage variation (from rotation sums of squared loading)
Component 1 Menu	The Hotel’s menu offers a variety of cuisines to cater to different tastes	0.535	29.207
	The Hotel’s menu is reasonably priced	0.738	
	Basic dish description available on the Hotel’s menu does not help me in decision making	0.732	
	The Hotel menu gives information about the dish’s nutritive value	0.778	
Component 2 Appetite	The Hotel serves the food and beverages with proper temperature which adds to their flavor	0.771	26.155
	The quantity of the food served by the Hotel is sufficient	0.721	
	Spicy food discourages me to eat	0.731	
Total percent variation from rotation sums of squared loadings			55.361

(Source: Compiled by researcher)

Fig 4.17 Components as Extracted from Factor Analysis for Gustative Factors



(Source: Compiled by researcher)

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This means that the study has identified two important Gustative Factors/determinants affecting the Customer in a Luxury Hotel. First important Gustative Factors/determinants affecting the Customer in a Luxury Hotel is Menu (or not), and second important Gustative Factors/determinants affecting the Customer in a Luxury Hotel is Appetite (or not). These elements are independent of one another (i.e. they are not correlated).

Table 4.68 The Hotel Uses the Latest User Friendly Technology

		Hotel Uses the Latest User Friendly Technology					Total	
		1	2	3	4	5		
Hotel	FORTUNE INN SREE KANYA	Count	1	2	24	51	22	100
		% within Hotel	1.0%	2.0%	24.0%	51.0%	22.0%	100.0%
	TAJ VIVANTA	Count	0	8	24	39	29	100
		% within Hotel	0.0%	8.0%	24.0%	39.0%	29.0%	100.0%
	GREENPARK VIZAG	Count	0	6	22	44	28	100
		% within Hotel	0.0%	6.0%	22.0%	44.0%	28.0%	100.0%
	ACCOR NOVOTEL	Count	1	3	33	43	20	100
		% within Hotel	1.0%	3.0%	33.0%	43.0%	20.0%	100.0%
	ITC PARK VALLABHA	Count	1	1	12	57	29	100
		% within Hotel	1.0%	1.0%	12.0%	57.0%	29.0%	100.0%
	GREENPARK	Count	1	5	28	43	23	100
		% within Hotel	1.0%	5.0%	28.0%	43.0%	23.0%	100.0%
	TAJ RESIDENCY	Count	1	3	19	34	43	100
		% within Hotel	1.0%	3.0%	19.0%	34.0%	43.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	5	15	45	35	100
		% within Hotel	0.0%	5.0%	15.0%	45.0%	35.0%	100.0%
Total	Count	5	33	177	356	229	800	
	% within Hotel	0.6%	4.1%	22.1%	44.5%	28.6%	100.0%	

From the above given table it is found that 73.1% of the total respondents agree that the hotel uses the latest user friendly technology. Whereas, 22.1% of the total respondents neither disagree nor agree to this statement and 4.7% of the total respondents disagree and strongly disagree to this statement. 73% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the total experience in the Hotel is Satisfying and 24% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 68% agreed and 24% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 72% of the respondents agreed and 22% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 63% of the respondents agreed and 33% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 86% of the respondents agreed and 12% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 66% of the respondents

agreed and 28% neither disagree nor agree to this statement. 77% of the respondents from Taj Residency, Vishakhapatnam agreed that that the hotel’s menu offers a variety of cuisines to cater to different tastes and 19% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 80% of the respondents agreed and 15% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at df=28 at 5 % level of significance is 48.163 and the table value is 41.337. As the calculated value is greater than the table value ($48.163 > 41.337$), the null hypothesis is rejected and it is concluded that the hotel uses the latest user friendly technology.

Table 4.69 The Hotel Website gives me Complete and Update Information, Creating a Pleasurable Experience Online?

			Hotel Website Gives Me Complete Experience Online					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	1	0	24	59	16	100
		% within Hotel	1.0%	0.0%	24.0%	59.0%	16.0%	100.0%
	TAJ VIVANTA	Count	2	7	40	30	21	100
		% within Hotel	2.0%	7.0%	40.0%	30.0%	21.0%	100.0%
	GREENPARK VIZAG	Count	1	7	20	45	27	100
		% within Hotel	1.0%	7.0%	20.0%	45.0%	27.0%	100.0%
	ACCOR NOVOTEL	Count	0	6	36	40	18	100
		% within Hotel	0.0%	6.0%	36.0%	40.0%	18.0%	100.0%
	ITC PARK VALLABHA	Count	3	4	18	54	21	100
		% within Hotel	3.0%	4.0%	18.0%	54.0%	21.0%	100.0%
	GREENPARK	Count	2	7	23	48	20	100
		% within Hotel	2.0%	7.0%	23.0%	48.0%	20.0%	100.0%
	TAJ RESIDENCY	Count	0	3	22	40	35	100
		% within Hotel	0.0%	3.0%	22.0%	40.0%	35.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	2	3	22	46	27	100
		% within Hotel	2.0%	3.0%	22.0%	46.0%	27.0%	100.0%
Total	Count	11	37	205	362	185	800	
	% within Hotel	1.4%	4.6%	25.6%	45.2%	23.1%	100.0%	

From the above given table it is found that 68.3% of the total respondents agree that the hotel’s website gives them complete and update information, creating a pleasurable experience online. Whereas, 25.6% of the total respondents neither disagree nor agree to this statement and 6% of the respondents disagree and strongly disagree to this statement. 75% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the hotel’s website gives them complete and update information, creating a pleasurable experience online and 24% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 51% agreed and 40% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 72% of the respondents agreed and 20% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 58% of the respondents agreed and

36% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 75% of the respondents agreed and 18% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 68% of the respondents agreed and 23% neither disagree nor agree to this statement. 75% of the respondents from Taj Residency, Vishakhapatnam agreed that the hotel's website gives them complete and update information, creating a pleasurable experience online and 22% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 73% of the respondents agreed and 22% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 56.761 and the table value is 41.337. As the calculated value is greater than the table value ($56.761 > 41.337$), the null hypothesis is rejected and it is concluded that the hotel's website gives the customer's complete and update information, creating a pleasurable experience online.

Table 4.70 This Online Experience tempts me to Visit and Experience the Hotel?

			Online Experience Tempts to Visit and Experience the Hotel					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	0	29	48	23	100
		% within Hotel	0.0%	0.0%	29.0%	48.0%	23.0%	100.0%
	TAJ VIVANTA	Count	2	13	30	41	14	100
		% within Hotel	2.0%	13.0%	30.0%	41.0%	14.0%	100.0%
	GREENPARK VIZAG	Count	1	4	17	49	29	100
		% within Hotel	1.0%	4.0%	17.0%	49.0%	29.0%	100.0%
	ACCOR NOVOTEL	Count	1	8	28	48	15	100
		% within Hotel	1.0%	8.0%	28.0%	48.0%	15.0%	100.0%
	ITC PARK VALLABA	Count	2	3	19	59	17	100
		% within Hotel	2.0%	3.0%	19.0%	59.0%	17.0%	100.0%
	GREENPARK	Count	3	4	32	40	21	100
		% within Hotel	3.0%	4.0%	32.0%	40.0%	21.0%	100.0%
	TAJ RESIDENCY	Count	0	1	19	42	38	100
		% within Hotel	0.0%	1.0%	19.0%	42.0%	38.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	2	20	52	26	100
		% within Hotel	0.0%	2.0%	20.0%	52.0%	26.0%	100.0%
	Total	Count	9	35	194	379	183	800
		% within Hotel	1.1%	4.4%	24.2%	47.4%	22.9%	100.0%

From the above given table it is found that 70.3% of the total respondents agree that the online experience tempts them to visit and experience the hotel. Whereas, 24.2% of the total respondents neither disagree nor agree to this statement. 71% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the online experience tempts them to visit and experience the hotel and 29% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 55% agreed and 30% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 78% of the respondents agreed

and 17% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 63% of the respondents agreed and 28% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 76% of the respondents agreed and 19% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 61% of the respondents agreed and 32% neither disagree nor agree to this statement. 80% of the respondents from Taj Residency, Vishakhapatnam agreed that the online experience tempts them to visit and experience the hotel and 19% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 82% of the respondents agreed and 20% of the respondents neither disagree nor agree to this statement. The Chi-Square calculated value at $df=28$ at 5 % level of significance is 73.074 and the table value is 41.337. As the calculated value is greater than the table value ($73.074 > 41.337$), the null hypothesis is rejected and it is concluded that the online experience tempts the customer's to visit and experience the hotel.

4.11.3 Hypothesis 7 - Futuristic online multisensory marketing is an effective strategy leading to better revenue generation for the hotels.

Table 4.71 Futuristic online multisensory marketing is an effective strategy leading to better revenue generation for the hotels

			Futuristic Online Multisensory Marketing an Effective Strategy					Total
			1	2	3	4	5	
Hotel	FORTUNE INN SREE KANYA	Count	0	0	17	61	22	100
		% within Hotel	0.0%	0.0%	17.0%	61.0%	22.0%	100.0%
	TAJ VIVANTA	Count	0	10	30	30	30	100
		% within Hotel	0.0%	10.0%	30.0%	30.0%	30.0%	100.0%
	GREENPARK VIZAG	Count	1	3	25	40	31	100
		% within Hotel	1.0%	3.0%	25.0%	40.0%	31.0%	100.0%
	ACCOR NOVOTEL	Count	0	1	25	52	22	100
		% within Hotel	0.0%	1.0%	25.0%	52.0%	22.0%	100.0%
	ITC PARK VALLABA	Count	0	1	13	54	32	100
		% within Hotel	0.0%	1.0%	13.0%	54.0%	32.0%	100.0%
	GREENPARK	Count	1	4	25	38	32	100
		% within Hotel	1.0%	4.0%	25.0%	38.0%	32.0%	100.0%
	TAJ RESIDENCY	Count	0	2	17	41	40	100
		% within Hotel	0.0%	2.0%	17.0%	41.0%	40.0%	100.0%
	ACCOR NOVOTEL VIZAG	Count	0	1	16	45	38	100
		% within Hotel	0.0%	1.0%	16.0%	45.0%	38.0%	100.0%
	Total	Count	2	22	168	361	247	800
		% within Hotel	0.2%	2.8%	21.0%	45.1%	30.9%	100.0%

From the above given table it is found that 76% of the total respondents agree that the Futuristic online multisensory marketing is an effective strategy leading to better revenue

generation for the hotels. Whereas, 21% of the total respondents neither disagree nor agree to this statement. 83% of the respondents from Fortune Inn Sree Kanya, Vishakhapatnam agreed that the Futuristic online multisensory marketing is an effective strategy leading to better revenue generation for the hotels and 17% of the respondents neither disagree nor agree to this statement. In the case of Taj Vivanta, Hyderabad 60% agreed and 30% neither disagree nor agree to this statement. At the Greenpark, Vishakhapatnam 71% of the respondents agreed and 25% neither disagree nor agree to this statement. For Accor Novotel, Kondapur 74% of the respondents agreed and 25% of the respondents neither disagree nor agree to this statement. In the case of ITC Park Vallabha, Hyderabad 86% of the respondents agreed and 13% of the respondents neither disagree nor agree to this statement. At the Greenpark, Hyderabad 70% of the respondents agreed and 25% neither disagree nor agree to this statement. 81% of the respondents from Taj Residency, Vishakhapatnam agreed that the Futuristic online multisensory marketing is an effective strategy leading to better revenue generation for the hotels and 17% of the respondents neither disagree nor agree to this statement. For Accor Novotel, Vishakhapatnam 83% of the respondents agreed and 16% of the respondents neither disagree nor agree to this statement.

Table 4.72 Chi-Square Tests of the Futuristic online multisensory marketing is an effective strategy leading to better revenue generation for the hotels

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.987 ^a	28	.000
Likelihood Ratio	64.937	28	.000
Linear-by-Linear Association	9.940	1	.002
N of Valid Cases	800		

From the above table it is observed that the Chi-Square test, $df=28$ at 5 % level of significance is 68.987 and the table value is 41.337. As the calculated value is greater than the table value ($68.987 > 41.337$), the null hypothesis is rejected and it is concluded that Futuristic online multisensory marketing is an effective strategy leading to better revenue generation for the hotels.

4.12 Conclusion

This chapter gives us an insight into the analysis and interpretation of primary data collected from the customers for this research work undertaken based on the objectives and hypotheses framed. Factor analysis was used as a data reduction technique and Chi-square test was

applied to test the hypotheses of the study. Seven Hypotheses were framed, out of which Hypothesis 2a, Hypothesis 3b and Hypothesis 5 were rejected, and the rest were accepted.

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