



**A STUDY ON PERCEPTION TOWARDS SERVICE SCAPE AND  
ATMOSPHERICS AMONG UPSCALE RESTAURANTS IN COIMBATORE**

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**BONAFIDE CERTIFICATE**

Certified that this project report titled "**A STUDY ON PERCEPTION TOWARDS SERVICE SCAPE AND ATMOSPHERICS AMONG UPSCALE RESTAURANTS IN COIMBATORE**" is the bonafide work of **Mr. VENKATESHWARAN A** Reg no: **1120400100** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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**DECLARATION**

I affirm that the project work titled "**A STUDY ON PERCEPTION TOWARDS SERVICE SCAPE AND ATMOSPHERICS AMONG UPSCALE RESTAURANTS IN COIMBATORE**" being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not found the party other project work submitted for award of any degree or diploma, either in this or any other university.

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## SYNOPSIS

This study examined the significance of service scape among upscale restaurants in Coimbatore. In this paper we have examined the relationship between ambient conditions, accessories, emotional, cognitive, psychological and customer patronage among the customers from Coimbatore region. This study was undertaken for Coimbatore upscale restaurants around 167 respondents. It was found that service scape is not significant that much in Coimbatore region, customer patronage is much influenced by cognitive and psychological of customer, as well as type of residential area also influence the customer patronage a lot. It also gave suggestion to the management in order to attract more customers. Here we have used percentage analysis, chi square analysis, mean and standard deviation and correlation analysis to determine above mentioned

## CHAPTER 1

### INTRODUCTION

#### 1.1 The concept of service scape:

**Service scape** is a concept that was developed to emphasize the impact of the physical environment in which a service process takes place. The concept of service scape can help assess the difference in customer experience between a fast-food franchise restaurant and a small, family-run restaurant. Whereas the quality of the food may be the same, the customer may perceive higher quality in the latter over the former based on the environment in which the service is provided.

Booms and Bitner defined a service scape as "the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service".

In order to be successful, restaurant operators need to create a pleasant servicescape and provide excellent service to their customers. The servicescape is the physical environment of a service organization where the service transaction occurs. It is composed of some elements such as the colour, music, scent, layout, lighting, and design in a physical environment. There is enough evidence to suggest that the servicescape has a strong impact on consumption experiences. Similarly, most services are characterized by service encounters. That is, the interaction between service staff and customers throughout the entire service process. Therefore, customers evaluate service consumption experiences by paying a lot of attention to both servicescape and employee interactions. In this field case, restaurant operators need for a deeper understanding of the relative impact of the servicescape (e.g., lighting, temperature, colour of the wall, colour of the floor, music, theme, comfort level, and the uniqueness of the interior layout and design) and for the service encounters (i.e., the interaction between customers and service staff) on customers' emotions and satisfaction in a restaurant setting.

Matching the restaurant theme with food served, and matching the exterior

examples of remote encounters. These use remote servicescapes. They are back office .The place has to be designed to keep employees' motivation and morale high. The servicescape should premeditate ergonomically to facilitate teamwork, supervision and operational efficiency.

Further each type of servicescape can be elaborate and lean. Lean servicescape will have simple processes, simple layout little equipment, little geographic (physical) spread and few simple interactions. STD-PCO an ATM a dry cleaner and filling station are examples of lean servicescape. For these, the designing is simple and uncomplicated, and more so if they are self service or remote servicescape with either customers or providers on the scene a five star resort or theme park or an airport etc., are examples of elaborate servicescapes with complex and dynamic interactions between customer-employees,customers-customers,customers-equipments,equipments-employees,and employees-employees. While customer presence requires elements of comfort and convenience to be a built in, the providers seek productivity, operational conveniences and amenities.

- **The importance of the servicescape:**

Unlike what most patrons see as the primary components of a dining experience, i.e. the food and the service, the environment in which the meal is consumed can be as important or more. When returning to a restaurant that you have already been to, you know what to expect when it comes to the quality of the food and service, as well as the servicescape - the ambiance, music, decor, lighting, temperature and "feel" of the restaurant. Even when the food and service are absolutely perfect, if one or a few of these details are off, the experience can be ruined. Imagine going to the best steakhouse, ordering your favourite steak, it being delivered perfectly but the lights was too bright, the music was too loud and it was too cold. How would the experience be? How would you remember the meal? On the other hand, when visiting a restaurant for the first time, the only preconceived expectations are usually based on recommendations, which typically only mention the food and service, as the servicescape is only noticed when it is not what it should be. When all elements of the servicescape

look with the interior décor have the positive impact on pleasure level, while such impact on arousal was minimal. There is strong evidence in environmental psychology to suggest that human interactions like service encounters are an integral part of the physical environment, yet this idea sometimes has been ignored in consumer behaviour.

Depending on the nature of desired and designed encounter a servicescape can be of the three possible types.

- **A self service servicescape:**

The service is designed around a customer helping self with the service .The role of service employees is limited. Customer performs most of the activities, either on their own or with a little help from the provider. Examples are ATMs, cinema halls, gymnasium and self service restaurants etc. The service provider must plan the facility exclusively with the customer in mind. The facility design can attempt to position it for the desired market segment, by making the facility pleasing and appropriate to use for them. A gym layout and design and design (choice of equipment) conveys the segment of population that is targeted – slimming enthusiasts, body shapers, sportspersons, business executives and housewives or the youth.

- **An interpersonal servicescape:**

When a service encounter requires a close interaction between the customer and provider the servicescape must be facilitate this interaction. An interpersonal servicescape is appropriate. Hotels, hospitals, schools and banks are examples of this type of servicescapes, they must be designed to attract, satisfy and facilitate the activities of both conducive to the interaction between the two.

- **A remote servicescape:**

There are service settings where there is little or no customer involvement in the servicescape. Telecommunications, insurance and call centres etc., are

are exactly what they are supposed to be, they can make the experience even more memorable.

- **Ambient conditions:**

Ambient conditions include background characteristics of the environment such as temperature, lighting, noise, music, and scent. As a general rule, ambient conditions affect the five senses.

- **Customer loyalty:**

Customer loyalty is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring you even more customers.

#### 1.2 Industry profile:

##### Hospitality industry:

The **hospitality industry** is a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, etc.), management, marketing, and human resources.

Opportunities in hospitality, which have been fewer than usual during the recent economic downturn, are projected to grow at a slightly greater rate than jobs overall between 2000 and 2010.

##### Facts and figures of Indian hospitality industry:

- Tourism is presently the most important civil industry in the world. The hospitality industry is second only to the global oil industry in terms of

turnover, and is, by far, the largest employer around the world. Ten percent of the world's work force is in the tourism industry, and 10 percent of the world's GNP comes from tourism.

- Tourism in India is the largest service industry, with a contribution of 6.4% to the national GDP in 2011 and 8.78% of the total employment in India. By the end of 2012, this is projected to increase to 7.3%.
- Foreign Tourist Arrivals (FTAs) to India increased from 5.17 million in FY09 to 5.78 million in FY10, thereby resulting in an increase of 11.8% YoY. It was better than UNWTO's projected growth rate of 5% to 6% for the world in 2010.
- The share of India in international tourist arrivals in 2010 was 0.61%, which is 0.02% improvement over 2009. India's rank improved to 40th in 2010, from 41st in 2009.
- Number of Indian national departures from India during 2010 was 12.99 million as compared to 11.07 million in 2009, registering a growth rate of 17.4%.

### 1.3 Statement of the Problem:

The life style of Coimbatore people are changing nowadays along with their expectation towards restaurants. There in need to study "A study on perception towards service scape and atmospherics among upscale restaurants in Coimbatore" to find out whether the service scape is significance in Coimbatore region or not.

### 1.4 Scope of the Study:

This study reveals about the how significant the service scape in upper scale restaurants in Coimbatore. Here the samples are collected from customers of Coimbatore restaurant. As because of time shortage this study is only limited to Coimbatore region. The scope of the study is that it can be extend to any restaurants all around the Tamilnadu. The study covers only upscale restaurant, it can be extended to luxury hotel. Here we are going to use area random sampling technique to find whether the service scape is significant in Coimbatore restaurants or not.

sustaining competitive advantage in the marketplace. This paper reviews several extant contemporary empirical servicescape studies conducted in the area. In this paper we have examined the relationship between the multi-dimensionality of servicescape and customer support. A survey research method was used to study servicescapes in the context of Indian star hotels. To test these possibilities, a survey with 109 participants selected from six hotels in the city of Delhi was undertaken. It was found that positive relationship exists between the ambience of the hotels and support by customers. Positive relationship was also reported between spatial layout and support by customers. It was again found that signs, symbols and artefacts were positively associated with customer support. This study presents us with a framework and highlights the potential of physical setting as valuable and appropriate strategy in attracting customers in the hotel industry. It provides an empirical perspective to the potential of physical setting (ambient conditions, spatial layout, signs, symbols, and artefacts) as valuable and appropriate strategy in attracting customers for the hotel industry in the metropolitan city of Delhi.

**Source:** <http://connection.ebscohost.com/c/articles/84955386/servicescape-customer-substantiation-star-hotels-indias-metropolitan-city-delhi>

### 2.4 Servicescape and Customer Patronage of Three Star Hotels in Ghana's Metropolitan City of Accra:

The study examined the relationship between the multidimensionality of servicescape and customer patronage. Three hypotheses were formulated .To test these possibilities, a survey with 104 participants selected from six hotels in the city of Accra was undertaken. It was found that positive relationship exists between the ambience of the hotels and patronage by customers. Positive relationship was also reported between spatial layout and patronage by customers. It was again found that signs, symbols and artefacts were positively associated with customer patronage. This study presents us with a framework and highlights the potential of physical setting as valuable and appropriate strategy in attracting customers in the hotel industry.

## CHAPTER 2

### REVIEW OF LITERATURE:

#### 2.1 Service scapes: The Impact of Physical Surroundings on Customers and Employees:

A typology of service organizations is presented and a conceptual framework is advanced for exploring the inn pact of physical surroundings on the behaviours of both customers and employees. The ability of the physical surroundings to facilitate achievement of organizational as well as marketing goals is explored. Literature from diverse disciplines provides theoretical grounding for the framework, which serves as a base for focused propositions. By examining the multiple strategic roles that physical surroundings can exert in service organizations, the author highlights key managerial and research implications.

**Source:** <http://www.ida.liu.se/~stebo/und/htdd01/9208310667.pdf>

#### 2.2 The determinants and effects of slot service scape satisfaction in lasvegas hotel casino:

Scales representing ambient conditions, ability to navigate the slot floor, cleanliness interior decor, and seating comfort all produce a significant effect on slot service scapes satisfaction. Scales representing slot service scape satisfaction and gaming value produce significant effects on overall satisfaction with the slot experience. Overall satisfaction with the slot experience produces a significant effect on behavioural intention variables such as repatronage, word of mouth and desire to remain in the casino environment. This exploratory study uses data from a las vegas hotel casino to extend the work of Bitner and Wakefield and Blodgett related to service scape effects.

**Source:** <http://digitalscholarship.unlv.edu/gri/vol7/iss1/1/>

#### 2.3 Servicescape and Customer Substantiation of Star Hotels in India's Metropolitan City of Delhi

There is considerable evidence that environmental variables can substantially influence consumer behaviour in service settings. Service firms recognize the key role that product and process innovation play in building and

**Source:**

<http://www.google.co.in/url?sa=t&rc=1&q=servicescape%20and%20customer%20patronage%20of%20three%20star%20hotels%20in%20ghana%E2%80%99s%20metropolitan%20city%20of%20accra&source=web&cd=1&cad=rja&ved=0CDcQFJAA&url=http%3A%2F%2Fwww.iiste.org%2Fjournal%2Findex.php%2FJIBM%2Farticle%2Fdownload%2F300%2F187&ei=hbWUUbJGCoLrQe22YGgBg&usq=AFOjCNEu09MqtW6z-sP8D96lIsJFvEbiQ&bv=45960087.d.bmk>

#### 2.5 Influence of restaurant's physical environments on emotion and behavioural intention:

Modifying the Mehrabian–Russell model, this study proposed a conceptual model to explore how customers' perceptions of dining environments influence emotion and behavioural intention (BI) in the upscale restaurant setting. Using a structural equation modelling analysis, this study showed that facility aesthetics, ambience, and layout as dining environments had significant effects on the degree of customer pleasure, while facility aesthetics and employees significantly influenced the level of arousal. In addition, the results indicated that facility aesthetics and employees among physical environments had direct Influences on Bls. Among customer emotions, pleasure was a significant determinant of Bls. Finally, the interdependence between pleasure and arousal was supported. The implications for restaurateurs and academic researchers are discussed.

**Source:** <http://www.tandfonline.com/doi/abs/10.1080/02642060802188023>

## CHAPTER 3

### RESEARCH METHODOLOGY

In this chapter we are going to discuss about the type of research, data and sources of data, time, population size, sampling techniques and tools used.

#### 3.1 Research Design:

The study adopts Descriptive research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation. There are many methods to do descriptive research but here we are going to use few.

#### 3.2 Objectives of the Study:

- To discover the customer profile and the level of interest shown towards upscale restaurants in Coimbatore
- To identify the various dining out pattern of customers in Coimbatore along upscale restaurant
- To study the significance of service scape and atmospherics among upscale restaurants at Coimbatore
- To explore the customer perception towards various physiological and psychological service scape elements of the restaurants.
- To pin point and suggest the various measures to improve the quality of service to be offered by the restaurants

#### 3.3 Data and Sources:

The data used here is primary data. Primary research consists of the collection of original primary data. It is often undertaken after the researcher has gained some insight into the issue by reviewing secondary research or by analysing previously collected primary data. It can be accomplished through various methods, including questionnaires and telephone interviews in market research, or experiments and direct observations in the physical sciences,

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factors are measured using five point likert scale for the degree of importance of each factor, where for 5 represents exceeds expectation to 1 represents irky for ambient conditions and accessories, where as for cognitive and emotional 5 represents strongly agree and 1 represents strongly disagree and for physiological and customer patronage 5 represents very likely and 1 represents very unlikely.

This third is used to know the satisfaction of customer expectations towards temperature inside restaurants, cleanliness, calmness, odour under ambient conditions and floor coverings, artefacts, utensils and cutleries, arrangement of equipments etc under accessories. Under cognitive and emotional we are going to determine about how the customers perceived the service of restaurant respectively. Under physiological and customer patronage we are going to know about how much they like their service, how comfortable it was, whether they will visit hotel once again or not and etc are determined.

#### 3.5 Sampling Design and Technique:

The sampling technique used here is Area random sampling. The study area which was accommodated across the city is as follows:

**Table No. 3.1**  
**Areas of data collection**

Division	Area	No of respondents
Coimbatore North	Lawley Road, Saibaba Colony	32
Coimbatore South	Townhall, Ukkadam	29
Coimbatore East	Peelamedu, Ramanathapuram	38
Coimbatore West	P.N.Pudur, Vadavalli	31
Coimbatore Central	Gandhipuram, Tatabad	37

A total of 167 respondents took the survey in adjudging the significance of service scape of upscale restaurants. The profile of the respondents included Businessman, Salaried employees, Professionals and Working women.

amongst others. It is collected either by the investigator himself or through his agents. There are different methods of collecting primary data. Each method has its relative merits and demerits. The investigator has to choose a particular method to collect the information. The choice to a large extent depends on the preliminaries to data collection.

The data collection method i have used in this project is Direct Personal observation. This is a very general method of collecting primary data. Here the investigator directly contacts the informants, solicits their cooperation and enumerates the data. The information are collected by direct personal interviews.

The data is collected from the customers of upper scale restaurants from Coimbatore region through the questionnaire method. The data contains all the data required to complete the project. The data is used to determine the significance of service scape and atmospherics. A total of 167 samples were collected from different upper scale restaurant in the span of 3 months.

#### 3.4 Questionnaire Design:

This research investigates the significance of service scape and atmospherics among upscale restaurants. The questionnaire consist of three sections: Customer profile, Dine out patterns, section three with six dimensions like ambient conditions, accessories, cognitive, emotional, physiological and customer patronage.

First section of the questionnaire consists of customer profile such as age group, respondent's occupation, education qualification, family income and total family members, their religion and type of residential area. These questions are used us to know about what type of customers visiting hotels.

Second section of questionnaire consists of dine out patterns such as occasion of visiting restaurant, preference of food in terms of Vegetarian, Non vegetarian and Eggetarian and reasons for dining out and reason for choosing hotel like availability of choice, ambience, taste and hygienic and friendliness of service personnel. This section is used to determine the dine out patterns and their preferences to make decision about restaurants.

Section three consists of six dimensions like ambient conditions, accessories, cognitive, emotional, physiological, customer patronage. Here this

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#### 3.5 Tools used:

SPSS is the tool used to analysis the samples collected. SPSS is a computer program used for survey authoring and deployment, data mining, text analytics, statistical analysis, collaboration and deployment. In the SPSS we are using chi square method in cross tabs, percentage analysis, correlation.

A chi-squared test is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

A percentage analysis is the method to represent raw streams of data as a percentage ( a part in 100 – percent) for better understanding of collected data.

Correlation refers to any of a broad class of statistical relationships involving dependence.

## CHAPTER 4

### ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusion, significance, and implications of the findings. The steps involved in data analysis are a function of the type of information collected, however, returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and a focus for the analysis.

Analysis of data is a process of inspecting, cleaning, transforming, and modelling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

Data mining is a particular data analysis technique that focuses on modelling and knowledge discovery for predictive rather than purely descriptive purposes. Business intelligence covers data analysis that relies heavily on aggregation, focusing on business information. In statistical applications, some people divide data analysis into descriptive statistics, exploratory data analysis(EDA), and confirmatory data analysis (CDA). EDA focuses on discovering new features in the data and CDA on confirming or falsifying existing hypotheses. Predictive analytics focuses on application of statistical or structural models for predictive forecasting or classification, while text analytics applies statistical, linguistic, and structural techniques to extract and classify information from textual sources, a species of unstructured data. All are varieties of data analysis. Data interpretation can be defined as applying statistical procedures to analyze specific facts from a study or body of research. Data interpretation questions are a part of many standardized tests.

**Table no. 4.1.3**  
**Education qualification**

S. No	Particulars	No of respondents	Percent
1	School final	26	15.6
2	Graduate/ diploma holder	36	21.6
3	Post graduate	97	58.1
4	Others	8	4.8
	Total	167	100

INTERPRETATION:

15.6% of the respondents finished their school final, 21.6% of them finished graduation/ diploma, 58.1% finished post graduation, 4.8 percent are from others category.

**Table no. 4.1.4**  
**Total family members**

S. No	Particulars	No of respondents	Percent
1	2 or below	16	9.6
2	3	42	25.1
3	4	64	38.3
4	Above 4	45	26.9
	Total	167	100

INTERPRETATION:

9.6% of the respondents have total family members 2 or below category, 25.1% of them have 3 members in their family, 38.3% have 4 members in their family, 26.9% have above 4 members in family.

#### 4.1 Percentage Analysis:

**Table no. 4.1.1**

##### Age group

S.No	Particulars	No of respondents	Percent
1	Below 30	99	59.3
2	31 – 40	30	18.0
3	41- 50	12	7.2
4	51 – 60	10	6.0
5	Above 60	16	9.6
	Total	167	100

INTERPRETATION:

In this project 59.3% of the respondent's ages are below 30, 18% of respondents are between 31 and 40, 7.2% of respondent's ages are between 41 and 50, 6% of respondent's ages are between 51 and 60, 9.6% of respondent's ages are above 60.

**Table no. 4.1.2**

##### Occupation

S. No	Particulars	No of respondents	Percent
1	Self employed	27	16.2
2	Professional	37	22.2
3	Salary private/ government	25	15
4	Business community	31	18.6
5	Others	47	28.1
	Total	167	100

INTERPRETATION:

The occupation of 16.2% of respondent are self employed, 22.2% are professional, 15% are salary private/ government, 18.6% are business community, 28.1 % are students.

**Table no. 4.1.5**  
**Income of family**

S. No	Particulars	No of respondents	Percent
1	Below 3 lakhs	61	36.5
2	3- 5 lakhs	49	29.3
3	5- 8 lakhs	25	15.0
4	Above 8 lakhs	32	19.2
	Total	167	100

INTERPRETATION:

Nearly 36.5% of the respondents earns below 30 lakhs per annum, 29.3% earns 3-5 lakhs per annum, 15% earns 5-8 lakhs per annum, 19.2% earns above 8 lakhs per annum.

**Table no. 4.1.6**  
**Religion**

S. No	Particulars	No of respondents	Percent
1	Hindu	115	68.9
2	Muslim	28	16.8
3	Christian	22	13.2
4	Others	2	1.2
	Total	167	100

INTERPRETATION:

Here majority of the respondents are Hindus with the percentage of 68.9%, 16.8% of the respondents are Muslims, 13.2% of respondents are Christian, 1.2% of respondents are from other religion.

**Table no. 4.1.7**  
**Type of residential area**

S. No	Particulars	No of respondents	Percent
1	Urban	71	42.5
2	Semi urban	63	37.7
3	Rural	33	19.8
	Total	167	100

**INTERPRETATION:**

42.5% of the respondents are living in Urban, 37.7% of respondents are living in semi urban, 19.8% of respondents are living in Rural.

**Table no. 4.1.8**  
**Occasion of visiting hotel**

S. No	Particulars	No of respondents	Percent
1	Business meeting	42	25.1
2	Family get together	68	40.7
3	Parties with friends	28	16.8
4	No specific reason	29	17.4
	Total	167	100

**INTERPRETATION:**

25.1% of the respondents are visiting hotel for business purpose, 40.7% of respondents for family get together, 16.8% for parties with friends, 17.4 % have no specific reason.

**Table no. 4.1.11**  
**Consideration of hotel while choosing**

S. No	Particulars	No of respondents	Percent
1	Availability of choice of eateries	43	25.7
2	Ambience/ service scape	22	13.2
3	Taste and hygienic	83	49.7
4	Friendliness of service personnel	16	9.6
5	Others	13	1.8
	Total	167	100

**INTERPRETATION:**

25.7% of respondents consider availability of choice of eateries as main consideration, 13.2% consider Ambience/ service scape as main consideration, 49.7% consider Taste and hygienic as main consideration, 9.6% consider Friendliness of service personnel and 1.8% consider others factors.

**Table no. 4.1.12**  
**Temperature, cross ventilation and air circulation**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	45	26.9
2	Meets expectation	82	49.1
3	Same as other hotels	38	22.8
4	Doesn't meet expectation	2	1.2
	Total	167	100

**INTERPRETATION:**

26.9% of respondents Exceeds their expectation, 49.1% were meets their expectation, 22.8% were said it is same as other hotels, 1.2% said doesn't meet expectation.

**Table no. 4.1.9**  
**Preference of cuisine**

S. No	Particulars	No of respondents	Percent
1	Vegetarian	26	15.6
2	Non – vegetarian	124	74.3
3	Eggetarian	17	10.2
	Total	167	100

**INTERPRETATION:**

Based of the response for preference of cuisine we found that 15.6% of respondents are vegetarian, 74.3% of respondents are Non- vegetarian, 10.2% are Eggetarian.

**Table no. 4.1.10**  
**Reason for dining out**

S. No	Particulars	No of respondents	Percent
1	Relief for boredom of cooking	20	12.0
2	Choice of eateries	40	24.0
3	Family outing	70	41.9
4	For environmental experience	26	15.6
5	During emergencies	11	6.6
	Total	167	100

**INTERPRETATION:**

The reason for dining out of respondents are 12% for relief of boredom of cooking, 24% for choice of eateries, 41.9% for family outing, 15.6% for environmental experience, 6.6% are during emergencies.

**Table no. 4.1.13**  
**Cleanliness and hygiene atmosphere**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	34	20.4
2	Meets expectation	79	47.3
3	Same as other hotels	49	29.3
4	Doesn't meet expectation	5	3.0
	Total	167	100

**INTERPRETATION:**

20.4% of respondents Exceeds their expectation, 47.3% were meets their expectation, 29.3% were said it is same as other hotels, 3% said doesn't meet expectation.

**Table no. 4.1.14**  
**Calmness and silence**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	30	18.0
2	Meets expectation	86	51.5
3	Same as other hotels	42	25.1
4	Doesn't meet expectation	7	4.2
5	Irky	2	1.2
	Total	167	100

**INTERPRETATION:**

18% of respondents Exceeds their expectation, 51.5% were meets their expectation, 25.1% were said it is same as other hotels, 4.2% said doesn't meet expectation and 1.2% said as irky.

**Table no. 4.1.15**  
**Channel music and sound system**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	22	13.2
2	Meets expectation	66	39.5
3	Same as other hotels	53	31.7
4	Doesn't meet expectation	23	13.8
5	Irky	3	1.8
	Total	167	100

**INTERPRETATION:**

13.2% of respondents Exceeds their expectation, 39.5% were meets their expectation, 31.7% were said it is same as other hotels, 13.8% said doesn't meet expectation and 1.8% said as irky.

**Table no. 4.1.16**  
**Odour**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	29	17.4
2	Meets expectation	74	44.3
3	Same as other hotels	53	31.7
4	Doesn't meet expectation	8	4.8
5	Irky	3	1.8
	Total	167	100

**INTERPRETATION:**

17.4% of respondents Exceeds their expectation, 44.3% were meets their expectation, 31.7% were said it is same as other hotels, 4.8% said doesn't meet expectation and 1.8% said as irky.

**Table no. 4.1.19**  
**Utensils and cutleries**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	28	16.8
2	Meets expectation	74	44.3
3	Same as other hotels	57	34.1
4	Doesn't meet expectation	6	3.6
5	Irky	2	1.2
	Total	167	100

**INTERPRETATION:**

16.8% of respondents Exceeds their expectation, 44.3% were meets their expectation, 34.1% were said it is same as other hotels, 3.6% said doesn't meet expectation and 1.2% said as irky.

**Table no. 4.1.20**  
**Uniforms of service personnel**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	21	12.6
2	Meets expectation	82	49.1
3	Same as other hotels	49	29.3
4	Doesn't meet expectation	8	4.8
5	Irky	7	4.2
	Total	167	100

**INTERPRETATION:**

12.6% of respondents Exceeds their expectation, 49.1% were meets their expectation, 29.3% were said it is same as other hotels, 4.8% said doesn't meet expectation and 4.2% said as irky.

**Table no. 4.1.17**  
**Arrangements of all equipments, furnishing**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	40	24
2	Meets expectation	82	49.1
3	Same as other hotels	40	24
4	Doesn't meet expectation	4	2.4
5	Irky	1	0.6
	Total	167	100

**INTERPRETATION:**

24% of respondents Exceeds their expectation, 49.1% were meets their expectation, 24% were said it is same as other hotels, 2.4% said doesn't meet expectation and 0.6% said as irky.

**Table no. 4.1.18**  
**Linen and upholstery**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	22	13.2
2	Meets expectation	84	50.3
3	Same as other hotels	52	31.1
4	Doesn't meet expectation	9	5.4
	Total	167	100

**INTERPRETATION:**

13.2% of respondents Exceeds their expectation, 50.3% were meets their expectation, 31.1% were said it is same as other hotels, 5.4% said doesn't meet expectation.

**Table no. 4.1.21**  
**Order processing and delivery**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	36	21.6
2	Meets expectation	72	43.1
3	Same as other hotels	43	25.7
4	Doesn't meet expectation	15	9.0
5	Irky	1	0.6
	Total	167	100

**INTERPRETATION:**

21.6% of respondents Exceeds their expectation, 43.1% were meets their expectation, 25.7% were said it is same as other hotels, 9% said doesn't meet expectation and 0.6% said as irky.

**Table no. 4.1.22**  
**Signage**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	25	15.0
2	Meets expectation	73	43.7
3	Same as other hotels	60	35.9
4	Doesn't meet expectation	9	5.4
	Total	167	100

**INTERPRETATION:**

15% of respondents Exceeds their expectation, 43.7% were meets their expectation, 35.9% were said it is same as other hotels, 5.4% said doesn't meet expectation.

**Table no. 4.1.23**  
**Floor coverings**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	28	16.8
2	Meets expectation	65	38.9
3	Same as other hotels	51	30.5
4	Doesn't meet expectation	21	12.6
5	Irky	2	1.2
	Total	167	100

**INTERPRETATION:**

16.8% of respondents Exceeds their expectation, 38.9% were meets their expectation, 30.5% were said it is same as other hotels, 12.6% said doesn't meet expectation and 1.2% said as irky.

**Table no. 4.1.24**  
**Artefacts**

S. No	Particulars	No of respondents	Percent
1	Exceeds expectation	31	18.6
2	Meets expectation	77	46.1
3	Same as other hotels	45	26.9
4	Doesn't meet expectation	12	7.2
5	Irky	2	1.2
	Total	167	100

**INTERPRETATION:**

18.6% of respondents Exceeds their expectation, 41.6% were meets their expectation, 26.9% were said it is same as other hotels, 7.2% said doesn't meet expectation and 1.2% said as irky.

**Table no. 4.1.27**  
**Our hotel delivered what we promise**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	32	19.2
2	Agree	77	46.1
3	Moderate	50	29.9
4	Disagree	5	3
5	Strongly disagree	3	1.8
	Total	167	100

**INTERPRETATION:**

19.2% of respondents strongly agrees, 46.1% of respondents agree it, 29.9% of respondents moderately agree it, 3% of respondents disagree it and 1.8% of respondents strongly disagree it.

**Table no. 4.1.28**  
**Able to differentiate our service from others**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	27	16.2
2	Agree	66	39.5
3	Moderate	64	38.3
4	Disagree	8	4.8
5	Strongly disagree	2	1.2
	Total	167	100

**INTERPRETATION:**

16.2% of respondents strongly agrees, 39.5% of respondents agree it, 38.3% of respondents moderately agree it, 4.8% of respondents disagree it and 1.2% of respondents strongly disagree it.

**Table no. 4.1.25**  
**Got real value for price paid**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	37	22.2
2	Agree	94	56.3
3	Moderate	22	13.2
4	Disagree	11	6.6
5	Strongly disagree	3	1.2
	Total	167	100

**INTERPRETATION:**

22.2% of respondents strongly agrees, 56.3% of respondents agree it, 13.2% of respondents moderately agree it, 6.6% of respondents disagree it and 1.2% of respondents strongly disagree it.

**Table no. 4.1.26**  
**Able to recollect the experience of our hotel**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	33	19.8
2	Agree	78	46.7
3	Moderate	46	27.5
4	Disagree	8	4.8
5	Strongly disagree	2	1.2
	Total	167	100

**INTERPRETATION:**

19.8% of respondents strongly agrees, 46.7% of respondents agree it, 27.5% of respondents moderately agree it, 4.8% of respondents disagree it and 1.2% of respondents strongly disagree it.

**Table no. 4.1.29**  
**Was served promptly**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	33	19.8
2	Agree	77	46.1
3	Moderate	44	26.3
4	Disagree	12	7.2
5	Strongly disagree	1	0.6
	Total	167	100

**INTERPRETATION:**

19.8% of respondents strongly agrees, 46.1% of respondents agree it, 26.3% of respondents moderately agree it, 7.2% of respondents disagree it and 0.6% of respondents strongly disagree it.

**Table no. 4.1.30**  
**Happy with the service**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	44	26.3
2	Agree	87	52.1
3	Moderate	29	17.4
4	Disagree	5	3.0
5	Strongly disagree	2	1.2
	Total	167	100

**INTERPRETATION:**

26.3% of respondents strongly agrees, 52.1% of respondents agree it, 17.4% of respondents moderately agree it, 3% of respondents disagree it and 1.2% of respondents strongly disagree it.

**Table no. 4.1.31**  
**Delighted with the service**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	38	22.8
2	Agree	75	44.9
3	Moderate	48	28.7
4	Disagree	3	1.8
5	Strongly disagree	3	1.8
	Total	167	100

**INTERPRETATION:**

22.8% of respondents strongly agree, 44.9% of respondents agree it, 28.7% of respondents moderately agree it, 1.8% of respondents disagree it and 1.8% of respondents strongly disagree it.

**Table no. 4.1.32**  
**Appreciate the service**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	34	20.4
2	Agree	75	44.9
3	Moderate	50	29.9
4	Disagree	7	4.2
5	Strongly disagree	1	0.6
	Total	167	100

**INTERPRETATION:**

20.4% of respondents strongly agree, 44.9% of respondents agree it, 29.9% of respondents moderately agree it, 4.2% of respondents disagree it and 0.6% of respondents strongly disagree it.

**Table no. 4.1.35**  
**Felt very comfortable during your services**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	36	21.6
2	Agree	91	54.5
3	Moderate	28	16.8
4	Disagree	10	6.0
5	Strongly disagree	2	1.2
	Total	167	100

**INTERPRETATION:**

21.6% of respondents strongly agree, 54.5% of respondents agree it, 16.8% of respondents moderately agree it, 6% of respondents disagree it and 1.2% of respondents strongly disagree it.

**Table no. 4.1.36**  
**My experience was truly commendable**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	30	18.0
2	Agree	77	46.1
3	Moderate	51	30.5
4	Disagree	9	5.4
	Total	167	100

**INTERPRETATION:**

18% of respondents strongly agree, 46.1% of respondents agree it, 30.5% of respondents moderately agree it, 5.4% of respondents disagree it.

**Table no. 4.1.33**  
**Services bothered you**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	23	13.8
2	Agree	72	43.1
3	Moderate	42	25.1
4	Disagree	21	12.6
5	Strongly disagree	9	5.4
	Total	167	100

**INTERPRETATION:**

13.8% of respondents strongly agree, 43.1% of respondents agree it, 25.1% of respondents moderately agree it, 12.6% of respondents disagree it and 5.4% of respondents strongly disagree it.

**Table no. 4.1.34**  
**Stewards were patient when taking order**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	41	24.6
2	Agree	66	39.5
3	Moderate	46	27.5
4	Disagree	11	6.6
5	Strongly disagree	3	1.8
	Total	167	100

**INTERPRETATION:**

24.6% of respondents strongly agree, 39.5% of respondents agree it, 27.5% of respondents moderately agree it, 6.6% of respondents disagree it and 1.8% of respondents strongly disagree it.

**Table no. 4.1.37**  
**The service process was smooth**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	31	18.6
2	Agree	95	56.9
3	Moderate	33	19.8
4	Disagree	7	4.2
5	Strongly disagree	1	0.6
	Total	167	100

**INTERPRETATION:**

18.6% of respondents strongly agree, 56.9% of respondents agree it, 19.8% of respondents moderately agree it, 4.2% of respondents disagree it and 0.6% of respondents strongly disagree it.

**Table no. 4.1.38**  
**The service offered were flexible and accommodative**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	32	19.2
2	Agree	80	47.9
3	Moderate	46	27.5
4	Disagree	9	5.4
	Total	167	100

**INTERPRETATION:**

19.2% of respondents strongly agree, 47.9% of respondents agree it, 27.5% of respondents moderately agree it, 5.4% of respondents disagree it.

**Table no. 4.1.39**  
**I feel at home in your hotel**

S. No	Particulars	No of respondents	Percent
1	Strongly agree	29	17.4
2	Agree	72	43.1
3	Moderate	41	24.6
4	Disagree	20	12.0
5	Strongly disagree	5	3.0
	Total	167	100

**INTERPRETATION:**

17.4% of respondents strongly agree, 43.1% of respondents agree it, 24.6% of respondents moderately agree it, 12% of respondents disagree it and 3% of respondents strongly disagree it.

**Table no. 4.1.40**  
**I am more attracted to your hotel**

S. No	Particulars	No of respondents	Percent
1	Very likely	44	26.3
2	Likely	82	49.1
3	Doubtful	27	16.2
4	Unlikely	11	6.6
5	Very unlikely	3	1.8
	Total	167	100

**INTERPRETATION:**

26.3% of respondents highly like it, 49.1% of respondents likes, 16.2% of respondents said as doubtful, 6.6% of respondents unlike it and 1.2% of respondents highly unlike it.

**Table no. 4.1.43**  
**The price which I pay is worth value**

S. No	Particulars	No of respondents	Percent
1	Very likely	36	21.6
2	Likely	73	43.7
3	Doubtful	45	26.9
4	Unlikely	10	6.0
5	Very unlikely	3	1.8
	Total	167	100

**INTERPRETATION:**

21.6% of respondents highly like it, 43.7% of respondents likes, 26.9% of respondents said as doubtful, 6% of respondents unlike it and 1.8% of respondents highly unlike it.

**Table no. 4.1.44**  
**The service have fulfilled my visit**

S. No	Particulars	No of respondents	Percent
1	Very likely	29	17.4
2	Likely	79	47.3
3	Doubtful	39	23.4
4	Unlikely	17	10.2
5	Very unlikely	3	1.8
	Total	167	100

**INTERPRETATION:**

17.4% of respondents highly like it, 47.3% of respondents likes, 23.4% of respondents said as doubtful, 10.2% of respondents unlike it and 1.8% of respondents highly unlike it.

**Table no. 4.1.41**  
**I like to visit your hotel once again**

S. No	Particulars	No of respondents	Percent
1	Very likely	47	28.1
2	Likely	68	40.7
3	Doubtful	43	25.7
4	Unlikely	4	2.4
5	Very unlikely	5	3.0
	Total	167	100

**INTERPRETATION:**

28.1% of respondents highly like it, 40.7% of respondents likes, 25.7% of respondents said as doubtful, 2.4% of respondents unlike it and 3% of respondents highly unlike it.

**Table no. 4.1.42**  
**I shall recommend your hotel to others**

S. No	Particulars	No of respondents	Percent
1	Very likely	37	22.2
2	Likely	80	47.9
3	Doubtful	43	25.7
4	Unlikely	4	2.4
5	Very unlikely	3	1.8
	Total	167	100

**INTERPRETATION:**

22.2% of respondents highly like it, 47.9% of respondents likes, 25.7% of respondents said as doubtful, 2.4% of respondents unlike it and 1.8% of respondents highly unlike it.

**4.2 Chi square Analysis:**

**Table no. 4.2.1**  
**Association with ambient conditions**

	Variables	Significance value	Degree of freedom	S/N S
Age vs ambient conditions	Temperature, cross ventilation and air circulation	0.161	12	NS
	Cleanliness and hygiene atmosphere	0.128	12	NS
	Calmness and silence	0.076	16	NS
	Channel music and sound systems	0.057	16	NS
	Odour	0.013	16	S
Occupation vs ambient condition	Temperature, cross ventilation and air circulation	0.326	12	NS
	Cleanliness and hygiene atmosphere	0.003	12	S
	Calmness and silence	0.069	16	NS
	Channel music and sound systems	0.124	16	NS
Education vs ambient condition	Odour	0.013	16	S
	Temperature, cross ventilation and air circulation	0.0001	9	S
	Cleanliness and hygiene atmosphere	0.025	9	S
	Calmness and silence	0.099	12	NS
Total family	Channel music and sound systems	0.481	12	NS
	Odour	0.072	12	NS
	Temperature, cross ventilation and air circulation	0.003	9	S

members vs ambient condition	Cleanliness and hygiene atmosphere	0.545	9	NS
	Calmness and silence	0.016	12	S
	Channel music and sound systems	0.007	12	S
	Odour	0.418	12	NS
Income vs ambient conditions	Temperature, cross ventilation and air circulation	0.461	9	NS
	Cleanliness and hygiene atmosphere	0.041	9	S
	Calmness and silence	0.158	12	NS
	Channel music and sound systems	0.008	12	S
Religion vs ambient condition	Odour	0.032	12	S
	Temperature, cross ventilation and air circulation	0.141	9	NS
	Cleanliness and hygiene atmosphere	0.011	9	S
	Calmness and silence	0.054	12	NS
Type of residential area vs ambient condition	Channel music and sound systems	0.378	12	NS
	Odour	0.604	12	NS
	Temperature, cross ventilation and air circulation	0.846	6	NS
	Cleanliness and hygiene atmosphere	0.413	6	NS
Occasion for	Calmness and silence	0.623	8	NS
	Channel music and sound systems	0.028	8	S
	Odour	0.095	8	NS
	Temperature, cross ventilation and air circulation	0.077	9	NS

atmosphere, odour. Education qualification is not associated with Calmness and silence, Channel music and sound systems, odour and associated with Temperature, cross ventilation and air circulation, Cleanliness and hygiene atmosphere. Total family members is not associated with Cleanliness and hygiene atmosphere, odour and associated with Temperature, cross ventilation and air circulation, Calmness and silence, Channel music and sound systems.

Income of family is not associated with Temperature, cross ventilation and air circulation, Calmness and silence and associated with Cleanliness and hygiene atmosphere, odour, Channel music and sound systems. Religion is not associated with Temperature, cross ventilation and air circulation, odour, Calmness and silence, Channel music and sound systems and associated with Cleanliness and hygiene atmosphere. Residential area is not associated with Temperature, cross ventilation and air circulation, Cleanliness and hygiene atmosphere, Calmness and silence, odour and associated with Channel music and sound systems. Occasion for visiting hotel is not associated with Temperature, cross ventilation and air circulation, Cleanliness and hygiene atmosphere and associated with Calmness and silence, Channel music and sound systems, odour. Dining out is not associated with Temperature, cross ventilation and air circulation, Cleanliness and hygiene atmosphere, Calmness and silence, odour and associated with Channel music and sound systems. Choosing hotel is not associated with Channel music and sound systems, Calmness and silence, odour and associated with Temperature, cross ventilation and air circulation, Cleanliness and hygiene atmosphere.

#### INTERPRETATION:

From the table we can found that temperature, cross ventilation and air circulation is associated with education, total family members and choosing hotels, cleanliness and hygiene atmosphere is associated with occupation, education, income of the family, religion and choosing hotel. Calmness and silence is associated with total family members. Channel music and sound systems is associated with total family members, income of the family, type of residential area, occasion of visiting hotel, reason for dining out. Odour is associated with age group, occupation, income, occasion of visiting hotel.

visiting hotel vs ambient condition	Cleanliness and hygiene atmosphere	0.263	9	NS
	Calmness and silence	0.007	12	S
	Channel music and sound systems	0.0001	12	S
	Odour	0.0001	12	S
Reason for dining out vs ambient condition	Temperature, cross ventilation and air circulation	0.141	12	NS
	Cleanliness and hygiene atmosphere	0.099	12	NS
	Calmness and silence	0.148	16	NS
	Channel music and sound systems	0.021	16	S
Choosing hotel vs ambient conditions	Odour	0.364	16	NS
	Temperature, cross ventilation and air circulation	0.0001	12	S
	Cleanliness and hygiene atmosphere	0.023	12	S
	Calmness and silence	0.284	16	NS
	Channel music and sound systems	0.532	16	NS
	Odour	0.459	16	NS

#### ANALYSIS:

The table above shows that the significance value is greater than tabulated value, so the null hypothesis is accepted. It can be concluded that age group is not associated with Temperature, cross ventilation and air circulation, Cleanliness and hygiene atmosphere, Calmness and silence, Channel music and sound systems. Some factors have significance value lesser than tabulated value, so null hypothesis is rejected. It can be concluded that age group is associated with odour. It can be concluded that occupation is not associated with Temperature, cross ventilation and air circulation, Calmness and silence, Channel music and sound systems and occupation is associated with Cleanliness and hygiene

**Table no. 4.2.2**  
**Association with accessories**

	Variables	Significance value	Degree of freedom	S/NS
Age group vs accessories	Arrangements of all equipments, furnishings etc	0.411	16	NS
	Linen and upholstery	0.057	12	NS
	Utensils and cutleries	0.040	16	S
	Uniforms of service personnel	0.195	16	NS
	Order processing and delivery	0.697	16	NS
	Signage	0.277	12	NS
	Floor coverings	0.181	16	NS
Occupation vs accessories	Artefacts	0.186	16	NS
	Arrangements of all equipments, furnishings etc	0.407	16	NS
	Linen and upholstery	0.134	12	NS
	Utensils and cutleries	0.116	16	NS
	Uniforms of service personnel	0.475	16	NS
	Order processing and delivery	0.718	16	NS
	Signage	0.333	12	NS
Education	Floor coverings	0.0001	16	S
	Artefacts	0.092	16	NS
	Arrangements of all equipments, furnishings etc	0.027	12	S
	Linen and upholstery	0.046	9	S

qualification vs accessories	Utensils and cutleries	0.008	12	S
	Uniforms of service personnel	0.441	12	NS
	Order processing and delivery	0.023	12	S
	Signage	0.694	9	NS
	Floor coverings	0.245	12	NS
	Artefacts	0.476	12	NS
Total family members vs accessories	Arrangements of all equipments, furnishings etc	0.734	12	NS
	Linen and upholstery	0.027	9	S
	Utensils and cutleries	0.743	12	NS
	Uniforms of service personnel	0.258	12	NS
	Order processing and delivery	0.551	12	NS
	Signage	0.557	9	NS
Income of the family vs accessories	Floor coverings	0.122	12	NS
	Artefacts	0.017	12	S
	Arrangements of all equipments, furnishings etc	0.824	12	NS
	Linen and upholstery	0.001	9	S
	Utensils and cutleries	0.147	12	NS
	Uniforms of service personnel	0.531	12	NS
Income of the family vs accessories	Order processing and delivery	0.659	12	NS
	Signage	0.166	9	NS
	Floor coverings	0.179	12	NS
	Artefacts	0.030	12	S

	delivery			
	Signage	0.350	12	NS
	Floor coverings	0.009	16	S
	Artefacts	0.036	16	S
Choosing hotel vs accessories	Arrangements of all equipments, furnishings etc	0.262	16	NS
	Linen and upholstery	0.514	12	NS
	Utensils and cutleries	0.002	16	S
	Uniforms of service personnel	0.002	16	S
	Order processing and delivery	0.044	16	S
	Signage	0.185	12	NS
	Floor coverings	0.307	16	NS
Artefacts	0.335	16	NS	

## ANALYSIS:

The table above shows that the significance value is greater than tabulated value, so the null hypothesis is accepted. It can be concluded that age group is not associated with Arrangements of all equipments, furnishings etc, Linen and upholstery, Uniforms of service personnel, Order processing and delivery, Signage, Floor coverings, artefacts. Some factors have significance value lesser than tabulated value, so null hypothesis is rejected. It can be concluded that age group is associated with Utensils and cutleries. Occupation is not associated with Arrangements of all equipments, furnishings etc, Linen and upholstery, Uniforms of service personnel, Order processing and delivery, Signage, Utensils and cutleries, artefacts and associated with floor coverings. Education qualification is not associated with Uniforms of service personnel, Signage, Floor coverings, artefacts and associated with Arrangements of all equipments, furnishings etc, Linen and upholstery, Order processing and delivery, Utensils and cutleries. Total family members is not associated with Arrangements of all equipments, furnishings etc, Uniforms of service personnel, Order processing and delivery,

Religion vs accessories	Arrangements of all equipments, furnishings etc	0.974	12	NS
	Linen and upholstery	0.115	9	NS
	Utensils and cutleries	0.127	12	NS
	Uniforms of service personnel	0.038	12	S
	Order processing and delivery	0.139	12	NS
	Signage	0.013	9	S
	Floor coverings	0.063	12	NS
	Artefacts	0.002	12	S
Occasion of visiting hotel vs accessories	Arrangements of all equipments, furnishings etc	0.116	12	NS
	Linen and upholstery	0.006	9	S
	Utensils and cutleries	0.103	12	NS
	Uniforms of service personnel	0.422	12	NS
	Order processing and delivery	0.188	12	NS
	Signage	0.010	9	S
	Floor coverings	0.296	12	NS
Reason for dining out vs accessories	Artefacts	0.269	12	NS
	Arrangements of all equipments, furnishings etc	0.475	16	NS
	Linen and upholstery	0.594	12	NS
	Utensils and cutleries	0.227	16	NS
	Uniforms of service personnel	0.068	16	NS
	Order processing and	0.277	16	NS

Signage, Floor coverings, Utensils and cutleries and associated with Linen and upholstery, artefacts. Income of the family is not associated with Arrangements of all equipments, furnishings etc, Uniforms of service personnel, Order processing and delivery, Signage, Floor coverings, Utensils and cutleries and associated with Linen and upholstery, artefacts. Religion is not associated with Arrangements of all equipments, furnishings etc, Linen and upholstery, Order processing and delivery, Floor coverings, Utensils and cutleries and associated with Uniforms of service personnel, Signage, artefacts. Occasion of visiting hotel is not associated with Arrangements of all equipments, furnishings etc, Uniforms of service personnel, Order processing and delivery, Utensils and cutleries, Floor coverings, artefacts and associated with Linen and upholstery, Signage. Dining out is not associated with Arrangements of all equipments, furnishings etc, Linen and upholstery, Uniforms of service personnel, Order processing and delivery, Signage, Utensils and cutleries and associated with Floor coverings, artefacts. Choosing hotel is not associated with Arrangements of all equipments, furnishings etc, Linen and upholstery, Signage, Floor coverings, artefacts and associated with Uniforms of service personnel, Order processing and delivery, Utensils and cutleries.

## INTERPRETATION:

From the above table we found that education qualification is associated with arrangement of all equipments, furnishings etc, linen and upholstery, utensils and cutleries, order processing and delivery. Income of the family and Total family is associated with linen and upholstery and artefacts. Religion is associated with uniform of service personnel, signage and artefacts. Reason for dining out is associated with floor coverings and artefacts.

Choosing hotel is associated with utensils and cutleries, uniforms of service personnel, order processing and service delivery.

**Table no. 4.2.3**  
**Association with cognitive responses**

	Variables	Significance value	Degree of freedom	S/NS
Total family members vs cognitive responses	Got real value for price paid	0.035	12	S
	Able to recollect the experience	0.549	12	NS
	Our hotel delivered what we promised	0.336	12	NS
	I am able to differentiate our service from others	0.731	12	NS
	Was served promptly	0.221	12	NS
Religion vs cognitive responses	Got real value for price paid	0.001	12	S
	Able to recollect the experience	0.039	12	S
	Our hotel delivered what we promised	0.005	12	S
	I am able to differentiate our service from others	0.0001	12	S
	Was served promptly	0.009	12	S
Type of residential area vs cognitive responses	Got real value for price paid	0.464	8	NS
	Able to recollect the experience	0.012	8	S
	Our hotel delivered what we promised	0.333	8	NS
	I am able to differentiate our service from others	0.745	8	NS
	Was served promptly	0.920	8	NS
	Got real value for price	0.077	8	NS

**INTERPRETATION:**

From the above table we found that religion is associated with all cognitive variables. It is associated with got real value for price paid, able to recollect the experience of our hotel, our hotel delivered what we promises, I am able to differentiate our service from others and was served promptly. Total family member is associated with got real value for price paid.

Preference of cuisine vs cognitive responses	paid			
	Able to recollect the experience	0.009	8	S
	Our hotel delivered what we promised	0.377	8	NS
	I am able to differentiate our service from others	0.642	8	NS
	Was served promptly	0.987	8	NS

**ANALYSIS:**

The table above shows that the significance value is greater than tabulated value, so the null hypothesis is accepted. It can be concluded that total family members is not associated with Able to recollect the experience, Our hotel delivered what we promised, I am able to differentiate our service from others, Was served promptly. Some factors have significance value is lesser than tabulated value, so null hypothesis is rejected. It can be concluded that total family members is associated with Got real value for price paid. Religion is not associated with no factors and associated with Got real value for price paid, Able to recollect the experience, Our hotel delivered what we promised, I am able to differentiate our service from others, Was served promptly. Residential area is not associated with Got real value for price paid, Our hotel delivered what we promised, I am able to differentiate our service from others, Was served promptly and associated with Able to recollect the experience. Preference of cuisine is not associated with Got real value for price paid, Our hotel delivered what we promised, I am able to differentiate our service from others, Was served promptly and associated with Able to recollect the experience. Choosing hotel is not associated with Able to recollect the experience, Our hotel delivered what we promised, I am able to differentiate our service from others, Was served promptly and associated with Got real value for price paid.

**Table no. 4.2.4**  
**Association with Emotional responses**

	Variables	Significance value	Degree of freedom	S/NS
Age group vs emotional responses	I was happy with the service	0.020	16	S
	I was delighted with the service	0.561	16	NS
	I really appreciate the service	0.052	16	NS
	Your service bothered me a lot	0.416	16	NS
	Stewards were patient when talking orders	0.196	16	NS
Occupation vs emotional responses	I was happy with the service	0.215	16	NS
	I was delighted with the service	0.402	16	NS
	I really appreciate the service	0.010	16	S
	Your service bothered me a lot	0.393	16	NS
	Stewards were patient when talking orders	0.066	16	NS
Income of the family vs emotional responses	I was happy with the service	0.009	12	S
	I was delighted with the service	0.123	12	NS
	I really appreciate the service	0.345	12	NS
	Your service bothered me a lot	0.809	12	NS

	Stewards were patient when talking orders	0.270	12	NS
Religion vs emotional responses	I was happy with the service	0.001	12	S
	I was delighted with the service	0.146	12	NS
	I really appreciate the service	0.053	12	NS
	Your service bothered me a lot	0.625	12	NS
	Stewards were patient when talking orders	0.254	12	NS
Occasion of visiting the hotel vs emotional responses	I was happy with the service	0.002	12	S
	I was delighted with the service	0.450	12	NS
	I really appreciate the service	0.053	12	NS
	Your service bothered me a lot	0.289	12	NS
	Stewards were patient when talking orders	0.748	12	NS
Preference of cuisine vs emotional responses	I was happy with the service	0.021	8	S
	I was delighted with the service	0.189	8	NS
	I really appreciate the service	0.339	8	NS
	Your service bothered me a lot	0.640	8	NS
	Stewards were patient when talking orders	0.745	8	NS

Reason for dining out vs emotional responses	I was happy with the service	0.144	16	NS
	I was delighted with the service	0.119	16	NS
	I really appreciate the service	0.001	16	S
	Your service bothered me a lot	0.075	16	NS
	Stewards were patient when talking orders	0.114	16	NS
Choice of selecting hotel vs emotional responses	I was happy with the service	0.377	16	NS
	I was delighted with the service	0.010	16	S
	I really appreciate the service	0.077	16	NS
	Your service bothered me a lot	0.022	16	S
	Stewards were patient when talking orders	0.284	16	NS

**ANALYSIS:**

The table above shows that the significance value is greater than tabulated value, so the null hypothesis is accepted. It can be concluded that age group is not associated with I was delighted with the service, I really appreciate the service, Your service bothered me a lot, Stewards were patient when talking orders. Some factors have significance value lesser than tabulated value, so null hypothesis is rejected. It can be concluded that age group is associated with I was happy with the service. Occupation is not associated with I was delighted with the service, I was happy with the service , Your service bothered me a lot, Stewards were patient when talking orders and associated with I really appreciate the service.

Income of family is not associated with I was delighted with the service, I really appreciate the service, Your service bothered me a lot, Stewards were patient when talking orders and associated with I was happy with the service. Religion is not associated with I was delighted with the service, I really appreciate the service, Your service bothered me a lot, Stewards were patient when talking orders and associated with I was happy with the service. Occasion of visiting is not associated with I was delighted with the service, I really appreciate the service, Your service bothered me a lot, Stewards were patient when talking orders and associated with I was happy with the service. Preference of cuisine is not associated with I was delighted with the service, I really appreciate the service, Your service bothered me a lot, Stewards were patient when talking orders and associated with I was happy with the service.

Dining out is not associated with I was delighted with the service, I was happy with the service, Your service bothered me a lot, Stewards were patient when talking orders and associated with I really appreciate the service. Choice is not associated with I really appreciate the service, I was happy with the service, Stewards were patient when talking orders and associated with I was delighted with the service, Your service bothered me a lot.

**INTERPRETATION:**

From the above hotel we found that choice of selecting hotel is associated with I was delighted with the service and your service bothered me a lot. Age group, income, religion, preference of cuisine, occasion of visiting hotel are associated with I was happy with the service scape.

**Table no. 4.2.5**  
**Association with psychological responses**

	Variables	Significance value	Degree of freedom	S/NS
Age group vs psychological responses	Felt comfortable during service	0.428	16	NS
	Experience was truly commendable	0.284	12	NS
	The service process was smooth	0.008	16	S
	Services offered were flexible and accommodative	0.383	12	NS
Occupation vs psychological responses	I felt at home in your hotel	0.551	16	NS
	Felt comfortable during service	0.667	16	NS
	Experience was truly commendable	0.007	12	S
	The service process was smooth	0.789	16	NS
Religion vs psychological responses	Services offered were flexible and accommodative	0.174	12	NS
	I felt at home in your hotel	0.082	16	NS
	Felt comfortable during service	0.002	12	S
	Experience was truly commendable	0.015	9	S
	The service process was smooth	0.129	12	NS
	Services offered were flexible and	0.025	9	S

	accommodative			
	I felt at home in your hotel	0.0001	12	S
Occasion of visiting hotel vs psychological responses	Felt comfortable during service	0.372	12	NS
	Experience was truly commendable	0.009	9	S
	The service process was smooth	0.095	12	NS
	Services offered were flexible and accommodative	0.755	9	NS
	I felt at home in your hotel	0.180	12	NS
Preference of cuisine vs psychological responses	Felt comfortable during service	0.660	8	NS
	Experience was truly commendable	0.602	6	NS
	The service process was smooth	0.004	8	S
	Services offered were flexible and accommodative	0.001	6	S
	I felt at home in your hotel	0.624	8	NS
Choice of selecting hotel vs psychological responses	Felt comfortable during service	0.467	16	NS
	Experience was truly commendable	0.425	12	NS
	The service process was smooth	0.261	16	NS
	Services offered were flexible and accommodative	0.081	12	NS
	I felt at home in your hotel	0.009	16	S

## ANALYSIS:

The table above shows that the significance value is greater than tabulated value, so the null hypothesis is accepted. It can be concluded that age group is not associated with Felt comfortable during service, Experience was truly commendable, Services offered were flexible and accommodative, I felt at home in your hotel. Some factors have significance value lesser than tabulated value, so null hypothesis is rejected. It can be concluded that age group is associated with The service process was smooth. Occupation is not associated with Felt comfortable during service, The service process was smooth, Services offered were flexible and accommodative, I felt at home in your hotel and associated with Experience was truly commendable. Religion is not associated with The service process was smooth and associated with Felt comfortable during service, Experience was truly commendable, Services offered were flexible and accommodative, I felt at home in your hotel. Occasion of visiting hotel is not associated with Felt comfortable during service, The service process was smooth, Experience was truly commendable, Services offered were flexible and accommodative, I felt at home in your hotel and associated with Experience was truly commendable. Preference of cuisine is not associated with Felt comfortable during service, Experience was truly commendable, I felt at home in your hotel and associated with The service process was smooth, Services offered were flexible and accommodative. Choosing hotel is not associated with Felt comfortable during service, Experience was truly commendable, Services offered were flexible and accommodative, The service process was smooth and associated with I felt at home in your hotel.

## INTERPRETATION:

From the above table we can found religion is associated with I felt very comfortable during your services, My experience was truly commendable, The service offered was flexible and accommodative, I feel at home in your hotel. Preference of cuisine is associated with the service process was smooth and the service offered were flexible and accommodative.

**Table no. 4.2.6**  
**Association with Customer patronage:**

	Variables	Significance value	Degree of freedom	S/NS
Income of family vs customer patronage	I am more attached to your hotel	0.717	12	NS
	I like to visit your hotel once again	0.529	12	NS
	I shall recommend your hotel to others	0.261	12	NS
	The price which i pay is worth value	0.573	12	NS
	The service have fulfilled my visit	0.014	12	S
	Religion vs customer patronage	I am more attached to your hotel	0.011	12
I like to visit your hotel once again		0.125	12	NS
I shall recommend your hotel to others		0.024	12	S
The price which i pay is worth value		0.100	12	NS
The service have fulfilled my visit		0.482	12	NS
Type of residential area vs customer patronage	I am more attached to your hotel	0.180	8	NS
	I like to visit your hotel once again	0.042	8	S
	I shall recommend your hotel to others	0.720	8	NS
	The price which I pay is worth	0.029	8	S

	value			
	The service have fulfilled my visit	0.101	8	NS
Occasion of visiting vs customer patronage	I am more attached to your hotel	0.033	12	S
	I like to visit your hotel once again	0.062	12	NS
	I shall recommend your hotel to others	0.078	12	NS
	The price which i pay is worth value	0.375	12	NS
	The service have fulfilled my visit	0.140	12	NS

## ANALYSIS:

The table above shows that the significance value is greater than tabulated value, so the null hypothesis is accepted. It can be concluded that income of family is not associated with I am more attached to your hotel, I like to visit your hotel once again, I shall recommend your hotel to others, The price which i pay is worth value. Some factors have significance value lesser than tabulated value, so null hypothesis is rejected. It can be concluded that income of family is associated with The service have fulfilled my visit. Religion is not associated with I like to visit your hotel once again, The price which I pay is worth value, The service have fulfilled my visit and associated with I am more attached to your hotel, I shall recommend your hotel to others. Type of residential area is not associated with The service have fulfilled my visit, I am more attached to your hotel, I shall recommend your hotel to others and associated with I like to visit your hotel once again, The price which i pay is worth value. Occasion of visiting hotel is not associated with The service have fulfilled my visit, I like to visit your hotel once again, The price which i pay is worth value, I shall recommend your hotel to others and associated with I am more attached to your hotel.

## INTERPRETATION:

From the above table we found that religion is associated with I am more attracted to your hotel and I shall definitely recommended your hotel to others. Type of residential area is associated with I like to visit your hotel once again, the price which I pay is worthwhile. Income of the family is associated with the service has fulfilled my visit.

## 4.3 Mean and Standard deviation:

Table no. 4.3  
Mean and standard deviation

VARIABLES	MEAN	STANDARD DEVIATION
Temperature, cross ventilation and air circulation	4.01	0.74
Cleanliness and hygiene atmosphere	3.85	0.77
Calmness and silence	3.80	0.82
Channel music and sound systems	3.48	0.94
Odour	3.70	0.87
Arrangements of all equipments, furnishings etc	3.93	0.79
Linen and upholstery	3.71	0.76
Utensils and cutleries	3.71	0.82
Uniforms of service personnel	3.61	0.91
Order processing and delivery	3.76	0.91
Signage	3.68	0.79
Floor coverings	3.57	0.95
Artefacts	3.73	0.88
Got real value for price paid	3.90	0.87
Able to recollect the experience	3.79	0.85
Our hotel delivered what we promised	3.77	0.85
I am able to differentiate our service from others	3.64	0.85
Was served promptly	3.77	0.86
I was happy with the service	3.99	0.81
I was delighted with the service	3.85	0.85
I really appreciate the service	3.80	0.83
Your service bothered me a lot	3.47	1.05
Stewards were patient when talking orders	3.78	0.95
Felt comfortable during service	3.89	0.85

Experience was truly commendable	3.76	0.80
The service process was smooth	3.88	0.77
Services offered were flexible and accommodative	3.80	0.80
I felt at home in your hotel	3.59	1.01
I am more attached to your hotel	3.91	0.92
I like to visit your hotel once again	3.88	0.94
I shall recommend your hotel to others	3.86	0.84
The price which i pay is worth value	3.77	0.91
The service have fulfilled my visit	3.68	0.93

## INTERPRETATION:

From the above table it is clear that the mean value is high for temperature, cross ventilation and air circulation means it meets expectation and channel music and sound system and your service bothered me a lot are low. It means it just same in all hotels.

## 4.4 Correlation Analysis:

Table no. 4.4  
Correlation analysis

Factors	Ambience	Accessories	Cognitive	Emotional	Psychological	Customer patronage
<b>Ambience</b>	1	0.552	0.393	0.371	0.299	0.301
<b>Accessories</b>	0.552	1	0.582	0.559	0.498	0.471
<b>Cognitive</b>	0.393	0.582	1	0.545	0.579	0.621
<b>Emotional</b>	0.371	0.559	0.545	1	0.559	0.461
<b>Psychological</b>	0.299	0.498	0.579	0.559	1	0.669
<b>Customer patronage</b>	0.301	0.471	0.621	0.461	0.669	1

## ANALYSIS:

From the above table we found that ambience and accessories, cognitive and accessories, emotional and accessories, psychological and accessories, customer patronage and accessories, cognitive and emotional, cognitive and psychological, cognitive and customer patronage, emotional and psychological, emotional and customer patronage, psychological and customer patronage are having moderate correlation with each other. There is less correlation exist between cognitive and ambience, ambience and emotional, ambience and psychological.

## INTERPRETATION:

From the above table we can conclude that correlation between psychological and customer patronage, cognitive and customer patronage is comparatively higher than other variables. Correlation between psychological and ambience is very low.

## CHAPTER 5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1 FINDINGS:

In this chapter we are going to discuss about the findings, suggestions and conclusion one by one. Let's start with findings. According to my findings large number of customers are below 30 age category, large customer education qualification is post graduated or students. Their income level is below 3 lakhs. Maximum customers who visits hotel are from urban compared to semi urban and rural. This is because of the convenience factor.

The reason for visiting hotel is for family get together. This is because they want to spend some time with their families. Most of the people who are coming to hotel would prefer non-vegetarian because of taste. Various taste of food is available now around Coimbatore. Most of the customers perceived that they have attained what they have expected. Only few percent were exceeds expectation and very rare war dissatisfied. It shows that the quality of hotels in Coimbatore.

Temperature, cross ventilation and air circulation is associated with education, total family members and choosing hotels, cleanliness and hygiene atmosphere is associated with occupation, education, income of the family, religion and choosing hotel. Calmness and silence is associated with total family members. Channel music and sound systems is associated with total family members, income of the family, type of residential area, occasion of visiting hotel, reason for dining out. Odour is associated with age group, occupation, income, occasion of visiting hotel.

Education qualification is associated with arrangement of all equipments, furnishings etc, linen and upholstery, utensils and cutleries, order processing and delivery. Income of the family and Total family is associated with linen and upholstery and artefacts. Religion is associated with uniform of service personnel, signage and artefacts. Reason for dining out is associated with floor coverings and artefacts. Choosing hotel is associated with utensils and cutleries, uniforms of service personnel, order processing and service delivery.

Religion is associated with all cognitive variables. It is associated with got real value for price paid, able to recollect the experience of our hotel, our hotel

#### 5.3 CONCLUSION:

Thus "A study on perception towards service scape and atmospherics among upscale restaurants in Coimbatore" we concluded that the significance of service scape has less impact on the customers in Coimbatore restaurants and religion and type of residential area plays an important role in customer's cognitive and psychological states and customer patronage respectively. The scope of the study not only limited to Coimbatore, it can be carryon all over Tamilnadu.

delivered what we promise, I am able to differentiate our service from others and was served promptly

Choice of selecting hotel is associated with I was delighted with the service and your service bothered me a lot. Age group, income, religion, preference of cuisine, occasion of visiting hotel are associated with I was happy with the service scape.

Religion is associated with I felt very comfortable during your services, My experience was truly commendable, The service offered was flexible and accommodative, I feel at home in your hotel. Preference of cuisine is associated with the service process was smooth and the service offered were flexible and accommodative.

Type of residential area is associated with I like to visit your hotel once again, the price which I pay is worthwhile. Income of the family is associated with the service has fulfilled my visit.

The mean value is high for temperature, cross ventilation and air circulation means it meets expectation and channel music and sound system and your service bothered me a lot are low. It means it just same in all hotels.

Correlation between psychological and customer patronage, cognitive and customer patronage is comparatively higher than other variables. Correlation between psychological and ambience is very low.

#### 5.2 SUGGESTION:

In Coimbatore people are giving less importance to the service scape. So it is enough to maintain service scape moderately. High preference is given to taste. The reason for this is people in Coimbatore are mostly working population so they prefer taste and good food for low cost rather than restaurant with good service scape. So it is enough to considered service scape as a maintenance factor instead of motivational factor. Religion is a main factor influence the cognitive and psychological behaviour. so it could be essential if the vegetarian and non vegetarian have separate kitchen or even separate dining facilities Because some people hesitate to go non- vegetarian hotel. Type of residential area influences the customer patronage most. So it is essential to locate in the area where there is high residential population.

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**A STUDY ON PERCEPTION TOWARDS SERVICE SCAPE AND  
ATMOSPHERICS AMONG UPSCALE RESTAURANTS IN COIMBATORE**

**SECTION 1**

**Customer Profile:**

- Your age group?
  - Below 30
  - 31 – 40
  - 40 – 50
  - 51 – 60
  - above 60
- Your occupation?
  - Self employed
  - Professional
  - Salary Private/ government
  - Business community
  - Others (please mention)
- Educational Qualification?
  - School final
  - Graduate/ Diploma holder
  - Post Graduate
  - Others
- Total members in Family?
  - 2 or below
  - 3
  - 4
  - Above 4
- Income of the family?
  - Below 3 lakhs
  - 3 – 5 lakhs
  - 5-8 lakhs
  - above 8 lakhs
- Religion: Hindu/ Muslim/ Christian/ Others
- Type of residential area: Urban/ Semi urban/Rural

**SECTION 2**

**Dine out patterns:**

- Occasions for visiting hotel?
  - Business meetings
  - Family Get together
  - Parties with friends
  - No specific reason.
- Preference of Cuisine.
  - Vegetarian
  - Non-vegetarian
  - Eggetarian
- Reasons for dining out
  - Relief from boredom of cooking
  - Choice of Eateries
  - Family outing
  - For environmental experience
  - During Emergencies
- While choosing hotel what will you consider?
  - Availability of choice of eateries
  - Ambience/Service scape
  - Taste and Hygiene
  - Friendliness of service personnel
  - Others

**SECTION 3**

Given below are some of the attributes enlisted to measure the satisfaction level for servicescape of hotels. Please rate your opinion as per the parameters given below

5) Exceeds expectations 4) Meets expectation 3) Same as other hotels 2) Doesn't meet expectations 1) Irky

**Ambient conditions:**

1. Temperature, Cross Ventilation and Air Circulation	5	4	3	2	1
2. Cleanliness and Hygiene atmosphere	5	4	3	2	1
3. Calmness and silence	5	4	3	2	1
4. Channel Music and sound systems	5	4	3	2	1
5. Odour	5	4	3	2	1

**Accessories:**

1. Arrangement of all equipment, furnishings etc	5	4	3	2	1
2. Linen and upholstery	5	4	3	2	1
3. Utensils and cutleries	5	4	3	2	1
4. Uniforms of Service Personnel	5	4	3	2	1
5. Order Processing and Delivery	5	4	3	2	1
6. Signages	5	4	3	2	1
7. Floor coverings	5	4	3	2	1
8. Artefacts ( Art works, murals etc.,)	5	4	3	2	1

**Cognitive: (5-Strongly Agree 4- Agree 3- Moderate 2- Disagree 1- Strongly Disagree)**

1. Got the real Value for price paid	5	4	3	2	1
2. Able to recollect the experiences of our hotel	5	4	3	2	1
3. Our hotel delivered what we promise	5	4	3	2	1
4. I am able to differentiate our service from others	5	4	3	2	1
5. Was served promptly	5	4	3	2	1

**Emotional: (5-Strongly Agree 4- Agree 3- Moderate 2- Disagree 1- Strongly Disagree)**

1. I was happy with the servicescape	5	4	3	2	1
2. I was delighted with the service	5	4	3	2	1
3. I really appreciate the service	5	4	3	2	1
4. Your services bothered me a lot	5	4	3	2	1
5. Stewards were patient when taking my orders	5	4	3	2	1

**Psychological: (5- Very likely 4 – Likely 3 – Doubtful 2 – Unlikely 1 – Very Unlikely)**

1. I felt very comfortable during your services	5	4	3	2	1
2. My experience was truly commendable	5	4	3	2	1
3. The service process was smooth	5	4	3	2	1
4. The services offered were flexible and accommodative	5	4	3	2	1
5. I feel at home in your hotel	5	4	3	2	1

**Customer Patronage: (5- Very likely 4 – Likely 3 – Doubtful 2 – Unlikely 1 – Very Unlikely)**

1. I am more attracted to your hotel	5	4	3	2	1
2. I like to visit your hotel once again	5	4	3	2	1
3. I shall definitely recommend your hotel to others	5	4	3	2	1
4. The price which I pay is worth value	5	4	3	2	1
5. The services have fulfilled my visit	5	4	3	2	1