



A STUDY ON CONSUMER PREFERENCE & SATISFACTION TOWARDS HOTEL SHREE ANANDHAAS WITH REFERENCE TO COIMBATORE CITY .

RANJANA.K¹, Ms T.R. UMABHARATHI ²

¹ B.Com professional accounting , Sri Krishna Adithya College of arts and science.

² Assistant professor Department of B.com Professional Accounting.

ABSTRACT:

The hospitality industry plays a crucial role in shaping customer satisfaction and loyalty, especially in the highly competitive restaurant sector. This study explores customer preferences towards Hotel Shree Anandhaas in Coimbatore City, focusing on factors such as food quality, service efficiency, pricing, ambiance, and brand reputation. The research aims to identify key determinants influencing customer choices and satisfaction levels. Pricing also plays a role in customer retention, while ambiance and location contribute to the overall dining experience. The study provides insights for Hotel Shree Anandhaas to enhance its services and maintain customer loyalty. Recommendations include improving service speed, maintaining consistent food quality, and adopting personalized marketing strategies to attract and retain customers.

Keywords: Customer Preference, Hospitality Industry, Food Quality, Service Efficiency, Hotel Shree Anandhaas, Coimbatore.

INTRODUCTION:

The hotel industry plays a crucial role in the global economy, serving as a vital component of the travel and tourism sector. As a dynamic and ever-evolving industry, hotels provide essential services that cater to diverse clientele, ranging from leisure travelers to business professionals. This project explores the various facets of the hotel industry, including market trends, operational challenges, and the impact of technology on guest experiences. By examining the elements, we aim to provide a comprehensive understanding of how hotels adapt to changing consumer demands and navigate an increasingly competitive landscape. Through this exploration, we will highlight the significance of innovation and sustainability in shaping the future of hospitality.

The hotel industry is a cornerstone of the global economy, contributing significantly to job creation, cultural exchange, and local development. As a vital segment of the travel and tourism sector, hotels serve a wide range of consumers, from tourists seeking adventure to business travelers attending conferences. This project delves into the intricate landscape of the hotel industry, analyzing its structure, key players, and the forces driving change. In recent years, the industry has faced numerous challenges, including economic fluctuations, shifts in consumer behavior, and the impact of global events such as the COVID-19 pandemic. These factors have prompted hotels to innovate and adapt, embracing new technologies and sustainable practices to enhance guest experiences and operational efficiency.

OBJECTIVE:

- To identify the factors influencing consumer to prefer hotel Shree Anandhaas.
- To analyse the preference and level of satisfaction of consumer towards the services provided.

SCOPE:

The consumer satisfaction has become an essential business issues as organizations have realized the significance outcome achieved when providing effective consumer service for hospitality and tourism, satisfaction has always been important. With regard to other industries different researchers and institutions have undertaken lot scientific and detailed studies. But, Indian hotel business with reference to consumer satisfaction has not been able to draw the attention of researchers to any noticeable extend. Hence this study examines and analyses the satisfaction level of consumers with reference to "Shree Anandhaas" Group of hotels at Coimbatore. The study would help firms to employ the outcome to develop appropriate consumer satisfaction policies.

STATEMENT OF THE PROBLEM:

Knowing client preferences is essential for customizing services and raising satisfaction in the hotel. The challenge facing Hotel Shree Anandhaas, situated in Coimbatore, is determining the primary elements that impact client choices and satisfaction levels. In order to determine how client preferences for Hotel Shree Anandhaas affect overall happiness and loyalty, this study will look into the elements that drive these preferences. The study aims to provide useful insights for improving the hotel's service quality and strategic positioning in the Coimbatore market by analyzing these aspects.

REVIEW OF LITERATURE:

- Mattila. A. S (2001) Emotional Bonding and Restaurant Loyalty. This research explores the role of emotional connections in consumer loyalty and how it affects preferences for particular hospitality services, including hotels.
- Dolnicar & Otter (2003) The study investigates the factors influencing hotel selection, such as price, location, and amenities, and their impact on consumer preference, providing insights into consumer decision-making processes.
- Sigala (2005) Discusses the implementation of consumer relationship management (CRM) strategies in hotels and their impact on enhancing consumer satisfaction and loyalty
- Ladhari R (2009) Service Quality, Emotional Satisfaction, and Behavioral Intentions. This paper focuses on the emotional aspects of consumer satisfaction and their impact on preferences in service industries, including hotels.
- Kotler, P., Bowen, J., & Makens, J. (2013) Marketing for Hospitality and Tourism. This book discusses the fundamentals of consumer preferences in the hospitality industry, emphasizing the role of consumer satisfaction in hotel selection.

PROFILE OF THE STUDY :

Shree Anandhaas Hotel is a well-known vegetarian restaurant located in Coimbatore, Tamil Nadu, India. It is popular for its traditional South Indian cuisine, offering a wide variety of dosas, idlis, vadas, and other regional specialties. The restaurant is appreciated for its quality food, clean ambiance, and friendly service, making it a favorite among locals and visitors alike. Shree Anandhaas Hotel is an iconic restaurant in Coimbatore, combining rich tradition with modern efficiency.

Whether you're craving a simple breakfast or a more elaborate South Indian meal, Shree Anandhaas offers something for everyone, all while maintaining its reputation for quality, taste, and hygiene. The expansion of the hotel into multiple branches across the city has cemented its place as one of Coimbatore's favorite vegetarian restaurants. It continues to thrive due to its authentic offerings and loyal consumer base, and it remains a key player in the South Indian dining scene.

HISTORY OF SHREE ANANDHAAS:

Shree Anandhaas Restaurants have taken shape from our family legacy in the restaurant business which began "half a century" ago. Initially based in Tirunelveli, the group's first restaurant in Coimbatore was set up in 1998, and the first sweets and snacks outlet opened in 2017. The founder of Shree Anandhaas is Mr. K Venkatesh.

While specific historical details about the founding of Shree Anandhaas Hotel may not be widely documented, it is generally understood that the restaurant was established to cater to the growing demand for good vegetarian food in Coimbatore. The hotel's name, "Anandhaas," likely derives from the concept of "Ananda" (bliss/joy) combined with "Haase" (a variation of "hass," which could refer to the pleasing or delicious experience). This reflects the idea of serving food that brings joy and satisfaction.

Shree Anandhaas Hotel has carved out a niche for itself over the years as a trusted name in Coimbatore's culinary scene, providing a consistent and authentic dining experience. The restaurant's emphasis on quality ingredients, traditional cooking methods, and excellent consumer service has contributed to its continued success.

At our restaurants, we focus on taste, service, ambiance, and tidiness to provide an enjoyable dining experience. Our flagship restaurant at Puliakulam is spread over 9000 sq. ft. with ample parking space. With pleasing interiors and personalized service, this restaurant has a seating capacity of 250 and gives you a wide choice of dining options.

PARTNERSHIP:

Incorporated in 1998, as a partnership firm 'Shree Anandhaas', later converted to a private limited company, Ratnaa Shree Anandhaas Private Limited runs a chain of restaurants in Coimbatore, under the brand name 'Anandhaas'. The company is promoted and managed by Mr. V Purushotham and Mr. Manikandan.

KEY FEATURES OF HOTEL SHREE ANANDHAAS:

- Authentic South Indian Cuisine: The restaurant specializes in traditional South Indian dishes such as dosas, idlis, vadas, Pongal, and a variety of chutneys and sambar. The flavors are deeply rooted in Tamil culinary traditions, using fresh, locally-sourced ingredients.
- Hygiene and Quality: Shree Anandhaas is known for its cleanliness and attention to detail, making it a preferred choice for those who value both taste and hygiene.

- Vegetarian-Only Menu: The hotel strictly serves vegetarian dishes, which aligns with the cultural preference for plant-based diets in South Indian cuisine. Its menu is extensive, catering to a wide range of tastes, from spicy to mild.
- Consistent Service: Over the years, the restaurant has maintained its reputation not only for the quality of food but also for its excellent consumer service, providing a warm and inviting atmosphere.
- Affordability: Shree Anandhaas is also known for offering food at reasonable prices, making it an affordable choice for people from various walks of life.

RESEARCH METHODOLOGY:

A structured questionnaire was used to collect primary data from customers who have visited the hotel. Additionally, secondary data was gathered from previous studies, journals, and online sources. The findings highlight that food taste and quality are the most significant factors affecting customer preference, followed by service responsiveness and hygiene standards. Pricing also plays a role in customer retention, while ambiance and location contribute to the overall dining experience.

LIMITATIONS OF THE STUDY :

- This study is restricted to Coimbatore city only.
- Since the survey was done only in Coimbatore city, the results obtained may not be taken as universal suggestion.
- The result of this research depends on the quality of responses received.

ANALYSIS AND INTERPRETATION OF DATA:

Table 4.1

TABLE SHOWING SOURCE OF AWARENESS ABOUT HOTEL SHREE ANANDHAAS

SOURCE OF AWARENESS	FREQUENCY	PERCENTAGE
Word of mouth	40	33.61
Social media	25	21.01
Advertisement	20	16.81
Online service	15	12.61
Other	19	15.97
TOTAL	119	100

SOURCE: Primary data

INTERPRETATION

The above exhibit indicates the 33.61% of the respondents said word of mouth, 21.01% of the respondents said social media, 16.81% of the respondents said advertisement, 12.61% of the respondents said online service, 15.97% of the respondents said other. 33.61% of the respondents were influenced by word of mouth.

TABLE 4.2

TABLE SHOWING RESPONDENTS PREFERRED FOOD TYPES AT HOTEL SHREE ANANDHAAS

TYPE OF FOOD	FREQUENCY	PERCENTAGE
South Indian	55	46.22
North Indian	28	23.53
Sweets & Savories	25	21.01
Beverages	11	9.24
TOTAL	119	100

SOURCE: Primary data

INTERPRETATION

The above exhibit indicates the 46.22% of the respondents South Indian, 23.53% of the respondents North Indian, 21.01% of the respondents sweets & savories, 9.24% of the respondents beverages. 46.22% of the respondents prefer South Indian dishes.

FINDINGS:

- (33.61%) of the respondents who were influenced by word of mouth promotional factor.
- (46.22%) of the people prefer South Indian dishes.

SUGGESTION :

Hotel Shree Anandhaas is widely appreciated for its authentic South Indian cuisine, consistent food quality, and prompt service. Customers value the diverse menu options and the restaurant's ability to maintain traditional flavors. However, some areas for improvement include enhancing hygiene standards, particularly in restrooms and dining spaces, to ensure a cleaner environment. Additionally, better customer service, with more courteous and responsive staff, could further elevate the dining experience. Transparent pricing is also essential to avoid confusion and build customer trust. Furthermore, optimizing parking facilities and seating arrangements would contribute to a more comfortable and convenient visit for patrons. By addressing these aspects, Hotel Shree Anandhaas can continue to enhance consumer satisfaction and strengthen its reputation.

CONCLUSION:

Based on the research findings, this study will provide actionable recommendations for Hotel Shree Anandhaas to enhance its appeal to customers and improve customer satisfaction. Suggestions may include enhancing certain services, adopting new technologies, or focusing on specific customer segments. By aligning its offerings with customer expectations, Hotel Shree Anandhaas can further solidify its position in Coimbatore's competitive hospitality market and build long-term customer loyalty. Additionally, this study will contribute to the broader understanding of customer preferences in medium-tier hotels in tier-2 cities like Coimbatore, providing valuable insights for other hotels in the region. Understanding customer preferences will enable hotels to refine their service strategies, optimize customer experiences, and respond effectively to industry trends.

Overall, the study is largely positive, with many consumers enjoying the food and service. However, there are some concerns about menu variety, service consistency, and pricing. Addressing these aspects can help improve customer satisfaction and create a more enjoyable dining experience. By focusing on these key areas, the restaurant can strengthen customer loyalty and attract new patrons.

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