Behaviours of Online Customers in the Hotel Industry and Satisfaction of Customers in General

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Abstract

Customer behaviour is a multifaceted, complex process. Every business is built on the foundation of the customer. What the customer sees, believes, chooses, and purchases is critical for marketers to fine-tune their marketing offers and reach a high degree of Customer acceptability and happiness. There is currently sufficient understanding of customer behaviour to provide commercial enterprises, non-profit organisations, and regulators with a useful guide to marketing practise. Customer behaviour is made up of behaviours, reactions, and responses to the items and services purchased. When the baseline level of customer happiness and its rate of change are known, systematic fluctuations in customer satisfaction can help explain changes in product choice. Customer happiness is a powerful predictor of profit, choice, repurchase behaviour, and market share, making it a helpful tool for those interested in utilising it. It is the goal of this research to determine the link between online consumer behaviour and the level of customer satisfaction in the Chennai hotel business. The independent variable is Online Customer Behaviour, and its sub variable is as follows Confidentiality and Security, Website Atmosphere, Website Usability, Trust, Customer Service and Fulfilment, and Interactivity/Connectivity. Customer Satisfaction is the dependent variable, and its sub variables include consumer hotel booking decisions and customer satisfaction in general. This study is descriptive in nature, and data will be collected by a questionnaire distributed to 409 consumers in the Chennai hotel industry. Multiple regression analysis will be employed to conduct the analysis in this study. We concluded from the outcomes of this study that there is a favourable association and considerable influence between online customer behaviour and client satisfaction within the Chennai hotel sector.

Key Words: Online Customer Behaviour, Customer Satisfaction, Hotel Industry

Introduction:

The term 'hotel' derives from French (the underlying word is hotel, which means 'host') and is commonly used to refer to a 'townhouse' with frequent guests. The term 'inn' has been in use since the early 14th century, although 'hotel' did not gain popularity until the 18th century. **PragatiMohanty (2008)**. The hotel industry is a large and intricate industry that comprises a wide range of property kinds, purposes, and features. The industry includes small, medium, and large firms and contributes considerably to the national and international economy. Today, the hotel business is considered a global industry, with producers and clients situated all over the world. The use of hotel services such as a room, restaurant, bar, nightclub, or health club is no longer considered a luxury. These services have become indispensable to the lifestyles of many individuals.

Customer behaviour is a multifaceted, complicated process. Every business is built on the basis of the customer. What the customer sees, believes, chooses, and purchases is critical for marketers to fine-tune their marketing offerings and reach a high degree of Customer acceptability and happiness. There is presently sufficient understanding of customer behaviour to give commercial enterprises, non-profit organisations, and regulators with a useful guide to marketing practise. Customer behaviour is made up of behaviours, reactions, and responses to the items and services purchased. On the one hand, factors such as personality, perception, attitude, and learning form the Customer's behaviour; on the other hand, factors such as product, pricing, physical qualities, advertising, and societal impact shape the Customer's behaviour. Contemporary study on the Customer takes into account a broad range of elements impacting the Customer and recognises a broad range of consumption behaviours beyond purchase. Customer behaviour, as defined by **Hoyer and Maclnnis (2004)**, is the study of how customers trade something of value for a product or service that meets their requirements. As a result, the marketer must know these components in order to have a deeper understanding of the Customer. Contrary to popular belief, customer reactions to marketing are frequently subdued and inert.

The level of satisfaction that customers have with a company's products and services is referred to as "customer satisfaction." In the last few years, customer satisfaction has gotten a lot of attention. The involvement of the consumer in the delivery process adds additional element, diminishing or abolishing the control of service providers over the service experience by **Hom, Willard (2000)**. A service's intangibility, inseparability, heterogeneity, and perishability are all key features. It was written by **AbdolaliKhatibi Akbar and Pei Mey Lau in 2005**. Services are intangible, which may make it difficult for a corporation to understand how customers perceive and evaluate service quality. Consequently, the quality of the service is dependent on the quality of user input. By manufacturer, consumer, and day, the quality of service might vary widely.

Review of Literature;

Gerard and Edmund (1998) looked at how senior marketing executives from various organisations' attitudes, beliefs, and behaviours related to environmental stewardship in their research on customer care. According to the statistics, the majority of marketers have personal attitudes and shopping habits that are in line with environmental concerns.

Elangovan (2006) identified ecologically conscientious customers and investigated their attitudes, behaviours, and perceptions of environmentally friendly carry packaging. He also examined the disconnect between the attitudes and behaviours of ecologically conscious customers and proposed solutions to minimise solid waste, hence mitigating negative environmental repercussions. The study's findings indicate that while there is a high feeling of environmental awareness and care, there is a disconnect between attitudes and behaviours owing to cultural and market constraints.

To improve an organization's ability to gauge customer satisfaction, **T.G. Vavra (1997)**Kathiravan (2017) offers specific suggestions in his book (1997). Sample/customer participant selection, questionnaire design, interview/survey administration, data analysis, and quality function deployment specifically, action plan development—are all discussed in detail by the author in this article. As the author argues, a model of satisfaction would help us better understand the interactions that preceded and followed the emergence of contentment. The proposed model has three stages: antecedents, the development of satisfaction, and consequences.

Since it serves as a reservoir for all previous experiences, prior experience is thought to be the most significant predictor of pleasure. A comparison of expectations and perceived performance may be part of the satisfaction process, according to some. The sum total of one's beliefs about the degree to which a product or service exhibits or provides specific characteristics is known as one's expectations. The concept of wants is utilised to illustrate how expectations are developed in the model offered.

According to **Willard Hom**,Kathiravan& Suresh, 2016 customer satisfaction models may be divided into two primary categories: macro-models, which are more general, and micro-models, which focus on the specific components of customer happiness. In addition, the study examines marketing research alternatives to traditional models of consumer satisfaction. Macro-models are concepts like "value," "quality," "complaining behaviour," and "loyalty. All of the components of customer satisfaction, including disappointment, equity, attribution, emotion, and regret are covered in this study's marketing research literature analysis. Micro-models' describe these qualities.

RESEARCH METHODOLOGY
Research Design:
The study employs a research design that is guided by the investigation's aims and the outcome's emphasis. The researcher conducts the investigation using a descriptive research approach. A descriptive research study seeks to describe the traits and characteristics of a person or a group. The research design describes the

current condition of affairs. The study examines online customer behaviour and satisfaction in the hotel industry, with a focus on Chennai. The study examines the current level of online customer behaviour and satisfaction in the Chennai hotel industry.
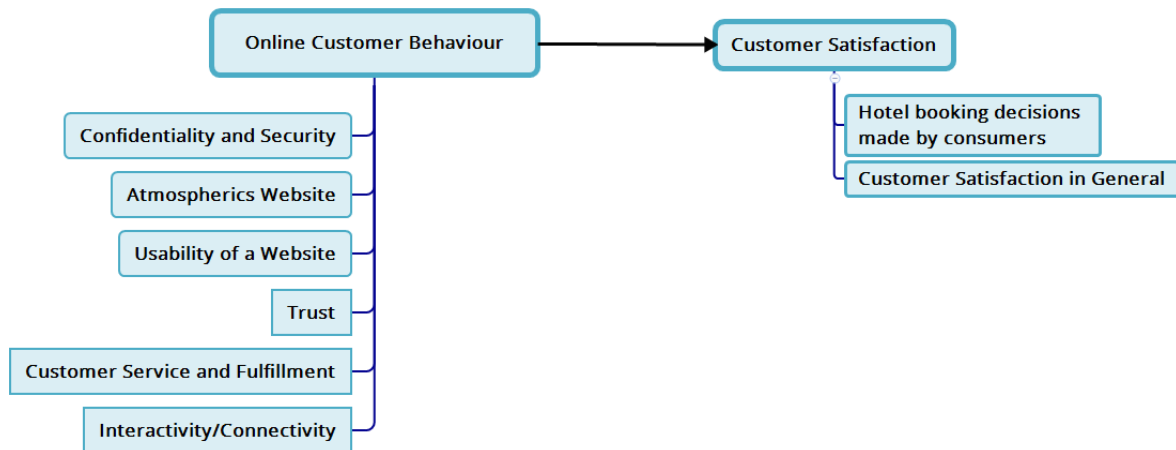

Figure 1: **Framework of the research**

Objectives of the Study:

➢ To conduct a research of customer behaviour in the Chennai hotel industry.

➢ To find out how satisfied hotel guests in Chennai are with their stay.

➢ Examine the varying perspectives on digital marketing performance, online consumer behaviour and client happiness in Chennai hotels.

➢ Finding out how consumer behaviour impacts their level of contentment.

Hypotheses of the Study:

➢ There is no discernible variation in customer behaviour in the Chennai hotel industry by demographic profile.

➢ There is no discernible variation in Customer Satisfaction in the Chennai Hotel Industry by demographic profile.

➢ In the Chennai hotel sector, there is minimal debate on the efficiency of digital marketing, online customer behaviour, and customer happiness.

➢ Customer behaviour has little impact on customer satisfaction.

Data Collection:

The researcher used a well-structured questionnaire to obtain primary data from hotel guests. The questionnaire is broken into three components; the first portion contains information about the personnel's demographic characteristics. The second segment delves into digital marketing, while the third component delves into online consumer behaviour.

Reliability Analysis:

Additionally, reliability analysis was conducted to assess the criterion stated above's dependability. To be considered satisfactory, the reliability range of 0.80 to 0.85 must be at least 0.70.

S.No.	Variable	Item	Cronbach's Alpha
I	**Online Customer Behaviour**	**39**	**0.85**
II	**Customer Satisfaction**	**21**	**0.80**

Sampling Technique:

The study employed the sample process probability model. The questionnaire's receiver was chosen using a simple random sampling. This data gathering procedure is straightforward and affordable. Through introduction, the strategy depended on equal chance to discover qualified Hotel Industry clients. This inspection approach was developed expressly for this study in order to guarantee the presence of Hotel Industry consumers.

Sample Size:

Totally 438 questionnaires were distributed. 425 questionnaires were received. 13questionnaires were not received. Out of 425 received questionnaires 409 were eligible and the remaining 16 were with flaws. Hence, the sample strength was 409

Data Analysis:

Path analysis is a method for identifying the variables other than the mediator that have an impact on the dependent variable. Online Customer Behaviour is used as an independent variable in this research. Satisfaction with the customer is considered a dependent variable.

REGRESSION ANALYSIS

Table 2: Impact of dimensions of Online Customer Behaviour on the Hotel booking decisions made by consumers of Customer Satisfaction

Independent Variable	Dependent Variable	R	R^2	Adj. R^2	F	p
Confidentiality and Security, Atmospherics Website, Usability of a Website, Trust, Customer Service and Fulfilment, Interactivity/Connectivity	Hotel booking decisions made by consumers of Customer Satisfaction	0.990	0.971	0.967	1985	0.001

Source: primary data

The influence of online customer behaviour on hotel booking decisions made by customers of Customer Satisfaction in the Chennai Hotel Industry is shown in the Table of 2.

This table forecasts and identifies eight significant determinants of online customer behaviour, including Confidentiality and Security, Website Atmosphere, Website Usability, Trust, Customer

Service and Fulfilment, and Interactivity/Connectivity. Out of eight Online Customer Behaviour Factors in the Hotel Industry, five, such as Confidentiality and Security, and Atmospherics Website, Interactivity/Connectivity, are very effective, whereas others, such as Website Usability, Trust, Customer Service, and Fulfilment, are less effective. In reality, the criteria of website usability, trust, customer service, and fulfilment have little effect on the hotel booking decisions made by satisfied customers.

The coefficient of determination R^2 is the square of the product moment interactions. R^2 increases in proportion to the value of R. R^2 adjusted to be smaller than R^2 will always be less than R^2. If the difference between adjusted and unadjusted R^2 is modest, the model is good. As a result, the following hypothesis was developed to corroborate this stance.

HO: Online Customer Behaviour has little effect on hotel booking decisions made by customers of Customer Satisfaction in the Chennai Hotel Sector.

Confidentiality and Security, Website Atmosphere, Website Usability, Trust, Customer Service and Fulfilment, and Interactivity/Connectivity all have an R value of 0.990 and an R^2 value of 0.971, implying a 97.1 percent prediction of hotel booking decisions made by consumers of Customer Satisfaction. The adjusted R^2 value of 0.971 is quite near to the R^2 value since the difference is just 0.001; that is, the sample size approaches that of the population. 1985 has a substantial F-value at the 0.001 level of significance. As a result, the regression equation below was created.

Table 3: Co-efficient table

S.No.	Model	Un-standardized Coefficients		Standardized Coefficients	t	p
		B	**Std. Error**	**Beta**		
	Constant	-0.06281	0.04962		-1.266	0.206
1	Confidentiality and Security	0.79830	0.01160	0.84320	68.792	0.001
2	Atmospherics Website	0.18519	0.01328	0.19391	13.942	0.001
3	Usability of a Website	0.01660	0.01312	0.01587	1.265	0.207
4	Trust	0.00192	0.00827	0.00264	0.232	0.817
5	Customer Service and Fulfilment	0.01315	0.01121	0.01390	1.173	0.241
6	Interactivity/Connectivity	0.79830	0.01160	0.84320	68.792	0.001

Source: primary data.

Hotel booking decisions made by consumers of Customer Satisfaction = (-0.06281) + Confidentiality and Security (0.79830) + Atmospherics Website (0.18519) + Usability of a Website (0.01660) + Trust (0.00192) + Customer Service and Fulfilment (0.01315) + Interactivity/Connectivity (0.79830)

Confidentiality and Security of Online Customer Behaviour has a beta value of 0.84320, which corresponds to an 84.320 percent influence on the Confidentiality and Security of Online Customer Behaviour on Hotel booking decisions made by consumers of Customer Satisfaction. The t-value of 68.792 indicates that the standardised regression coefficient is significant at a p-value of 0.001. Thus, the Confidentiality and Security of Online Customer Behavior validates the influence of Customer Satisfaction on Hotel Booking Decisions Made by Consumers in the Chennai Hotel Industry.

The 'beta' value of Atmospherics Website of Online Customer Behaviour is 0.19391, which has a 19.391 percent influence on the Atmospherics Website of Online Customer Behaviour on Hotel booking decisions made by customers of Customer Satisfaction. The t-value of 13.942 indicates that the standardised regression coefficient is significant at a p-value of 0.001. As a result, the Atmospherics Website of Online Customer Behavior validates the influence of Customer Satisfaction on Hotel Booking Decisions Made by Consumers in the Chennai Hotel Industry.

The 'beta' value of Usability of a Website of Online Customer Behavior is 0.01587, which has a 1.587 percent effect on the Usability of a

Website of Online Customer Behavior on Hotel booking decisions made by customers of Customer Satisfaction. The t-value of 1.265 indicates that the standardised regression coefficient is not significant at a p-value of 0.207. As a result, the usability of an online customer behaviour website reveals that it has no effect on hotel booking decisions made by customers of client satisfaction within the Chennai hotel sector.

The 'beta' value of Trust of Online Customer Behavior is 0.00264, which corresponds to a 0.264 percent influence on Trust of Online Customer Behavior on Hotel booking decisions made by consumers of Customer Satisfaction. The t-value of 0.232 indicates that the standardised regression coefficient is not significant at a p-value of 0.817. As a result, the Trust of Online Customer Behavior reveals that Customer Satisfaction has no effect on hotel booking decisions made by customers in the Chennai Hotel Industry.

Customer Service and Fulfilment of Online Customer Behaviour's beta value of 0.01390, which reflects a 1.390 percent influence on the Hotel booking decisions made by consumers of Customer Satisfaction, falls on the slope of the regression line. The t-value of 1.173 indicates that the standardised regression coefficient is not significant at a p-value of 0.241. As a result, Customer Service and Fulfillment of Online Customer Behaviour reveal that Customer Satisfaction has no influence on hotel booking decisions made by customers in the Chennai Hotel Industry.

Interactivity/Connectivity of Online Customer Behaviour's beta value of 0.84320,

which reflects an 84.320 percent influence on Hotel booking decisions made by consumers of Customer Satisfaction, falls on the slope of the regression line. The t-value of 68.792 indicates that the standardised regression coefficient is significant at a p-value of 0.001. Thus, the Interactivity/Connectivity of Online Customer Behaviour validates the influence of Customer Satisfaction on Hotel Booking Decisions Made by Consumers in the Chennai Hotel Industry.

FINDINGS

➢ The investigation found that Confidentiality and Security, as well as Website, Interactivity/Connectivity, all had a beneficial effect on hotel booking decisions made by customers of Customer Satisfaction. G. L. Geissler (2002) observed that school leaders demonstrated lower levels of usability of a website, trust, customer service, and fulfillment. Additionally, they noticed a high frequency of collaborative and compromise techniques, followed by pushing and smoothing. Ellen Day and Melvin R. Crask (2000) established that only Confidentiality and Security, as well as Website, Interactivity/Connectivity, mediate the link between distributive and procedural fairness and hotel booking decisions made by consumers of Customer Satisfaction. Additionally, the investigation determined that website usability, trust, customer service, and fulfilment of online customer behavior have little effect on hotel booking

decisions made by consumers of client satisfaction within the Chennai hotel sector. Silvia Figini and Paolo Giudici (2002); and Jay Kandampully and DwiSuhartanto (2000) established a link between online customer behavior and customer satisfaction.

SUGGESTIONS:

• Consumer behaviour is described as the mental and emotional processes that take place while a customer is searching for and purchasing a product or service. As well as their observable behaviour while they are searching for and purchasing a product or service.

• Most immediately apparent is the fact customer satisfaction levels and rates of change are useful indicators for understanding why customers change their minds about a product. For those who are interested in using customer happiness as a predictor of profit, choice, repurchase behaviour, or market share, it provides a powerful explanatory capacity.

CONCLUSION:

Customers' internet behaviour and their happiness with their hotel stays in Chennai have been studied in this study for the first time. There is a high association between online consumer behaviour and customer satisfaction according to Geissler, G. L. (2002). The purpose of client retention is to increase customer interaction. Customers that are highly engaged have such a

deep emotional or rational attachment to a brand, experience, or organisation that they are highly resistant to competitor influence. To express this behaviour, the terms involvement, attachment, and commitment are frequently used interchangeably. Whether or not guests are willing to recommend the hotel to others, as well as their level of happiness with it. Customers' willingness to recommend a hotel is impacted by both their level of satisfaction and the quality of service they received during their stay, according to their results.. The study found that customer pleasure and loyalty are positively related.

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