CHAPTER NUMBER SIX

FINDINGS OF THE RESEARCH STUDY

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CHAPTER NUMBER SIX

FINDINGS OF THE RESEARCH STUDY

6. I.0: PROLOGUE:

The findings of the research study too has been divided into two parts. The First Part-I has dealt with hotel guests' or customers' study, and the Second Part-II has dealt with hotel staff members (or) hoteliers' study for which separately primary data were collected by the researcher, and thereafter collected primary data were separately tabulated, analyzed As well as interpreted, and findings and implications separately for both the studies have been presented in this chapter.

Note:
The respondents herewith referred as the 'Customers' or the 'Hotel Guests' in the Part-I.

PART –I
CUSTOMERS' RESEARCH STUDY

6. I.1: FINDINGS OF THE CUSTOMERS' RESEARCH STUDY:

The researcher had applied Chi-Square Test, ANOVA and Factor analysis to test various hypotheses that were formulated based on the collected data and analysis primary data that were gathered from the selected respondents called as or referred herewith in this chapter as customers or hotel guests who had stayed and availed various hotel services from amongst the four selected cities viz., Baroda, Ahmedabad, Surat and Rajkot in the State of Gujarat.

6. I. 2 FINDINGS OF APPLICATION OF CHI SQUARE TEST:

In order to apply the Chi- Square test, the responses given by selected hotel guests on five rating scales were combined into two groups as (i) Awareness and (ii) Usage as in case of (Question Number 08) Important – Unimportant (Question Number 09A,10A); Satisfied – Dissatisfied (Question Number 09B,10B) and Agree – Disagree (Question Number 12) respectively.

The findings of Chi-square test have been offered as follows:

Hypothesis: 6: I (1):

There is no association between overall awareness of selected hotel guests' on selected hotel services that are being offered by selected hoteliers in the selected cities of the Gujarat State vis-à-vis selected hotel guests' selected background variables viz., Age [A], **Gender** [G], **Marital Status** [MS], **Occupation**[O], **Educational Qualifications** [EQ] **And Income** [I].

Table Number: 6: I: 1:
Selected Hotel Guests' Overall Awareness on Selected Hotel Services Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		Age [A]	Gender [G]	Marital Status [M S]	Occupation [O]	Educational Qualifications [EQ]	Income [I]
01	Fax in the hotel	S(.000)	**NS .573)**	S(.000)	S(.000)	S(.000)	S(.000)
02	Internet in room	S(.000)	S(.000)	**NS(.725)**	S(.000)	S(.000)	S(.000)
03	Laptop in room	**NS(.246)**	S(.000)	**NS(.610)**	S(.018)	**NS(.145)**	S(.000)
04	Direct line of phone in room	S(.000)	**NS(.967)**	S(.000)	S(.000)	S(.000)	S(.000)
05	Answering phone in room	S(.000)	**NS(.084)**	**NS(.639)**	S(.000)	**NS(.264)**	S(.011)
06	Xerox in the hotel	**NS(.146)**	S(.017)	**NS(.548)**	S(.000)	S(.000)	S(.000)
07	Scanner the hotel	**NS(.148)**	**NS(.297)**	**NS(.153)**	S(.000)	S(.000)	S(.000)
08	Safe deposit locker in room	S(.000)	S(.026)	S(.019)	S(.000)	S(.000)	S(.000)
09	Non-smoking rooms	**NS(.623)**	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)
10	Smoking rooms	S(.025)	**NS(.504)**	**NS(.204)**	S(.000)	S(.000)	S(.000)
11	Wi-fi enabled rooms	S(.000)	**NS(.214)**	**NS(.319)**	S(.000)	S(.000)	S(.000)
12	Gym in the hotel	S(.000)	**NS(.578)**	**NS(.311)**	S(.000)	S(.000)	S(.000)
13	Swimming pool in the hotel	**NS(.156)**	S(.000)	S(.036)	S(.000)	**NS(.467)**	S(.000)
14	Sports facility in the hotel	S(.000)	**NS(.142)**	S(.006)	S(.013)	S(.040)	S(.000)
15	Spa facility in the hotel	S(.000)	**NS(.352)**	S(.000)	S(.034)	S(.000)	S(.000)
16	Discotheque in the hotel	S(.050)	**NS(.183)**	S(.026)	**NS(.124)**	**NS(.185)**	S(.000)
17	Yoga room in the hotel	S(.000)	**NS(.474)**	S(.000)	**NS(.079)**	**NS(.525)**	S(.000)
18	Beauty parlor in the hotel	S(.000)	**NS(.643)**	S(.000)	S(.013)	**NS(.680)**	S(.000)
19	Sauna & jacuzzi in the hotel	S(.000)	**NS(.546)**	**NS(.110)**	S(.000)	**NS(.065)**	S(.000)
20	Shopping center in the hotel	**NS(.855)**	S(.026)	**NS(.341)**	S(.002)	S(.001)	S(.000)
21	Wake-up calls in the hotel	S(.000)	S(.001)	S(.000)	S(.000)	S(.000)	S(.012)
22	Restaurant reservations in the hotel	S(.000)	**NS(.321)**	S(.001)	**NS(.277)**	S(.000)	S(.000)
23	Babysitters facility in the hotel	**NS(.078)**	S(.000)	S(.000)	S(.000)	**NS(.092)**	S(.000)
24	Money changing facility	S(.000)	S(.008)	**NS(.162)**	S(.000)	S(.000)	S(.011)
25	Banquet facility in the hotel	S(.000)	**NS(.235)**	**NS(.129)**	S(.000)	S(.000)	S(.000)
26	Laundry facility in the hotel	S(.000)	**NS(.082)**	S(.013)	S(.000)	S(.014)	S(.000)
27	Buying movie ticket from multiplex	**NS(.159)**	S(.006)	S(.000)	S(.000)	S(.034)	S(.000)
28	Taking to the local market	S(.000)	**NS(.183)**	**NS(.328)**	S(.000)	S(.000)	S(.000)
29	Doctor on call	S(.014)	S(.046)	**NS(.495)**	S(.000)	S(.023)	S(.007)
30	Car rental	S(.015)	**NS(.296)**	**NS(.166)**	S(.000)	S(.000)	S(.000)
31	Kids activity centre	S(.017)	S(.016)	S(.000)	S(.000)	**NS(.332)**	S(.000)
32	Authorized liquor shop for permit holders	S(.000)	**NS(.425)**	**NS(.318)**	S(.000)	S(.000)	S(.000)

The results of the chi-square test had showed that age was having significant association with overall awareness of selected hotel guests on selected services that are being offered by selected hoteliers in the selected cities of the Gujarat State. Only there were few services about which opinion was found similar across all age groups viz., laptop in room; Xerox in the hotel; scanner the hotel; non-smoking rooms; swimming pool in the hotel; shopping center in the hotel; babysitters' facility in the hotel and buying movie ticket from multiplex.

It shows that as per age, requirements differ and simultaneously it affects awareness, and therefore hotel guests of different age groups need different services. Therefore, the hoteliers should be vigilant enough to sense, serve and satisfy the need of hotel guests belonging to different age groups, and also make them aware about the new and upcoming hotel services.

The gender was found having no significant association with awareness of selected hotel guests on selected services that are being offered by selected hoteliers in the selected cities of the Gujarat State. However, significant association was found in case of selected criteria viz., kids activity centre; buying movie ticket from multiplex; babysitters facility in the hotel; money changing facility; wake-up calls in the hotel; shopping center in the hotel; swimming pool in the hotel; non-smoking rooms and safe deposit locker in room etc.

Overall awareness of selected hotel guests on selected services were found having significant relationship with marital status, except in case of few services such as viz., internet in room; xerox in the hotel; scanner the hotel, smoking rooms; wi-fi enabled rooms; gym in the hotel; money changing facility; banquet facility in the hotel; taking to the local market; doctor on call; car rental, and authorized liquor shop for permit holders.

The occupation of selected hotel guests made a difference to their awareness on most of the selected services except discotheque in the hotel; yoga room in the hotel, and restaurant reservations in the hotel. Income and educational qualifications were also found having significant association with awareness of selected hotel guests on most of the selected services except in few cases such as viz., discotheque in the hotel; yoga room in the hotel; beauty parlor in the hotel; sauna & Jacuzzi in the hotel; babysitters facility in the hotel and kids activity centre'.

Hypothesis: 6: I (2):

The actual expectation of selected hotel guests' on "Ambience of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 2:
Selected Hotel Guests' Actual Expectation on "Ambience of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Hotel is located at a convenient place	S(.000)	S(.001)	S(.000)	S(.000)	S(.000)	S(.000)
02	Hotel is well signposted	S(.027)	S(.000)	S(.019)	S(.000)	S(.002)	S(.000)
03	Hotel is having sufficient parking space	**NS(.057)**	S(.035)	**NS(.205)**	S(.007)	S(.000)	S(.000)
04	Hotel is free from pollution	S(.001)	S(.006)	S(.000)	S(.013)	S(.000)	S(.000)
05	Hotel is well painted	**NS(.323)**	**NS(.444)**	S(.000)	S(.000)	S(.028)	S(.000)
06	Hotel is well furnished	**NS(.423)**	S(.000)	**NS(.304)**	S(.000)	S(.001)	S(.000)
07	Hotel is having sufficient lighting	S(.004)	**NS(.075)**	S(.002)	**NS(.307)**	S(.036)	S(.000)

The demographic variable age was found significantly associated with selected criteria concerning to ambience of the hotel except for sufficient parking space, and hotel is well painted respectively. "Sufficient lighting was the only criterion where gender and occupation have not influenced the expectations of the hotel guests otherwise actual expectations for all other criteria were found to be influenced by gender and occupation. The marital status was found having no association in majority of the selected criteria except parking space and furnishings. Educational qualifications and Income were found significantly associated with actual expectation of selected hotel guests.

Hypothesis: 6: I (3):

The actual expectation of selected hotel guests' on "Rooms of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 3:
Selected Hotel Guests' Actual Expectation on "Rooms of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Rooms of hotel are well furnished	S(.000)	**NS(.798)**	**NS(.594)**	S(.000)	S(.002)	S(.000)
02	Rooms in the hotel are safe	S(.001)	**NS(.811)**	S(.000)	S(.000)	S(.000)	S(.000)
03	Provides safe deposit locker in room	S(.000)	S(.009)	S(.000)	S(.000)	S(.000)	S(.000)
04	Wi-Fi connectivity is available in the room	S(.001)	S(.043)	**NS(.709)**	S(.000)	S(.005)	S(.000)
05	Arrangement inside the room is comfortable	S(.000)	**NS(.786)**	**NS(.286)**	S(.000)	**NS(.085)**	S(.000)
06	Maintains cleanliness in room	S(.000)	**NS(.979)**	**NS(.954)**	S(.000)	S(.000)	S(.000)
07	Maintains cleanliness in bath room	S(.000)	S(.035)	S(.043)	S(.000)	S(.000)	S(.000)

The selected hotel guests' expectation towards rooms of the hotel was found significantly associated with age; occupation; educational qualifications and income respectively. Only gender was not found as significantly associated with furnishing; safety; as well as the comfort and cleanliness in the hotel room. The marital status too was also found having no association in case of furnishing; wi-fi availability; comfort and cleanliness in the hotel room.

Hypothesis: 6: I (4):

The actual expectation of selected hotel guests' on "Functioning of the product in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 4:
Selected Hotel Guests' Actual Expectation on "Functioning of the Product in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Fax Facility	S(.000)	**NS(.382)**	S(.000)	S(.000)	S(.000)	S(.000)
02	Air Condition	**NS(.284)**	S(.000)	**NS(.220)**	**NS(.413)**	S(.003)	S(.000)
03	T.V	S(.000)	**NS(.998)**	**NS(.383)**	S(.000)	S(.000)	S(.000)
04	Telephone	S(.000)	**NS(.107)**	**NS(.613)**	(.000)	S(.000)	S(.000)

The selected hotel guests' belonging to different age groups; gender and marital status were found having uniform expectations in case of availability and functioning of selected products viz., fax facility; air conditioning; T.V and telephone respectively. Overall expectation of hotel guests towards availability and functioning of selected product in the hotel too was found as influenced by their selected background variables viz., income, educational qualifications and occupation except in case of only one criterion of occupation that is in case of air conditioning.

Hypothesis: 6: I (5):

The actual expectation of selected hotel guests' on "Housekeeping Services in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 5:

Selected Hotel Guests' Actual Expectation on "Housekeeping Services" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Housekeeping services are satisfactory	**NS(.100)**	**NS(.440)**	**NS(.103)**	S(.000)	S(.000)	S(.000)
02	Housekeeping staff services are satisfactory	S(.008)	**NS(.174)**	**NS(.252)**	S(.000)	S(.000)	S(.000)
03	Provides timely housekeeping services	S(.001)	S(.001)	**NS(.054)**	S(.000)	S(.000)	S(.000)

The actual expectation of selected hotel guests towards housekeeping services of the hotel was found as influenced by occupation, educational qualifications, and income variables of the guests.

In case of marital status vis-a-vis selected criteria viz., housekeeping services are satisfactory; housekeeping staff services are satisfactory; and provide timely housekeeping services were found as insignificant .The selected criteria viz., housekeeping services are satisfactory, and housekeeping staff services are satisfactory were found as not having any influence on Gender. But, age was found as insignificant with regard to selected criterion viz., housekeeping services are satisfactory.

Hypothesis: 6: I (6):

The actual expectation of selected hotel guests' on "Facilities offered by the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 6:

Selected Hotel Guests' Actual Expectation on "Facilities offered by the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Sports Facility	S(.001)	S(.000)	S(.000)	S(.003)	S(.000)	S(.000)
02	Gym Facility	S(.000)	**NS(.252)**	**NS(.792)**	S(.000)	S(.000)	S(.000)
03	Swimming Pool	S(.000)	S(.000)	**NS(.147)**	S(.000)	S(.000)	S(.000)
04	Money Changing Facility	S(.000)	S(.003)	S(.000)	S(.000)	S(.000)	S(.000)

The actual expectation of hotel guests towards facilities provided by hotel was found influenced by age, occupation, educational qualification and income. It was also found that gender and marital status too were also affecting the actual expectations of hotel guests' except selected criterion of "gym facility". In case of selected items viz., "gym facility", "swimming pool", and marital status was found as not influencing the actual expectation of hotel guests.

Hypothesis: 6: I (7):

The actual expectation of selected hotel guests' on "Food quality of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 7:
Selected Hotel Guests' Actual Expectation on "Food quality of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Quality of food offered by the hotel is as per standards mentioned	S(.000)	S(.027)	S(.000)	S(.000)	S(.000)	S(.000)
02	Provides a menu for diet	S(.000)	**NS(.370)**	**NS(.819)**	S(.000)	S(.000)	S(.000)
03	Serves food according to need of the guest/visitors	S(.001)	S(.017)	S(.000)	S(.000)	S(.000)	S(.000)

The selected hotel guests across each of the selected cities were found as having different expectations considering their age, gender, marital status, occupation, educational qualifications and income, except selected criterion "provides a menu for diet which was not having any influence on gender and marital status, because now a day's gender and marital status people are conscious about diet.

Hypothesis: 6: I (8):

The actual expectation of selected hotel guests' on "Service quality of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 8:
Selected Hotel Guests' Actual Expectation on "Service Quality of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Provides 24 hours online reservation	S(.000)	S(.002)	S(.000)	S(.000)	**NS(.526)**	S(.000)
02	Check-in process in hotel is simple	**NS(.064)**	**NS(.439)**	S(.000)	S(.000)	S(.000)	S(.000)
03	Check-in process takes less time	S(.000)	**NS(.240)**	S(.000)	S(.000)	S(.009)	S(.000)
04	Prompt room service	S(.001)	S(.000)	S(.001)	S(.000)	S(.014)	S(.000)
05	Offers wake-up calls	S(.008)	S(.002)	**NS(.130)**	S(.000)	S(.000)	S(.000)
06	Offers restaurant reservations	S(.014)	S(.000)	S(.011)	S(.000)	**NS(.323)**	S(.000)
07	Provides babysitters' service	S(.000)	S(.001)	S(.000)	S(.000)	S(.000)	S(.000)
08	Arranges purchase of movie ticket from multiplexes, if required	S(.004)	S(.003)	S(.000)	S(.000)	S(.000)	S(.000)
09	Arranges visit to the local market	S(.002)	S(.000)	S(.000)	S(.000)	S(.001)	S(.000)
10	Arranges for doctor when required	**NS(.568)**	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)
11	Provides quick service in dining section	**NS(.143)**	**NS(.958)**	**NS(.553)**	S(.000)	S(.014)	S(.000)

Majority of the variables were found having significant association with service quality of the hotel. Age and gender were found as having no significant association with selected criteria viz., "check-in process in hotel is simple", and "provides quick service in dining section". The marital status was found as not significantly associated with wake-up calls, and provides quick service in dining section while educational qualifications too was found as not having significant association with selected criteria viz., "provides 24 hrs online reservation" and "offers restaurant reservations".

Hypothesis: 6: I (9):

The actual expectation of selected hotel guests' on "Behaviour of Staff in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 9:
Selected Hotel Guests' Actual Expectation on "Behaviour of Staff in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Is well dressed	S(.000)	S(.003)	S(.000)	S(.007)	**NS(.286)**	S(.000)
02	Sincere	S(.000)	S(.028)	S(.029)	S(.000)	S(.000)	S(.000)
03	Reliable	**NS(.914)**	**NS(.729)**	S(.000)	S(.000)	S(.001)	S(.000)
04	Honest	S(.002)	S(.014)	**NS(.669)**	S(.000)	S(.000)	S(.000)
05	Courteous	S(.049)	**NS(.176)**	S(.000)	S(.000)	S(.000)	S(.000)
06	Friendly towards the guest	S(.001)	**NS(.103)**	S(.001)	S(.013)	S(.014)	S(.000)
07	Knowledgeable	S(.000)	S(.045)	S(.019)	S(.002)	S(.000)	S(.000)
08	Competent in providing service	S(.012)	**NS(.958)**	S(.005)	S(.003)	S(.000)	S(.000)
09	Tries to understand customers' needs	S(.005)	**NS(.154)**	S(.002)	S(.003)	S(.000)	S(.000)
10	Pays special attention to each guest	S(.005)	**NS(.893)**	**NS(.069)**	S(.000)	S(.000)	S(.000)
11	Behaves politely	S(.034)	**NS(.082)**	S(.000)	S(.000)	S(.000)	S(.000)
12	Attends complaints politely	**NS(.359)**	S(.011)	S(.000)	S(.001)	S(.005)	S(.000)
13	Responds to inquiry quickly	S(.001)	S(.002)	S(.000)	S(.000)	S(.000)	S(.000)
14	Resolves complaint quickly	S(.000)	S(.021)	S(.000)	S(.000)	S(.000)	S(.000)
15	Handles problem effectively	S(.000)	**NS(.774)**	S(.000)	S(.000)	S(.000)	S(.000)
16	Behaves well with all customers'	S(.000)	**NS(.431)**	S(.001)	S(.002)	**NS(.140)**	S(.003)
17	Hotel staff is available when required	S(.041)	**NS(.854)**	S(.000)	S(.044)	**NS(.133)**	S(.000)

Selected hotel guests' actual expectation on current CRM practices of the hoteliers on behaviour of staff was found as significantly associated with age in most of the criteria except in selected criteria viz., reliable and attends complaints politely . Gender was not found as significantly associated with actual expectations of selected hotel guests' towards behaviour of staff in selected criteria viz., reliable; courteous; friendly towards the guest; competent in providing service; tries to understand customers' needs; pays special attention to each guest; behaves politely; handles problem effectively; behaves well with all customers and hotel staff, is available when required. The marital status was found as having association with most of the selected criteria except two viz., honesty of staff and pays special attention to each hotel guest respectively.

Educational qualifications was found as having no association with selected criteria viz., staff is well dressed; behaves well with all customers' and hotel staff is available when required, and remaining it was found as associated with selected criteria. Occupation and income were found as having significant association with actual expectations of selected hotel guests' on prevalent CRM practices of hoteliers in the selected cities of Gujarat State on behaviour of staff.

Hypothesis: 6: I (10):

The actual expectation of selected hotel guests' on "Social Bonding in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 10:
Selected Hotel Guests' Actual Expectation on "Social Bonding in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Gives get well soon card to guest who are ill	**NS(.118)**	S(.000)	S(.001)	S(.000)	S(.000)	S(.000)
02	Gives special discounts on special occasion during stay	S(.556)	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)
03	Gives special discounts during festivals	**NS(.046)**	**NS(.247)**	S(.000)	S(.001)	S(.002)	S(.000)
04	Provides complementary cake on birthday during stay	S(.000)	S(.024)	S(.029)	S(.000)	S(.001)	S(.000)
05	Arranges for get together every fortnight for long stayers	S(.004)	S(.001)	S(.000)	S(.000)	S(.000)	S(.000)
06	Repeat guest not to wait at reception	S(.000)	S(.000)	**NS(.931)**	**NS(.102)**	S(.000)	S(.000)
07	Provides special privileges to repeat guest	**NS(.345)**	S(.000)	**NS(.308)**	S(.000)	S(.000)	S(.000)
08	Wishes us on important occasion	S(.017)	S(.022)	**NS(.579)**	S(.001)	S(.000)	S(.000)
09	Provides with occasional gifts	S(.009)	**NS(.804)**	S(.004)	S(.000)	S(.000)	S(.000)
10	Thank you mail sent to customers for choosing hotel	**NS(.415)**	**NS(.327)**	**NS(.103)**	S(.000)	S(.022)	S(.000)
11	Connecting with customers on face book after they leave	S(.010)	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)

The value of Chi-Square test revealed that educational qualifications, income and occupation were found as directly influencing the actual expectations of hotel guests towards social bonding, whereas age was found as having no significant association with selected criteria viz., social bonding such as viz., gives get well soon card to guest who are ill; gives special discounts during festivals; provides special privileges to repeat guest; thank you mail sent to customers for choosing hotel respectively. Gender was also found as influencing actual expectations of hotel guests except in case of selected criteria viz., gives special discounts during festivals'; 'provides with occasional gifts'; 'thank you mail sent to customers for choosing hotel', except few selected criteria such as viz., 'repeat guest not to wait at reception'; 'provides special privileges to repeat guest'; 'wishes us on important occasion', and 'thank you mail sent to customers for choosing hotel'. Marital status also made significant difference in the actual expectations of hotel guests towards social bonding.

Hypothesis: 6: I (11):

The actual expectation of selected hotel guests' on "Personalization in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 11:
Selected Hotel Guests' Actual Expectation on "Personalization in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Considers request for specific room number	S(.000)	S(.000)	S(.011)	S(.000)	S(.000)	S(.000)
02	Considers special need during check-in	S(.000)	S(.007)	S(.005)	S(.005)	S(.000)	S(.000)
03	Receive special discount on room	S(.000)	S(.004)	**NS(.451)**	S(.000)	S(.000)	S(.000)
04	Manager escorts us to the room	S(.000)	S(.017)	S(.000)	S(.000)	S(.002)	S(.000)
05	Greeted with flowers in room	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)
06	Offers welcome drink to me	S(.000)	**NS(.153)**	S(.008)	S(.000)	S(.000)	S(.000)
07	Given personalized welcome letter in room	S(.000)	**NS(.494)**	**NS(.596)**	S(.000)	S(.000)	S(.000)
08	Recognized by name during stay	S(.000)	**NS(.056)**	**NS(.294)**	S(.000)	S(.000)	S(.000)
09	Provides membership card of the hotel to the guest	**NS(.979)**	S(.000)	**NS(.058)**	S(.000)	S(.000)	S(.000)
10	Frequent guest programme that allows to earn points towards free accommodation	S(.005)	**NS(.713)**	S(.003)	S(.000)	S(.000)	S(.000)
11	Provides programs for children	S(.000)	S(.039)	**NS(.518)**	S(.000)	S(.000)	S(.000)

Occupation, educational qualifications, and income were found as affecting actual expectation of hotel guests for personalization. Age was also found as significantly associated with personalization except in case of selected criterion viz., "provides membership card of the hotel to the guest". In case of few selected criteria, Gender was found as not significantly associated viz., offers welcome drink to me; given personalized welcome letter in room; recognized by name during stay and frequent guest programme that allow earning points towards free accommodation. The marital status was found as significantly associated with personalization except in case of selected criteria viz., receive special discount on room; given personalized welcome letter in room; recognized by name during stay; provides membership card of the hotel to the guest, and provides programs for children respectively.

Hypothesis: 6: I (12):

The actual expectation of selected hotel guests' on "Reliability of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 12:
Selected Hotel Guests' Actual Expectation on "Reliability of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Stay in hotel is safe	**NS(.672)**	**NS(.093)**	S(.002)	S(.000)	S(.000)	S(.000)
02	Feel comfortable leaving valuables in room	S(.000)	S(.004)	**NS(.212)**	S(.000)	S(.000)	S(.000)

When the actual expectation of hotel guests' towards reliability of the hotel was measured, it was found that in case of safety in the hotel, age and gender were found as not significantly influencing factor, but in case of marital status, occupation, educational qualifications, and income, significant association was found with expectation of hotel guests' towards 'safety'. In case of "feeling comfortable leaving valuables in room" except marital status, all of the variables were found significantly influencing the expectations of hotel guests.

Hypothesis: 6: I (13):

The actual expectation of selected hotel guests' on "Commitment of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 13
Selected Hotel Guests' Actual Expectation on "Commitment of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Hotel promises to update about new events in hotel	S(.000)	**NS(.000)**	S(.000)	S(.000)	S(.000)	S(.000)
02	Hotel promises to update about ongoing schemes	S(.000)	**NS(.056)**	**NS(.373)**	S(.000)	S(.022)	S(.000)
03	Hotel promises to update about upcoming schemes	S(.000)	S(.000)	**NS(.117)**	S(.000)	S(.000)	S(.000)

Overall expectation of hotel guests' towards commitment was found as different in case of age; occupation; educational qualifications, and income variables. In case of selected criteria viz., 'hotel promises to update about new events in hotel', and 'hotel promises to update about ongoing schemes' were found as having no significant association with the gender of the selected hotel guests. While marital status also did not made any significant difference in the actual expectations of hotel guests in selected criteria viz., 'hotel promises to update about ongoing schemes', and 'hotel promises to update about upcoming schemes' respectively.

Hypothesis: 6: I (14):

The actual expectation of selected hotel guests' on "Trust in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 14
Selected Hotel Guests' Actual Expectation on "Trust in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Informs about the progress of complaints	S(.000)	**NS(.382)**	S(.001)	S(.000)	S(.000)	S(.000)
02	Feedback is taken seriously by hotel	**NS(.146)**	S(.001)	S(.000)	S(.012)	S(.000)	S(.000)

The selected hotel guests' expectation towards information about the progress of complaint and 'seriously implementing feedback' were found as significantly associated with each of the selected background variables except in case of age variable with regard to selected criterion viz., 'feedback is taken seriously by hotel', and in case of gender the 'information about the progress of complaint' was found as insignificant.

Hypothesis: 6: I (15):

The actual expectation of selected hotel guests' on "Pricing in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 15

Selected Hotel Guests' Actual Expectation on "Pricing in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Charges for room is as per market rate	S(.000)	**NS(.502)**	S(.002)	S(.035)	S(.002)	S(.000)
02	Charges for restaurant is as per market rate	S(.000)	**NS(.204)**	**NS(.146)**	S(.000)	S(.000)	S(.000)
03	Charges for special services is as per market rate	S(.002)	S(.000)	S(.000)	S(.000)	S(.012)	S(.000)

In case of pricing in the hotel, only gender and marital status were found as having no significant association in few of the selected criteria viz., charges for room is as per market rate, and charges for restaurant is as per market rate respectively. Gender too was found as not significantly related on selected criteria viz., charges for restaurant is as per market rate where marital status too was found as insignificant. All other variables such as age; occupation; educational qualifications, and income were found as influencing the expectations of hotel guests' towards pricing in the hotel.

Hypothesis: 6: I (16):

The actual expectation of selected hotel guests' on "Complaint Management in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 16

Selected Hotel Guests' Actual Expectation on "Complaint Management in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Complaints are welcomed by hotel	S(.000)	S(.039)	**NS(.136)**	S(.000)	S(.000)	S(.000)
02	Provides facility of written complaint system	S(.026)	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)
03	Regret letter for specific complaint is given to the concerned guest	S(.010)	S(.000)	S(.002)	S(.000)	S(.000)	S(.000)

Selected hotel guests' actual expectations on complaint management were found as having significant association with each of the demographic variables except selected item of marital status viz., "complaints are welcomed by hotel".

Hypothesis: 6: I (17):

The actual experience of selected hotel guests' on "Ambience of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 17
Selected Hotel Guests' Actual Experience on "Ambience of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Hotel is located at a convenient place	S(.000)	**NS(.142)**	S(.000)	S(.000)	S(.000)	S(.000)
02	Hotel is well signposted	S(.000)	S(.000)	S(.001)	S(.000)	S(.002)	S(.000)
03	Hotel is having sufficient parking space	S(.000)	S(.000)	S(.001)	S(.000)	S(.003)	S(.000)
04	Hotel is free from pollution	S(.001)	S(.000)	S(.000)	S(.002)	S(.001)	S(.000)
05	Hotel is well painted	**NS(.322)**	**NS(.911)**	**NS(.059)**	S(.000)	**NS(.063)**	S(.000)
06	Hotel is well furnished	S(.000)	**NS(.694)**	**NS(.284)**	S(.000)	S(.001)	S(.000)
07	Hotel is having sufficient lighting	S(.000)	S(.094)	**NS(.389)**	S(.001)	S(.006)	S(.000)

Selected hotel guests' actual experience on ambience of the hotel was found as significantly associated with each of demographic variables except the selected criterion "Painting of the hotel. The gender was not found as influencing "location", and "furnishing" of the selected hotel, while marital status too was found as having no association with furnishing; painting and lighting of the hotel.

Hypothesis: 6: I (18):

The actual experience of selected hotel guests' on "Rooms of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 18
Selected Hotel Guests' Actual Experience on "Rooms of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Rooms of hotel are well furnished	S(.000)	**NS(.708)**	**NS(.788)**	S(.000)	S(.001)	S(.000)
02	Rooms in the hotel are safe	S(.000)	**NS(.473)**	S(.000)	S(.000)	S(.000)	S(.000)
03	Provides safe deposit locker in room	**NS(.219)**	**NS(.104)**	S(.000)	S(.000)	S(.004)	S(.000)
04	Wi-Fi connectivity is available in the room	S(.001)	**NS(.160)**	**NS(.120)**	S(.000)	S(.010)	S(.000)
05	Arrangement inside the room is comfortable	S(.000)	**NS(.117)**	S(.000)	S(.000)	S(.000)	S(.000)
06	Maintains cleanliness in room	S(.007)	**NS(.557)**	S(.003)	S(.000)	S(.004)	S(.000)
07	Maintains cleanliness in bath room	S(.000)	S(.100)	**NS(.073)**	S(.000)	S(.000)	S(.000)

Occupation, educational qualifications, and income were found as having significant association with actual experience of hotel guests' with regard to room of the hotel. In case of gender, most of the selected criteria were found as having insignificant association, except 'maintains cleanliness in bath room'.

Hypothesis: 6: I (19):

The actual experience of selected hotel guests' on "Functioning of the Product in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 19

Selected Hotel Guests' Actual Experience on "Functioning of the product in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Fax Facility	S(.000)	S(.000)	S(.030)	S(.000)	S(.000)	S(.000)
02	Air Conditioning	S(.022)	S(.000)	**NS(.147)**	S(.000)	S(.000)	S(.000)
03	T.V	S(.000)	S(.049)	S(.005)	S(.000)	S(.000)	S(.000)
04	Telephone	S(.000)	S(.010)	**NS(.939)**	S(.000)	S(.000)	S(.000)

Age, gender, occupation, educational qualifications, and income were found as having significant association with the actual experience of hotel guests' towards functioning of the selected products in the hotel while in case of marital status, it was found as not significantly related in few of the criteria viz., Air Conditioning and T.V.

Hypothesis: 6: I (20):

The actual experience of selected hotel guests' on "Housekeeping Services of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 20

Selected Hotel Guests' Actual Experience on "Housekeeping services of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Housekeeping services are satisfactory	S(.006)	S(.022)	**NS(.359)**	S(.000)	S(.000)	S(.000)
02	Housekeeping staff services are satisfactory	S(.000)	**NS(.284)**	**NS(.920)**	S(.000)	S(.000)	S(.000)
03	Provides timely housekeeping services	**NS(.070)**	S(.000)	S(.001)	S(.000)	S(.000)	S(.000)

With regard to housekeeping services of the hotel, marital status was found as not having significant association with the selected criteria viz., housekeeping services are satisfactory, and housekeeping staff services are satisfactory. It was also found that occupation, educational qualifications, and income were reported as significantly associated with experience of hotel guests' towards housekeeping services. Age was having no significant influence on the actual experience of hotel guests' on the selected criterion viz., provides timely housekeeping services. In case of selected criterion viz., "housekeeping staff services are satisfactory", Gender was found as insignificant.

Hypothesis: 6: I (21):

The actual experience of selected hotel guests' on "Facilities Offered by the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 21
Selected Hotel Guests' Actual Experience on "Facilities offered by the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Sports Facility	**NS(.887)**	**NS (.750)**	**NS(.101)**	S(.020)	S(.001)	**NS(.751)**
02	Gym Facility	**NS(.989)**	**NS (.348)**	**NS(.667)**	S(.004)	S(.001)	S(.007)
03	Swimming Pool	S(.025)	**NS (.434)**	**NS(.513)**	S(.004)	S(.001)	**NS(.108)**
04	Money Changing Facility	S(.000)	**NS (.850)**	**NS(.107)**	S(.000)	S(.008)	S(.000)

Selected hotel guests' actual experience towards selected facilities provided to them compared with gender and marital status were found as not associated with their experience on facilities offered by the hotel. While age was found as associated in case of swimming pool and money changing facility. Similarly, income too was also found as associated in case of gym facility and money changing facility respectively. Occupation and educational qualifications affected the experience of hotel guests towards availability of facilities in the hotel.

Hypothesis: 6: I (22):

The actual experience of selected hotel guests' on "Food Quality of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 22
Selected Hotel Guests' Actual Experience on "Food Quality of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Quality of food offered by the hotel is as per standards mentioned	**NS(.129)**	**NS (.061)**	S(.000)	S(.002)	S(.001)	S(.000)
02	Provides a menu for diet	S(.001)	**NS(.644)**	**NS(.061)**	S(.000)	S(.000)	S(.000)
03	Serves food according to need of the guest/visitors	S(.029)	**NS(.202)**	S(.000)	S(.000)	S(.009)	S(.000)

Occupation, educational qualifications and income were found as having significant association with the actual experience of hotel guests' for food quality, while gender was found as having an insignificant relationship with the food quality of the hotel. In case of selected criterion like "quality of food offered by the hotel is as per standards mentioned", age too was found as insignificant.

Hypothesis: 6: I (23):

The actual experience of selected hotel guests' on "Service Quality of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 23
Selected Hotel Guests' Actual Experience on "Service Quality of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Provides 24 hours online reservation	S(.000)	**NS(.710)**	**NS(.175)**	S(.000)	S(.000)	S(.000)
02	Check-in process in hotel is simple	S(.000)	**NS(.808)**	S(.000)	S(.000)	S(.016)	S(.000)
03	Check-in process takes less time	S(.000)	**NS(.580)**	S(.000)	S(.000)	S(.011)	S(.000)
04	Prompt room service	S(.002)	**NS(.195)**	**NS(.108)**	S(.000)	**NS(.089)**	S(.000)
05	Offers wake-up calls	S(.000)	**NS(.811)**	S(.016)	S(.000)	S(.001)	S(.000)
06	Offers restaurant reservations	S(.022)	S(.001)	S(.001)	S(.000)	S(.000)	S(.000)
07	Provides babysitters service	**NS(.112)**	S(.001)	S(.003)	S(.000)	S(.000)	S(.000)
08	Arranges purchase of movie ticket from multiplexes, if required	S(.002)	**NS(.161)**	S(.007)	S(.000)	S(.000)	S(.000)
09	Arranges visit to the local market	S(.000)	S(.000)	**NS(.113)**	S(.000)	S(.000)	S(.000)
10	Arranges for doctor when required	S(.001)	S(.000)	**NS(.102)**	S(.000)	S(.000)	S(.000)
11	Provides quick service in dining section	S(.000)	**NS(.589)**	S(.024)	S(.000)	S(.002)	S(.000)

Age, occupation, educational qualifications, and income revealed heterogeneous experience amongst selected hotel guests with reference to service quality of the hotel. Age was found as insignificant in case of "Babysitters Service". While, 'marital status' was found as having no association in case of 24 hours online reservation; prompt room service; arranges visit to the local market and arranges for doctor when required. Gender too was found as having an insignificant association in case of selected criteria viz., provides 24 hrs online reservation; check-in process in hotel is simple; check-in process takes less time; prompt room service; offers wake-up calls; arranges purchase of movie ticket from multiplexes, if required and provides quick service in dining section respectively.

Hypothesis: 6: I (24):

The actual experience of selected hotel guests' on "Behaviour of Staff in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 24
Selected Hotel Guests' Actual Experience on "Behaviour of Staff in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Is well dressed	S(.003)	**NS(.063**)	S(.000)	S(.000)	S(.025)	S(.000)
02	Sincere	S(.002)	S(.004)	S(.010)	S(.000)	S(.000)	S(.000)
03	Reliable	S(.048)	**NS(.184)**	S(.000)	S(.000)	S(.000)	S(.000)
04	Honest	S(.021)	S(.000)	S(.002)	S(.000)	S(.000)	S(.000)
05	Courteous	S(.000)	S(.013)	S(.004)	S(.000)	S(.000)	S(.000)
06	Friendly towards the guest	**NS(.113)**	**NS(.998)**	S(.000)	S(.000)	S(.000)	S(.000)
07	Knowledgeable	S(.000)	S(.005)	S(.000)	S(.000)	S(.000)	S(.000)

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
08	Competent in providing service	S(.000)	**NS(.570)**	S(.000)	S(.000)	**NS(.118)**	S(.000)
09	Tries to understand customers needs	S(.007)	S(.000)	S(.027)	S(.000)	S(.000)	S(.000)
10	Pays special attention to each guest	S(.002)	**NS(.719)**	S(.026)	S(.000)	S(.000)	S(.000)
11	Behaves politely	**NS(.068)**	**NS(.204)**	S(.006)	S(.000)	S(.000)	S(.000)
12	Attends complaints politely	S(.000)	S(.000)	**NS(.360)**	S(.000)	S(.000)	S(.000)
13	Responds to inquiry quickly	S(.000)	**NS(.240)**	S(.000)	S(.000)	S(.099)	S(.000)
14	Resolves complaint quickly	S(.000)	S(.012)	S(.000)	S(.000)	S(.023)	S(.000)
15	Handles problem effectively	S(.000)	**NS(.202)**	**NS(.753)**	S(.000)	S(.003)	S(.000)
16	Behaves well with all customers	S(.003)	**NS(.836)**	S(.033)	S(.000)	S(.010)	S(.000)
17	Hotel staff Is available when required	S(.000)	**NS(.215)**	**NS(.417)**	S(.000)	**NS(.060)**	S(.000)

Age was found as significantly associated with the actual experience of selected hotel guests towards friendly and polite behaviour of staff with guests. It was found that gender was having less influence on actual experience of hotel guests' towards behaviour of staff, except in case of few selected criteria such as viz., sincerity; courteous; knowledgeable; tries to understand customers needs; attends complaints politely; resolves complaint quickly where significant relationship was found. The marital status was found as having significant association towards most of the selected criteria except selected criteria viz., attends complaints politely; handles problem effectively; hotel staff is available when required respectively. Occupation and income were found as having significant relationship with the actual experience of hotel guests' towards behaviour of staff in each of the selected criteria. In case of educational qualifications, selected criteria viz., competent in providing service, and hotel staff is available when required was found as not significantly associated with the actual experience of hotel guests' towards behaviour of staff.

Hypothesis: 6: I (25):

The actual experience of selected hotel guests' on "Social Bonding in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 25

Selected Hotel Guests' Actual Experience on "Social Bonding in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Gives get well soon card to guest who are ill	S(.000)	**NS(.833)**	**NS(.587)**	S(.000)	S(.000)	S(.000)
02	Gives special discounts on special occasion during stay	S(.000)	**NS(.093)**	S(.003)	S(.000)	S(.000)	S(.000)
03	Gives special discounts during festivals	S(.000)	**NS(.109)**	S(.000)	S(.000)	S(.000)	S(.000)
04	Provides complementary cake on birthday during stay	S(.000)	**NS(.696)**	S(.001)	S(.000)	S(.000)	S(.000)
05	Arranges for get together every fortnight for long stayers	S(.000)	S(.000)	S(.022)	S(.000)	S(.000)	S(.000)
06	Repeat guest not to wait at reception	S(.000)	**NS(.708)**	S(.000)	S(.000)	S(.000)	S(.000)
07	Provides special privileges to repeat guest	S(.000)	S(.002)	**NS(.896)**	S(.000)	S(.004)	S(.000)
08	Wishes us on important occasion	S(.000)	**NS(.221)**	**NS(.284)**	S(.000)	S(.000)	S(.000)

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
09	Provides with occasional gifts	S(.001)	S(.000)	**NS(.180)**	S(.004)	S(.000)	S(.000)
10	Thank you mail sent to customers for choosing hotel	S(.000)	S(.000)	**NS(.150)**	S(.000)	S(.000)	S(.000)
11	Connecting with customers on face book after they leave	S(.000)	**NS(.426)**	**NS(.998)**	S(.000)	S(.000)	S(.000)

Selected hotel guests' actual experience on social bonding compared with their age; occupation; educational qualifications and income were found as having significant association. Whereas in case of gender and marital status, less significant association was found.

In case of gender actual experience of hotel guests' on selected criteria viz., arranges for get together every fortnight for long stayers ; provides special privileges to repeat guest; provides with occasional gifts, and thank you mail sent to customers for choosing hotel and also in case of marital status criteria like gives special discounts on special occasion during stay; gives special discounts during festivals; provides complementary cake on birthday during stay; arranges for get together every fortnight for long stayers and repeat guest not to wait at reception were found as having association with the social bonding with the hotel.

Hypothesis: 6: I (26):

The actual experience of selected hotel guests' on "Personalization in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 26

Selected Hotel Guests' Actual Experience on "Personalization in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Considers request for specific room number	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)
02	Considers special need during check-in	S(.001)	**NS(.998)**	**NS(.487)**	S(.000)	S(.000)	S(.000)
03	Receive special discount on room	S(.000)	S(.041)	S(.003)	S(.000)	S(.000)	S(.000)
04	Manager escorts us to the room	S(.000)	**NS(.212)**	**NS(.735)**	S(.000)	S(.000)	S(.000)
05	Greeted with flowers in room	S(.001)	**NS(.065)**	S(.002)	S(.000)	S(.000)	S(.000)
06	Offers welcome drink to me	S(.000)	S(.002)	S(.000)	S(.000)	S(.000)	S(.000)
07	Given personalized welcome letter in room	S(.000)	**NS(.949)**	**NS(.079)**	S(.000)	S(.000)	S(.000)
08	Recognized by name during stay	S(.000)	S(.001)	S(.026)	S(.000)	S(.001)	S(.000)
09	Provides membership card of the hotel to the guest	S(.000)	S(.000)	**NS(.220)**	S(.000)	S(.005)	S(.000)
10	Frequent guest programme that allows to earn points towards free accommodation	S(.014)	**NS(.345)**	S(.000)	S(.001)	S(.000)	S(.000)
11	Provides programs for children	S(.003)	S(.000)	S(.026)	S(.000)	S(.000)	S(.000)

Age, occupation, education qualification and income were found having a significant association with the actual experience of hotel guests' on personalization in the hotel. Gender was found as insignificant with the actual experience of hotel guests' in selected criteria viz., considers special need during check-in; manager escorts us to the room; greeted with flowers in room; given personalized welcome letter in room and frequent guest programme that allows to earn points towards free accommodation.

Marital Status too was found as insignificant with the actual experience of hotel guests' in certain selected criteria viz., considers special need during check-in; manager escorts us to the room; given personalized welcome letter in room, and provides membership card of the hotel to the guest respectively.

Hypothesis: 6: I (27):

The actual experience of selected hotel guests' on "Reliability of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 27
Selected Hotel Guests' Actual Experience on "Reliability of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Stay in hotel is safe	S(.000)	S(.000)	S(.001)	S(.000)	S(.028)	S(.000)
02	Feel comfortable leaving valuables in room	**NS(.021)**	**NS(.279)**	**NS(.213)**	S(.000)	S(.006)	S(.000)

Occupation, educational qualifications and income were found having a significant association with the actual experience of hotel guests' with regard to reliability of the hotel. Age, gender and marital status were found as insignificant in case of selected criterion viz., feel comfortable leaving valuables in room.

Hypothesis: 6: I (28):

The actual experience of selected hotel guests' on "Commitment of the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 28
Selected Hotel Guests' Actual Experience on "Commitment of the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Hotel promises to update about new events in hotel	S(.000)	**NS(.317)**	S(.000)	S(.000)	S(.000)	S(.000)
02	Hotel promises to update about ongoing schemes	S(.000)	S(.042)	**NS(.059)**	S(.000)	S(.000)	S(.000)
03	Hotel promises to update about upcoming schemes	S(.000)	**NS(.735)**	S(.000)	S(.000)	**NS(.192)**	S(.000)

Selected hotel guests' actual experience on commitment of the hotel staff was found to be significantly associated with demographic variables viz., age; occupation and income respectively.

In case of gender, actual experience of hotel guests' on the selected criteria like 'hotel promises to update about new events in hotel', and 'hotel promises to update about upcoming schemes' were found not to be significantly related with the commitment of the hotel. In case of Marital Status actual experience of hotel guests' on the selected criterion viz., hotel promises to update about ongoing schemes, and in case of educational qualifications criterion viz., hotel promises to update about upcoming schemes were found as having insignificant association with the commitment of the hotel.

Hypothesis: 6: I (29):

The actual experience of selected hotel guests' on "Trust in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 29
Selected Hotel Guests' Actual Experience on "Trust in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Informs about the progress of complaints	S(.000)	**NS(.745)**	**NS(.558)**	S(.000)	S(.000)	S(.000)
02	Feedback is taken seriously by hotel	S(.015)	**NS(.624)**	**NS(.144)**	S(.000)	S(.000)	S(.000)

The actual experiences of selected hotel guests on trust in the hotel were found as strongly influenced by age, occupation, educational qualifications and income respectively. Gender and marital status too were found as having similar influence on the actual experience of the selected hotel guests.

Hypothesis: 6: I (30):

The actual experience of selected hotel guests' on "Pricing in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 30
Selected Hotel Guests' Actual Experience on "Pricing in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Charges for room is as per market rate	S(.003)	**NS(.008)**	S(.010)	S(.000)	S(.000)	S(.000)
02	Charges for restaurant is as per market rate	S(.000)	**NS(.364)**	S(.000)	S(.000)	S(.000)	S(.045)
03	Charges for special services is as per market rate	S(.000)	**NS(.872)**	**NS(.858)**	S(.000)	S(.000)	S(.000)

Actual experience of selected hotel guests' towards pricing of rooms in the hotel was found as significant with each of the demographic variables except, gender where it was insignificant.

In case of selected criterion viz., "charges for special services is as per market rate", marital status too was found as insignificant.

Hypothesis: 6: I (31):

The actual experience of selected hotel guests' on "Complaint Management in the Hotel" vis-a-vis selected hotel guests' background variables viz., age; gender; marital status; occupation; educational qualifications and income is independent.

Table Number: 6: I: 31
Selected Hotel Guests' Actual Experience on "Complaint Management in the Hotel" Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Complaints are welcomed by hotel	S(.004)	S(.000)	S(.000)	S(.000)	S(.002)	S(.000)
02	Provides facility of written complaint system	S(.000)	S(.000)	**NS(.873)**	S(.000)	S(.000)	S(.000)

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
03	Regret letter for specific complaint is given to the concerned guest	S(.000)	S(.002)	**NS(.125)**	S(.000)	S(.000)	S(.000)

Most of the demographic variables viz., age; income, gender, educational qualifications, and occupation, were found as having significant association with the actual experience of hotel guests in case of complaint management in the hotel except in case of marital status which was found as not significantly associated with the selected criteria viz., "provides facility of written complaint system", and "regret letter for specific complaint is given to the concerned guest".

Hypothesis: 6: I (32):

The perceived importance of selected hotel guests' on selected criteria viz., "Ambience of the Hotel ; Room of the Hotel ; functioning of products in hotel ; housekeeping services ; facilities in Hotel ; Food Quality ; Service Quality ; Behaviour of Staff ; Social Bonding ; Personalization ; Reliability ; Commitment ; Trust; Pricing in the Hotel; Complaint Management" vis-à-vis selected hotel guests' selected background variables., Age; Gender; Marital Status ; Occupation; Educational Qualifications and Income is Independent .

Table Number: 6: I: 32

Selected Hotel Guests' Perceived Importance on selected criteria Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Ambience of the hotel	S(.000)	**NS(.172)**	S(.017)	S(.015)	S(.003)	S(.002)
02	Room of the hotel	S(.001)	**NS(.945)**	S(.009)	S(.000)	S(.000)	S(.000)
03	Functioning of products in hotel	S(.000)	S(.045)	**NS(.081)**	**NS(.385)**	**NS(.121)**	S(.000)
04	Housekeeping services	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)
05	Facilities in hotel	S(.027)	S(.000)	S(.000)	S(.000)	S(.000)	S(.000)
06	Food quality	S(.000)	S(.029)	**NS(.292)**	S(.000)	S(.000)	S(.000)
07	Service quality	S(.006)	S(.001)	**NS(.190)**	S(.008)	S(.001)	S(.000)
08	Behaviour of staff	**NS(.402)**	**NS(.131)**	S(.000)	S(.013)	S(.000)	S(.007)
09	Social bonding	S(.000)	S(.000)	**NS(.914)**	S(.000)	S(.000)	S(.000)
10	Personalization	S(.020)	**NS(.131)**	S(.010)	S(.000)	**NS(.246)**	**NS(.593)**
11	Reliability	S(.000)	S(.011)	**NS(.202)**	S(.000)	S(.012)	S(.000)
12	Commitment	S(.000)	S(.000)	S(.000)	**NS(.085)**	S(.000)	S(.000)
13	Trust	S(.000)	**NS(.700)**	**NS(.869)**	S(.000)	S(.000)	S(.021)
14	Pricing in the hotel	S(.000)	S(.000)	S(.022)	S(.013)	S(.013)	S(.000)
15	Complaint management	S(.000)	S(.034)	S(.029)	S(.000)	S(.000)	S(.000)

The overall rating concerning perceived importance on the selected criteria that were put to use to evaluate prevalent CRM practices of selected hoteliers in the selected cities of the Gujarat, it was found as significantly associated with selected demographic variables of hotel guests' viz., age, income, gender, educational qualifications, marital status, and occupation respectively. The perceived importance of hotel guests' for the behaviour of staff was found as insignificant with regard to their age and gender as well as in case of ambience of the hotel, room of the hotel, personalization, and trust were found as independent of gender. In case of selected items viz., functioning of products in hotel, food quality, service quality, social bonding, reliability and trust were found as independent of marital status of hotel guests.

Occupation was found as insignificant in case of selected criteria viz., functioning of products in hotel and commitment respectively. The educational qualifications was found as insignificant in case of selected criteria viz., functioning of products in hotel, and personalization. Similarly, income was not found as significant in case of selected criterion like personalization.

Hypothesis: 6: I (33):

There is no association between selected hotel guests' 'Overall Satisfaction/Dissatisfaction' on selected criteria viz., "Ambience of the Hotel ; Room of the Hotel ; functioning of products in hotel ; housekeeping services ; facilities in Hotel ; Food Quality ; Service Quality ; Behaviour of Staff ; Social Bonding ; Personalization ; Reliability ; Commitment ; Trust; Pricing in the Hotel; Complaint Management" vis-à-vis selected hotel guests' selected background variables., Age; Gender; Marital Status ; Occupation; Educational Qualifications and Income is Independent .

Table Number: 6: I: 33

Selected Hotel Guests' Overall Satisfaction/Dissatisfaction on selected criteria Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	Ambience of the hotel	S(.000)	**NS(.071)**	S(.000)	S(.003)	**NS(.321)**	S(.000)
02	Room of the hotel	S(.009)	S(.007)	**NS(.639)**	S(.000)	S(.001)	S(.000)
03	Functioning of products in hotel	S(.000)	S(.000)	**NS(.110)**	S(.000)	S(.000)	S(.000)
04	Housekeeping services	S(.000)	**NS(.928)**	**NS(.109)**	S(.002)	S(.042)	S(.000)
05	Facilities in hotel	S(.000)	S(.000)	S(.003)	S(.000)	S(.000)	S(.000)
06	Food quality	**NS(.503)**	**NS(.132)**	S(.000)	S(.000)	S(.008)	S(.000)
07	Service quality	**NS(.000)**	S(.000)	**NS(.401)**	S(.000)	S(.047)	S(.000)
08	Behaviour of staff	S(.000)	**NS(.268)**	**NS(.268)**	S(.030)	S(.005)	S(.000)
09	Social bonding	S(.000)	S(.001)	S(.000)	S(.000)	S(.001)	S(.000)
10	Personalization	S(.006)	S(.004)	S(.000)	S(.000)	S(.000)	S(.000)
11	Reliability	S(.000)	S(.008)	S(.004)	**NS(.081)**	S(.000)	S(.000)
12	Commitment	S(.000)	S(.000)	S(.018)	S(.000)	S(.000)	S(.000)
13	Trust	S(.001)	S(.019)	S(.015)	S(.014)	S(.000)	S(.000)
14	Pricing in the hotel	S(.000)	**NS(.192)**	**NS(.086)**	S(.000)	S(.000)	S(.000)
15	Complaint management	S(.000)	**NS(.097)**	**NS(.767)**	S(.006)	S(.049)	S(.035)

The measurement of overall satisfaction/dissatisfaction of hotel guests' compared with their selected background variables revealed that except food quality and service quality remaining items were found as dependent on age, while gender was found as having no association with ambience of the hotel; housekeeping services; food quality and behaviour of staff respectively. The marital status was largely found as associated in selected criteria viz., ambience of the hotel; facilities in hotel; food quality; social bonding; personalization; reliability; commitment as well as trust respectively. It was found that in case of only criteria concerning reliability, occupation was found as having significant association with rest of the items. Besides, this educational qualification was found as having significant association with all other selected items except ambience of the hotel. Income was found as having strong association with each of the selected criteria.

Hypothesis: 6: I (34):

There is no association between selected hotel guests' average opinion and post purchase behaviour on selected criteria vis-à-vis selected hotel guests' selected background variables viz., age; gender; marital status; occupation; educational qualifications, and income.

Table Number: 6: I: 34

Selected Hotel Guests' Average Opinion and Post Purchase Behaviour on Selected Criteria Vis-À-Vis Selected Background Variables of Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2					
		A	G	M S	O	EQ	I
01	I shall prefer to make stay in this hotel during my next visit	S(.001)	S(.016)	**NS(.440)**	S(.000)	S(.032)	S(.000)
02	This hotel offers me value for money	S(.000)	S(.000)	**NS(.023)**	S(.000)	S(.000)	S(.000)
03	I shall certainly recommend this hotel to others	S(.000)	S(.019)	S(.005)	S(.000)	S(.000)	**NS(.086)**
04	I am overall satisfied with the services rendered to me by this hotel	S(.000)	S(.006)	**NS(.972)**	S(.003)	S(.002)	S(.000)
05	My immediate past experience shall decide whether I shall prefer to make stay in this hotel or not	**NS(.081)**	S(.002)	**NS(.937)**	S(.001)	**NS(.053)**	S(.000)
06	The room rates shall decide my stay in this hotel during my next visit	S(.000)	**NS(.082)**	S(.004)	S(.006)	**NS(.081)**	S(.000)
07	The services as offered to me shall decide my stay in this hotel during my next visit	S(.002)	**NS(.580)**	S(.005)	S(.013)	S(.000)	S(.000)
08	My company makes booking of hotel so I have no say in it	S(.000)	**NS(.125)**	S(.019)	S(.000)	S(.002)	S(.000)
09	I shall positively recommend this hotel to my company officials	S(.011)	**NS(.299)**	**NS(.899)**	S(.001)	S(.000)	S(.000)
10	My decision on selection of hotel largely depends on its location	S(.000)	**NS(.143)**	S(.003)	S(.023)	S(.000)	S(.000)
11	The selection of hotel largely depends on nature of my work	S(.000)	S(.009)	**NS(.220)**	S(.022)	S(.000)	S(.000)
12	My selection of hotel largely depends on travel plan	S(.002)	**NS(.107)**	S(.000)	S(.000)	S(.001)	S(.000)
13	If this hotel was booked out when I wanted to stay, I would book another hotel	S(.000)	S(.026)	**NS(.192)**	S(.000)	S(.017)	S(.000)
14	If I could not stay in my preferred room at this hotel, I would book another hotel	S(.044)	S(.001)	**NS(.883)**	S(.000)	S(.001)	S(.000)
15	I like staying at different types of hotels when returning to a destination	**NS(.329)**	S(.002)	**NS(.176)**	S(.000)	S(.000)	S(.000)
16	I will switch to a competitor hotel that offers more attractive benefits/ service charges	S(.000)	S(.001)	**NS(.246)**	S(.036)	S(.001)	S(.000)
17	I would still book this hotel even if its price was higher than I paid last time	S(.000)	S(.000)	**NS(.956)**	S(.000)	S(.000)	S(.000)
18	Even if this hotel increases its prices slightly, I will still stay there in the future	S(.000)	S(.031)	S(.020)	S(.000)	S(.000)	S(.000)
19	I would switch to another Hotel if a better price was available compared to this hotel	S(.007)	S(.003)	**NS(.417)**	S(.048)	S(.000)	S(.000)
20	I will complain to Hotel staff if a problem is encountered during my stay	S(.000)	**NS(.318)**	S(.003)	S(.000)	S(.007)	S(.000)
21	I feel comfortable discussing problems I may experience at this Hotel with its staff	S(.008)	**NS(.435)**	S(.000)	S(.000)	S(.000)	S(.000)

The analysis and measurement of post purchase behaviour of hotel guests' revealed that age was having significant association except in case of two items viz., my immediate past experience shall decide whether I shall prefer to make stay in this hotel or not, and I like staying at different types of hotels when returning to a destination respectively. The post purchase behaviour of hotel guests was also found as dependent of gender except in case of certain selected items viz., the room rates shall decide my stay in this hotel during my next visit; the services as offered to me shall decide my stay in this hotel during my next visit; my company makes booking of hotel so I have no say in it; I shall positively recommend this hotel to my company officials; my decision on selection of hotel largely depends on its location; my selection of hotel largely depends on travel plan; I will complain to hotel staff if a problem is encountered during my stay and I feel comfortable discussing problems I may experience at this hotel with its staff respectively. The marital status was found as having significant association in case of selected criteria viz., I shall certainly recommend this hotel to others; the room rates shall decide my stay in this hotel during my next visit; the services as offered to me shall decide my stay in this hotel during my next visit; my company makes booking of hotel so I have no say in it; my decision on selection of hotel largely depends on its location; even if this hotel increases its prices slightly, I will still stay there in the future; I will complain to hotel staff if a problem is encountered during my stay, and I feel comfortable discussing problems I may experience at this hotel with its staff respectively. Occupation was found as having a significant influence on post purchase behavior of hotel guests. The post purchase behaviour of hotel guests' was also found as dependent on educational qualifications except in case of certain selected items viz., my immediate past experience shall decide whether I shall prefer to make stay in this hotel or not and the room rates shall decide my stay in this hotel during my next visit, and in case of income significant relationship was found in each of the selected items except viz., I shall certainly recommend this hotel to others.

6. I.3: ONE WAY ANNOVA FOR SELECTED HOTEL GUESTS' OVERALL OPINION ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES [CRM] OF HOTELIERS IN GUJARAT STATE

Hypothesis: 6: I (35):

Mean value of overall opinion on 'Ambience of the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (35_A):

Mean value of overall opinion on 'Ambience of the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 35
Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Ambience of the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	27.6877	301	5.19957	.29970
Ahmedabad	28.6236	449	4.60429	.21729
Surat	28.2650	200	5.12112	.36212
Rajkot	28.1080	250	4.78287	.30250
Total	28.2217	1200	4.89123	.14120

Mean value of each city was found as more or less same. It shows that city has no effect on overall opinion on ambience of the hotel amongst the selected guests' found as belonging to various cities of the Gujarat State.

Test of Homogeneity of Variances:

Table Number: 6: I: 36
Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Ambience of the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
1.181	3	1196	.316

The results of Levene's Test revealed that the 'P' value was 0.316, which is more than 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 37
ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Ambience of the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	161.963	3	53.988	2.264	.079
Within Groups	28523.073	1196	23.849		
Total	28685.037	1199			

The variation within groups was higher than the variation between groups of selected cities. As 'P' value (.079) was more than 0.05, null hypothesis be accepted, It shows that means of all of the cities are equal.

Hypothesis: 6: I (36):

Mean value of overall opinion on 'Room of the hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (36_A):

Mean value of overall opinion on 'Room of the hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 38
Descriptive statistics of Overall Opinion of Selected Hotel Guests' on 'Room of the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	28.7442	301	4.99777	.28807
Ahmedabad	29.5902	449	4.43972	.20952
Surat	29.0550	200	4.80284	.33961
Rajkot	28.8080	250	4.86723	.30783
Total	29.1258	1200	4.74364	.13694

The descriptive statistics of city of selected hotel guests', and their opinion on room of the hotel indicated that Ahmedabad City had highest mean value of 29.59. The second highest mean value was 29.05 of Surat City followed by Rajkot City having mean value of 28.80, and Baroda City was having lower mean value of 28.74 respectively.

Test of Homogeneity of Variances:

Table Number: 6: I: 39
Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Room of the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
1.250	3	1196	.290

The results of Levene's Test revealed that the 'P' value was 0.290, which was more than 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 40
ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Room of the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	166.921	3	55.640	2.482	.060
Within Groups	26813.078	1196	22.419		
Total	26979.999	1199			

The variation between the groups was 166.921, and within group was 26813.078. It meant that variation within groups was higher than variation between groups of selected cities. As 'P' value (.060) is more than 0.05, null hypothesis be accepted which implies that means of all of the cities are equal.

Hypothesis: 6: I (37):

Mean value of overall opinion on 'Functioning of the Product in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (37_A):

Mean value of overall opinion on 'Functioning of the product in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 41

Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Functioning of the Product in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	16.0532	301	3.25533	.18763
Ahmedabad	16.5189	449	2.97313	.14031
Surat	15.8900	200	2.96341	.20954
Rajkot	16.4320	250	3.27786	.20731
Total	16.2792	1200	3.11571	.08994

The descriptive statistics of selected city of selected hotel guests', and their opinion on functioning of the product in the hotel revealed that the city of Ahmedabad had highest mean value of 16.51. The second highest mean value was 16.43 of Rajkot City followed by Baroda City having mean value of 16.05 and Surat City of 15.89 respectively.

Test of Homogeneity of Variances:

Table Number: 6: I: 42

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Functioning of the Product in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
1.190	3	1196	.312

The results of Levene's Test revealed that the 'P' value was .312, which is more then 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 43

ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Functioning of the Product in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	77.317	3	25.772	2.666	.047
Within Groups	11562.163	1196	9.667		
Total	11639.479	1199			

The variation between the groups of all cities was 77.317 and within group the variation was 11562.163. Thus, the variation within groups was higher than variation between groups of various selected cities. According to null hypothesis, variance of all groups was equal and our alternative hypotheses stated that at least one variance is different from the other. As null hypotheses is rejected because of significance value (.047) is < 0.05 which means that overall experience in at least one type of city is different from the other type of cities.

Hypothesis: 6: I (38):

Mean value of overall opinion on 'Housekeeping Services in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (38_A):

Mean value of overall opinion on 'Housekeeping Services in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 44

Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Housekeeping Services in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	11.8671	301	2.81821	.16244
Ahmedabad	12.1336	449	2.46311	.11624
Surat	12.0950	200	2.73925	.19369
Rajkot	11.8920	250	2.99403	.18936
Total	12.0100	1200	2.71589	.07840

The above table indicates the descriptive statistics of city of hotel guests', and their opinion on housekeeping in the hotel. The city of Ahmedabad was having highest mean value of 12.13. The second highest mean value was 12.09 of Surat City, followed by Rajkot City of which mean value was 11.89 and Baroda City was having lower mean value of 11.86.

Test of Homogeneity of Variances:

Table Number: 6: I: 45

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Housekeeping Services in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
3.004	3	1196	.030

The above table indicates the Levene's test of homogeneity of variance through which verification can be done about the equality of variance of all Cities. The results of Levene's test showed that the significant value (.030) which is less than 0.05. It means that null hypothesis has been rejected as significant value does not exceed 0.05. It means variance of all groups is unequal.

Table Number: 6: I: 46

ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Housekeeping Services in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.934	3	5.978	.810	.488
Within Groups	8825.946	1196	7.380		
Total	8843.880	1199			

The variation between the groups' was 17.934 and within group were 8825.946. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.488) is more than 0.05, null hypothesis be accepted. It shows that means of all of the cities are equal.

Hypothesis: 6: I (39):

Mean value of overall opinion on 'Facilities of the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (39_A):

Mean value of overall opinion on 'Facilities of the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 47

Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Facilities of the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	14.0963	301	2.64840	.15265
Ahmedabad	13.9955	449	2.39977	.11325

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Surat	14.0800	200	2.22223	.15714
Rajkot	14.5800	250	2.38208	.15066
Total	14.1567	1200	2.44003	.07044

The descriptive statistics of city of selected hotel guests', and their opinion on facilities of the hotel revealed that the Rajkot City was having highest mean value of 14.58.

The second highest mean value was 14.09 of Baroda City followed by Surat City having mean value of 14.08, and Ahmedabad City was having lower mean value of 13.99.

Test of Homogeneity of Variances:

Table Number: 6: I: 48

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Facilities of the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
1.477	3	1196	.219

The results of Levene's Test revealed that the 'P' value was 0.219, which is more than 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 49

ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Facilities of the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.730	3	19.577	3.307	.020
Within Groups	7079.817	1196	5.920		
Total	7138.547	1199			

The variation between the groups of all cities was 58.730, and within group the variation was 7079.817. The variation within groups was higher than variation between groups of various selected cities. According to null hypothesis' variance of all groups was equal and alternative hypothesis stated that at least one variance is different from other. As null hypothesis is rejected because of significance value (.020) is < 0.05 which means that overall experience in at least one type of city is different from the other type of cities.

Hypothesis: 6: I (40):

Mean value of overall opinion on 'Food Quality in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (40_A):

Mean value of overall opinion on 'Food Quality in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 50

Descriptive statistics of Overall Opinion of Selected Hotel Guests' on 'Food Quality in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	11.2724	301	2.20428	.12705
Ahmedabad	10.9332	449	2.31648	.10932
Surat	11.3750	200	2.11584	.14961
Rajkot	11.0120	250	2.16486	.13692
Total	11.1083	1200	2.22914	.06435

The above table offers the descriptive statistics of hotel guests', and their opinion on food quality in the hotel. The Surat City had highest mean value of 11.37. The second highest mean value was 11.27 of Baroda City followed by Rajkot City that was having mean value of 11.01, and Ahmedabad City had lower mean value of 10.93.

Test of Homogeneity of Variances:

Table Number: 6: I: 51

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Food Quality in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
1.581	3	1196	.192

The results of Levene's Test revealed that the 'P' value was .192, which is more then 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 52

ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Food Quality in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.421	3	12.807	2.588	.052
Within Groups	5919.496	1196	4.949		
Total	5957.917	1199			

The variation between the groups was 38.421 and within group were 5919.496. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.052) is more than 0.05, null hypothesis be accepted, It shows that means of all of the cities are equal.

Hypothesis: 6: I (41):

Mean value of overall opinion on 'Service Quality of the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (41_A):

Mean value of overall opinion on 'Service Quality of the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 53

Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on ''Service Quality of the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	40.4784	301	5.80664	.33469
Ahmedabad	41.7283	449	5.06318	.23895
Surat	40.9500	200	5.22917	.36976
Rajkot	40.8920	250	5.12811	.32433
Total	41.1108	1200	5.31715	.15349

The above table indicates the descriptive statistics of city of hotel guests', and their opinion on service quality of the hotel. The Ahmedabad City was having highest mean value of 41.72. The second highest mean value is 40.95 of Surat City followed by Rajkot City having mean value of 40.89, and Baroda City was having lower mean value of 40.47.

Test of Homogeneity of Variances:

Table Number: 6: I: 54

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on ''Service Quality of the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
3.019	3	1196	.029

The above table indicates the Levene's test of homogeneity of variance through which verification can be made about the equality of variance of all cities.

The result of Levene's test shows that the significant value (.029) which is less than 0.05. It means that null hypothesis has been rejected as significant value does not exceed 0.05. It means variance of all groups is not equal.

Table Number: 6: I: 55

ANOVA Table on Overall Experience of Selected Hotel Guests' on ''Service Quality of the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	308.715	3	102.905	3.664	.012
Within Groups	33589.544	1196	28.085		
Total	33898.259	1199			

The variation between the groups of all cities was 308.715, and within group the variation was 33589.544. The variation within groups was higher than variation between groups of various selected cities. According to null hypothesis variance of all groups was equal and alternative hypothesis states that at least one variance is different from other. As null hypothesis is rejected because of significance value (.012) is < 0.05 that means overall experience in at least one type of city is different from the other type of cities.

Hypothesis: 6: I (42):

Mean value of overall opinion on 'Behaviour of Staff in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (42_A):

Mean value of overall opinion on 'Behaviour of Staff in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 56

Descriptive statistics of Overall Opinion of Selected Hotel Guests' on 'Behaviour of Staff in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	8.0332	301	1.87227	.11371
Ahmedabad	7.3719	449	1.69880	.08017
Surat	8.0350	200	1.87058	.13934
Rajkot	7.0440	250	1.47416	.01853
Total	8.1625	1200	1.85804	.05364

The above table indicates the descriptive statistics of city of hotel guests' and their opinion on behaviour of staff in the hotel. The Surat City had highest mean value of 8.035. The second highest mean value was 8.033 of Baroda City followed by Ahmedabad City having mean value of 7.37, and Rajkot City had lower mean value of 7.04.

Test of Homogeneity of Variances:

Table Number: 6: I: 57

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Behaviour of Staff in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
1.989	3	1196	. 016

The above table indicates the Levene's test of homogeneity of variance through which verification can be made about the equality of variance of all cities.

The results of Levene's test showed that the significant value (.016) which was less than 0.05. It means that null hypothesis has been rejected as significant value does not exceed 0.05. It means variance of all groups is not equal.

Table Number: 6: I: 58

ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Behaviour of Staff in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	41.487	3	9.496	3.056	.000
Within Groups	4197.825	1196	2.435		
Total	4239.312	1199			

The variation between the groups of all cities was 41.487 and within group the variation was 4197.825. The variation within groups was higher than variation between groups of various selected cities. According to null hypothesis, variance of all groups was equal, and our alternative hypothesis stated that at least one variance is different from other. As null hypotheses is rejected because of significance value (.000) is < 0.05, it means that overall experience in at least one type of city was different from the other type of cities.

Hypothesis: 6: I (43):

Mean value of overall opinion on 'Social Bonding in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (43_A):

Mean value of overall opinion on 'Social Bonding in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 59

Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Social Bonding in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	37.4751	301	6.28041	.36200
Ahmedabad	37.7817	449	6.32643	.29856
Surat	37.9900	200	5.72923	.40512
Rajkot	37.2000	250	6.11864	.38698
Total	37.6183	1200	6.17423	.17823

The above table shows the descriptive statistics of city of hotel guests' and their opinion on social bonding in the hotel. The Surat City was having highest mean value of 37.99. The second highest mean value was 37.78 of Ahmedabad City, followed by Baroda City having mean value of 37.47, and Rajkot City had lower mean value of 37.20.

Test of Homogeneity of Variances:

Table Number: 6: I: 60

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Social Bonding in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
.806	3	1196	.490

The results of Levene's Test revealed that the 'P' value was .490, which is more than 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 61

ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Social Bonding in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	89.543	3	29.848	.783	.504
Within Groups	45617.653	1196	38.142		
Total	45707.197	1199			

The variation between the groups was 89.543 and within group were 45617.653. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.504) is more than 0.05, null hypothesis be accepted. It shows that means of all of the cities are equal.

Hypothesis: 6: I (44):

Mean value of overall opinion on 'Personalization in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (44_A):

Mean value of overall opinion on 'Personalization in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 62

Descriptive statistics of Overall Opinion of Selected Hotel Guests' on 'Personalization in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	16.2013	301	1.98230	.12131
Ahmedabad	16.0114	449	1.27066	.18553
Surat	15.1336	200	1.47223	.67373
Rajkot	16.1492	250	1.82333	.65957
Total	16.2889	1200	1.6 4224	.22267

The above table indicates the descriptive statistics on personalization in the hotel. The city of Baroda was having highest mean value of 16.20. The second highest mean value was 16.14 of Rajkot City followed by Ahmedabad city having mean value of 16.0, and Surat City had lower mean value of 15.13.

Test of Homogeneity of Variances:

Table Number: 6: I: 63

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Personalization in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
13.331	3	1196	.000

The results of Levene's test showed that the significant value (.000) which is less than 0.05. It means that null hypothesis has been rejected as significant value does not exceed 0.05. It means variance of all groups is not equal.

Table Number: 6: I: 64
ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Personalization in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1121.434	3	340.452	8.168	.000
Within Groups	45866.398	1196	32.124		
Total	46987.832	1199			

The variation between the groups of all cities was 1121.434, and within group the variation was 45866.398. The variation within groups was higher than variation between groups of various selected cities. According to null hypothesis, variance of all groups is equal and our alternative hypotheses states that at least one variance is different from other. As null hypotheses is rejected because of significance value (.000) is < 0.05, it means that overall experience in at least one type of city is different from the other type of cities.

Hypothesis: 6: I (45):

Mean value of overall opinion on 'Reliability in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (45_A):

Mean value of overall opinion on 'Reliability in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 65
Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Reliability in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	8.0332	301	1.97287	.11371
Ahmedabad	8.3719	449	1.69880	.08017
Surat	8.0350	200	1.97058	.13934
Rajkot	8.0440	250	1.87406	.11853
Total	8.1625	1200	1.85804	.05364

The above table shows the descriptive statistics of city of hotel guests' and their opinion on reliability in the hotel. The Ahmedabad City had highest mean value of 8.37. The second highest mean value was 8.044 of Rajkot City followed by Surat city having mean value of 8.035, and Baroda City was having lower mean value of 8.033.

Test of Homogeneity of Variances:

Table Number: 6: I: 66
Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Reliability in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
1.889	3	1196	. 013

The above table indicates the Levene's test of homogeneity of variance for making verification can be done about the equality of variance of all cities. The results of Levene's test revealed that the significant value (.013) which is less than 0.05. It means that null hypothesis be rejected as significant value does not exceed 0.05. It means variance of all groups is not equal.

Table Number: 6: I: 67

ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Reliability in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.487	3	10.496	3.056	.028
Within Groups	4107.825	1196	3.435		
Total	4139.312	1199			

The variation between the groups of all cities was 31.487and within group the variation was 4107.825.

The variation within groups was higher than variation between groups of various selected cities. According to null hypothesis variance of all groups was equal, and our alternative hypothesis states that overall experience in at least one variance is different from other cities. As null hypothesis is rejected because significance value (.028) is < 0.05. It means that overall experience in at least one type of city is different from the other type of cities.

Hypothesis: 6: I (46):

Mean value of overall opinion on 'Commitment in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (46_A):

Mean value of overall opinion on 'Commitment in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 68

Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Commitment in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	10.1960	301	2.15053	.12395
Ahmedabad	9.8263	449	2.06288	.09735
Surat	9.9100	200	2.10572	.14890
Rajkot	10.1560	250	2.14056	.13538
Total	10.0017	1200	2.11236	.06098

The above table indicates the descriptive statistics of city of hotel guests', and their opinion on commitment in the hotel. The Baroda City had highest mean value of 10.19. The second highest mean value was 10.15 of Rajkot City followed by Surat city was having mean value of 9.91, and Ahmedabad City had lower mean value of 9.82.

Test of Homogeneity of Variances:

Table Number: 6: I: 69

Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Commitment in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
2.186	3	1196	.088

The results of Levene's Test revealed that the 'P' value was.088, which was more than 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 70
ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Commitment in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.816	3	10.939	2.460	.061
Within Groups	5317.181	1196	4.446		
Total	5349.997	1199			

The variation between the groups was 32.816 and within group were 5317.181. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.061) was more than 0.05, null hypothesis be accepted, It shows that means of all of the cities are equal.

Hypothesis: 6: I (47):

Mean value of overall opinion on 'Trust in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (47_A):

Mean value of overall opinion on 'Trust in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 71
Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Trust in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	6.8704	301	2.12442	.12245
Ahmedabad	7.0579	449	1.85916	.08774
Surat	7.2300	200	2.00178	.14155
Rajkot	6.8520	250	2.03930	.12898
Total	6.9967	1200	1.99206	.05751

The above table reveals the descriptive statistics of city of selected hotel guests' and their opinion on trust in the hotel. The Surat City had highest mean value of 7.23. The second highest mean value is 7.05 of Ahmedabad City followed by Baroda city was having mean value of 6.87, and Rajkot City had lower mean value of 6.85.

Test of Homogeneity of Variances:

Table Number: 6: I: 72
Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Trust in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
3.164	3	1196	.024

The above table indicates the Levene's test of homogeneity of variance through which verification can be made about the equality of variance of all cities. The results of Levene's test showed that the significant value (.024) which was less than 0.05. It means that null hypothesis has been rejected as significant value does not exceed 0.05. It means variance of all groups is not equal.

Table Number: 6: I: 73
ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Trust in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.601	3	7.534	1.903	.127
Within Groups	4735.385	1196	3.959		
Total	4757.987	1199			

The variation between the groups was 22.601 and within group was 4735.385. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.127) was more than 0.05, null hypothesis be accepted, It shows that means of all of the cities are equal.

Hypothesis: 6: I (48):

Mean value of overall opinion on 'Pricing in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (48_A):

Mean value of overall opinion on 'Pricing in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 74
Descriptive statistics of Overall Opinion of Selected Hotel Guests' on 'Pricing in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	10.2957	301	3.12660	.18021
Ahmedabad	10.7372	449	2.88971	.13637
Surat	10.8700	200	2.91127	.20586
Rajkot	10.4920	250	3.03691	.19207
Total	10.5975	1200	2.98880	.08628

The above table offered the descriptive statistics of city of selected hotel guests', and their opinion on pricing in the hotel. The Surat City had highest mean value of 7.23. The second highest mean value was 7.05 of Ahmedabad City, followed by Baroda City having mean value of 6.87, and Rajkot City had lower mean value of 6.85.

Test of Homogeneity of Variances:

Table Number: 6: I: 75
Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Pricing in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
1.561	3	1196	.197

The results of Levene's Test revealed that the 'P' value was .197, which was more than 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 76
ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Pricing in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	53.815	3	17.938	2.013	.110
Within Groups	10656.777	1196	8.910		
Total	10710.592	1199			

The variation between the groups was 53.815 and within group were 10656.777. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.110) was more than 0.05, null hypothesis be accepted, It shows that means of all of the cities are equal.

Hypothesis: 6: I (49):

Mean value of overall opinion on 'Complaint Management in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is equal.

Hypothesis: 6: I (49_A):

Mean value of overall opinion on 'Complaint Management in the Hotel' amongst selected hotel guests' drawn from the selected cities of the Gujarat State is different.

Table Number: 6: I: 77
Descriptive Statistics of Overall Opinion of Selected Hotel Guests' on 'Complaint Management in the Hotel' in Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	10.3023	301	2.87488	.16571
Ahmedabad	10.6102	449	2.80338	.13230
Surat	10.6100	200	2.73226	.19320
Rajkot	10.4680	250	2.85263	.18042
Total	10.5033	1200	2.81957	.08139

The above table indicates the descriptive statistics of city of selected hotel guests' and their opinion on complaint management in the hotel. The Ahmedabad City and Surat had highest and similar mean value of 10.61. The second highest mean value was 10.46 of Rajkot City, and Baroda City was having lower mean value of 10.30.

Test of Homogeneity of Variances:

Table Number: 6: I: 78
Test of Homogeneity of Variances on Overall Experience of Selected Hotel Guests' on 'Complaint Management in the Hotel' in Selected Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
.200	3	1196	.896

The results of Levene's Test revealed that the 'P' value was .896 which was more than 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: I: 79
ANOVA Table on Overall Experience of Selected Hotel Guests' on 'Complaint Management in the Hotel' in Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.881	3	6.627	.833	.476
Within Groups	9512.105	1196	7.953		
Total	9531.987	1199			

The variation between the groups was 19.881 and within group were 9512.105. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.476) was more than 0.05, null hypothesis be accepted, It shows that means of all of the cities are equal.

6. I.4: FACTOR ANALYSIS OF HOTEL GUESTS' RESPONSES

To measure the suitability of the data for factor analysis the adequacy of the data is evaluated on the basis of the results of Kaiser-Meyaer-Oklin (KMO) measures of sampling adequacy, and Bartlett's Test of Spehericity (Homogeneity of Variance). This exercise is done for all the group of data in which factor analysis is applied.

Factor Analysis of Selected Hotel Guests' Overall Experience on 'Service Quality of the Hotels' in the Selected Cities of the Gujarat State

Table Number: 6: I: 80

Selected Customers' (or) Hotel Guests' Overall Experience on 'Service Quality' of the hotel Through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.735
Bartlett's Test of Spehericity	**Approx. Chi-Square**	5738.872
	df	55
	Sig.	000

In case of service quality of the hotel, the results showed that the KMO measure of sampling adequacy was 0.735 which indicated that the present data were suitable for Factor Analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$), indicative of sufficient correlation between the criteria to proceed with the factor analysis.

Table Number: 6: I: 81

Total Variance on Selected Customers' (or) Hotel Guests' Responses for 'Service Quality' in the Selected Hotels in Selected Cities in the Gujarat State

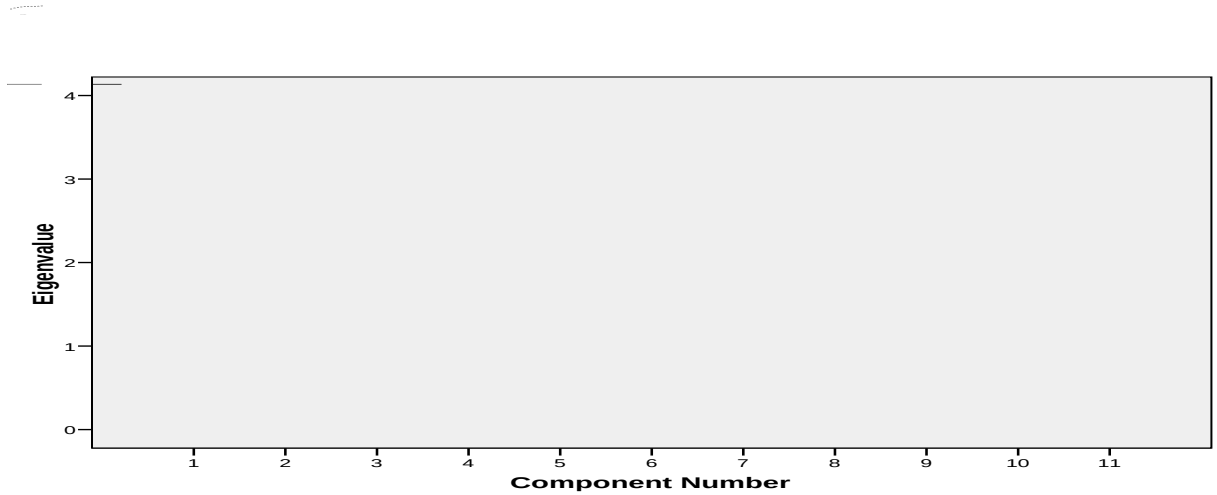
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	3.881	35.286	35.286	3.881	35.286	35.286	3.266	29.694	29.694
02	1.974	17.947	53.232	1.974	17.947	53.232	2.301	20.914	50.608
03	1.401	12.736	65.968	1.401	12.736	65.968	1.690	15.360	65.968
04	.934	8.492	74.460						
05	.760	6.912	81.372						
06	.497	4.517	85.889						
07	.440	4.001	89.890						
08	.341	3.097	92.987						
09	.333	3.024	96.012						
10	.288	2.621	98.633						
11	.150	1.367	100.000						

Extraction Method: Principal Component Analysis

The first three components (factors) in the initial solution was having an Eigenvalues over 1, and it accounted for about 65 per cent of the observed variations with regard to selected hotel guests' experience on service quality in the selected hotels in the selected cities of Gujarat State. According to Kaiser Criterion, only the first three factors should be used because subsequent Eigenvalues are all less than 1.

The following **Graph Number6: I: 01** is also useful tool to decide about the number of factors. If, one draws parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will show us how many factors are going to be extracted. In our analysis, scree plot had shown that three factors can be extracted.

Graph Number: 6: I: 01
Component-Wise Scree Plot of Eigenvalues for Selected Hotel Guests' Experience on 'Service Quality' of the in the Selected Hotels in Selected Cities in the Gujarat State



The above scree plot shows the graphical presentation of the three components which can be extracted for further analysis.

Table Number: 6: I: 82
Communalities and Rotated Component Matrix of Selected Hotel Guests' Experience on 'Service Quality' of the in the Selected Hotels in Selected Cities in the Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component		
			1	2	3
01	Provides 24 hrs Online reservation	.564	.728	-.109	.152
02	Check-in process in hotel is simple	.673	.817	-.077	.012
03	Check-in process takes less time	.541	.712	.184	-.004
04	Prompt room service	.538	.662	-.273	-.158
05	Offers wake-up calls	.583	.724	-.069	.231
06	Offers restaurant reservations	.494	.627	-.179	.264
07	Provides babysitters service	.835	-.016	.910	-.088
08	Arranges purchase of movie ticket from multiplexes, if required	.874	-.059	.923	-.135
09	Arranges visit to the local market	.760	-.324	.652	.479
10	Arranges for doctor when required	878	.278	-.118	.887
11	Provides quick service in dining section	.718	.212	-.220	.790

All the extracted communalities are acceptable, and all criteria are fit for the factor solution as their extraction values are large enough. The factor loadings were used to measure correlation between criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation. The factors are rotated with the used of Varimax with Kaiser Normalization Rotation Method. The Principle Component Analysis (PCA) Method is used for factor extraction, and it considered only those factors for interpretation purpose whose values are greater than 0.5.

From the above table, it becomes clear that how much different criteria were correlated with three components. The criteria 01 (Provides 24 hours online reservation); criteria 02 (Check-in process in hotel is simple); criteria 03 (Check-in process takes less time); criteria 04 (Prompt room service); criteria 05 (Offers wake-up calls); criteria 06 (Offers restaurant reservations) were found as more correlated with component 01.

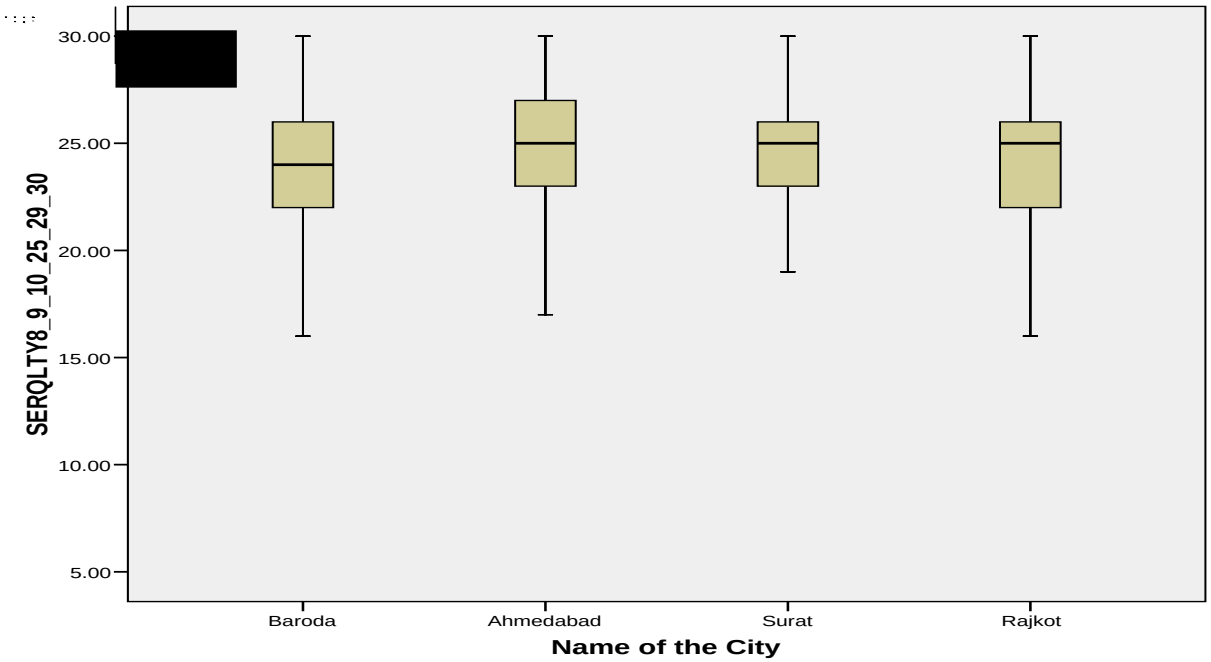
The criteria 07 (Provides babysitters service), and criteria 08 (Arranges purchase of movie ticket from multiplexes, if required); criteria 09 (Arranges visit to the local market) was found as more correlated with component 02. The criteria 10 (Arranges for doctor when required), and criteria 11 (Provides quick service in dining section) was found as more correlated with component 03.

Importance of Components for Selected Type of Cities:

The importance of each component to different type of cities can be understood with the help of below given box plots.

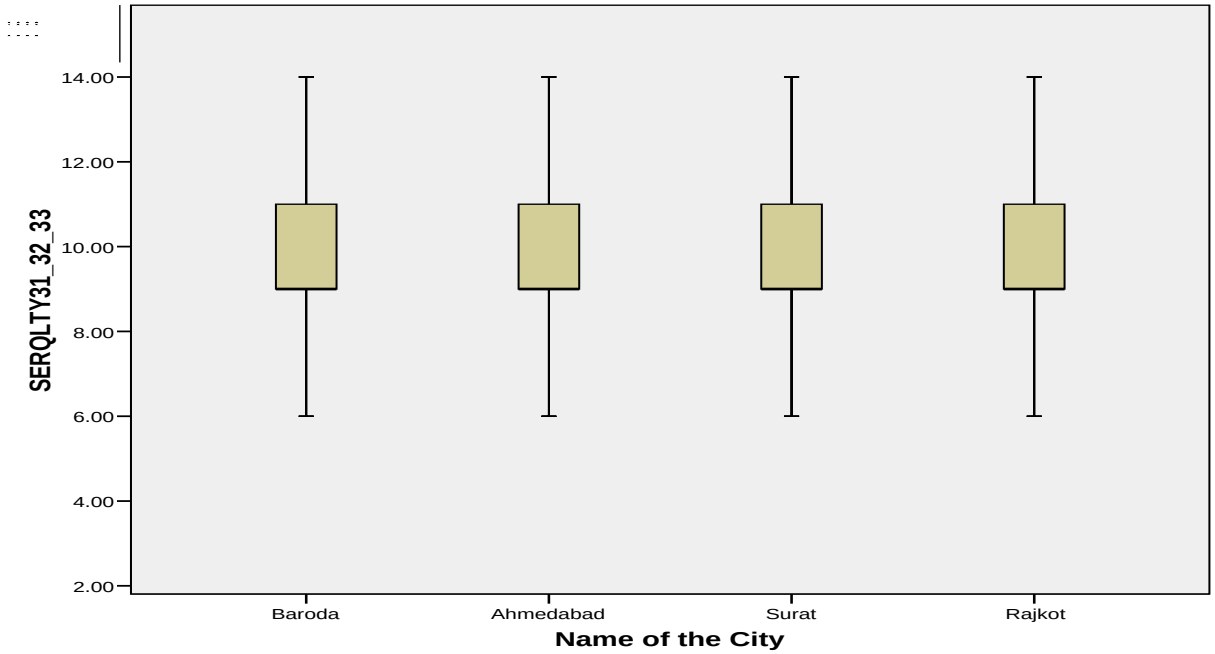
The following box plot explains four cities total score of component 01 criteria.

Graph Number: 6: I: 02
City-wise Box Plot for Component 01 for Service Quality of the Hotels in Four Selected Cities in the State of Gujarat



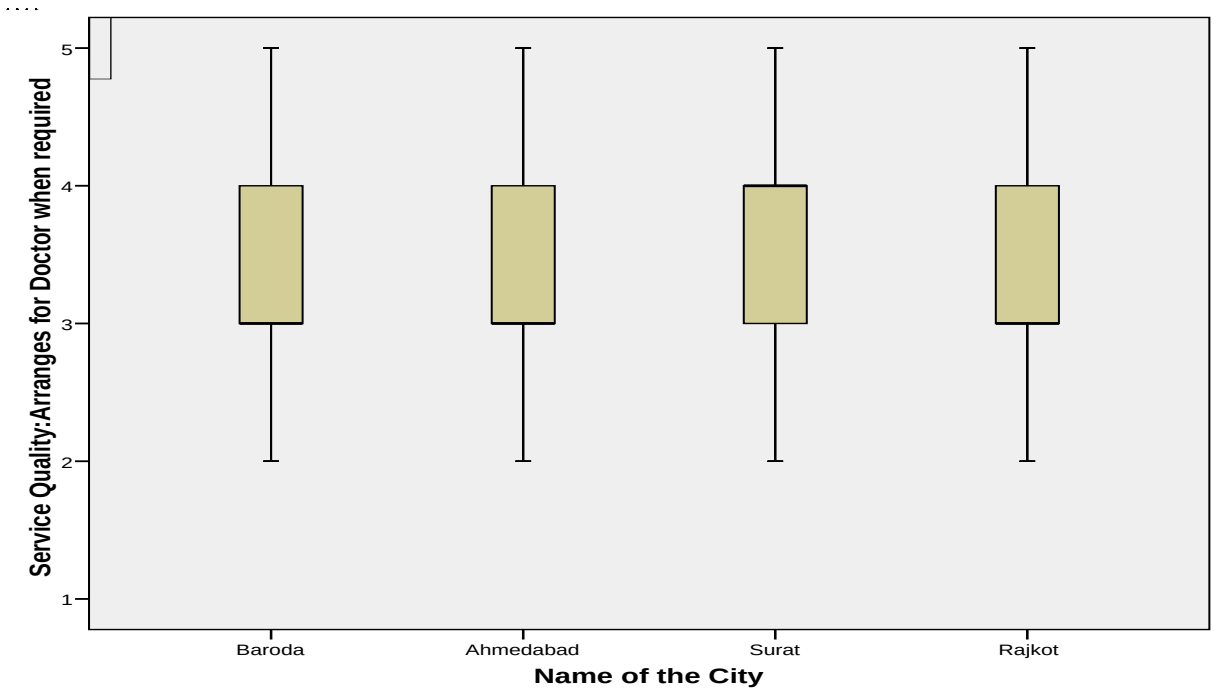
The above box plot indicated that component 01 criteria (Provides 24 hours online reservation, Check-in process in hotel is simple, Check-in process takes less time, Prompt room service, Offers wake-up calls and Offers restaurant reservations were found to be more important for Rajkot and Surat Cities because of large median value compared to Ahmedabad and Baroda Cities of the Gujarat State.

Graph Number: 6: I: 03
City-wise Box Plot for Component 02 for Service Quality of the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 02 criteria (Provides babysitters' service, Arranges purchase of movie ticket from multiplexes, if required and Arranges visit to the local market) were found to be more important for Baroda, Ahmedabad, Surat and Rajkot Cities of the Gujarat State.

Graph Number: 6: I: 04
City-wise Box Plot for Component 03 for Service Quality of the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 03 criteria (Arranges for doctor when required and provides quick service in dining section) were more important for Surat City because of large median value compared to Baroda, Ahmedabad and Rajkot cities of the Gujarat State.

Factor Analysis of Selected Hotel Guests' Overall Experience on 'Facilities in the Selected Hotels' in the Selected Cities of the Gujarat State

Table Number: 6: I: 83

Selected Customers' (or) Hotel Guests' Overall Experience on Facilities in the hotel Through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.619**
Bartlett's Test of Spehericity	**Approx. Chi-Square**	**512.386**
	df	**6**
	Sig.	**.000**

In case of facilities in the hotel the results showed that the KMO measure of sampling adequacy was 0.619, which indicated that the present data were suitable for factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$), which is indicative of sufficient correlation between the criteria to proceed with the factor analysis.

Table Number: 6: I: 84

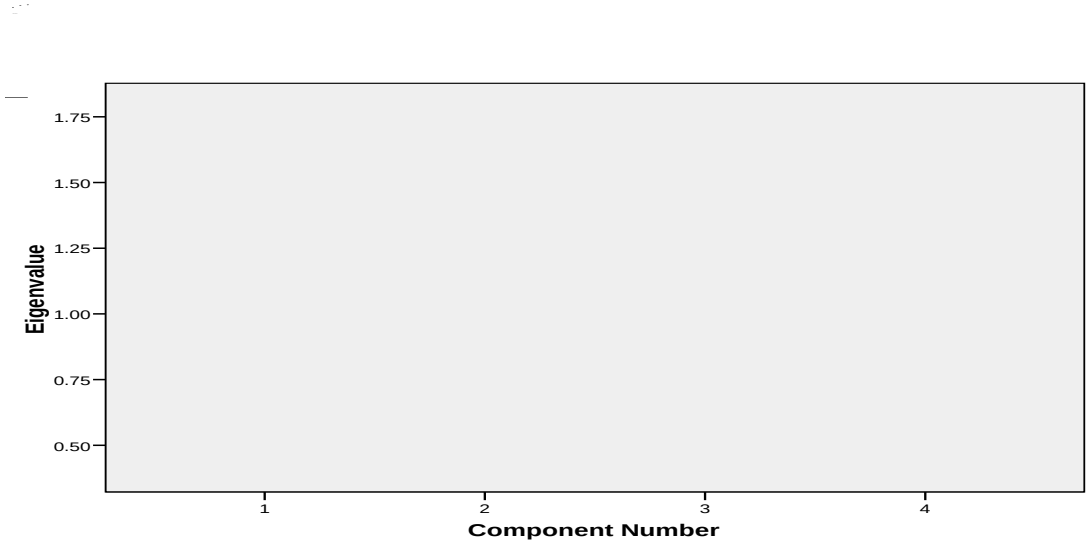
Total Variance on Selected Customers' (or) Hotel Guests' Responses for Facilities in the Selected Hotels in Selected Cities in the Gujarat State

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	1.781	44.521	44.521	1.781	44.521	44.521	1.633	**40.835**	**40.835**
02	1.007	25.182	69.704	1.007	25.182	69.704	1.155	**28.868**	**69.704**
03	.668	16.696	86.399						
04	.544	13.601	100.000						

Extraction Method: Principal Component Analysis

The first two components (factors) in the initial solution was having an Eigenvalues over 1, and it accounted for about 69 per cent of the observed variations with regard to selected hotel guests' experience on facilities in the selected hotels in the selected cities of the Gujarat State. According to Kaiser Criterion, only the first two factors should be used because subsequent Eigenvalues are all less than 1. The following Graph Number: **6: I: 05** is also useful tool to decide about the number of factors. If one has to draw parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will show us how many factors can be extracted. In our analysis, Scree plot showed that two factors can be extracted.

Graph Number: 6: I: 05
Component-Wise Scree Plot of Eigenvalues for Selected Hotel Guests' Experience on Facilities in the in the Selected Hotels in Selected Cities in the Gujarat State



The above scree plot shows the graphical presentation of two components that can be extracted for further analysis.

Table Number: 6: I: 85
Communalities and Rotated Component Matrix of Selected Hotel Guests' Experience on Facilities in the in the Selected Hotels in Selected Cities in the Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component	
			1	2
01	Sports Facility	.580	.552	-.525
02	Gym Facility	.695	.833	-.030
03	Swimming Pool	.635	.796	-.031
04	Money changing Facility	.879	.038	.937

All the extracted communalities are acceptable and all criteria are fit for the factor solution as their extraction values are large enough.

The factor loadings were used to measure correlation between criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation. The factors are rotated with the used of Varimax with Kaiser Normalization Rotation Method. The Principle Component Analysis (PCA) Method is used for factor extraction which considers only those factors for interpretation purpose whose values are greater than 0.5.

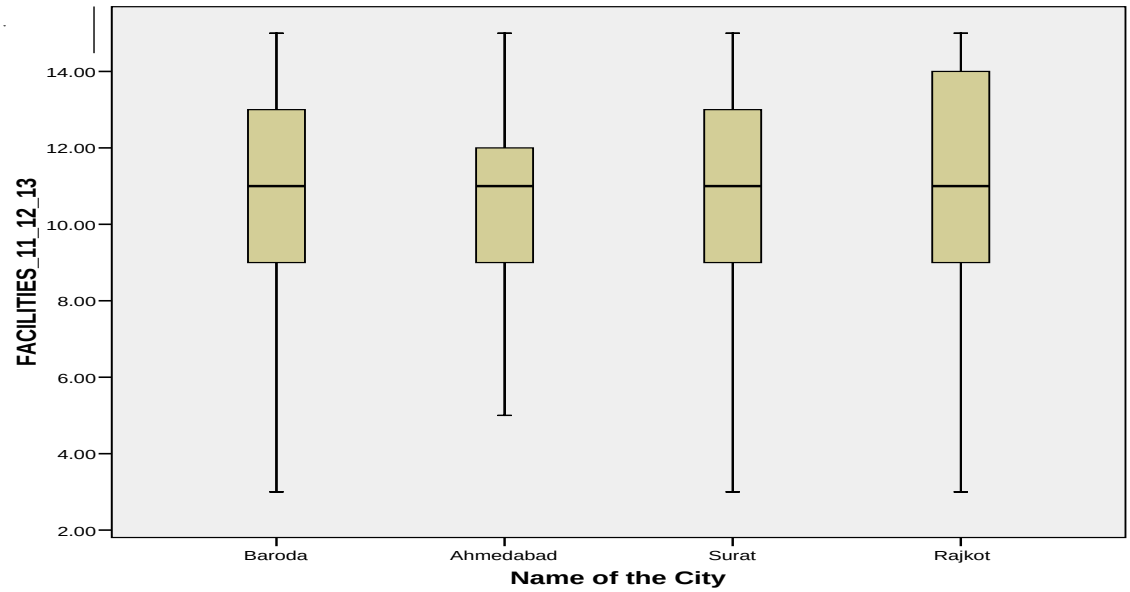
From the above table, it becomes clear that how much different criteria were correlated with two components. The criteria 1 (Sports Facility); criteria 2 (Gym Facility), and criteria 3 (Swimming Pool) were found as more correlated with component 1. The criteria 4 (Money Changing Facility) was found as more correlated with the component 2.

Importance of Components for Selected Type of Cities:

The importance of each component to different type of cities of the Gujarat State can be understood with the help of below given box plots.

The following box plot explains four cities total score of component 1 criteria.

Graph Number: 6: I: 06
City-wise Box Plot for Component 01 for facilities in the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 1 criteria (Sports Facility, Gym Facility, and Swimming Pool) were found as more important for Rajkot and Ahmedabad Cities because of large median value compared to Baroda and Surat Cities of the Gujarat State.

Graph Number: 6: I: 07
City-wise Box Plot for Component 02 for facilities in the Hotels in Four Selected Cities in the State of Gujarat

The above box plot indicated that component 2 criteria (Money Changing Facility) was found as more important for Baroda and Ahmedabad Cities because of large median value compared to Surat and Rajkot Cities of the Gujarat State.

Factor Analysis of Selected Hotel Guests' Overall Experience on 'Functioning of the Product' in the Selected Cities of the Gujarat State

Table Number: 6: I: 86

Selected Customers' (or) Hotel Guests' Overall Experience on 'Functioning of the Product' Through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.660**
Bartlett's Test of Spehericity	**Approx. Chi-Square**	**1647.082**
	df	**6**
	Sig.	**.000**

In case of functioning of the product in the hotel, the results showed that the KMO measure of sampling adequacy was 0.660 which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$) indicative of sufficient correlation between the criteria to proceed with the application of factor analysis.

Table Number: 6: I: 87

Total Variance on Selected Customers' (or) Hotel Guests' Responses on 'Functioning of the Product' in Selected Cities in the Gujarat State

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	2.268	56.693	56.693	2.268	56.693	56.693	2.264	**56.612**	**56.612**
02	1.062	26.545	83.238	1.062	26.545	83.238	1.065	**26.626**	**83.238**
03	.422	10.547	93.785						
04	.249	6.215	100.000						

Extraction Method: Principal Component Analysis

The first two components (factors) in the initial solution having an Eigenvalues over 1, and it accounted for about 83 per cent of the observed variations with regard to selected hotel guests' experience on functioning of the product in the selected hotels in the selected cities of Gujarat State. According to Kaiser Criterion, only the first two factors should be used because subsequent Eigenvalues are all less than 1. The following Graph Number **6: I: 08**: is also useful tool to decide about the number of factors. If, one has drawn parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will show us how many factors are going to be extracted. In our analysis, Scree plot showed that two factors can be extracted.

Graph Number: 6: I: 08

Component-Wise Scree Plot of Eigenvalues for Selected Hotel Guests' Experience on 'Functioning of the Product in the Selected Hotels' in Selected Cities in the Gujarat State

The above scree plot shows the graphical presentation of four components which can be extracted for further analysis.

Table Number: 6: I: 88
Communalities and Rotated Component Matrix of Selected Hotel Guests' Experience on 'Functioning of the Product in the Selected Hotels' in Selected Cities in the Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component	
			1	2
01	Fax Facility	.961	.024	.980
02	Air Condition	.733	.820	-.246
03	T.V	.832	.891	.196
04	Telephone	.803	.893	.074

All the extracted communalities are acceptable, and all criteria are fit for the factor solution as their extraction values are large enough.

The factor loadings were used to measure correlation between criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation.

The factors are rotated with the used of Varimax with Kaiser Normalization Rotation Method.

The Principle Component Analysis (PCA) Method is used for factor extraction, and it considers only those factors for interpretation purpose whose values are greater than 0.5.

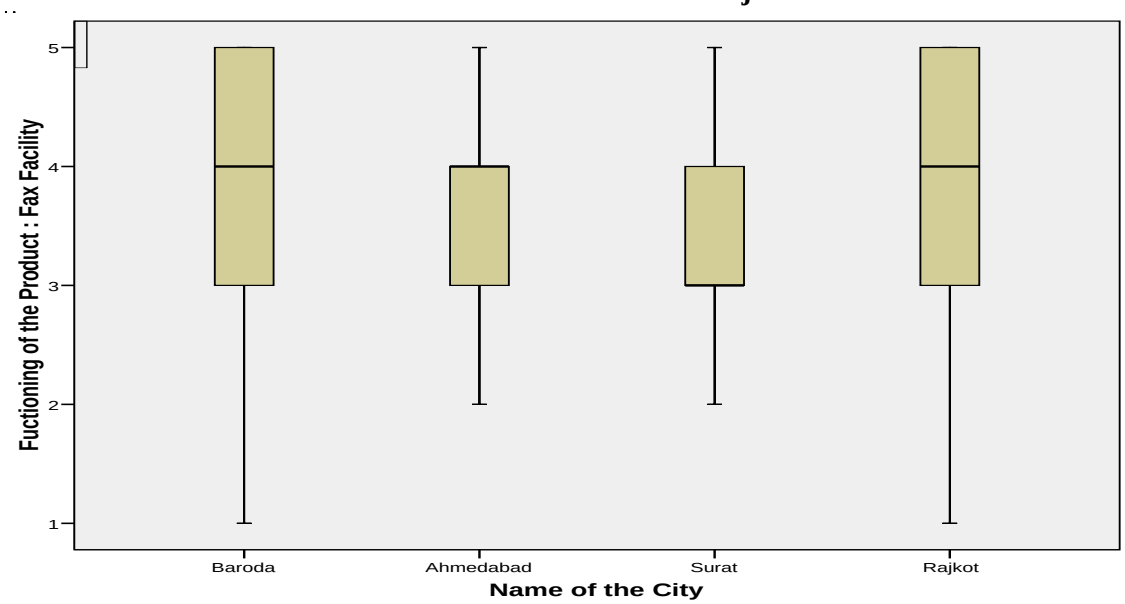
From the above table, it becomes evident that how much different criteria were correlated with three components. The criteria 2 (Air Conditioning), criteria 3 (T.V), and criteria 4 (Telephone) were found as more correlated with component 1. The criteria 1 (Fax Facility) was found as more correlated with the component 2.

Importance of Components for Selected Type of Cities:

The importance of each component to different type of cities can be understood with the help of below given box plots.

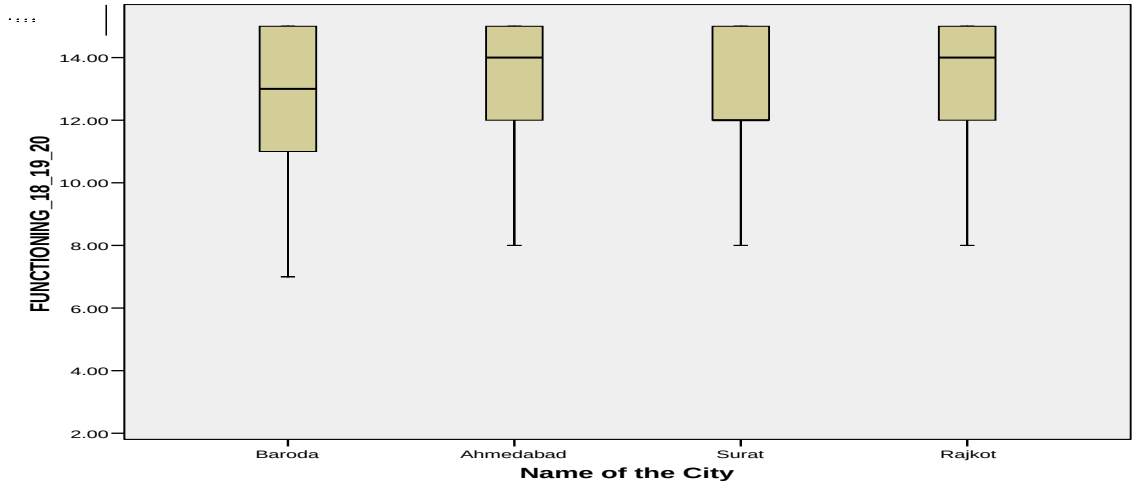
The following box plot explains four cities total score of component 1 criteria.

Graph Number: 6: I: 09
City-wise Box Plot for Component 01 for Functioning of the Product in the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 1 criteria (Air Conditioner, T.V, and Telephone) were found as more important for Baroda and Rajkot Cities because of large median value compared to Surat and Ahmedabad Cities of the Gujarat State.

Graph Number: 6: I: 10
City-wise Box Plot for Component 02 for 'Functioning of the Product in the Hotels' in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 1 criteria (Fax Facility) were more important for Surat city because of large median value compared to Ahmedabad, Rajkot, and Baroda Cities of the Gujarat State.

Factor Analysis of Selected Hotel Guests' Overall Experience on 'Behaviour of Staff' in the Four Selected Cities of the Gujarat State

Table Number: 6: I: 89

Selected Customers' (or) Hotel Guests' Overall Experience on 'Behaviour of Staff' Through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.932**
Bartlett's Test of Spehericity	**Approx. Chi-Square**	**22317.464**
	df	**136**
	Sig.	**.000**

In case of behaviour of staff in the hotel, the results showed that the KMO measure of sampling adequacy was 0.932, which indicated that the present data were suitable for factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$), indicating sufficient correlation between the criteria to proceed with the application of factor analysis**.**

Table Number: 6: I: 90

Total Variance on Selected Customers' (or) Hotel Guests' Responses on 'Behaviour of Staff' in Selected Four Cities of the Gujarat State

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	11.163	65.663	65.663	11.163	65.663	65.663	7.987	46.984	46.984
02	1.316	7.743	73.406	1.316	7.743	73.406	4.492	26.422	73.406
03	.804	4.732	78.138						
04	.581	3.420	81.559						
05	.472	2.775	84.334						
06	.420	2.469	86.803						
07	.387	2.274	89.077						

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
08	.320	1.883	90.960						
09	.274	1.611	92.571						
10	.245	1.441	94.012						
11	.230	1.355	95.367						
12	.213	1.254	96.621						
13	.195	1.147	97.767						
14	.125	.738	98.505						
15	.116	.681	99.187						
16	.075	.443	99.629						
17	.063	.371	100.000						

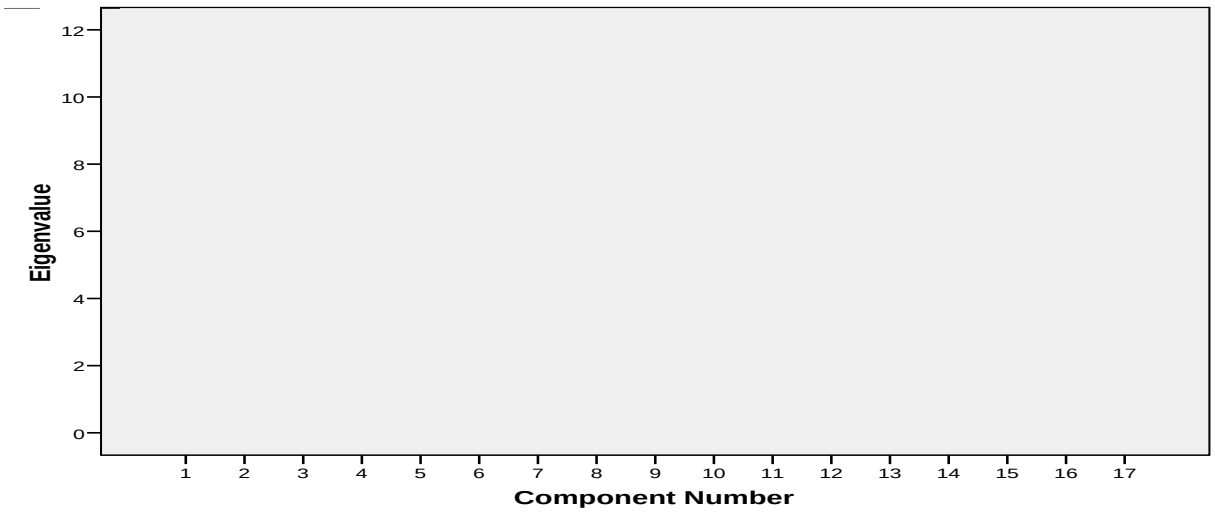
Extraction Method: Principal Component Analysis

The first two components (factors) in the initial solution was having an Eigenvalues over 1, and it accounted for about 73 per cent of the observed variations with regard to selected hotel guests' experience on behaviour of staff in the selected hotels in the selected cities of Gujarat. According to Kaiser Criterion, only the first two factors should be used because subsequent Eigenvalues are all less than 1. The following Graph Number: **6: I: 11** is also useful tool to decide about the number of factors. If one draws parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will show us how many factors are going to be extracted.

In our analysis, Scree plot showed that two factor can be extracted.

Graph Number: 6: I: 11

Component-Wise Scree Plot of Eigenvalues for Selected Hotel Guests' Experience on 'Behaviour of Staff' in the Selected Hotels in Selected Cities in the Gujarat State



The above scree plot shows the graphical presentation of four components which can be extracted for further analysis.

Table Number: 6: I: 91
Communalities and Rotated Component Matrix of Selected Hotel Guests' Experience on 'Behaviour of Staff' in the Selected Hotels in Selected Cities in the Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component	
			1	2
01	Is well Dressed	.847	.295	.872
02	Sincere	.904	.357	.881
03	Reliable	.943	.324	.916
04	Honest	.712	.721	.438
05	Courteous	.770	.523	.704
06	Friendly towards the Guest	.757	.767	.412
07	Knowledgeable	.664	.782	.229
08	Competent in providing Service	.680	.746	.352
09	Tries to understand Customers needs	.719	.794	.298
10	Pays Special attention to each Guest	.660	.720	.376
11	Behaves Politely	.731	.730	.446
12	Attends Complaints Politely	.638	.703	.379
13	Responds to Inquiry Quickly	.681	.745	.354
14	Resolves Complaint Quickly	.716	.743	.404
15	Handles problem effectively	.652	.741	.320
16	Behaves well with all Customers' in Hotel	.690	.796	.237
17	Is available when required	.715	.808	.250

All the extracted communalities are acceptable and all criteria are fit for the application of factor solution as their extraction values are large enough. Factor loadings were used to measure correlation between criteria and the factors.

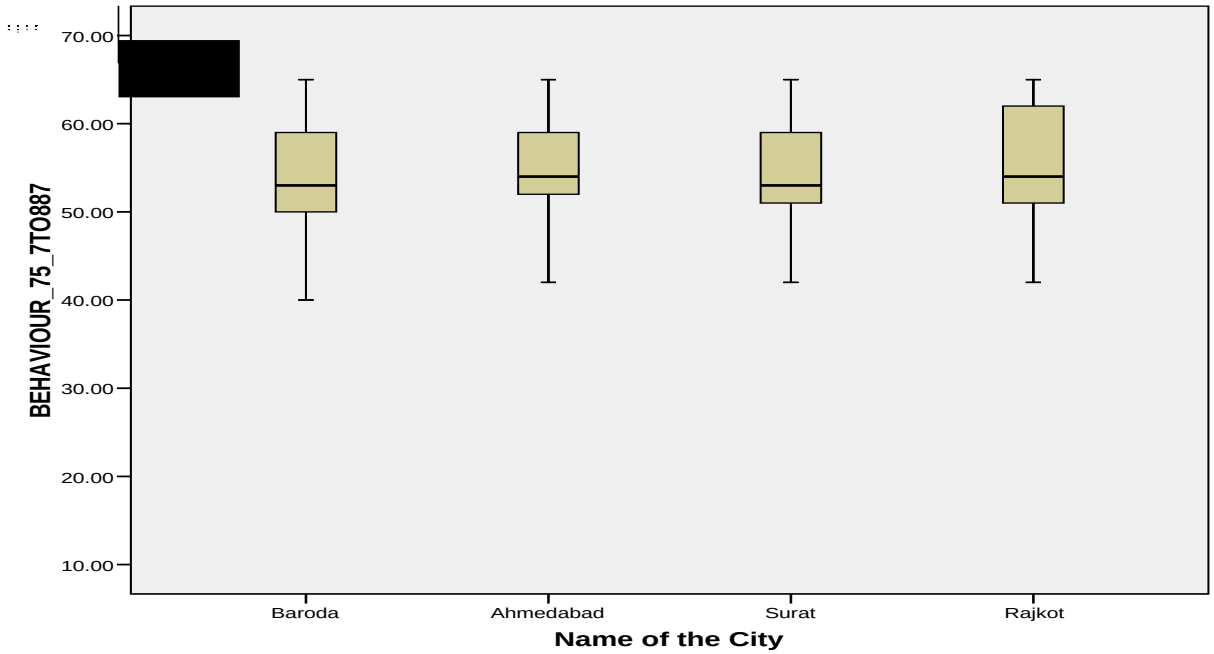
A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation. The factors are rotated with the used of Varimax with Kaiser Normalization Rotation Method. Principle Component Analysis (PCA) Method is used for factor extraction, and to consider only those factors for interpretation purpose whose values are greater than 0.5.

From the above table, it becomes clear that how much different criteria were correlated with two components. The criteria 4 (Honest), criteria 6 (Friendly towards the guest), criteria 7 (Knowledgeable), criteria 8 (Competent in providing service), criteria 9 (Tries to understand customers' needs), criteria 10 (Pays special attention to each guest), criteria 11 (Behaves politely), criteria 12 (Attends complaints politely), criteria 13(Responds to inquiry quickly), criteria 14 (Resolves complaint quickly), criteria 15 (Handles problem effectively), criteria 16 (Behaves well with all customers in hotel), and criteria 17 (Is available when required) were found as more correlated with component 1. Criteria 1 (Is well dressed) criteria 2 (Sincere) criteria 3 (Reliable), and criteria5 (Courteous) was found as more correlated with component 2.

Importance of Components for Selected Type of Cities:

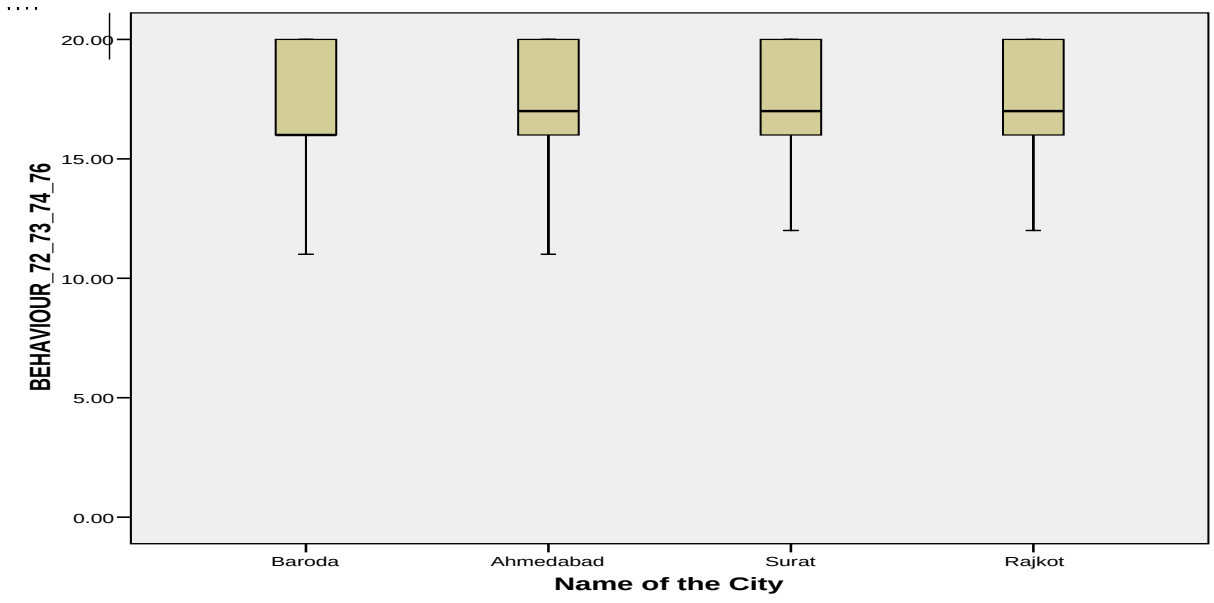
The importance of each component to different type of cities can be understood with the help of below given box plots. The following box plot explains four cities total score of component 1 criteria.

Graph Number: 6: I: 12
City-wise Box Plot for Component 01 for 'Behaviour of Staff' in the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 1 criteria (Honesty, Friendly towards the guest, Knowledgeable, Competent in providing service, Tries to understand customers' needs , Pays special attention to each guest, Behaves politely, Attends complaints politely, Responds to inquiry quickly, Resolves complaint quickly, Handles problem effectively, Behaves well with all Customers' in hotel, and Is available when required) were found as more important for Rajkot and Ahmedabad Cities because of large median value compared to Surat and Baroda Cities of the Gujarat State.

Graph Number: 6: I: 13
City-wise Box Plot for Component 02 for 'Behaviour of Staff' in the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 2 criteria (Is well dressed, Sincere, Reliable and courteous) were found as more important for Baroda City because of large median value compared to Ahmedabad, Surat and Rajkot Cities of the Gujarat State.

Factor Analysis of Selected Hotel Guests' Overall Experience on 'Social Bonding' in the Selected Cities of the Gujarat State

Table Number: 6: I: 92

Selected Customers' (or) Hotel Guests' Overall Experience on 'Social Bonding' Through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.722**
Bartlett's Test of Spehericity	**Approx. Chi-Square**	**4791.555**
	df	**55**
	Sig.	**.000**

In case of social bonding in the hotel, the results showed that the KMO measure of sampling adequacy was 0.722, which indicated that the present data are suitable for application of factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$), indicating sufficient correlation between the criteria to proceed with the application of factor analysis.

Table Number: 6: I: 93

Total Variance on Selected Customers' (or) Hotel Guests' Responses on 'Social Bonding' in Selected Cities in the Gujarat State

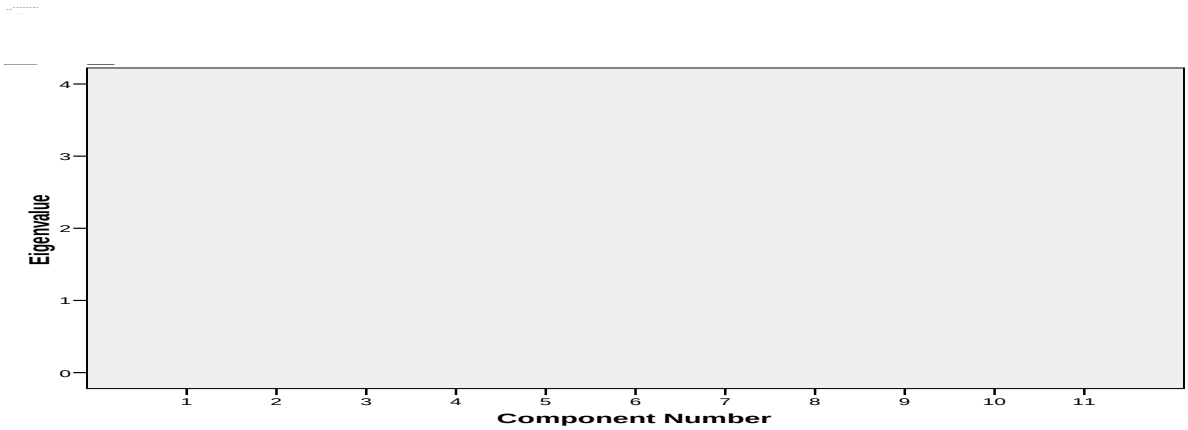
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	3.450	31.360	31.360	3.450	31.360	31.360	2.678	24.342	24.342
02	1.984	18.040	49.399	1.984	18.040	49.399	2.471	22.462	46.805
03	1.784	16.219	65.618	1.784	16.219	65.618	2.069	18.813	65.618
04	.726	6.599	72.217						
05	.656	5.959	78.176						
06	.598	5.434	83.609						
07	.475	4.320	87.930						
08	.436	3.967	91.897						
09	.351	3.193	95.089						
10	.307	2.790	97.879						
11	.233	2.121	100.000						

Extraction Method: Principal Component Analysis

The first three components (factors) in the initial solution was having an Eigenvalues over 1, and it accounted for about 65 per cent of the observed variations with regard to selected hotel guests' experience on social bonding in the selected hotels in the selected cities of Gujarat State. According to Kaiser Criterion, only the first three factors should be used because subsequent Eigenvalues are all less than 1. The following Graph Number: **6: I: 14** is also useful tool to decide about the number of factors. If one draws parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will covey us how many factors are going to be extracted.

In our analysis, Scree plot showed that three factors can to be extracted.

Graph Number: 6: I: 14
Component-Wise Scree Plot of Eigenvalues for Selected Hotel Guests' Experience on 'Social Bonding' in the Selected Hotels in Selected Cities in the Gujarat State



The above scree plot shows the graphical presentation of four components which can be extracted for further analysis.

Table Number: 6: I: 94
Communalities and Rotated Component Matrix of Selected Hotel Guests' Experience on 'Social Bonding' in the Selected Hotels in Selected Cities in the Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component		
			1	2	3
01	Get well soon card to guest who are ill	.625	.699	.368	-.019
02	Special discounts on special occasion during stay	.589	.741	.029	.198
03	Special discounts during festivals	.685	.799	.163	-.143
04	Provides complementary cake on birthday during stay	.606	.595	-.248	.436
05	Arranges for get together every fortnight for long stayers	.659	.602	.498	-.222
06	Repeat guest not to wait at reception	.619	.337	-.240	.669
07	Provides special privileges to repeat guest	.558	.377	.624	.164
08	Wishes on important occasions	.680	-.027	.262	.781
09	Provides with occasional gifts	.804	.017	.890	.106
10	Thank you mail sent to customers for choosing hotel	.730	-.140	.200	.819
11	Connecting with customers on face book after they leave	.663	.097	.806	.055

All the extracted communalities are acceptable and all criteria are fit for the application of factor solution as their extraction values are large enough. The factor loadings were used to measure correlation between criteria and the selective factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation. The factors are rotated with the used of Varimax with Kaiser Normalization Rotation Method. Principle Component Analysis (PCA) Method is used for factor extraction, and consider only those factors for interpretation purpose whose values are greater than 0.5.

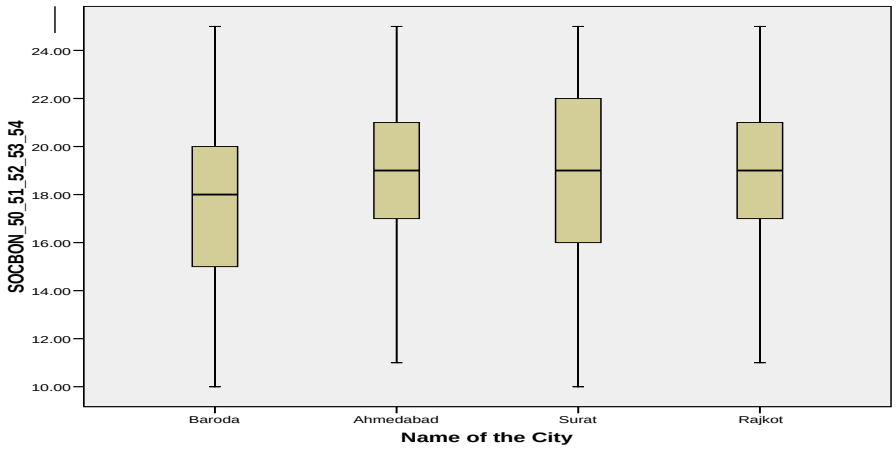
From the above table, it becomes clear that how much different criteria were correlated with three components.

The criteria 1 (Get well soon card to guest who are ill), criteria 2 (Special discounts on special occasion during stay), criteria 3 (Special discounts during festivals), criteria 4 (Provides complementary cake on birthday during stay), and criteria 5 (Arranges for get together every fortnight for long stayers) were found as more correlated with component 1. Criteria 7 (Provides special privileges to repeat guest), criteria 9 (Provides with occasional gifts), and criteria 11 (Connecting with customers on face book after they leave) were found as more correlated with component 2. Criteria 6 (Repeat guest not to wait at reception), criteria 8 (Wishes on important occasions), Criteria 10 (Thank you mail sent to customers for choosing hotel), were found as more correlated with component 3.

Importance of Components for Selected Type of Cities:

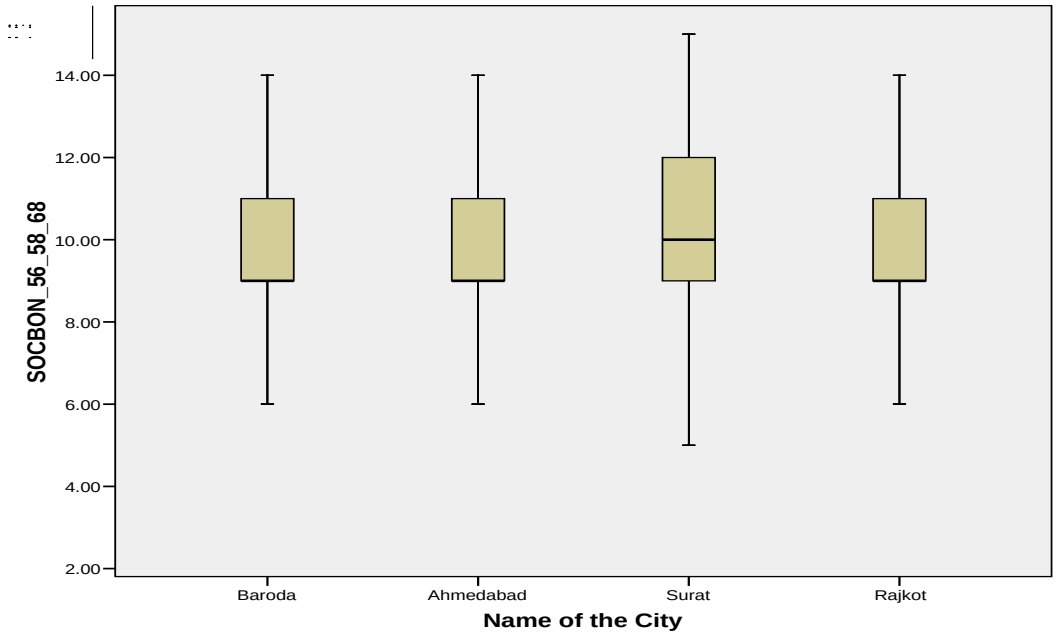
The importance of each component to different type of cities of the Gujarat State can be understood with the help of below given box plots. The following box plot explains four cities total score of component 1 criteria.

Graph Number: 6: I: 15
City-wise Box Plot for Component 01 for 'Social Bonding' in the Hotels in Four Selected Cities in the State of Gujarat



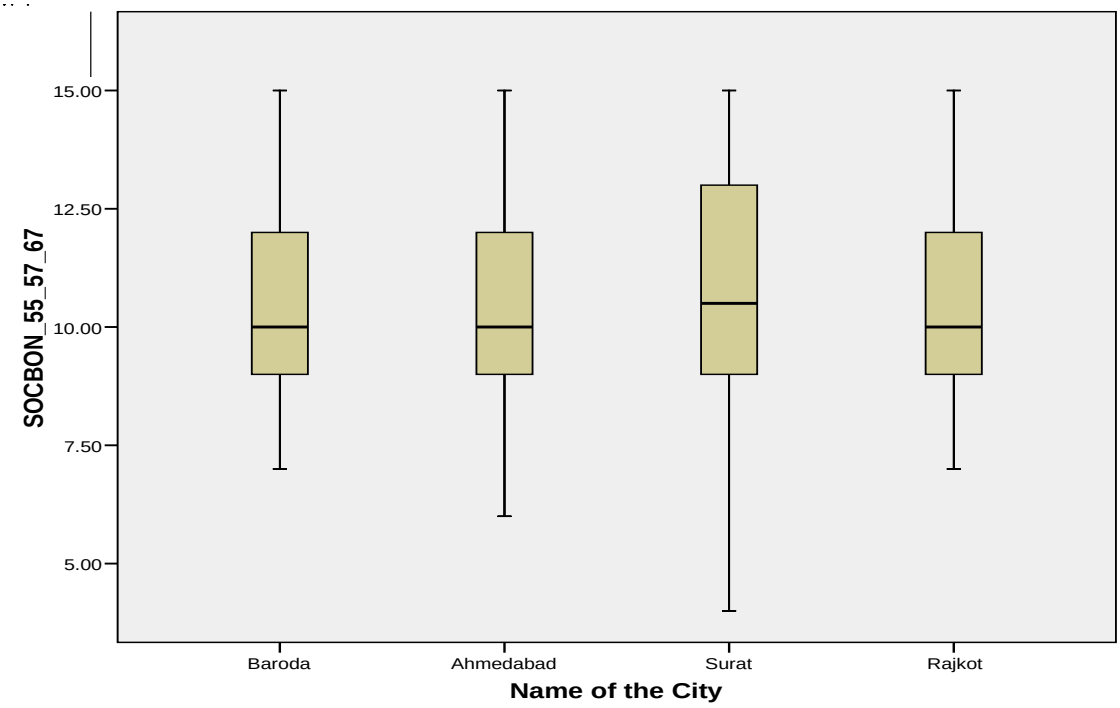
The above box plot indicated that component 1 criteria (Get well soon card to guest who are ill, Special discounts on special occasion during stay, Special discounts during festivals, Provides complementary cake on birthday during stay, and Arranges for get together every fortnight for long stayers) were found as more important for Ahmedabad, Surat and Rajkot Cities because of large median value found compared to Baroda City of the Gujarat State.

Graph Number: 6: I: 16
City-wise Box Plot for Component 02 for 'Social Bonding' in the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 2 criteria (Provides special privileges to repeat guest, Provides with occasional gifts, and Connecting with customers on face book after they leave) were found as more important for Rajkot, Baroda and Ahmedabad Cities because of large median value found compared to Surat City of the Gujarat State.

Graph Number: 6: I: 17
City-wise Box Plot for Component 03 for 'Social Bonding' in the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 3 criteria (Repeat guest not to wait at reception, Wishes on important occasions, and Thank you mail sent to customers for choosing hotel) were found as more important for Surat City because of large median value found compared to Baroda, Ahmedabad and Rajkot Cities of the Gujarat State.

Factor Analysis of Selected Hotel Guests' Overall Experience on 'Personalization' in the Selected Cities of the Gujarat State

Table Number: 6: I: 95

Selected Customers' (or) Hotel Guests' Overall Experience on 'Personalization' Through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.616**
Bartlett's Test of Spehericity	**Approx. Chi-Square**	**4628.695**
	df	**55**
	Sig.	**.000**

In case of personalization in the hotel, the results showed that the KMO measure of sampling adequacy was 0.616, which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$), indicating existence of sufficient correlation between the criteria to proceed with application of the factor analysis.

Table Number: 6: I: 96

Total Variance on Selected Customers' (or) Hotel Guests' Responses on 'Personalization' in Selected Cities in the Gujarat State

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	2.901	26.369	26.369	2.901	26.369	26.369	2.552	23.199	23.199
02	2.426	22.056	48.425	2.426	22.056	48.425	2.424	22.033	45.232
03	1.541	14.014	62.438	1.541	14.014	62.438	1.893	17.207	62.438
04	.931	8.460	70.899						
05	.823	7.478	78.377						
06	.612	5.561	83.938						
07	.519	4.718	88.656						
08	.450	4.092	92.748						
09	.324	2.944	95.692						
10	.283	2.574	98.266						
11	.191	1.734	100.000						

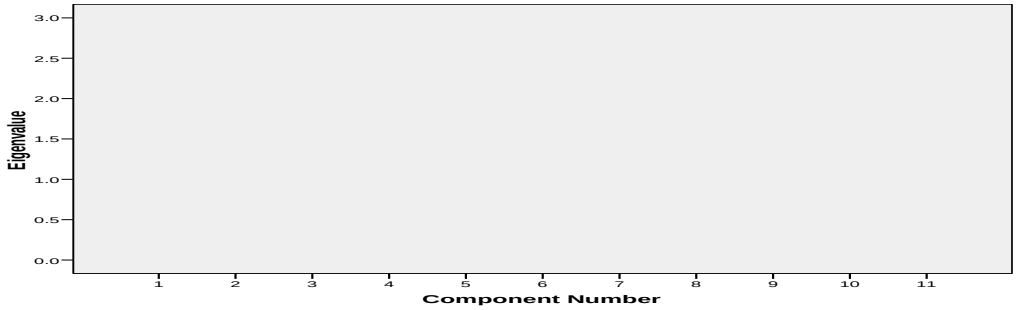
Extraction Method: Principal Component Analysis

The first three components (factors) in the initial solution were having an Eigenvalues over 1, and it accounted for about 62 per cent of the observed variations with regard to selected hotel guests' experience on personalization in the selected hotels in the selected cities of Gujarat State. According to Kaiser Criterion, only the first three factors should be used because subsequent Eigenvalues are all less than 1.

The following Graph Number: **6: I: 18** is also useful tool to decide about the number of factors. If, one draws parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will show us how many factors can be extracted.

In our analysis, Scree plot showed that three factors can to be extracted.

Graph Number: 6: I: 18
Component-Wise Scree Plot of Eigenvalues for Selected Hotel Guests' Experience on 'Personalization' in the Selected Hotels in Selected Cities in the Gujarat State



The above scree plot shows the graphical presentation of four components can be extracted for further analysis.

Table Number: 6: I: 97
Communalities and Rotated Component Matrix of Selected Hotel Guests' Experience on 'Personalization' in the Selected Hotels in Selected Cities in the Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component		
			1	2	3
01	Considers request for specific room number	.598	.011	.756	-.165
02	Considers special need during check-in	.691	.022	.830	.049
03	Receive special discount on room	.359	.359	.478	-.039
04	Manager escorts to the room	.651	.752	.141	.254
05	Greeted with flowers in room	.468	.616	-.065	.291
06	Offers welcome drink	.679	.816	.115	-.001
07	Personalized welcome letter in room	.707	.838	.026	-.058
08	Recognized by name during stay	.516	.145	.654	-.259
09	Provides membership card of the hotel to the guest	.683	-.169	.630	.507
10	Frequent guest programme that allows to earn points towards free accommodation	.768	.176	-.022	.858
11	Provides programs for children	.749	.170	-.268	.805

All the extracted communalities are acceptable, and all criteria are fit for the application of factor analysis solution as their extraction values are large enough. The factor loadings are used to measure correlation between criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation. The factors are rotated with the used of Varimax with Kaiser Normalization Rotation Method. The Principle Component Analysis (PCA) Method is used for factor extraction to consider only those factors for interpretation purpose whose values are greater than 0.5.

From the above table, it becomes clear that how much different criteria were correlated with three components.

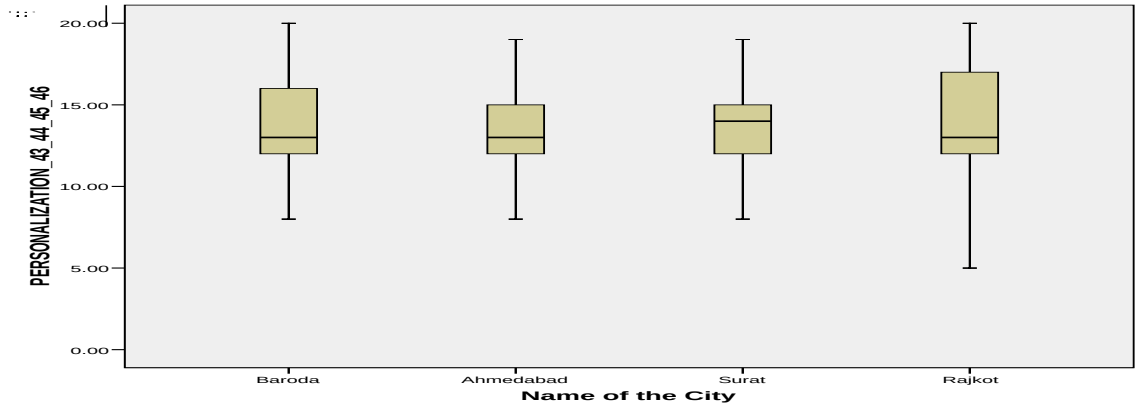
The criteria 4 (Manager escorts to the room), criteria 5 (Greeted with flowers in room), criteria 6 (Offers welcome drink), and criteria 7 (Personalized welcome letter in room) are found as more correlated with component 1.

The criteria 1 (Considers request for specific room number), criteria 2 (Considers special need during check-in), Criteria 8 (Recognized by name during stay), and criteria 9 (Provides membership card of the hotel to the guest) were found as more correlated with component 2. The criteria 10 (Frequent guest programme that allows to earn points towards free accommodation), and criteria 11 (Provides programs for children) too were found as more correlated with the component 3.

Importance of Components for Selected Type of Cities:

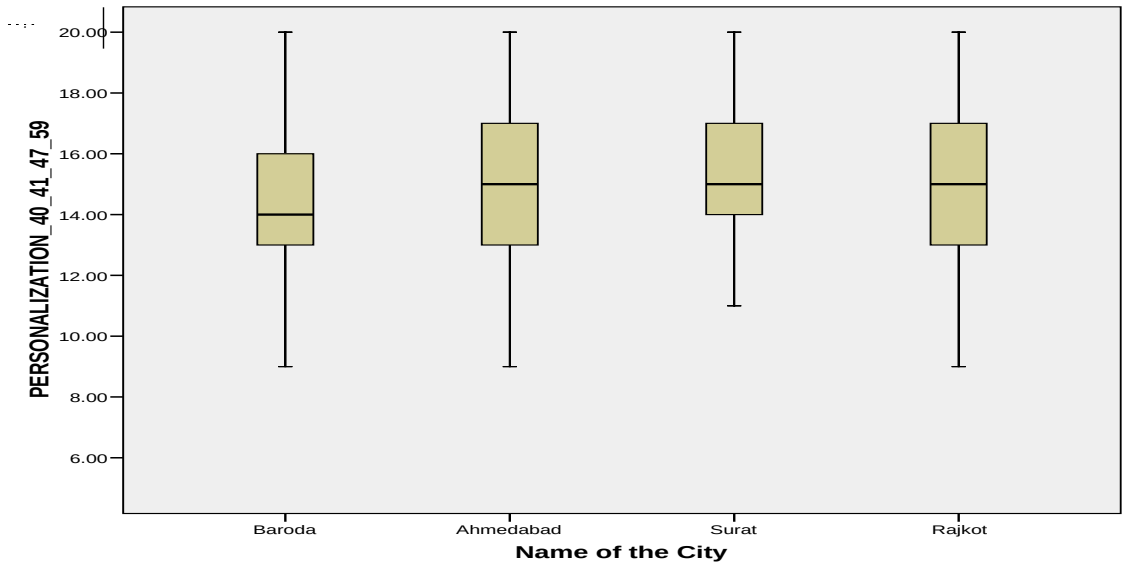
The importance of each component to different type of Cities of the Gujarat State can be understood with the help of below given box plots.The following box plot explains four cities' total score of component 1 criteria.

Graph Number: 6: I: 19
City-wise Box Plot for Component 01 for 'Personalization' in the Hotels in Four Selected Cities in the State of Gujarat



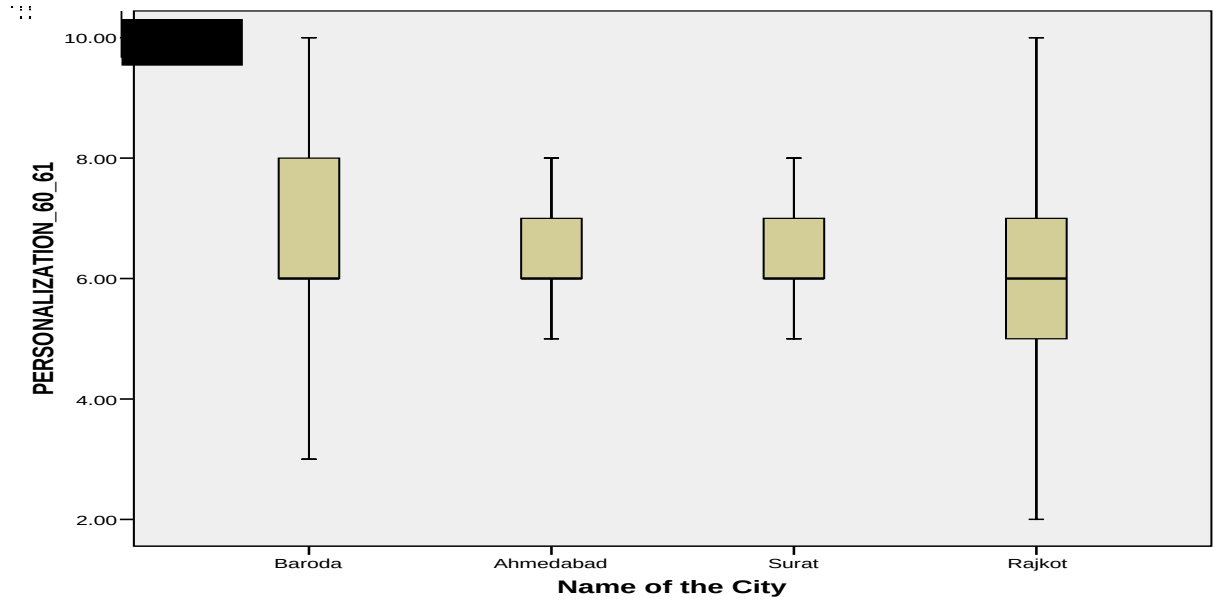
The above box plot indicated that the component 1 criteria (Manager escorts to the room, Greeted with flowers in room, Offers welcome drink and personalized welcome letter in room) were found as more important for Surat City because of large median value compared to Ahmedabad, Baroda and Rajkot Cities of the Gujarat State.

Graph Number: 6: I: 20
City-wise Box Plot for Component 02 for 'Personalization' in the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that the component 2 criteria (Considers request for specific room number, Considers special need during check-in, Recognized by name during stay, and Provides membership card of the hotel to the guest) were found as more important for Rajkot and Surat Cities because of large median value compared to Ahmedabad and Baroda Cities of the Gujarat State.

Graph Number: 6: I: 21
City-wise Box Plot for Component 03 for 'Personalization' in the Hotels in Four Selected Cities in the State of Gujarat



The above box plot indicated that component 3 criteria (Frequent guest programme that allows earning points towards free accommodation, and provides programs for children) were found as more important for Baroda and Ahmedabad Cities because of large median value compared to Surat and Rajkot Cities of the Gujarat State.

FINDINGS OF THE RESEARCH STUDY

Part II
HOTELIERS' RESEARCH STUDY

6. II.0: PROLOGUE:

The findings of the research study too has been divided into two parts. This Second Part-II has dealt with hotel staff members' (or) hoteliers' study for which separately primary data were collected by the researcher. Thereafter, collected primary data were separately tabulated, analyzed and interpreted, and findings as well as implications have been presented separately presented exclusively for the hoteliers' research studies. The researcher has attempted to analyze, interpret, and report its results using SPSS 15.0 for windows. The staff employed in the hotel who were conveniently drawn from amongst the selected hotels located in the four selected cities of the Gujarat State have been referred herewith as selected respondents or representative sampling units in name of hotel staff members (or) hoteliers respectively. The findings of the research study for hoteliers' study has been presented in this Part-II of the research study is as follows

Note: The respondents herewith referred as the hotel staff members (or) hoteliers' in this Part-II of the research study.

6. II.1: FINDINGS OF THE HOTELIERS' RESEARCH STUDY:

The researcher has applied Chi-square test, ANOVA, and Factor analysis to test various hypotheses. The primary data were collected from the hotel staff members (or) hoteliers from the four major cities of the Gujarat State, viz., Baroda, Ahmedabad, Surat, Rajkot respectively.

6. II.2: FINDINGS OF APPLICATION OF CHI SQUARE TEST:

Hypothesis: 6: II (01):

Selected hotel staff members' (or) hoteliers' responses on collection of information about the hotel guests (or) customers in the selected cities of the Gujarat State are homogeneous

Table Number: 6: II: 01
Selected Hotel Staff Members' Responses on Collection of Information on Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2
	We keep an account of :	
(1)	Source of awareness about the hotel to customer	**NS(.194)**
(2)	Purpose of customers' visit to the hotel	S(.001)
(3)	Frequency of their stay	S(.009)
(4)	Room rates charged each time	S(.014)
(5)	Preference of room by customer	**NS(.406)**
(6)	Newspaper that customer read	S(.009)
(7)	Kind of food preferred by customer	**NS(.044)**
(8)	Regular visitors to hotel website	S(.029)
(9)	Spending pattern of customer in restaurants	S(.026)
(10)	Shopping within the premise of hotel	S(.031)
(11)	Additional services purchased by customer	**NS(.988)**
(12)	Usage of the loyalty programme	S(.003)
(13)	Preferred method of payment	**NS(.141)**
(14)	Feedback given by the Customer	S(.042)

The gathering of information from the selected hotel guests' was found heterogeneous amongst selected hoteliers across the hotels located in the four selected cities of the Gujarat State. The significant difference was found in the practices applied by selected hoteliers in the selected cities of the Gujarat State. In case of certain selected criteria concerning CRM practices viz., source of awareness about the hotel to customer; preference of room by customer; kind of food preferred by customer; additional services purchased by customer, and preferred method of payment was found as insignificant.

Hypothesis: 6: II (02):

Selected hotel staff members' (or) hoteliers' perceived importance of objectives of maintaining customer relationships with hotel guests in the selected cities of the Gujarat State is homogeneous.

Table Number: 6: II: 02
Selected Hotel Staff Members' Perceived Importance of Objectives of Maintaining Customer Relationships with Hotel Guests

Sr. No.	Selected Criteria	'P' Value of X^2
(1)	To maintain existing business by retaining current customers.	S(.000)
(2)	To attract new customers	S(.004)
(3)	To reduce dependency on few customers	**NS(.757)**
(4)	To respond customers on demand	**NS(.564)**
(5)	To face competition successfully.	S(.001)

The perceived importance concerning selected objectives of maintaining relationship with hotel guests' amongst selected hoteliers in the selected cities of the Gujarat State was found as heterogeneous. However, in case of selected criteria viz., "to reduce dependency on few customers", and "to respond customers on demand", it was found to be homogeneous.

Hypothesis: 6: II (03):

Selected hotel staff members' (or) hoteliers' perceived importance concerning improvement of hotels' performance in the selected cities of the Gujarat State is homogeneous.

Table Number: 6: II: 03
Selected Hotel Staff Members' Perceived Importance for Improving Hotels' Performance in the Gujarat State

Sr. No.	Selected Criteria	'P' Value of X^2
(1)	Understanding the need of dissatisfied customer	S(.000)
(2)	Personalizing promotional offers	S(.003)
(3)	Personalizing communication strategy	**NS(.082)**
(4)	Personalizing staff guest encounters	S(.002)
(5)	Understanding the room preferences	S(.012)
(6)	Identifying and focusing on key customers.	S(.000)
(7)	Customizing services to the customers.	S(.001)
(8)	Identifying different customers need.	S(.000)
(9)	Developing amicable relation with existing customers.	S(.014)

The perceived importance concerning selected criteria aimed at improving hotels' performance amongst selected four cities of the Gujarat State was found as heterogeneous. But, in case of selected criterion "personalizing communication strategy", it was found to be homogeneous.

Hypothesis: 6: II (04):

Selected hotel staff members' (or) hoteliers' consideration for evaluating hotel performance & its service outcome for increasing volume of business in the selected cities of the Gujarat State is homogeneous.

Table Number: 6: II: 04
Selected Hotel Staff Members' Consideration for Evaluating Hotel Performance & Its Service Outcome in the Gujarat State

Sr. No.	Selected Criteria	'P' Value of X^2
(1)	Percentage of repeat customers.	S(.000)
(2)	Ratings from customer surveys.	S(.000)
(3)	Percentage growth of existing customers.	S(.000)
(4)	Number of new customers.	S(.001)
(5)	Occupancy rate	S(.008)
(6)	Increase in sales revenue.	S(.016)
(7)	Growth of repeat sales (percentage)	S(.000)
(8)	Average room revenue.	S(.007)
(9)	Overall improvement in performance relative to that of the hotel's competitors.	S(.015)

The overall consideration by the selected hoteliers in the selected four cities of Gujarat State for evaluating hotels' performance, and efforts to improve service outcome to increase volume of business was found as significantly different.

Hypothesis: 6: II (05):

Selected hotel staff members' (or) hoteliers' perceived importance concerning CRM Practices in the selected cities of the Gujarat State is homogeneous.

Table Number: 6: II: 05
Selected Hotel Staff Members' Perceived Importance Concerning CRM Practices in the Gujarat State

Sr. No.	Selected Criteria	'P' Value of X^2
(1)	Check-in formalities is easier	S(.001)
(2)	Check-in formalities is faster	S(.042)
(3)	Check-in formalities is flexible	**NS(.707)**
(4)	Avail the facility of pre-booking	S(.000)
(5)	Request for specific room number is availed	**NS(.414)**
(6)	Repeat guest need not to wait at reception	S(.003)
(7)	Considers special need of customer during check-in	S(.002)
(8)	Customers are greeted with flowers	**NS(.248)**
(9)	Customers are greeted with welcome drink	S(.009)
(10)	Personalized welcome letter in arrival rooms	**NS(.077)**
(11)	Customer can expect prompt service in room	S(.000)
(12)	Provides music on demand in room	**NS(.095)**
(13)	Provides movie on demand in room	S(.000)
(14)	Takes to the local market	S(.003)
(15)	Reward customer for their contribution towards profit	**NS(.214)**
(16)	Encourage customers to stay, by offering membership card	S(.001)
(17)	Understands individual customers' need	S(.003)
(18)	Understands individual customers' preference	S(.006)
(19)	Understands individual customers' behaviour	S(.038)
(20)	Provides knowledge about customers' to staff	S(.004)

Sr. No.	Selected Criteria	'P' Value of X2
(21)	Wishing them on important occasions	S(.025)
(22)	Give discount on special occasion during their stay	S(.008)
(23)	Special discounts during festivals	S(.015)
(24)	Every fortnight get together for long stayers	S(.003)
(25)	Welcome complaints from customers	**NS(.340)**
(26)	Provide facility of written complaint	S(.024)
(27)	Inform customer about the progress of complaint	**NS(.087)**
(28)	Issue regret letter for specific complaint	**NS(.374)**
(29)	Communicate the importance of customers' to employee	S(.050)
(30)	Managers spend time in customer contact area to improve service	S(.034)
(31)	Customers' feedback is taken seriously	**NS(.452)**
(32)	Records feedback in guest profile	**NS(.187)**
(33)	Communicate the feedback to staff	**NS(.487)**
(34)	Change any action to benefit customer	S(.004)
(35)	Make system flexible to adapt to changing needs	S(.008)
(36)	Analyze the cause of customer defection through exit interview	**NS(.176)**
(37)	Define the responsibility of frontline staff	S(.011)
(38)	Design training program for acquiring customers'	S(.002)
(39)	Design training program for deepening relationship	S(.003)
(40)	Encourage employees to consider customer on life time basis	S(.021)
(41)	Encourage employees to exceed customers' expectation	**NS(.347)**
(42)	Reward employees on meeting customers' need	S(.004)
(43)	Reward employees on successfully serving customers'	S(.009)
(44)	Monitors our service quality performance	S(.021)
(45)	Delivers a consistent customer experience across all touch points	**NS(.459)**
(46)	Enhance the life time value of customer through loyalty program	S(.022)
(47)	Use information technology for data mining	**NS(.849)**
(48)	Thank you mail sent to customer for choosing hotel	**NS(.504)**

It was found that the perceived importance of selected hoteliers towards selected CRM practices viz., check-in formalities is flexible; request for specific room number is availed; customers are greeted with flowers; personalized welcome letter in arrival rooms; provides music on demand in room; reward customer for their contribution towards profit; welcome complaints from customers; inform customer about the progress of complaint; issue regret letter for specific complaint; customers' feedback is taken seriously; records feed back in guest profile; communicate the feedback to staff; analyze the cause of customer defection through exit interview; encourage employees to exceed customers' expectation; delivers a consistent customer experience across all touch points; use information technology for data mining, and thank you mail sent to customer for choosing hotel were found as homogeneous. However, remaining CRM practices were perceived by hoteliers as significantly different in the selected cities of the Gujarat State.

6. II.3: ONE WAY ANNOVA FOR SELECTED HOTEL STAFF MEMBERS' (OR) HOTELIERS' OVERALL OPINION ON CUSTOMER RELATIONSHIP MANAGEMENT [CRM] PRACTICES IN THE SELECTED HOTELS OF THE GUJARAT STATE

Hypothesis: 6: II (06):

Mean value of overall opinion on collection of information about hotel guests amongst selected hotel staff members in the selected cities of the Gujarat State is equal.

Hypothesis: 6: II (06_A):

Mean value of overall opinion on collection of information about hotel guests amongst selected hotel staff members in the selected cities of the Gujarat State is different.

Table Number: 6: II: 06
Descriptive Statistics of Overall Opinion of Selected Hotel Staff Members' on Collection of Information About Hotel Guests in the Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	58.7174	46	6.63212	.97785
Ahmedabad	56.1485	101	6.11128	.60809
Surat	55.6000	25	7.83156	1.56631
Rajkot	58.1250	32	4.17172	.73746
Total	56.9706	204	6.28699	.44018

The above table shows the descriptive statistics of selected four cities of the Gujarat State, and their opinion on collection of information about hotel guests by selected hoteliers. The Baroda City was having highest mean value of 58.71. The second highest mean value was 58.12 of Rajkot city, followed by Ahmedabad City having mean value of 56.14, and Surat City was having lower mean value of 55.60.

Test of Homogeneity of Variances:

Table Number: 6: II: 07
Test of Homogeneity of Variances on Overall Opinion of Selected Hotel Staff Members' on Collection of Information about Hotel Guests in Selected Four Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
.321	3	200	.810

The results of Levene's Test revealed that the 'P' value was.810, which is more then 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: II: 08
ANOVA Table on Overall on of Selected Hotel Staff Members' on Collection of Information about Hotel Guests in Selected Four Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	298.225	3	99.408	2.573	.055
Within Groups	7725.598	200	38.628		
Total	8023.824	203			

The variation between the groups was 298.225, and within group were 7725.598. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.055) is more than 0.05, null hypothesis be accepted. It shows that means of all of the cities are equal.

Hypothesis: 6: II (07):

Mean value of overall opinion on objectives of maintaining relationships with hotel guests' amongst selected hotel staff members in the selected cities of the Gujarat State is equal.

Hypothesis: 6: II (07_A):

Mean value of overall opinion on objectives of maintaining relationships with hotel guests' amongst selected hotel staff members in the selected cities of the Gujarat State is unequal.

Table Number: 6: II: 09

Descriptive Statistics of Overall Opinion of Selected Hotel Staff Members' on Objectives of Maintaining Relationships with Hotel Guests in the Four Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	22.1957	46	2.66349	.39271
Ahmedabad	21.7426	101	1.87965	.18703
Surat	20.8800	25	2.08806	.41761
Rajkot	21.8438	32	2.04954	.36231
Total	21.7549	204	2.14699	.15032

The above table indicates the descriptive statistics of selected cities of the Gujarat State, and opinion of selected hoteliers on objectives of maintaining relationships with hotel guests. The Baroda City had highest mean value of 22.19. The second highest mean value was 21.84 of Rajkot City followed by Ahmedabad City which had mean value of 21.74, and Surat City was having lower mean value of 20.88.

Test of Homogeneity of Variances:

Table Number: 6: II: 10

Test of Homogeneity of Variances on Overall Opinion of Selected Hotel Staff Members' on Objectives of Maintaining Relationships with Hotel Guests in Selected Cities of Gujarat State

Levene Statistic	df1	df2	Sig.
1.764	3	200	.155

The results of Levene's Test revealed that the 'P' value was.155, which is more then 0.05. It implies that null hypothesis be accepted & variance of all selected groups was found as equal.

Table Number: 6: II: 11

ANOVA Table on Overall on of Selected Hotel Staff Members' on Objectives of Maintaining Relationships with Hotel Guests in Selected Cities of Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.340	3	9.447	2.082	.104
Within Groups	907.405	200	4.537		
Total	935.745	203			

The variation between the groups was 28.340, and within group were 907.405. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.104) is more than 0.05, null hypothesis be accepted, It shows that means of all of the cities are equal.

Hypothesis: 6: II (08):

Mean value of overall opinion of selected hotel staff members' efforts for evaluating performance of hotels and improving service outcome for increasing volume of business in the selected cities of the Gujarat State is equal.

Hypothesis: 6: II (08_A):

Mean value of overall opinion of selected hotel staff members' efforts for evaluating performance of hotels and improving service outcome for increasing volume of business in the selected cities of the Gujarat State is different.

Table Number: 6: II: 12
Descriptive Statistics of Overall Opinion of Selected Hotel Staff Members' Efforts for Evaluating Performance of Hotels and Improving Service Outcome in the Four Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	38.5435	46	7.14207	1.05304
Ahmedabad	38.8416	101	3.95912	.39395
Surat	38.2800	25	5.20032	1.04006
Rajkot	38.8750	32	4.84435	.85637
Total	38.7108	204	5.08448	.35598

The above table indicates the descriptive statistics of selected cities of the Gujarat State, and their opinion on improvement in hotels' performance. The Rajkot City had highest mean value of 38.87. The second highest mean value was 38.84 of Ahmedabad City followed by Baroda City having mean value of 38.54, and Surat City was having lower mean value of 38.28.

Test of Homogeneity of Variances:

Table Number: 6: II: 13
Test of Homogeneity of Variances on Overall Opinion of Selected Hotel Staff Members' Efforts for Evaluating Performance of Hotels and Improving Service Outcome in Four Selected Cities of Gujarat State

Levene Statistic	df1	df2	Sig.
4.566	3	200	.004

The above table indicates the Levene's test of homogeneity of variance through which verification can be made about the equality of variance of all selected cities of the Gujarat State. The results of Levene's test showed that the significant value (.004) which is less than 0.05. It means that null hypothesis be rejected as significant value does not exceed 0.05. It means variance of all groups is not equal.

Table Number: 6: II: 14
ANOVA Table on Overall on Overall Opinion of Selected Hotel Staff Members' Efforts for Evaluating Performance of Hotels and Improving Service Outcome in Four Selected Cities of Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.518	3	2.839	.108	.955
Within Groups	5239.418	200	26.197		
Total	5247.936	203			

The variation between the groups was 8.518, and within group were 5239.418. It means that variation within groups was higher than variation between groups of selected cities. As 'P' value (.955) is more than 0.05, null hypothesis be accepted, It shows that means of all of the cities are equal.

Hypothesis: 6: II (09):

Mean value of overall opinion of selected hotel staff members' perceived importance on CRM practices in the selected cities of the Gujarat State is equal.

Hypothesis: 6: II (09_A):

Mean value of overall opinion of selected hotel staff members' perceived importance on CRM practices in the selected cities of the Gujarat State is different.

Table Number: 6: II: 15

Descriptive Statistics of Overall Opinion of Selected Hotel Staff Members' Perceived Importance on CRM Practices in the Selected Cities of the Gujarat State

Selected Cities of Gujarat State	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	204.8478	46	20.23744	2.98385
Ahmedabad	201.9010	101	13.01960	1.29550
Surat	189.9600	25	20.49691	4.09938
Rajkot	205.8125	32	9.72671	1.71946
Total	201.7157	204	16.13421	1.12962

The above table indicates the descriptive statistics of selected cities of the Gujarat State, and opinion of overall perceived importance on CRM practices on selected criteria amongst selected hoteliers. The Rajkot City had highest mean value of 205.8. The second highest mean value was 204.84 of Baroda City followed by Ahmedabad City which was having mean value of 201.9, and Surat City was having lower mean value of 189.96.

Test of Homogeneity of Variances:

Table Number: 6: II: 16

Test of Homogeneity of Variances on Overall Opinion of Selected Hotel Staff Members' Perceived Importance on CRM Practices in the Selected Four Cities of the Gujarat State

Levene Statistic	df1	df2	Sig.
5.882	3	200	.001

The above table shows that the Levene's test of homogeneity of variance through which verification can be made about the equality of variance of all cities of the Gujarat State. The results of Levene's test showed that the significant value (.001) is less than 0.05. It means that null hypothesis has been rejected, and variance of all groups is not equal.

Table Number: 6: II: 17

ANOVA Table on Overall Opinion of Selected Hotel Staff Members' Perceived Importance on CRM Practices in the Selected Cities of the Gujarat State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4446.730	3	1482.243	6.125	.001
Within Groups	48396.780	200	241.984		
Total	52843.510	203			

The variation between the groups of all cities was 4446.730, and within group the variation was 48396.780. The variation within groups was higher than variation between groups of cities. According to null hypothesis, variance of all groups was equal and alternative hypothesis stated that at least one variance is different from other. As null hypothesis is to be rejected because of significance value (.001) which is less than 0.05 which means that mean of single city is different from the other city of the Gujarat State.

6. II.4: FACTOR ANALYSIS OF RESPONSES OF HOTEL STAFF MEMBERS' [OR] HOTELIERS'

To measure the suitability of the data for factor analysis, the adequacy of the data is evaluated on the basis of the results of Kaiser-Meyaer-Oklin (KMO) measures of sampling adequacy and Bartlett's Test of Spehericity (homogeneity of variance). This exercise is done for all the group of data in which factor analysis is applied.

Factor Analysis on Collection of Information About the Hotel Guests' by Selected Hotel Staff Members in Selected Four Cities of the Gujarat State

Table Number: 6: II: 18

Selected Hotel Staff Members' Responses on Collection of Information About Hotel Guests' in the Selected Four Cities of the Gujarat State Through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.740
Bartlett's Test of Spehericity	**Approx. Chi-Square**	812.419
	df	91
	Sig.	.000

In case of hoteliers' responses on collection of information about the hotel guests' that is customers' in selected four cities in the Gujarat State showed that the KMO measure of sampling adequacy was 0.740 which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$) which too revealed that sufficient correlation existed between the criteria to proceed with the application of factor analysis.

Table Number: 6: II: 19

Total Variance on Selected Hotel Staff Members' Responses on Collection of Information About Hotel Guests' in the Selected Four Cities of the Gujarat State

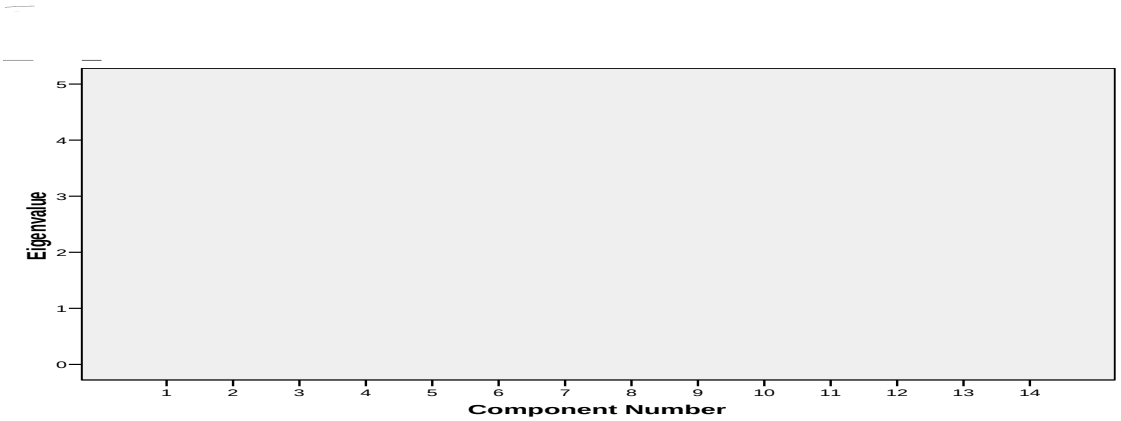
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	4.135	29.532	29.532	4.135	29.532	29.532	2.898	20.703	20.703
02	1.595	11.391	40.923	1.595	11.391	40.923	1.899	13.563	34.266
03	1.358	9.700	50.623	1.358	9.700	50.623	1.801	12.864	47.131
04	1.265	9.036	59.659	1.265	9.036	59.659	1.754	12.528	59.659
05	.990	7.069	66.728						
06	.890	6.356	73.084						
07	.698	4.984	78.068						
08	.630	4.503	82.571						
09	.576	4.118	86.689						
10	.466	3.330	90.018						
11	.436	3.117	93.135						
12	.386	2.757	95.892						
13	.306	2.188	98.080						
14	.269	1.920	100.000						

Extraction Method: Principal Component Analysis

The first four components (factors) in the initial solution was having an Eigenvalues over 1, and it accounted for about 59 per cent of the observed variations with regard to selected hoteliers' responses on collection of information about the hotel guests' in the selected hotels in the selected four cities of the Gujarat State.

According to Kaiser Criterion, only the first four factors should be used because subsequent Eigenvalues are all less than 1. The following Graph Number: **6: II: 22** is also useful tool to decide about the number of factors. If one draws parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will show us how many factors are going to be extracted. In our analysis, Scree plot showed that four factors can be extracted.

Graph Number: 6: II: 22
Component-Wise Scree Plot of Eigenvalues for Selected Hotel Staff Members' Responses on Collection of Information About Hotel Guests' in Selected Four Cities of the Gujarat State



The above scree plot shows the graphical presentation of four components which can be extracted for further analysis.

Table Number: 6: II: 20
Communalities and Rotated Component Matrix of Selected Hotel Staff Members' Responses on Collection of Information About Hotel Guests' in Selected Four Cities of the Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component			
			1	2	3	4
01	Source of awareness about the Hotel to Customer	.625	.137	-.045	.775	.051
02	Purpose of Customers' visit to the Hotel	.579	.148	.028	.719	.199
03	Frequency of their Stay	.584	.611	.000	.377	-.261
04	Room Rates charged each time	.401	.544	.104	.298	-.071
05	Preference of Room by Customer	.662	.732	-.104	.255	.224
06	News paper that Customer read	.550	.690	.224	-.010	.154
07	Kind of Food preferred by Customer	.700	.775	.214	-.027	.230
08	Regular visitors to Hotel website	.493	.519	.345	-.022	.322
09	Spending pattern of Customer in Restaurants	.698	.304	.770	.081	-.081
10	Shopping within the premise of Hotel	.765	.064	.861	-.101	.096
11	Additional services purchased by customer	.645	.019	.562	.538	.198
12	Usage of the loyalty programme	.690	.140	.048	.015	.817
13	Preferred Method of payment	.587	.061	.031	.274	.713
14	Feedback given by the Customer	.372	.430	.070	.074	.421

All the extracted communalities are acceptable and all criteria are fit for the application of factor solution as their extraction values are large enough. The factor loadings were used to measure correlation between criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicates weak correlation. The factors are rotated with the use of Varimax with Kaiser Normalization Rotation Method. The Principle Component Analysis (PCA) Method was used for factor extraction, and it considered only those factors for interpretation purpose whose values were greater than 0.5.

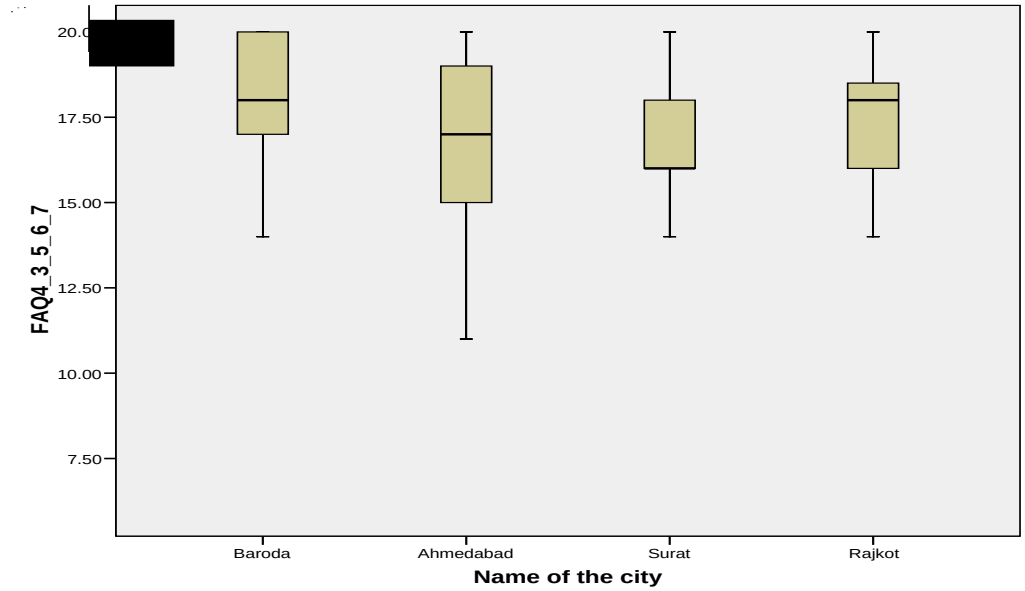
From the above table, it becomes clear that how much different criteria were correlated with four components. The criteria 3 (Frequency of their stay), criteria 5 (Preference of room by customer), and criteria 6 (Newspaper that customer read), criteria 7 (Kind of food preferred by customer) were found as more correlated with component 1. The criteria 9 (Spending pattern of customer in restaurants), criteria 10 (Shopping within the premise of hotel) were found as more correlated with component 2. The criteria 1 (Source of awareness about the hotel to customer), and criteria 2 (Purpose of customers' visit to the hotel) were found as more correlated with component 3. The criteria 12(Usage of the loyalty programme), and Criteria 13 (Preferred method of payment) were found as more correlated with the component 4.

Importance of Components for Selected Type of Cities:

The importance of each component to different type of cities can be understood with the help of below given box plots. The following box plot explains four cities' total score of component 1 criteria.

Graph Number: 6: II: 23

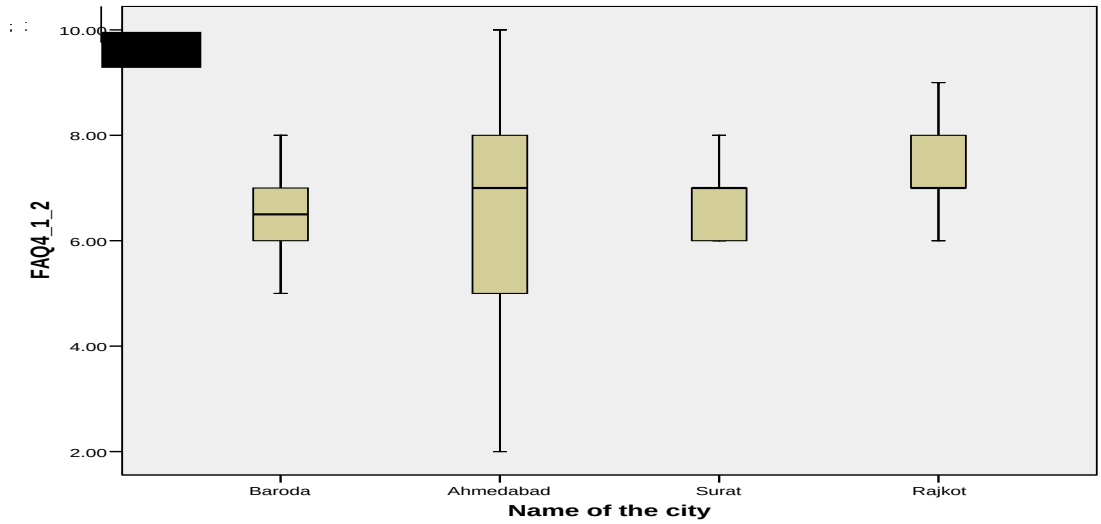
City-wise Box Plot for Component 1 for Selected Hotel Staff Members' Responses on Collection of Information About Hotel Guests' in the Selected Four Cities of the Gujarat State



The above box plot indicated that component 1 criteria (Frequency of their stay, Preference of room by customer, Newspaper that customer read, and Kind of food preferred by customer) were found as more important for Baroda and Rajkot Cities because of large median value, and low variation compared to Surat and Ahmedabad Cities in the Gujarat State.

Graph Number: 6: II: 24

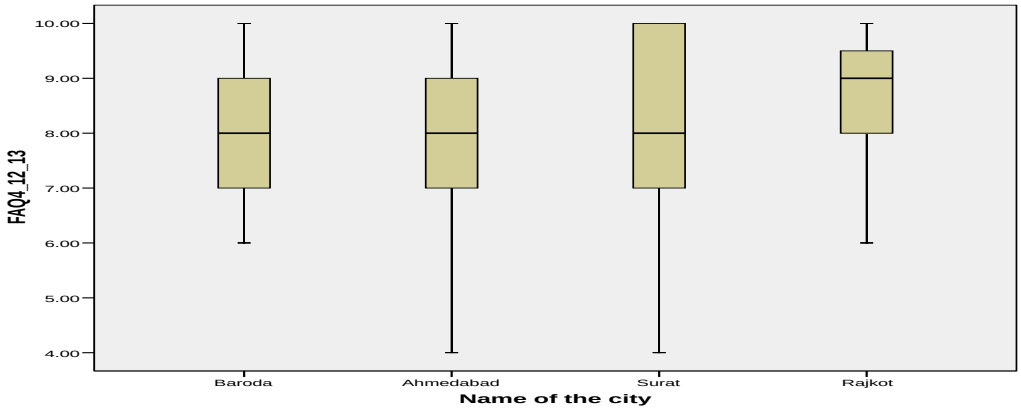
City-wise Box Plot for Component 2 for Selected Hotel Staff Members' Responses on Collection of Information About Hotel Guests' in the Selected Four Cities of the Gujarat State



The above box plot indicated that component 2 criteria (Spending pattern of customer in restaurants and Shopping within the premise of hotel) were found as more important for Rajkot and Surat Cities because of large median value compared to Ahmedabad and Baroda Cities of the Gujarat State**.**

Graph Number: 6: II: 25

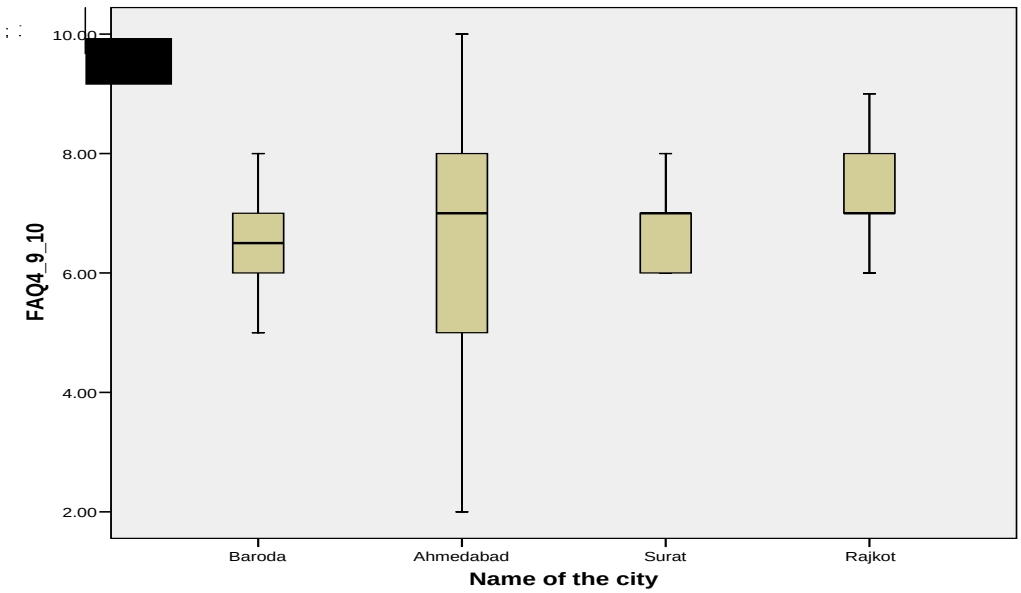
City-wise Box Plot for Component 3 for Selected Hotel Staff Members' Responses on Collection of Information About Hotel Guests' in the Selected Four Cities of the Gujarat State



The above box plot indicated that component 3 criteria (Source of awareness about the Hotel to Customer and Purpose of Customers' visit to the Hotel) were more important for Rajkot City because of large median value compared to Surat, Ahmedabad and Baroda Cities of the Gujarat State**.**

Graph Number: 6: II: 26

City-wise Box Plot for Component 4 for Selected Hotel Staff Members' Responses on Collection of Information About Hotel Guests' in Selected Four Cities of the Gujarat State



The above box plot indicated that component 4 criteria (Usage of the loyalty programme and preferred method of payment) were found as more important for Rajkot and Ahmedabad Cities because of large median value compared to Surat and Baroda Cities of the Gujarat State**.**

Factor Analysis on Selected Hotel Staff Members' Opinion on Objectives of Maintaining Relationships with Hotel Guests' in Selected Hotels in Four Cities of the Gujarat State

Table Number: 6: II: 21

Selected Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Hotel Guests in the State of Gujarat through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.539
Bartlett's Test of Spehericity	**Approx. Chi-Square**	119.611
	df	10
	Sig.	.000

In case of selected hoteliers' responses on objectives of maintaining relationship with the hotel guests in selected four cities of Gujarat State showed that the results that the KMO measure of sampling adequacy was 0.539 which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$) which too indicated that sufficient correlation existed between the criteria to proceed with the application of factor analysis.

Table Number: 6: II: 22

Total Variance on Selected Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Hotel Guests in the Selected Four Cities of the Gujarat State

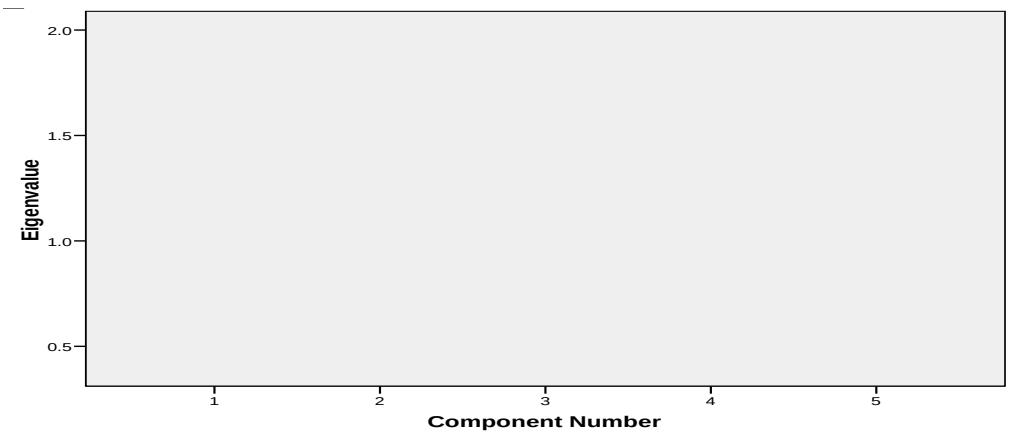
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	1.837	36.749	36.749	1.837	36.749	36.749	1.742	34.838	34.838
02	1.149	22.971	59.720	1.149	22.971	59.720	1.244	24.882	59.720
03	.977	19.538	79.258						
04	.561	11.216	90.474						
05	.476	9.526	100.000						

Extraction Method: Principal Component Analysis

The first two components (factors) in the initial solution was having an Eigenvalues over 1, and it accounted for about 59 per cent of the observed variations with regard to selected hoteliers 'responses on objectives of maintaining relationship with hotel guests that is customers in the selected hotels. According to Kaiser Criterion, only the first two factors should be used because subsequent Eigenvalues are less than 1. The following Graph Number: **6: II: 27** is also useful tool to decide about the number of factors. If one draws parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will show us how many factors can be extracted. In our analysis Scree plot showed that two factors can be extracted.

Graph Number: 6: II: 27

Component-Wise Scree Plot of Eigenvalues for Selected Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Hotel Guests in the Hotels in the Gujarat State



The above scree plot shows the graphical presentation of four components which can be extracted for further analysis.

Table Number: 6: II: 23

Communalities and Rotated Component Matrix of Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Hotel Guests in the Hotels in the Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component	
			1	2
01	To maintain existing business by retaining current customers	.605	.753	.195
02	To attract new customers	.481	.693	.025
03	To reduce dependency on few customers	.603	.156	.761
04	To respond customers' on demand	.627	-.031	.791
05	To face competition successfully.	.670	.818	-.024

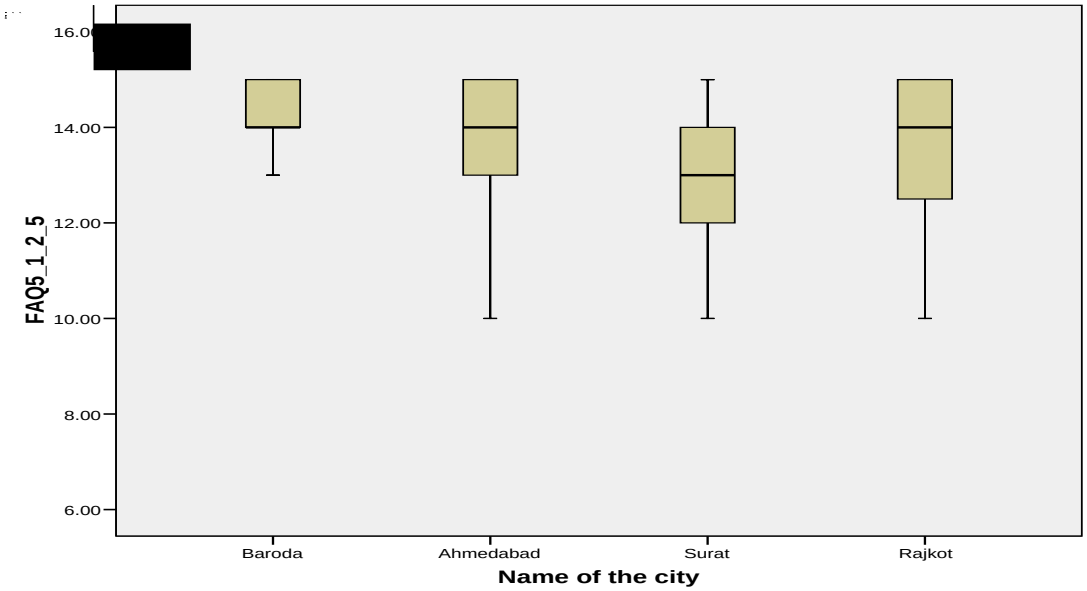
All the extracted communalities are acceptable, and all criteria are fit for the factor solution as their extraction values were large enough. The factor loadings were used to measure correlation between selected criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicates weak correlation. The factors are rotated with the used of Varimax with Kaiser Normalization Rotation Method.

The Principle Component Analysis (PCA) Method was used for factor extraction and it considered only those factors for interpretation purpose whose values were greater than 0.5. From the above table, it becomes clear that how many different criteria were correlated with two components. The criteria 1 (To maintain existing business by retaining current customers), criteria 2 (To attract new customers), and criteria 5 (To face competition successfully) were found as more correlated with component 1. The criteria 3 (To reduce dependency on few customers), and criteria 4 (To respond customers on demand) were found as more correlated with component 2.

The importance of each component to different type of cities can be understood with the help of below given box plots.

The following box plot explains four cities' total score of component 1 criteria.

Graph Number: 6: II: 28
City-wise Box Plot for Component 01 for Selected Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Hotel Guests in the Selected Hotels in the Gujarat State



The above box plot indicated that component 1 criteria (To maintain existing business by retaining current customers, to attract new customers, to face competition successfully) were found as more important for Baroda and Ahmedabad Cities because of large median value compared to Rajkot and Surat Cities of the Gujarat State.

Graph Number: 6: II: 29
City-wise Box Plot for Component 02 for Selected Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Hotel Guests' in the Selected Hotels in the Gujarat State

The above box plot indicated that the component 2 criteria (To reduce dependency on few customers, and to respond customers on demand) were found as more important for Baroda and Rajkot Cities because of large median value compared to Ahmedabad and Surat Cities of the Gujarat State.

Factor Analysis on Selected Hotel Staff Members' Responses on efforts for Evaluating Performance of Hotels in the Selected Four Cities of the Gujarat State

Table Number: 6: II: 24
Selected Hotel Staff Members' Responses on Efforts for Evaluating Performance of Hotels and Improving Service Outcome in Selected Cities of Gujarat State Through KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.858
Bartlett's Test of Spehericity	**Approx. Chi-Square**	861.087
	df	36
	Sig.	.000

In case of selected hoteliers' responses on criteria of improvement in hotel's performance in selected cities in the State of Gujarat, the results showed that the KMO measure of sampling adequacy was 0.858, which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ($p<.05$), which too indicated that correlation existed between the criteria to proceed with the application of factor analysis.

Table Number: 6: II: 25
Total Variance on Selected Hotel Staff Members' Responses on Efforts for Evaluating Performance of Hotels and Improving Service Outcome in Selected Four Cities of Gujarat State

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	4.630	51.446	51.446	4.630	51.446	51.446	2.923	32.481	32.481
02	1.196	13.290	64.735	1.196	13.290	64.735	2.903	32.254	64.735
03	.785	8.725	73.460						
04	.606	6.735	80.195						
05	.462	5.131	85.326						

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
06	.433	4.815	90.140						
07	.348	3.865	94.005						
08	.293	3.252	97.257						
09	.247	2.743	100.000						

Extraction Method: Principal Component Analysis

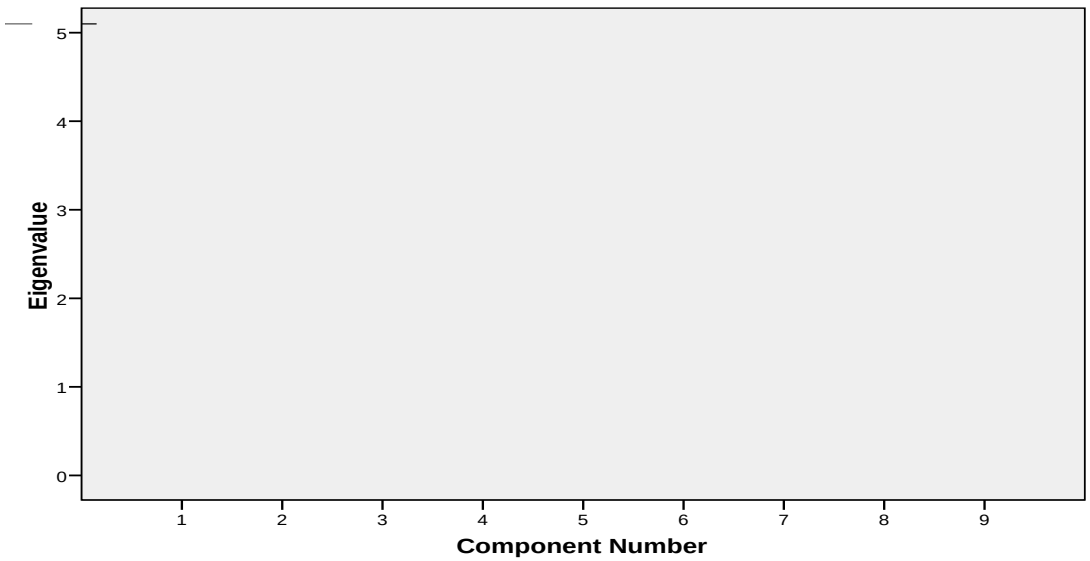
The first two components (factors) in the initial solution was having an Eigenvalues over 1, and it accounted for about 64 per cent of the observed variations with regard to selected hoteliers' responses on selected criteria concerning improvement in hotel's performance located in the selected cities of Gujarat State.

According to Kaiser Criterion, only the first two factors should be used because subsequent Eigenvalues are all less than 1. The following Graph Number: **6: II: 30** is also useful tool to decide about the number of factors. If one draws parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it will show us how many factors can be extracted.

In our analysis, Scree plot showed that two factors can be extracted.

Graph Number: 6: II: 30

Component-Wise Scree Plot of Eigenvalues for Selected Hotel Staff Members' Responses on Efforts for Evaluating Performance of Hotels and Improving Service Outcome in Selected Four Cities of Gujarat State



The above scree plot shows the graphical presentation of four components which can be extracted for further analysis.

Table Number: 6: II: 26
Communalities and Rotated Component Matrix of Selected Hotel Staff Members' Responses on Efforts for Evaluating Performance of Hotels and Improving Service Outcome in Selected Cities of Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component	
			1	2
01	Understanding the need of dissatisfied customer	.691	.258	.790
02	Personalizing promotional offers	.750	.200	.843
03	Personalizing communication strategy	.608	.523	.578
04	Personalizing staff guest encounters	.604	.520	.577
05	Understanding the room preferences	.720	.134	.838
06	Identifying and focusing on key customers.	.643	.766	.236
07	Computerizing services to the customers	.457	.658	.157
08	Identifying different customers' need	.744	.851	.141
09	Developing amicable relation with existing customers	.610	.715	.315

All the extracted communalities were acceptable, and all criteria were found as fit for the application of factor solution as their extraction values are large enough.

The factor loadings were used to measure correlation between criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation. The factors are rotated with the use of Varimax with Kaiser Normalization Rotation Method. The Principle Component Analysis (PCA) Method is used for factor extraction and to consider only those factors for interpretation purpose whose values were greater than 0.5.

From the above table, it becomes clear that how many different criteria were correlated with two components. The criteria 6 (Identifying and focusing on key customers.), criteria 7 (Computerizing services to the customers), criteria 8 (Identifying different customers' need), and criteria 9 (Developing amicable relation with existing customers) were found as more correlated with component 1. Criteria 1 (Understanding the need of dissatisfied customer), criteria 2 (Personalizing promotional offers), and criteria 5 (Understanding the room preferences) were found as more correlated with component 2.

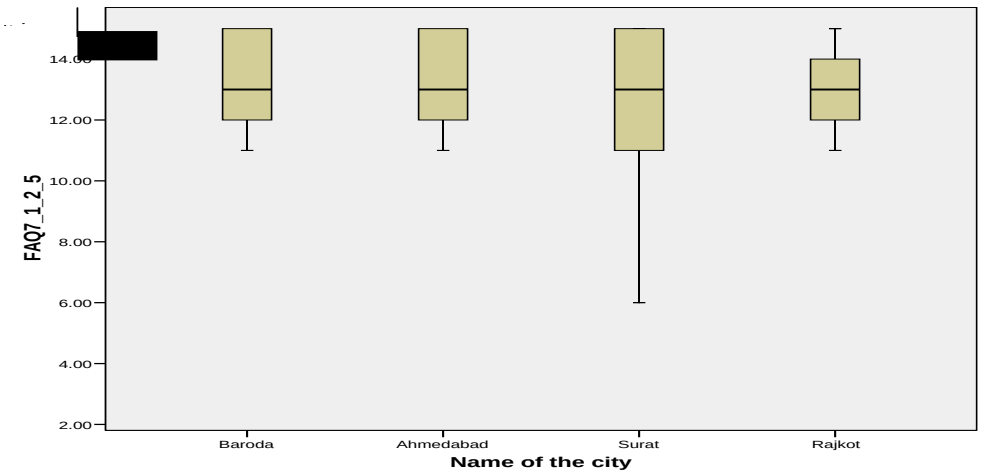
Importance of Components for Selected Type of Cities:

The importance of each component to different type of cities can be understood with the help of below given box plots.

The following box plot explains four cities total score of component 1 criteria.

Graph Number: 6: II: 31

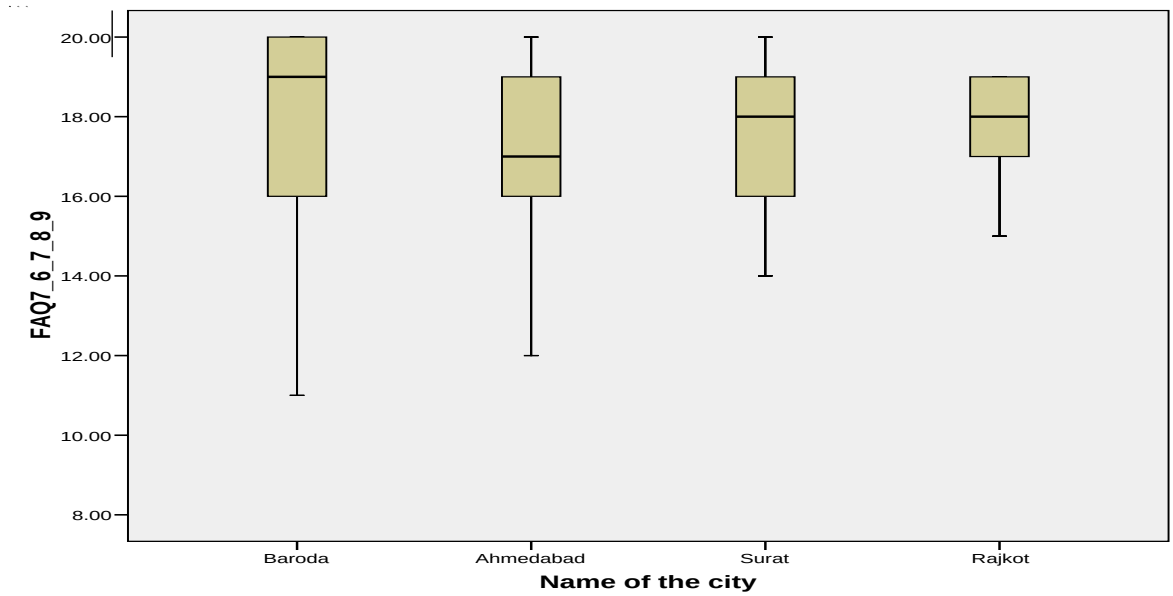
City-wise Box Plot for Component 01 for Selected Hotel Staff Members' Responses on Efforts for Evaluating Performance of Hotels and Improving Service Outcome in Selected Four Cities of Gujarat State



The above box plot indicated that the component 1 criteria (Identifying and focusing on key customers, Computerizing services to the customers, Identifying different customers' need and developing amicable relation with existing customers) were found as more important for Surat city because of large median value compared to Baroda, Ahmedabad and Rajkot Cities of the Gujarat State.

Graph Number: 6: II: 32

City-wise Box Plot for Component 02 for Selected Hotel Staff Members' Responses on Efforts for Evaluating Performance of Hotels and Improving Service Outcome in Selected Four Cities of Gujarat State



The above box plot indicated that the component 1 criteria (Understanding the need of dissatisfied customer, personalizing promotional offers, and Understanding the room preferences) were found as more important for Baroda, Surat and Rajkot Cities because of large median value and low variation compared to Ahmedabad City of the Gujarat State.

Factor Analysis on Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in the Selected Hotels in Selected Four Cities in the State of Gujarat

Table Number: 6: II: 27

Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State Through KMO And Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.668
Bartlett's Test of Spehericity	**Approx. Chi-Square**	6244.373
	df	1128
	Sig.	.000

In case of the selected hoteliers' responses on perceived importance of CRM building practices in the selected hotels in selected Cities in the State of Gujarat, the results showed that the KMO measure of sampling adequacy was 0.668, which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was found as significant ($p<.05$) indicating that sufficient correlation existed between the criteria to proceed with the application of factor analysis.

Table Number: 6: II: 28

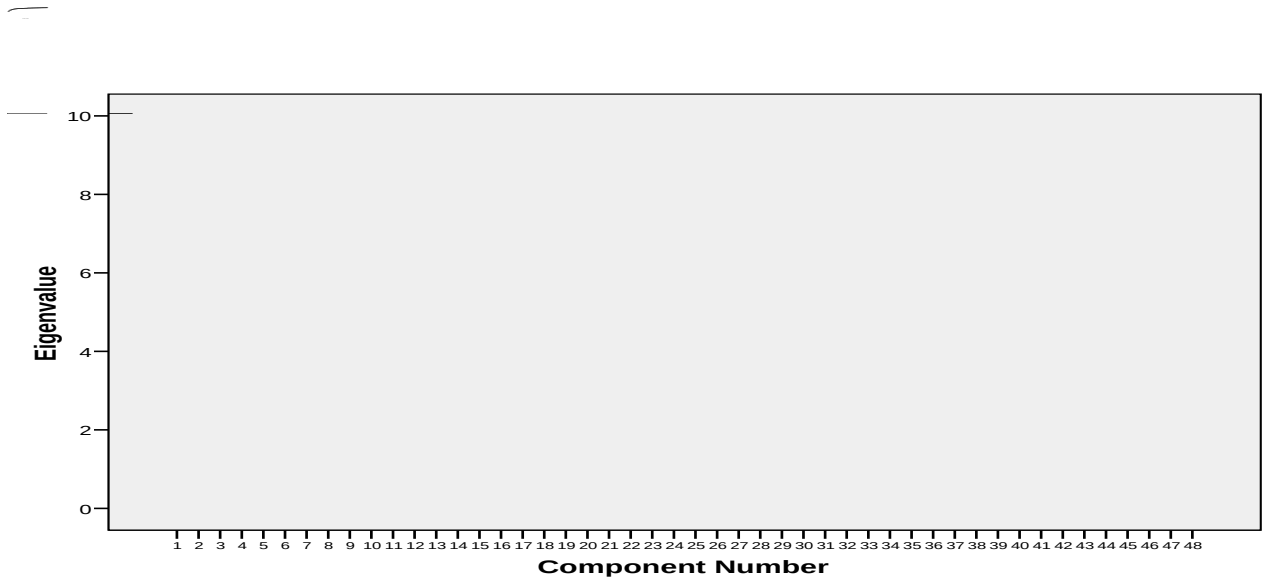
Total Variance on Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent	Total	Percentages of Variance	Cumulative per cent
01	9.082	18.922	18.922	9.082	18.922	18.922	3.626	7.554	7.554
02	4.114	8.570	27.492	4.114	8.570	27.492	3.334	6.945	14.500
03	3.387	7.056	34.548	3.387	7.056	34.548	3.273	6.819	21.319
04	2.646	5.512	40.060	2.646	5.512	40.060	3.199	6.665	27.983
05	2.628	5.475	45.534	2.628	5.475	45.534	2.981	6.210	34.193
06	2.177	4.535	50.070	2.177	4.535	50.070	2.814	5.862	40.055
07	2.079	4.331	54.400	2.079	4.331	54.400	2.620	5.458	45.513
08	1.647	3.430	57.831	1.647	3.430	57.831	2.443	5.090	50.603
09	1.483	3.090	60.920	1.483	3.090	60.920	2.432	5.066	55.668
10	1.356	2.824	63.744	1.356	2.824	63.744	1.935	4.032	59.701
11	1.247	2.599	66.343	1.247	2.599	66.343	1.895	3.949	63.649
12	1.200	2.500	68.843	1.200	2.500	68.843	1.755	3.656	67.305
13	1.100	2.292	71.135	1.100	2.292	71.135	1.449	3.018	70.323
14	1.014	2.112	73.247	1.014	2.112	73.247	1.403	2.924	73.247

Extraction Method: Principal Component Analysis

The first fourteen components (factors) in the initial solution was having an Eigenvalues over 1, and it accounted for 73 per cent of the observed variations with regard to selected hoteliers' responses on perceived importance of CRM Practices in the selected hotels in selected four cities in the State of Gujarat. According to Kaiser Criterion, only the first fourteen factors should be used because subsequent Eigenvalues were all less than 1. The following Graph Number: **6: II: 33** is also useful tool to decide about the number of factors. If one draws parallel line to horizontal (dotted line) at Eigenvalues to 1 in Scree plot, it too will show us how many factors can be extracted. In our analysis Scree plot showed that fourteen factors are going to be extracted.

Graph Number: 6: II: 33
Component-Wise Scree Plot of Eigenvalues for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



The above scree plot shows the graphical presentation of four components which can be extracted for further analysis.

Table Number: 6: II: 29
Communalities and Rotated Component Matrix of Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Cities of Gujarat State

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component													
			1	2	3	4	5	6	7	8	9	10	11	12	13	14
01	Check-in formalities is easier	.761	.153	.805	.098	.005	.062	.064	-.021	.209	.117	.101	.049	.043	.024	.009
02	Check-in formalities is faster	.794	.155	.777	.136	.089	.077	.073	.032	.235	.164	.051	.007	.087	.031	.187
03	Check-in formalities is flexible	.591	.029	.318	.134	-.120	.150	.069	.212	.193	-.075	-.087	.071	-.026	.561	.119
04	Avail the facility of pre-booking	.619	.031	.763	.021	-.002	.079	-.063	.054	-.038	-.051	-.003	.091	.059	.075	.022
05	Request for specific room number is availed	.616	-.003	.353	-.106	.009	-.130	.065	.061	-.071	.311	.001	.568	.124	.021	-.122
06	Repeat guest need not to wait at reception	.693	.042	-.044	.063	.019	.080	-.028	.143	-.142	-.035	.048	.741	-.161	-.049	.238
07	Considers special need of customer during check-in	.622	.359	.219	.230	.150	.294	-.195	.162	.190	-.006	.141	.220	.245	-.219	-.080
08	Customers are greeted with flowers	.631	-.263	.377	-.079	-.096	.192	-.074	.436	.009	.013	.187	.266	.226	-.115	.039

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component													
			1	2	3	4	5	6	7	8	9	10	11	12	13	14
09	Customers are greeted with welcome drink	.731	.209	.381	.089	-.077	.270	.078	.107	-.026	.163	-.106	.569	.025	.221	-.162
10	Personalized welcome letter in arrival rooms	.677	.317	.217	.032	-.077	.086	.195	.570	-.156	-.081	-.163	.201	.194	.020	.125
11	Customer can expect prompt service in room	.710	.319	.217	.381	.150	.077	-.088	.231	-.108	-.281	.036	.283	.226	.171	-.273
12	Provides music on demand in room	.858	.111	-.056	-.073	.017	.089	-.018	.825	.099	.261	.113	-.129	-.157	.128	.015
13	Provides movie on demand in room	.831	-.075	-.028	.058	.047	.122	-.155	.797	.193	.258	.039	.166	-.095	.021	-.057
14	Takes to the local market	.789	-.161	.148	.047	-.103	.111	.172	.367	-.039	.713	-.015	.183	-.092	-.003	.015
15	Reward customer for their contribution towards profit	.781	.166	.104	.079	.163	.127	.091	.165	.054	.799	.044	.056	-.021	-.096	.035
16	Encourage customers to stay, by offering membership card	.770	.224	-.068	.220	.220	.451	-.031	-.043	-.083	.486	.042	-.037	.356	.131	-.149
17	Understands individual customers' need	.823	.114	.042	.756	.210	-.009	-.059	-.037	-.104	.198	.329	.088	-.001	.150	.009
18	Understands individual customers' preference	.857	.067	.143	.884	.075	.074	.043	-.003	.103	.005	.101	-.043	.090	.054	-.068
19	Understands individual customers' behavior	.846	-.053	.034	.875	.154	.136	-.014	-.049	.129	-.007	.027	-.009	.046	-.013	-.107
20	Provides knowledge about customers' to staff	.691	.188	.019	.562	-.056	.393	.290	.195	.054	.070	-.006	.047	.038	-.085	.203
21	Wishing them on important occasions	.635	.477	.046	.265	-.016	.502	.108	.130	.081	.165	-.044	-.045	.058	-.068	.092
22	Give discount on special occasion during their stay	.867	.132	.170	.109	-.064	.876	.071	.049	.082	.104	-.030	.056	-.020	-.021	.085
23	Special discounts during festivals	.826	-.008	.022	.096	-.072	.866	.013	.125	.061	.007	.018	.096	.069	.166	.014
24	Every fortnight get together for long stayers	.729	.113	.199	-.092	.263	.491	-.059	.266	-.180	.374	-.045	-.182	.205	-.080	-.167
25	Welcome complaints from customers	.668	.354	.263	.247	.099	.255	-.045	.350	-.213	-.174	.179	-.205	-.177	-.180	.019

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component													
			1	2	3	4	5	6	7	8	9	10	11	12	13	14
26	Provide facility of written complaint	.726	.075	.125	.261	.217	.110	.000	.042	.156	.109	.637	-.102	-.051	.327	-.121
27	Inform customer about the progress of complaint	.735	.181	.112	.181	.326	-.133	-.245	.154	.403	-.238	.433	.067	.013	-.195	-.004
28	Issue regret letter for specific complaint	.816	.154	.029	.144	.165	-.079	.106	.059	-.043	-.008	.832	.066	.031	-.152	.017
29	Communicate the importance of customers' to employee	.729	.535	.308	.084	.265	.118	.202	-.042	.116	.111	.372	-.133	.071	.065	.149
30	Managers spend time in customer contact area to improve service	.658	.725	.142	.079	.088	.109	.190	.017	.032	.041	.071	.071	.005	.139	.139
31	Customers' feedback is taken seriously	.761	.595	.400	.091	.207	-.040	.211	.103	.084	-.144	.226	.147	-.006	-.038	-.192
32	Records feedback in guest profile	.675	.733	.009	-.031	.113	.090	.265	-.028	.080	.110	.076	.103	.013	.022	-.098
33	Communicate the feedback to staff	.614	.692	-.017	.014	.014	.027	-.223	.048	.245	-.002	.001	-.071	.086	-.065	.066
34	Change any action to benefit customer	.726	.171	.180	.040	.115	.153	.299	.026	.710	-.077	.003	-.155	.040	-.019	-.003
35	Make system flexible to adapt to changing needs	.767	.154	.202	.072	.051	.043	.230	.069	.789	.015	.057	-.083	.011	.042	.034
36	Analyze the cause of customer defection through exit interview	.737	.266	-.151	.093	.319	-.024	-.234	.123	.490	.369	.079	.019	.145	.226	.089
37	Define the responsibility of frontline staff	.677	.069	.011	.067	.724	-.043	-.091	-.035	.212	.042	.218	.117	.127	-.088	.005
38	Design training program for acquiring customers'	.836	-.077	.110	.172	.736	-.092	.026	.001	.291	-.077	-.085	.047	-.098	-.339	.116
39	Design training program for deepening relationship	.773	.242	.141	.058	.714	.108	.232	-.072	.014	.060	.204	-.188	-.143	.104	-.007
40	Encourage employees to consider customer on life time basis	.717	.129	-.084	.126	.739	-.034	.075	.112	-.113	.199	.096	-.052	-.008	.102	-.196

Sr. No.	Selected Criteria	Communalities Extraction	Rotated Component													
			1	2	3	4	5	6	7	8	9	10	11	12	13	14
41	Encourage employees to exceed customers' expectation	.741	.179	-.135	.277	.502	-.033	.256	-.112	-.143	-.155	.089	.068	.157	.436	-.105
42	Reward employees on meeting customers' need	.767	.085	.170	-.021	.157	.169	.707	-.064	.098	.080	.176	.007	.185	.239	.188
43	Reward employees on successfully serving customers'	.761	.119	.023	.052	.025	.014	.834	.032	.142	.060	-.028	-.020	.047	.085	.107
44	Monitors our service quality performance	.690	.107	-.173	.000	.104	-.008	.621	-.052	.173	.062	-.015	.047	.204	-.400	-.105
45	Delivers a consistent customer experience across all touch points	.630	.186	.057	.074	-.090	-.099	.453	-.111	.136	.097	.051	.066	.545	-.131	.044
46	Enhance the life time value of customer through loyalty program	.777	005	.166	.108	.011	.189	.199	-.079	.020	-.086	-.018	-.092	.791	.037	.110
47	Use information technology for data mining	.619	.112	.268	.114	.021	-.002	.160	.262	.354	.196	-.026	-.264	.337	.084	.269
48	Thank you mail sent to customer for choosing hotel	.810	.076	.138	-.122	-.085	.071	.158	.023	.049	-.009	-.031	.083	.118	.054	.840

All the extracted communalities were acceptable, and all criteria were found to be fit for the application of factor solution as their extraction values are large enough.

The factor loadings were used to measure correlation between criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation. The factors are rotated with the used of Varimax with Kaiser Normalization Rotation Method. The Principle Component Analysis (PCA) Method was used for factor extraction and considered only those factors for interpretation purpose whose values were greater than 0.5.

From the above table, it becomes clear that how much different criteria were correlated with three components.

The criteria 30 (Managers spend time in customer contact area to improve service), criteria 32 (Records feedback in guest profile), and criteria 33 (Communicate the feedback to staff) were found as more correlated with component 1.

The criteria1 (Check-in formalities is easier) criteria 2 (Check-in formalities is faster), criteria 4(Avail the facility of pre-booking), were found as more correlated with component 2. Criteria 17 (Understands individual customers' need) criteria 18 (Understands individual customers' preference), criteria 19 (Understands individual customers' behaviour), were found as more correlated with component 3. The criteria 37 (Define the responsibility of frontline staff), criteria 38 (Design training program for acquiring Customers), Criteria 39 (Design training program for deepening relationship), criteria 40 (Encourage employees to consider Customer on life time basis), were found as more correlated with component 4. The criteria 22 (Give discount on special occasion during their stay), and criteria 23 (Special discounts during festivals), were found as more correlated with component 5.The criteria 42 (Reward employees on meeting customers' need), criteria 43 (Reward employees on successfully serving customers), criteria 44 (Monitors our service quality performance), were found as more correlated with component 6.

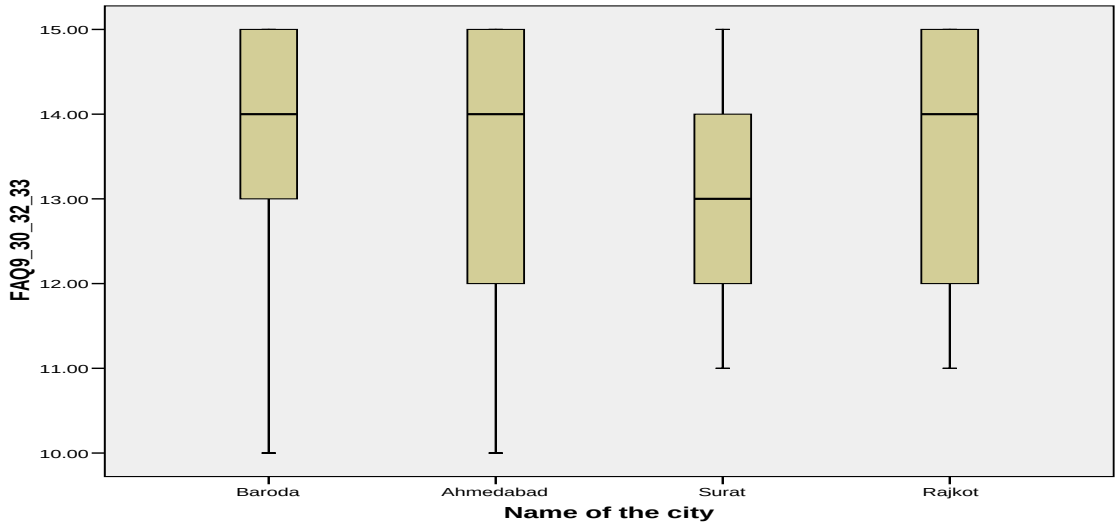
The criteria 12 (Provides music on demand in room), and criteria 13 (Provides movie on demand in room), were found as more correlated with component 7. The criteria 35 (Make system Flexible to adapt to Changing needs), was found as more correlated with component 8. The criteria 14 (Takes to the local market), and criteria 15 (Reward customer for their contribution towards profit) were found as more correlated with component 9. The criteria 28 (Issue regret letter for specific complaint) was found as was more correlated with component 10. The criteria 06 (Repeat guest need not to wait at reception) was found as more correlated with component 11. The criteria 46 (Enhance the life time value of customer through loyalty), was found as more correlated with component 12. The criteria 3 (Check-in formalities is flexible), was found as more correlated with component 13. Criteria48 (Thank you mail sent to customer for choosing hotel), were found as more correlated with component 14.

Importance of Components for Selected Type of Cities:

The importance of each component to different type of cities can be understood with the help of below given box plots.

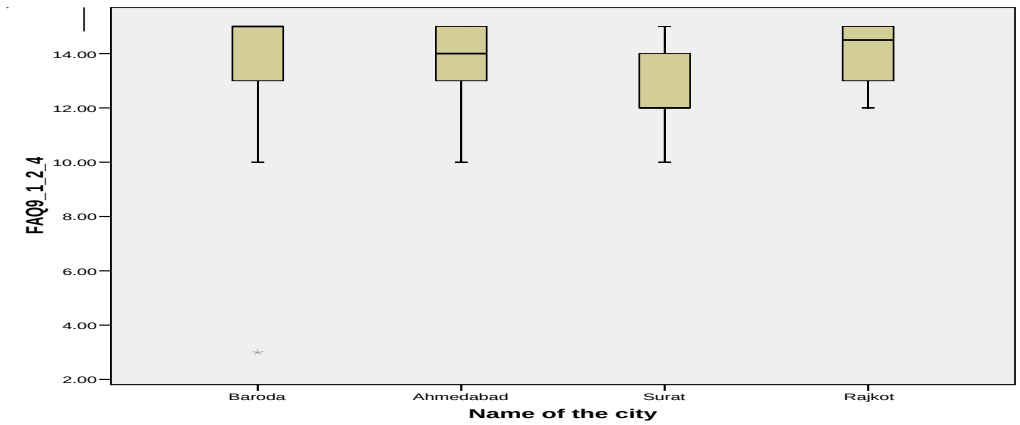
The following box plot explains four cities' total score of component 1 criteria.

Graph Number: 6: II: 34
City-wise Box Plot for Component 01 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



The above box plot indicated that component 1 criteria (Managers spend time in customer contact area to improve service, Records Feedback in guest profile and communicate the feedback to staff) were more important for Baroda, Ahmedabad and Rajkot Cities because of large median value and low variation compared to Surat city of the Gujarat State.

Graph Number: 6: II: 35
City-wise Box Plot for Component 02 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State

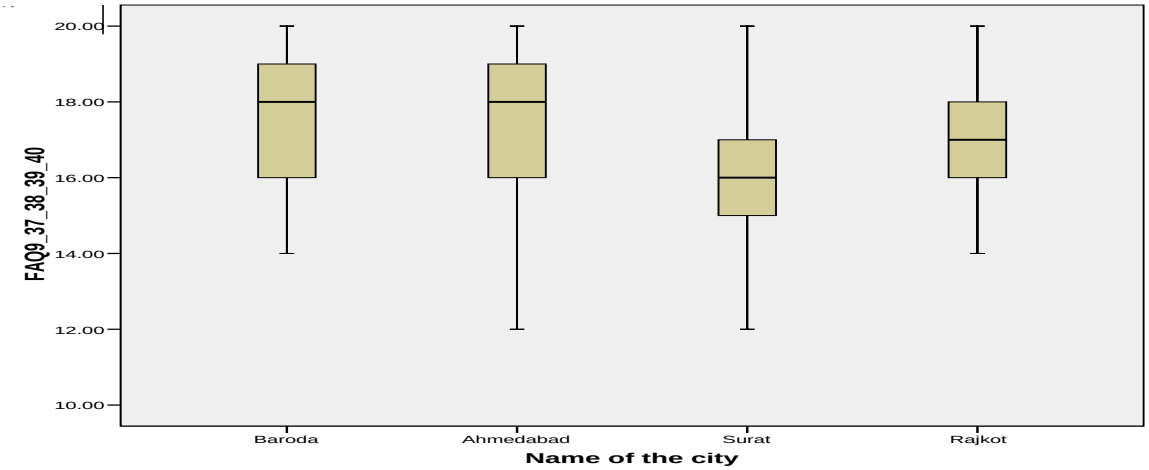


The above box plot indicated that component 2 criteria (Check-in formalities is easier ,Check-in formalities is faster, and Avail the facility of pre-booking) were found as more important for Rajkot ,Baroda and Ahmedabad Cities because of large median value and low variation compared to Surat City of the Gujarat State.

Graph Number: 6: II: 36
City-wise Box Plot for Component 03 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State

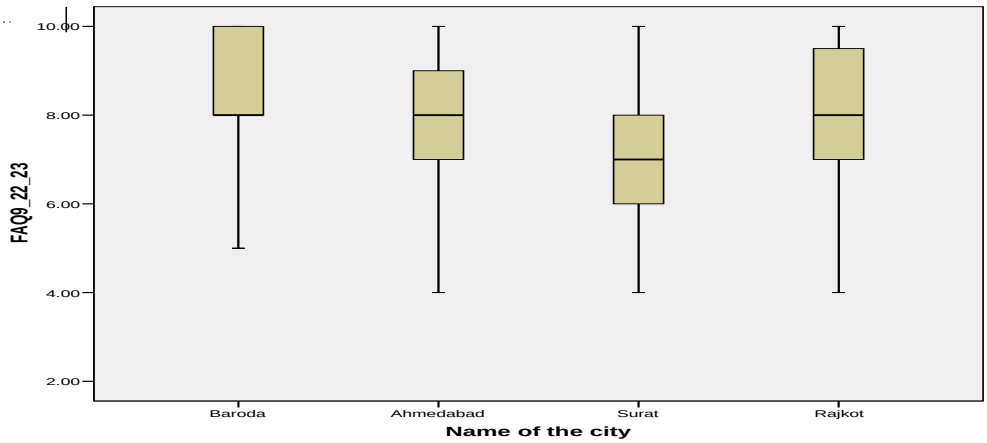
The above box plot indicated that component 3 criteria (Understands individual customers' need, Understands individual customers' preference, and Understands individual customers' behaviour) were found as more important for Ahmedabad, Surat and Baroda Cities because of large median value compared to Rajkot City of the Gujarat State.

Graph Number: 6: II: 37
City-wise Box Plot for Component 04 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



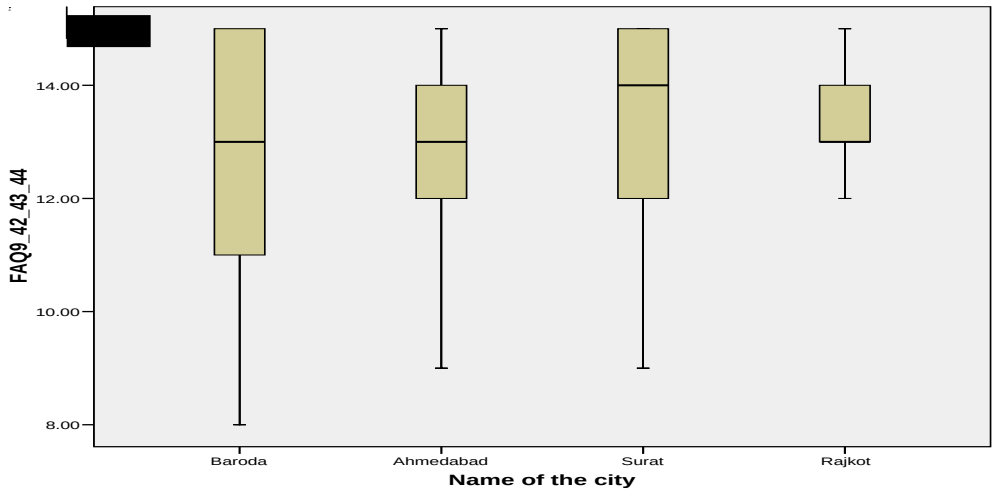
The above box plot indicated that component 4 criteria (Define the responsibility of frontline staff, Design training program for acquiring customers, Design training program for deepening relationship, and Encourage employees to consider customer on life time basis) were found as more important for Baroda, Ahmedabad and Rajkot Cities because of large median value compared to Surat City of the Gujarat State.

Graph Number: 6: II: 38
City-wise Box Plot for Component 05 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



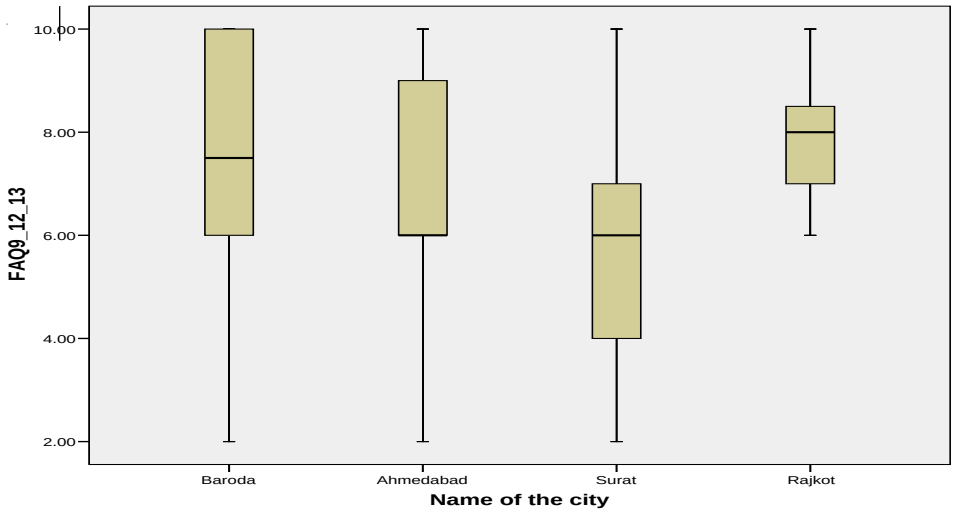
The above box plot indicated that component 5 criteria (Give Discount on special occasion during their stay and Special discounts during festivals) were found as more important for Baroda, Rajkot and Ahmedabad Cities because of large median value and low variation compared to Surat City of the Gujarat State.

Graph Number: 6: II: 39
City-wise Box Plot for Component 06 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Four Selected Cities of Gujarat State



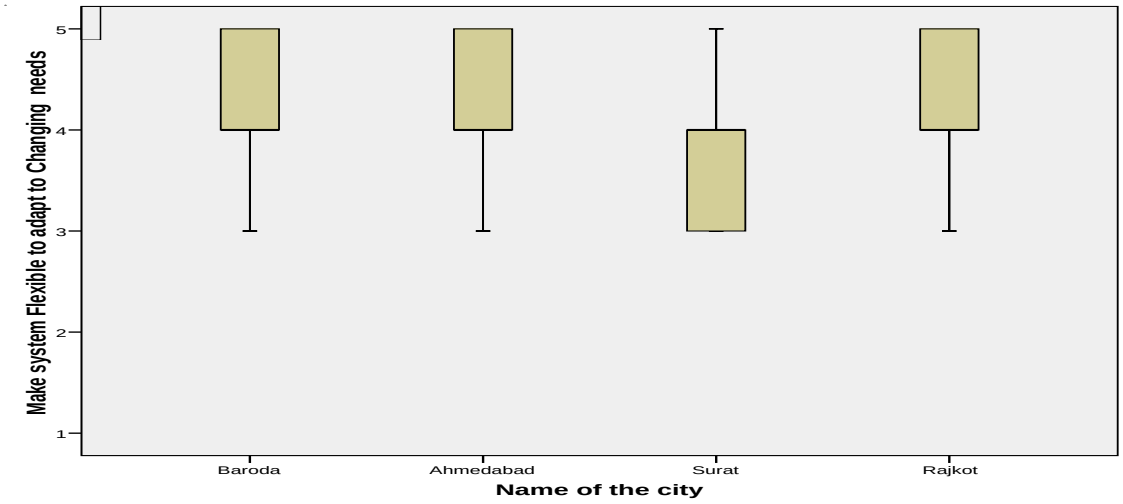
The above box plot indicated that component 6 criteria (Reward employees on meeting customers' need, Reward employees on successfully serving customers, and Monitors our service quality performance) were found as more important for Surat and Rajkot Cities because of large median value compared to Ahmedabad and Baroda Cities of the Gujarat State.

Graph Number: 6: II: 40
City-wise Box Plot for Component 07 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Four Selected Cities of Gujarat State



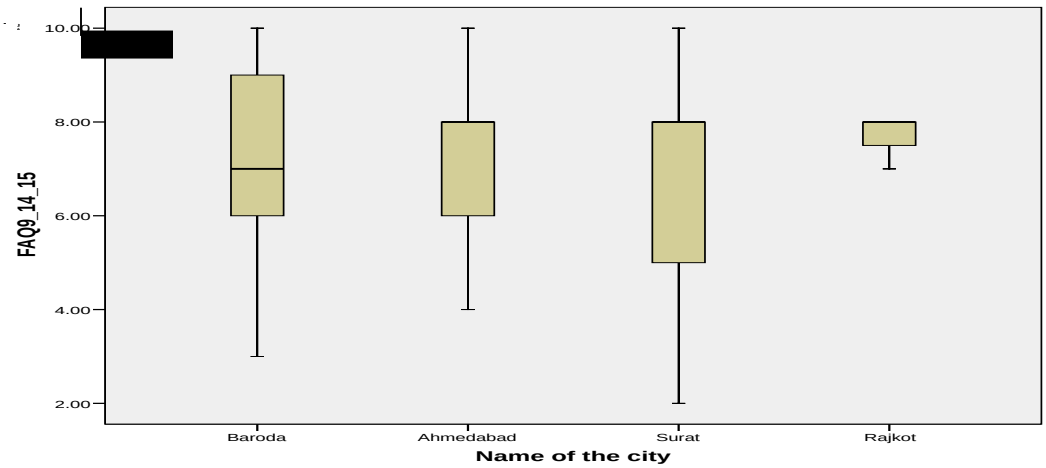
The above box plot indicated that component 7 criteria (Provides music on demand in room, and Provides movie on demand in room) were found as more important for Ahmedabad, Rajkot and Baroda Cities because of large median value compared to Surat City of the Gujarat State.

Graph Number: 6: II: 41
City-wise Box Plot for Component 08 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



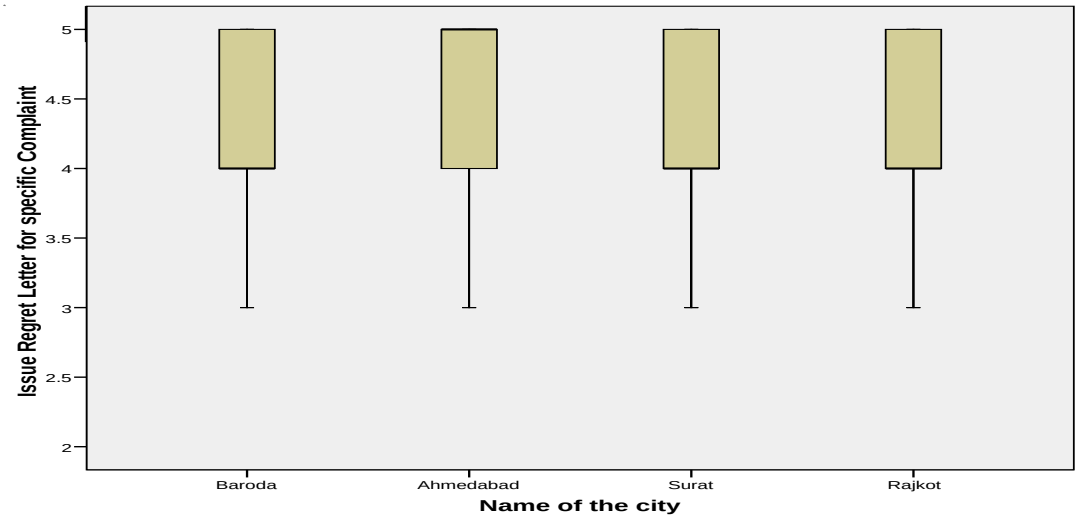
The above box plot indicated that component 8 criteria (Make System Flexible To Adapt To Changing Needs) was found as more important for Baroda ,Ahmedabad and Rajkot Cities because of large median value and low variation compared to Surat City of the Gujarat State.

Graph Number: 6: II: 42
City-wise Box Plot for Component 09 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



The above box plot indicated that component 9 criteria (Takes to the local market, and Reward customers for their contribution towards profit) were found as more important for Ahmedabad and Surat Cities because of large median value compared to Rajkot and Baroda Cities of the Gujarat State.

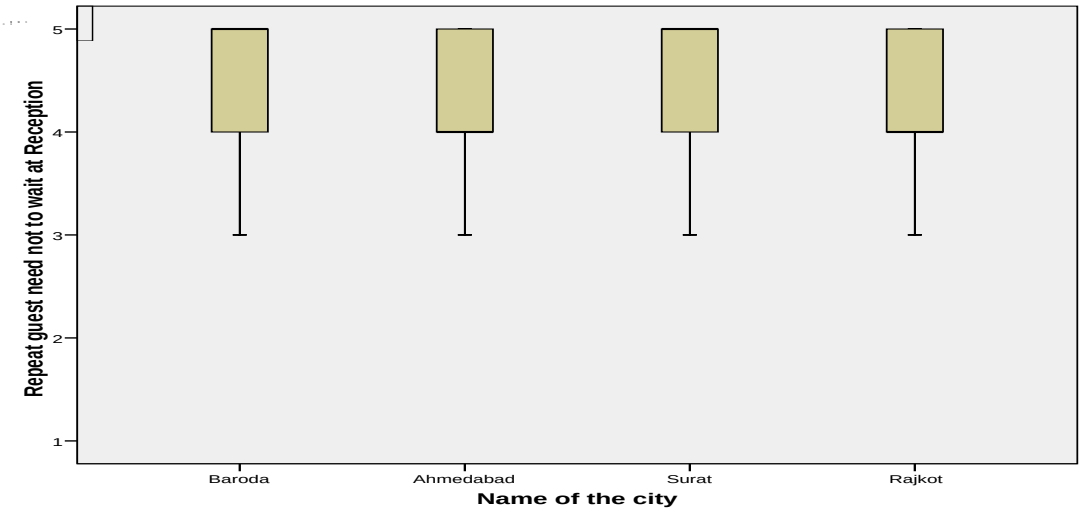
Graph Number: 6: II: 43
City-wise Box Plot for Component 10 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



The above box plot indicated that component 10 criteria (Issue regret letter for specific complaint) were found as more important for all the Cities because of large median value.

Graph Number: 6: II: 44

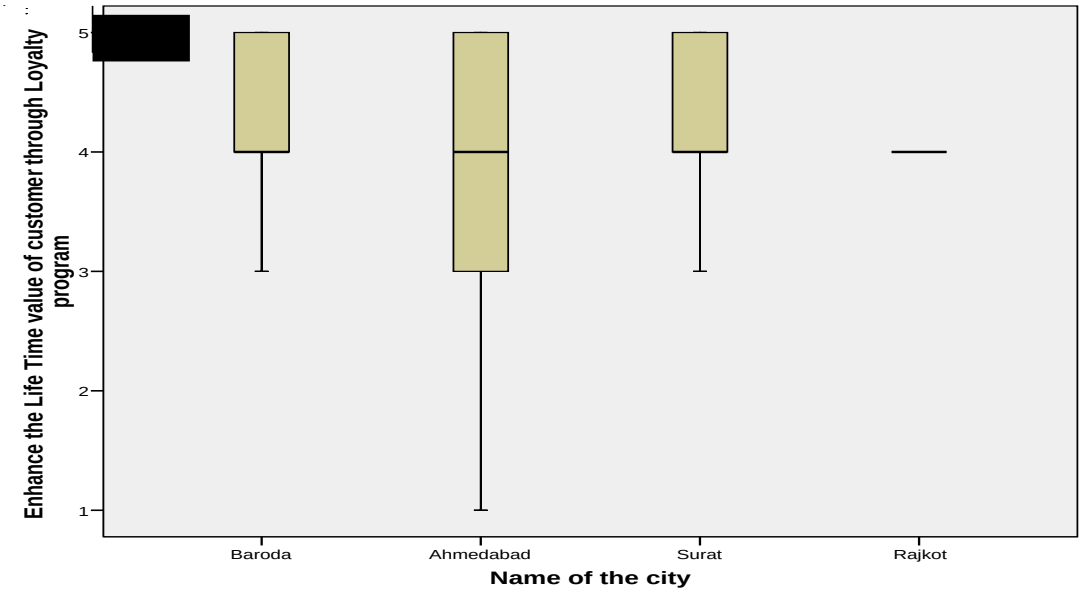
City-wise Box Plot for Component 11 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



The above box plot indicated that component 11 criteria (Repeat guest need not to wait at reception) was found as more important for all the Cities because of large median value of the Gujarat State.

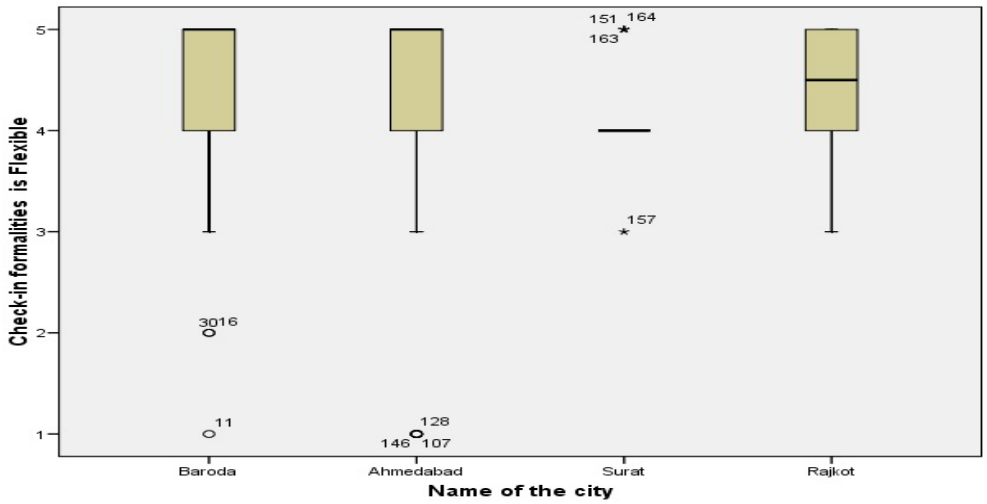
Graph Number: 6: II: 45

City-wise Box Plot for Component 12 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



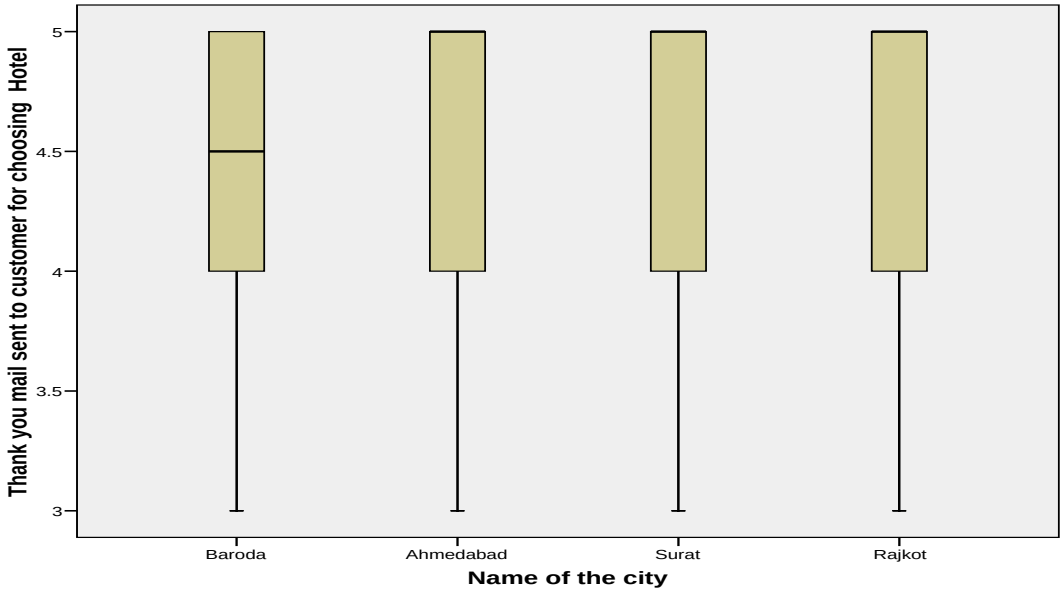
The above box plot indicated that component 12 criteria (Enhance the life time value of customer through loyalty) was found as more important for Baroda and Surat Cities because of large median value compared to Ahmedabad and Rajkot Cities of the Gujarat State.

Graph Number: 6: II: 46
City-wise Box Plot for Component 13 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



The above box plot indicated that component 13 criteria (Check-in Formalities is Flexible) was found as more important for Baroda and Ahmedabad, Cities because of large median value compared to Rajkot City and least important for the Surat City of the Gujarat State.

Graph Number: 6: II: 47
City-wise Box Plot for Component 14 for Selected Hotel Staff Members' Perceived Importance on Selected CRM Practices in Selected Hotels in Selected Four Cities of Gujarat State



The above box plot indicated that component 14 criteria (Thank you mail sent to customer for choosing hotel) was found as more important for Ahmedabad, Surat and Rajkot Cities because of large median value compared to Baroda City of the Gujarat State.