

PREFACE

This thesis has not only been a major learning experience but also resulted in interesting insights. The great amount of guidance provided by School of Management Studies, University of Hyderabad, was truly a big help. The willingness to interact, to be available for interviews and to participate in this research of the hotels' General Managers, Marketing Directors, Staff and very especially the hotels' in-house guests was encouraging.

Marketing in service sectors is a very large subject; therefore, the thesis was limited to research on Multi Sensory Marketing in Hospitality sector (Four and Five star hotels from Hyderabad and Vishakhapatnam of Andhra Pradesh, India).

The findings of this study cannot be generalized to some extent, or used interchangeably within all the services industries.

The researcher, is aware of the potential criticism and the limitations of quantitative studies, which include suggestive findings and not conclusive. The objective of this research is to provide insights on this topic from researcher's viewpoint, which is then largely subjective per se. However due to considerations of validity and reliability, subjectivity is aimed to be limited to certain extent.

The aim is to provide possible approaches to Multi Sensory Marketing in Hospitality sector in India, rather than presenting globally applicable measures that will work for any region. In order to ensure as high as possible level of transparency, an attempt was made thoroughly to describe the mode the data for this study was obtained and analyzed. For practical reason, it is not possible to study all the aspects of marketing in the hospitality sector. Considering this, the study aims at thorough understanding of the Multi Sensory marketing practices and the perception of customers regarding this in the Four star and Five Star hotels of Hyderabad and Vishakhapatnam in the state Andhra Pradesh in India.

When implementing case study method, one of the first decisions to make was to decide whether to use a single case study or multiple case study approach. According to Maylor and Blackmo (2005), the single case study focuses, on a single unit of analysis. Concerning the topic and the purpose of this thesis, this approach does not seem fully appropriate; to study

one single Indian Hotel may result in an incomplete picture of the answer to the research question. According to Maylor and Blackmo (2005), the multiple case study approach is useful in order to identify which features are common across cases. This being an objective of the thesis, using this approach seems to be more practical to answer the underlying research questions. A case study of eight subjects seems to be appropriate in order to serve the requirements of a case study approach and to respect its limitations at the same time.

The use of quantitative method with a case study is not opposing but more complementary. This approach will serve for a clear vision on the issue of how multi sensory marketing strategy can be implemented in hotel sector. In accomplishing this research work, the data was validated, edited, codified and machine cleaned before the final analysis was performed. Statistical Package for Social Sciences (SPSS 20) developed by IBM was used for computation of results. Data has been analysed using statistical tools such as Chi-Square test and Factor Analysis.

The study is divided into five chapters, each having a relevance to the purpose of the study. The first chapter embodies the essential aspects of this research in terms of the introductory remarks, the objectives of the study, corresponding hypothesis framed along with the methodology and sampling procedures adopted have been discussed. It is a blueprint of the thesis. Chapter 2 presents an overview of the Hospitality industry, its timeline, classification of hotels, and its present scenario in India - challenges and potentials. Chapter 3 discusses Multisensory Marketing its emergence and application. Chapter 4 presents the analysis and interpretation of the data. Chapter 5 discusses the finding and reports the conclusions. The managerial implications that emerged from the results, the limitations of the study and corresponding future work that can be built based on the finding of the study to further the Multisensory extension research are discussed at the end of this chapter. The research questionnaire used for the study is furnished in the Appendix.

This study substantiates the need for awareness in implementing multi sensory marketing as a strategy for hotels' sustenance and revenue. It highlights customers' perception on the hotels' services, factors that influence customers and the key result areas of the hotels. The study concludes with findings and suggestions related to the hospitality sector, hotels atmospherics, infrastructure, services, menu and language.