

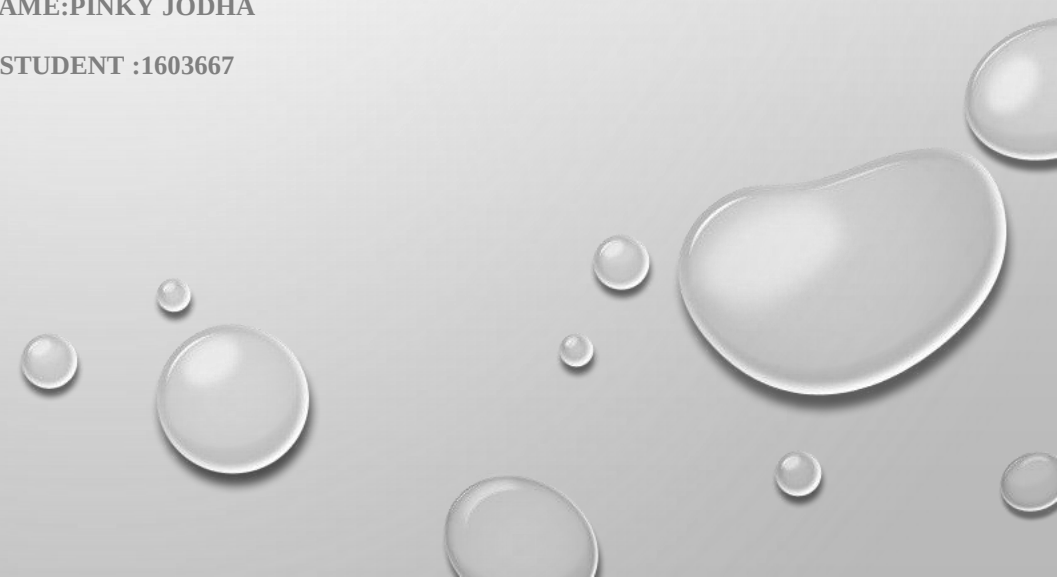


A PRESENTATION ON QUALITATIVE RESEARCH TO EXPLORE ATTITUDES OF INDIAN CONSUMERS ON LUXURY CONSUMPTION OF HOSPITALITY INDUSTRY

A CASE STUDY OF TAJ HOTEL CUSTOMERS, KOLKATA, INDIA .

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INTRODUCTION

- THE VOLUME OF DEVELOPMENT OF HOTELS HAS INCREASED REMARKABLY OVER THE LAST COUPLE OF DECADES.
- HOTEL INDUSTRY IS LARGELY ASSOCIATED WITH THE HOSPITALITY SECTOR WHERE ULTIMATE OBJECTIVE IS TO ENHANCE FINANCIAL PERFORMANCE THROUGH OFFERING HIGH QUALITY LUXURY SERVICE.
- THE ATTITUDES OF CUSTOMERS TOWARDS THE SERVICE QUALITY, PRICE OF THE SERVICE AND OTHER FUNCTIONAL ASPECTS OF THE BUSINESS LARGELY DETERMINE THE SUCCESS AND FAILURE OF THE BUSINESS IN THE HOSPITALITY AND HOTEL INDUSTRY.
- AS OF 2016, ITS POPULATION STANDS ON 1.324 BILLION, ITS GDP PER CAPITA IS 1,709.39 USD AND GROSS DOMESTIC PRODUCT IS 2.264 TRILLION USD INDICATING TOWARDS A HUGE CUSTOMER BASE FOR LUXURY HOTELS.

UNDERSTANDING ROLE OF QUALITY SERVICES AND FACILITIES AT LUXURY HOTELS

- MOST OF THE SERVICE ORGANIZATIONS ARE LARGELY FOCUSED ON OFFERING HIGH QUALITY SERVICES TO THEIR VALUED CUSTOMERS .
- IN TODAY'S EVER COMPETITIVE MARKETPLACE; CUSTOMERS ARE WELL AWARE OF THEIR REQUIREMENTS AND NEED FOR STANDARD SERVICES THAT AFFECT CUSTOMER'S EXPECTATIONS AND ATTITUDE TOWARDS THE ORGANIZATION (DEBASISH & DEY, 2015).
- DIMENSIONS OF PERCEIVED SERVICE QUALITY IN LUXURY HOTELS HAVE BEEN STUDIED BY MARKOVIC AND RASPOR (2010).
- RELIABILITY, ACCESSIBILITY, EMPATHY AND COMPETENCE OF STAFF AND TANGIBLES ASSETS AS THE MOST CRUCIAL DIMENSIONS THAT PLAY VITAL ROLE IN ENHANCING SERVICE QUALITY OF A LUXURY HOTEL IN THE INDUSTRY.
- THE NUMBER OF TAJ HOTELS IN INDIA ITSELF INDICATES THE DEVELOPMENT OF LUXURY HOTELS IN INDIA. TAJ HOTEL IS ONE OF INDIA'S BIGGEST LUXURY HOTEL BRANDS THAT ARE PREFERRED BY ALMOST EVERY CUSTOMER AVAILING LUXURY HOTEL SERVICES.

AIM

AIM

“TO INVESTIGATE BEHAVIOR AND ATTITUDE OF INDIAN CUSTOMERS CONSIDERING QUALITY SERVICES AND FACILITIES PROVIDED BY THE LUXURIES HOTELS AS DETERMINANTS FOR SELECTING THE HOTEL”. WITH REFERENCE TO TAJ HOTEL OF INDIA, THIS STUDY AIMS TO EXPLORE ATTITUDES OF LUXURY CONSUMPTION OF CUSTOMERS IN HOSPITALITY INDUSTRY.

RESEARCH QUESTION

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- TO INVESTIGATE IMPORTANCE OF QUALITY SERVICES AND FACILITIES AT LUXURY HOTELS THAT HELPS IN CUSTOMER ATTRACTION AND RETENTION.
- TO EVALUATE THE IMPORTANCE OF CUSTOMER SERVICES TO GAIN COMPETITIVE BENEFITS AND ACHIEVE SUCCESS OF INDIAN LUXURY HOTEL INDUSTRY.
- TO EVALUATE THE IMPORTANCE OF BRAND IMAGE OF LUXURY HOTELS SUCH AS TAJ HOTEL THAT CREATES VALUE TO ENCOURAGE CUSTOMERS.
- TO SEEK USEFUL RECOMMENDATION AND SUGGESTIONS THAT CAN BE HELPFUL FOR THE MANAGEMENT TEAM OF LUXURY HOTELS TO ENHANCE QUALITY SERVICES AND ESTABLISH BRAND IMAGE.

RESEARCH METHODOLOGY

THIS RESEARCH IS BASED ON QUALITATIVE RESEARCH METHOD WHERE SEMI STRUCTURED INTERVIEW WILL BE USED A TOOL TO COLLECT DATA FROM CUSTOMERS AND THE MANAGEMENT STAFF AS PARTICIPANTS FROM TAJ BENGAL HOTEL.

- **RESEARCH APPROACH**

UNDERSTANDING CONSUMER PERSPECTIVE HAS BEEN EXPLORED IN DIFFERENT VIEWS PREVIOUSLY THEREFORE, FOR THE PRESENT RESEARCH THE AUTHOR CHOOSES TO CONDUCTED EXPLANATORY RESEARCH APPROACH. THIS WILL HELP THE RESEARCHER IN UNDERSTANDING THE SPECIFIC REASONS BEHIND THE CUSTOMER ATTITUDE WHILE IDENTIFYING SPECIFIC ATTITUDES (BRINKMANN, 2014).

INDUCTIVE RESEARCH APPROACH WILL BE USED IN THE STUDY TO DEVELOP NEW THEORY ON SIGNIFICANCE OF SERVICE QUALITY AND BRAND IMAGE AS KEY SUCCESS FACTORS FOR LUXURY HOTELS IN THE HOSPITALITY INDUSTRY.

RESEARCH METHODOLOGY

DATA COLLECTION METHOD

INTERVIEW FROM CUSTOMERS

A SET OF OPEN ENDED QUESTIONS HAVE BEEN USED TO CONDUCT THE INTERVIEW FROM CUSTOMERS. IT AIMS TO FIND OUT THEIR PERCEPTION ABOUT THE BRAND, SERVICE QUALITY AND OTHER FACILITIES PROVIDED BY THE TAJ HOTEL. INTERVIEW QUESTIONS ARE ASKED TO COLLECT IMPORTANT INPUTS FROM CUSTOMERS TO UNDERSTAND THEIR FEEDBACK, RESPONSE, ATTITUDE AND BEHAVIOR ON SERVICE QUALITY, FACILITIES AND BRAND IMAGE OF THE HOTEL.

INTERVIEWS FROM MANAGEMENT

SEMI STRUCTURED INTERVIEW FROM THE MANAGEMENT PEOPLE OF THE TAJ HOTEL HAVE BEEN CONDUCTED TO GAIN INSIGHTS AND USEFUL INFORMATION ABOUT HOW MANAGEMENT CONSIDER SERVICE QUALITY AND BRAND IMAGE AS AN ELEMENT TO ENHANCE PERCEPTIONS OF THE CUSTOMERS ABOUT THE HOTEL.

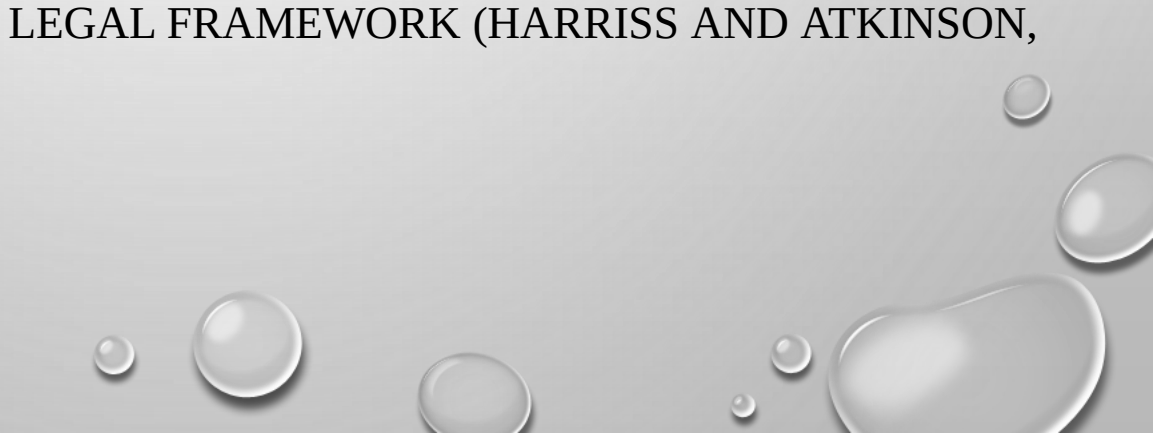
RESEARCH METHODOLOGY

DATA ANALYSIS METHOD

- DATA COLLECTED FROM INTERVIEWS ARE ANALYZED USING THEMATIC ANALYSIS APPROACH WHERE RESPONSES WILL BE LINKED TO ESTABLISH RELATIONSHIP WITH RESEARCH QUESTIONS.
- REPORTING OF THE FINDINGS AND INTERPRETATION ARE MADE USING GRAPHS AND FIGURES TO COMPARE THE FINDINGS. DATA ARE ANALYZED TO SUPPORT THE RESEARCH TOPIC AND UNDERSTAND HOW CUSTOMER SATISFACTION CAN BE ENHANCED BY THE QUALITY OF SERVICES PROVIDED BY THE HOTEL AND HOW IT CAN BE USEFUL TO CREATE BRAND IMAGE.
- ON THE BASIS OF DATA ANALYSIS, USEFUL RECOMMENDATIONS ARE MADE TO SUGGEST THE MANAGEMENT TEAM TO ENHANCE BRAND IMAGE.



ETHICAL AND LEGAL CONSIDERATIONS OF THE RESEARCH

- IN THE EVENT OF ANY ABUSE TO THE EXAMINATION SUBJECT OR MISCONDUCT OF INFORMATION AND MISUSE OF THE CONVENTION OR ANY ABUSE OF INFORMATION THAT MAY HURT ANY INDIVIDUAL
 - THERE WILL BE POSSIBLE RISK RELATED TO DISCIPLINE, DETAINMENT OR PUNISHMENTS UNDER THE LEGAL FRAMEWORK (HARRISS AND ATKINSON, 2015)
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