



A Preferential Attitude Of Customers In Selecting Particular Five Star Hotels For Their Food Items And Its Loyalty

Mrs. R. Aradhana^{1*}, Dr. Ajeet Kumar Lal Mohan²

¹M.Sc., Research Scholar, Catering Science and Hotel Management, A J K College of Arts and Science, Palakkad Main Rd, Navakkarai, Coimbatore, Tamil Nadu 641105.

²Ph.D., Secretary, Catering Science and Hotel Management, A J K College of Arts and Science, Palakkad Main Rd, Navakkarai, Coimbatore, Tamil Nadu 641105.

Citation Mrs. R. Aradhana (2024), "A Preferential Attitude Of Customers In Selecting Particular Five Star Hotels For Their Food Items And Its Loyalty, *Educational Administration: Theory and Practice*, 30(5), 6912 - 6916
Doi: 10.53555/kuey.v30i5.4061

ARTICLE INFO

Received: 19 -03- 2024

Accepted: 22 -04- 2024

ABSTRACT

Five star hotels in any country is the most determinant factor of economic development. The leading business executives, high profile personalities and very rich tourists are always interested to stay only in these five star hotels alone. These hotels render remarkable services to its guests by arranging tour program/ conveyance and other facilities which are memorable in their life. The guests are always treated as a boss by the service providers. Hence best of service quality is beyond their perception and expectations. By serving delicious/ tasteful foods either Indian or north Indian or western food one can enjoy it in a very joyful mood and have a good opinion and create a loyalty to the part of the five star hotels. Guests who have stayed in these hotels have a pleasant and surprise gift in their most important occasions or festivals or their birthday or wedding day and any other memorable days. This article exposes the role of five star hotels in providing best qualitative services to their guest/ customers in Chennai city and discusses various policy options before them to improve the further performance and to overcome difficulties and challenges encountered in it in a detailed behavior.

Keywords: Five Star Hotels, Delicious food, Expectations, Perception, Quality of Service.

INTRODUCTION

Satisfaction is purely a psychological concept. It cannot be measured in terms of numerical words, but it can be done only with a comparative analysis between the two or more items and conclude which is best and which is worst by an analyst. Hotels and restaurants in Chennai city ensuring best quality of services provided to their customers/ guests by their certain specific approach of the Five star hotels like Grand Cholas Shelton, Continental Pallava, Taj Associate groups and other leading hotels have followed their own Styles in serving food to its customer in a delicious and tasteful manner. Most of the five star hotels in Chennai followed the policy of serving westernized food items and Chinese dishes which have been enjoyed by all. Instead of providing our own traditional food items, most of menu and dishes are served in copper coated attractive pots with the decorative outlooks. Even there are some practices followed by the chefs/ cooks preparing food items in mud pot especially ordered from Manamadurai which enjoys world famous reputation of Pot Production. One cannot miss an opportunity to taste some delicious beverages served only in the evening time and attracts larger sections of the customers especially the south Indian dishes like Panneer Nungu, Tender coconut, Kuzhi Paniyaram with coconut chutney and Kara chutney and vegetarian table soup prepared from western fruits like Dragon fruit, Pumpkin Halva, Cauliflower fry sprayed only with pepper powder are the important items. Best service quality provided to its guests and other factors increases their loyalty of some five star hotels, there is no denying fact that the heterogeneous groups of guests are having different tastes, preferences, likes and dislikes are largely varied and it is very difficult to satisfy all the customers. It is also pertinent to note that most of the five star hotels in Chennai compete with each other rivals by introducing seasonal and tasteful dishes serving to the loyal customers.

STATE OF THE ART OF THE RESEARCH PROBLEM

Any type of research and its validity is purely decided by the logical background and theoretical analysis which were used for the execution of the research problem. Most of the researchers and academia strongly opined that “the core and central part of the research problem can alone leads to the researcher in a well conceived and well designated research work with standard methodological issues which will be addressed to solve the problems and difficulties encountered in it”. The present research selected by the researchers is to focus the role of five star hotels and its attitude in creating good loyalty among the guests and how far the expectation and perception have been satisfied in Chennai city is the core research problem.

REVIEW OF LITERATURE

Menu/Food maintains its dominant position in restaurant firms, since it is the core of food and beverage operations. Specifically, menu/food is an instructor that clearly dictates (i) what will be produced, (ii) what type of equipment and ingredients are needed, and (iii) which qualifications employees should have. Menu/Food also functions as a communicating and selling tool (Kincaid and Corsun, 2003). More specifically, it tells not only the food and beverage offerings, but also the image and the overall quality of the firm. Furthermore, menu is a base on which the customers make their choice of food and a well appropriately designed menu can direct customers' concentration to the items the firm needs to sell more (Antun and Gustafson, 2005).

The critical qualifications attributed to menu/food describe its importance to restaurant operations and customer experiences. In fact, in contemporary understandings of menu/food, it has material and immaterial meanings. Significantly, menu is a list or a card in which items of the food and beverage options being offered by a restaurant are mentioned. Immaterial meanings of menu draw attention to that it is a medium that affects customers' perceptions of restaurant experience (Wansink et al., 2005), and it is also an part of restaurant administration that requires conducting critical executive activities such as planning, pricing, designing and analyzing (Jones and Mifli, 2001). It also differ from the chief product of a restaurant. Previous research (Johns and Kivela, 2001, Gustafsson, 2004, Hansen et al., 2005) claim that the primary product of restaurants is meal experience and it is constituted by much mechanism such as food and beverages, ambiance, communal factors and organization. What customers receive from utilization in restaurants is their memories and overall perceptions of meal experience, and menu/food is part of that experience and has associations with customers' perceptions. Consequently, menu/food cannot be considered as the overall product of a restaurant but it is an important component complementing atmosphere, interactions with servers and other customers, and managerial systems which are jointly accessible in a restaurant where a high-quality, memorable meal experience is the major product.

Since it is a key factor in attracting and fulfilling customers and finishing performance of restaurant firms, menu has been ahead a considerable academic attention from researchers. The previous studies on menu comprise a substantial body of literature and they primarily examined the issues including menu preparation, menu pricing, menu design, and menu investigation. For instance, Kivela (2003) investigate menu preparation through employing a new research design and proposed a menu item selection framework. Menu pricing was examined by quite a lot of authors from a range of perspectives including the price perceptions of clients (Shoemaker, 1994, Iglesias and Guillen, 2002), price sensitivity, price method (Kelly et al., 1994, Raab et al., 2009, Kelly et al., 2009), and emotional value (Carmin and Norkus, 1990, Naipaul and Parsa, 2001, Parsa and Hu, 2004). Menu designing has also gained a particular attention from menu/food researchers who have particularly focused on positioning the menu item on the menu card (Bowen and Morris, 1995, Kincaid and Corsun, 2003, Reynolds et al., 2005), tagging (Lockyer, 2006, Wansink et al., 2001) and describing menu stuffs that are being served (McCall and Lynn, 2008, Hwang and Lorenzon, 2008). In the field of menu/food analysis, researchers have presented several models such as menu production (Kasavana and Smith, 1982), analysis of menu items' profitability (Hayes and Huffman, 1985), and more in recent times multi-dimensional examination of menu items (Taylor and Brown, 2007). From a useful viewpoint, menu is straight related to many functions of food and beverage operation and also absorbs a wide range of interrelated managerial decisions in the areas of planning, pricing, designing, operating, and developing menus/foods.

SIGNIFICANCE OF THE RESEARCH

The present research is an immense importance in the sense of dealing the matters pertaining to the quality of service to the guests and ways and means followed by the star hotels in Chennai. There are numerous factors responsible for better quality of services provided to foreign tourists as well as rich and leading personalities in India. The expectation and perception of the guests to these hotels are larger in different sections of the service quality, room services and all other provisions provided to the valuable guests. How far the star hotels in Chennai city have followed the technique of satisfying the different type of guests according to their whim and fancies with different serving of foods. Even though Indian customers are very interested to taste north Indian dishes but the foreign tourists are always interested to taste a Tamilnadu's famous idly, kulipaniyaaram and other Chettinad cuisines with delicious food items. Apart from their regular menu of the star hotels south Indian vegetarian meals mixed with paneer items is a most famous and preferred items of the foreign tourists.

Since food is essential at the same time the tendency of the human being is to taste different items with different tastes is the common features.

STATEMENT OF THE PROBLEM

Hotel industry in India recently undergone various changes and also faced stiff competition from the westernized food items served by some providers. Menu items of the Five star hotels both vegetarian and non-vegetarian are mostly differs from one hotel to another. Chefs/Cooks have alert in introducing new dishes which would attract more customers either Indians or foreigners by their preparation techniques. It is preponderance to note that five star hotels in Chennai acted more cautiously to attract foreign guests. These hotels in Chennai witnessed tremendous growth of their business by providing best quality of services by means of serving different varieties of food items to their customers which is not commonly available in other leading hotels. In Chennai Udipi Bhavans, Agarwal sweets, Bombay sweets, Bengali sweets, Anandhabhavan and Andhra, Karnataka, Kerala dishes are also served by providing or serving good dishes to its customers with best service quality, star hotels in Chennai are enjoying good name and fame among the guests and are likely to stay only in their preferred hotels because of its loyalty. One cannot argue that in the matter of serving tasteful dishes can alone attract customers but also other services like lawn services, room services, tour programs and other conveyance facilities. The attitude and tendency towards preferring a particular five star hotels in Chennai by a customer are largely decided by their psychological and pseudo-psychological factors like strong intention to stay only in these hotels alone. The present research embodies on "A PREFERENTIAL ATTITUDE OF CUSTOMERS IN SELECTING PARTICULAR FIVE STAR HOTELS FOR THEIR FOOD ITEMS AND ITS LOYALTY".

SCOPE OF THE STUDY

The present study is having a vast scope for analyzing the role played by a five star hotels by their best service quality approaches to its guests. It is confined only to the important selected five star hotels of Chennai alone even though the coverage of the area of research is very small but at the same time there is no any such previous attempts have already done and also some research gaps and unanswered research questions existed. Under this juncture the present research is an immense important spectrum of research and further research would be carried out by the new forthcoming researchers to underline the need for widening the research problem and it is a best tool in the hands of new researchers / Academia /forerunners of hotel federation etc.

AIM AND OBJECTIVES

The present research largely aims to achieve the following major objectives

- ❖ To examine the role of five star hotels in creating a loyalty among the guests.
- ❖ To understand the need for taking best quality of services to its guests by their own delicious food and beverages.
- ❖ To investigate the sequences of perception and expectation of guest and customer loyalty for further development.
- ❖ To access the role and functions of service managers in providing best quality of services to the customers/guests.
- ❖ To follow suitable policies actions program for memorable experience by which of serving good foods to guests.
- ❖ To ensure best quality of services provided to guests by the way of prompt action by their other services.

RESEARCH QUESTIONS

To attain the major objectives of research the researcher raised some important questions pertaining do the research problem.

- 1) What are the steps taken by the five star hotels to satisfy the needs of the customers?
- 2) What is the role of five star hotels in creating loyalty among the guests?
- 3) How to maintain and enjoy the perception and expectation of guests by their tasty food items?
- 4) What steps must be followed in future to make more praiseworthy?
- 5) What is the role of service managers in ensuring best quality of service?
- 6) Under what extent future policy decisions are useful to attract more guests to their hotels alone?

RESEARCH DESIGN

The research design followed in this study is the usage of both descriptive and analytical studies. Primary data has been collected from the personal contact survey reports of the researcher. Hence the usage of the secondary data is also inevitable. Secondary data has been collected from the annual reports of five star hotels/federation of five star hotels in Chennai/ ITDC reports etc. Repeated and frequent visits to five star hotels by the researchers in the month of busy tourism season in India that is October to December 2018 (before Covid-19 pandemic period).

ANALYSIS AND DISCUSSION

- Prominent five star hotels in Chennai Taj Coromandel, Kanchi Pallava, Hotel Chola Shelton continental, ITC and others played the dominant role in providing the best quality of service to its guest by the way of providing delicious and tasteful food items
- The top executives/ high profile personalities/ government bureaucrats/ rich tourists and foreign tourists are always interested to taste the different type of tasteful food items available only in Tamil Nadu.
- Nearly one-third of Indian tourists as well as foreign tourists prefer to eat Chettinad non –vegetarian cuisines.
- During the evening hours by Lawn service these hotels are expected to play a key role in satisfying the needs by serving light snacks to guests with whom they are discussing some important business matters or even prominent political parties assembled and discussed their future plans in confidential matters with low expenses.
- Government ambassadors/ Leading high profile personalities/policy makers and top executives guests tastes are entirely different from common Man's taste. They are prefer to eat most costly items and won't worry about the cost only for its good taste. It created a good image and loyalty of these hotels.
- In the minds of the foreign tourists /guests they are expected to treat with utmost care by the service providers with their specialized delicious and tasteful beverages /food items.
- Food items supplied under Tandoori varieties must be coated with pepper powder instead of using “red chilies”.
- Most of the chefs in these hotels followed the technique of “spray and use” which is an uncommon in nature.
- Food items preserved in chilling plants /used from oven also must be reduced in a significant level.

SUGGESTED POLICY MEASURES

After the careful evaluation and contemplation from the researchers, we strongly come to the conclusion that most of five star hotels in Chennai provided “Remarkable Services” to the guests. It would create a strong loyalty among the guests and their perception and expectations are more and to be maintained in a cordial manner for a long time. For improving the services the researchers recommended certain suggestive options.

- The federation of 5 star Restaurant owners may come forward to organize “Food Carnival “during the important days.
- Arranging Buffet with supply of some specialized tasteful food items in the evening hours which is highly suited for bureaucrats and foreign tourist's guests.
- Arranging Food meals which exposes of Tamilnadu's Cultural/ Tradition tasteful vegetarian items and also enjoying the chettinad cuisines by the foreign tourists.
- Definitely it would create a good image among the foreigners and in future they are likely to stay and prefer a particular hotel alone.
- Steps must be taken to ensure in serving best and hygiene qualitative foodstuffs to the guests.
- Appointing more members of chefs either specializing vegetarian or non-vegetarian Indian /North Indian/Chinese/western style so as to satisfy the heterogeneous taste of guests.
- Once if they tasted good food they never forget in their life by its pleasant and memorable experience by the way of best and qualitative services to its guests.
- I.T.D.C /T.T.D.C may come forward to chalk out proper plans or Master plans to satisfy the needs of high profile personalities who have stayed in these hotels by means of introducing latest variety of food stuffs which is not found in common hotels.
- Ensuring best quality of service by the providers of these hotels by appointing “Check Squads” consisting of Food experts and FSSAI (Food Safety and Standards Authority of India) officers and testify its original taste before serving to the most valuable guests.
- One of the important and valuable suggestions is to create a good name and fame of the hotels in the minds of guests /customers towards their best service quality approach with smiling mind.
- To satisfy the needs of the foreign tourists or business executives steps must be taken to provide best A/C fitted imported cars must be operated. It creates a homely feeling among the foreign tourists.
- A best atmospheric condition must be created in these hotels while they travel / stayed.
- Living in home atmosphere must be provided to the guests where they are enjoying benefits from their respective homes.
- Suite rooms must be decorated so as to suit different type of tourists with lovely look wall paintings / inscriptions which reflects of our own traditional heritage monumental sites which depicts our own old cultural significance.
- The star hotels may come forward to organize mini tour program to see the nearby tourists spots like Mammalapuram, Pazhavanthagal and even Marina beach to foreign guests.
- Steps must be taken to ensure their quality of service, a feedback program must be followed and the opinion of guests must be received so as to incorporate the best quality of services.
- Every year the hotels must take steps to cherish the experiences of guests who have already stayed in these hotels by means of sending SMS Message, Facebook, and Whatsapp or through any other communication channel which will definitely create good image among the customers.

- One more step in this regard is by sending B'Day greetings /Marriage / anniversary to the guests.

CONCLUDING OBSERVATIONS

The above foregoing discussion clearly reveals the role of five star hotels creating loyalty in the minds of valuable customers and guests by the remarkable services rendered to them with best and appreciable service quality approaches. The attitude and tendency of the guests always in a different mood in different period anyhow they have preferred to stay only in a particular hotel, because of their previous memorable food experiences while they were staying. The expectations of the guests are always in a higher and appreciable approach but the hotels are very difficult to satisfy all the needs of the guests as well as tourists. There may be some imbalances and discrepancies in the provision of services but cannot argue that only the particular hotel are the best of all other hotels. Some category of guests and tourists perception towards selecting particular hotel is purely a psychological concept and we cannot ignore and to compare other services offered to them by the other star hotels in Chennai city.

REFERENCES

1. Bowen and Morris, 1995, J.T. Bowen, A.J. Morris, Menu design: can menus sell? *Int. J. Contemp. Hosp. Manag.*, 7 (4) (1995), pp. 4-9.
2. B. Wansink, K. Van Ittersum, J.E. Painter, How descriptive food names bias sensory perceptions in restaurants, *Food Qual. Prefer.*, 16 (5) (2005), pp. 393-400.
3. C.S. Kincaid, D.L. Corsun, Are consultants blowing smoke? An empirical test of the impact of menu layout on item sales *Int. J. Contemp. Hosp. Manag.*, 15 (4) (2003), pp. 226-231.
4. Carmin and Norkus, 1990, J. Carmin, G. Norkus, Pricing strategies for menus: magic or myth?, *Cornell Hotel Restaur. Adm. Q.*, 31 (3) (1990), pp. 7-44.
5. Hayes and Huffman, 1985, D.K. Hayes, L. Huffman, Menu analysis: a better way, *Cornell Hotel Restaur. Adm. Q.*, 25 (4) (1985), pp. 64-70.
6. Hansen et al., 2005, K.V. Hansen, Q. Jensen, I. Gustafsson, The meal experience of a la carte restaurant customers, *Scand. J. Hosp. Tourism*, 5 (2) (2005), pp. 135-151.
7. Hwang and Lorenzon, 2008, J. Hwang, C.L. Lorenzon, Effective nutrition labeling of restaurant menu and pricing of healthy menu, *J. Foodserv.*, 19 (2008), pp. 270-276.
8. Iglesias and Guillen, 2002, M.P. Iglesias, M.J.Y. Guillen, The components of total perceived price: an empirical analysis in restaurant services, *J. Foodserv. Bus. Res.*, 5 (1) (2002), pp. 1-22.
9. Johns, Kivela, Perceptions of the first time restaurant customer, *Food Serv. Technol.*, 1 (2001), pp. 5-11.
10. J.M. Antun, C.M. Gustafson, Menu analysis: design, merchandising and pricing strategies used by successful restaurants and private clubs, *J. Nutr. Recipe Menu Dev.*, 3 (3) (2005), pp. 81-101.
11. J.J. Kivela, Results of a qualitative approach to menu planning using control and experimental groups, *J. Foodserv. Bus. Res.*, 6 (4) (2003), pp. 43-65.
12. Kasavana and Smith, 1982, M.L. Kasavana, D.J. Smith, *Menu Engineering*, Hospitality Publications Inc., Lansing, MI (1982).
13. Kelly et al., 1994, T.J. Kelly, N.M. Kiefer, K. Burdett, A demand-based approach to menu pricing, *Cornell Hotel Restaur. Adm. Q.*, 50 (3) (1994), pp. 383-387.
14. Kelly et al., 2009, Kelly, T.J., Kiefer, N.M., Burdett, K., 2009. A Demand-Based Approach to Menu Pricing, *Cornell Hos. Q.* 50 (3), 383-387.
15. Kincaid and Corsun, 2003, C.S. Kincaid, D.L. Corsun, Are consultants blowing smoke? An empirical test of the impact of menu layout on item sales, *Int. J. Contemp. Hosp. Manag.*, 15 (4) (2003), pp. 226-231.
16. Lockyer, 2006, T. Lockyer, Would a restaurant menu item by any other name taste as sweet? *FUI Hosp. Rev.*, 24 (1) (2006), pp. 21-31.
17. McCall and Lynn, 2008, M. McCall, A. Lynn, The effects of restaurant menu item description on perceptions of quality, price, and purchase intention, *J. Foodserv. Bus. Res.*, 11 (4) (2008), pp. 439-445.
18. Naipaul and Parsa, 2001, S. Naipaul, H.G. Parsa, Menu price endings that communicate value and quality, *Cornell Hotel Restaur. Adm. Q.*, 42 (1) (2001), pp. 26-37.
19. P. Jones, M. Mifli, Menu development and analysis in UK restaurant chains, *Tourism Hosp. Res.*, 3 (1) (2001), pp. 61-71.
20. Raab et al., 2009, C. Raab, K. Mayer, Y.S. Kim, S. Shoemaker, Price-sensitivity measurement: a tool for restaurant menu pricing, *J. Tourism Hosp. Res.*, 33 (2009), pp. 93-105.
21. Reynolds et al., 2005, D. Reynolds, E.A. Merritt, S. Pinckney, Understanding menu psychology: an empirical investigation of menu design and customer response, *Int. J. Hosp. Tourism Adm.*, 6 (1) (2005), pp. 1-9.
22. Shoemaker, 1994, A proposal to improve the overall price value perception of a product line, *J. Restaur. Foodserv. Mark.*, 1 (1) (1994), pp. 89-101.
23. Taylor and Brown, 2007, J. Taylor, D.M. Brown, Menu analysis: a review of techniques and approaches, *FUI Hosp. Rev.*, 25 (2) (2007), pp. 74-82.
24. Wansink et al., 2001, B. Wansink, J. Painter, K. Van Ittersum, Descriptive menu labels' effect on sales, *Cornell Hotel Restaur. Adm. Q.*, 42 (6) (2001), pp. 68-72.