

# A study with specific reference to minibar in star hotels guest room

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**Abstract-** *The purpose of the study is to investigate the hotel guest preference for the minibar amenities and features to understand the guest needs and expectations. The efforts will help to provide products and services which meets the guest requirements to create satisfaction and to generate better minibar revenue for the hotel. Based on the convenience sampling approach, a structured questionnaire was developed and circulated to the potential hotel customers to participate in the survey. A list of 30 minibar related amenities and features questions were included in the questionnaire. The results of the study identified the important, moderately important and not at all important features related to minibar amenities and services. The present study provides insights for the researchers and adds knowledge to the existing literature available in this particular area of research. The accommodation managers can make use of the study findings to develop a product portfolio for the minibar amenities and create minibar features based on the level of importance placed by the customers. A study exploring hotel minibar and amenities is limited in the Indian context. The present study is one of the first study which aimed to understand the minibar amenities and features of the guest comprehensively.*

**Keywords-** Minibar, Amenities, Features, Guest, Preferences, Importance

## I. INTRODUCTION

The concept of providing personalized minibar in the hotel rooms is evolving. Minibar amenities and features tend to be different according to the size of the hotel, brand standards, star categorization, location, and guest room types. While providing minibar amenities and deciding on the features of the minibar, it is essential to understand the needs and expectations of the hotel guest for two main reasons. The reasons are to provide minibar features which will create guest satisfaction and to generate profitable revenue from the guest room minibar. Studies exploring guest preferences for minibar amenities and features are limited in Indian and global context. In this context, a study investigating minibar amenities and preferences of the customers with specific reference to minibar in star hotel guest rooms will help to generate significant insights into understanding guest

preferences which will assist in formulating better minibar amenities in the hotel guest rooms.

## II. REVIEW OF LITERATURE

Critical literature related to minibar amenities and other features of the minibar is discussed below to support the present study. DenizKucukusta, (2017) explored Chinese travelers preferences for hotel amenities. The study found that price, airport/local area shuttles and wireless internet were highly crucial for the Chinese travelers when compared to breakfast and quality of coffee/tea. Anil Bilgihan et al. (2016) investigated the hotel guest preferences of in-room technology amenities. The study found that high-speed internet access and guest device connectivity were perceived as more important by business travelers when compared to leisure travelers. Anil Bilgihan, (2012) examined the accepted pricing points for in-room entertainment technology amenities by the guest. The results indicate that the guest preferred most of the in-room entertainment technology amenities as complimentary. But the guest was willing to pay for gaming consoles in their guest room.

SoYeon Jung et al. (2014) explored the in-room technology trends and their implications for enhancing guest experiences and revenue. The results indicate that specific in-room technologies had a significant effect on enhancing customer experience and increased revenue. Laetitia Radder, Yi Wang, (2006) explored the dimensions of guest house service: Managers' perceptions and business travelers' expectations. The results indicate that business travelers demanded secure parking and professionalism of staff as the important attribute while guest house manager assumed that friendliness of front desk staff and efficient handling of complaints were important to the business travelers expectations. Both the business travelers and guest house manager mentioned that cleanliness of rooms and service performed by staff adequately the first time was of top importance. The study reported that managers mostly over-estimated the guest expectations. Usha Ramanathan, Ramakrishnan Ramanathan, (2011) investigated 'Guests' perceptions on factors influencing customer loyalty: An analysis for UK hotels.' The findings of the study indicate that the value for money was a critical attribute. Attributes such as

room quality, quality of food and customers service were dissatisfiers. The study found that business guest and guest from independent hotels exhibited similar behavior. The guest from leisure segment and chain group of hotels mentioned that value for money as a dissatisfier.

### III. METHODOLOGY

A focus group discussion was conducted to develop the research instrument for the present study. The focus group participants provided the list of minibar amenities and details about minibar features. Frequently reported responses were identified and considered for developing the questionnaire. In total, 30 minibar amenities and minibar features were included in the present study. The questionnaire captured minibar amenities and minibar features preferences among the target respondents. The sampling population for the present study is from Bangalore City. The respondents are individuals who are above 21 years of age. The online questionnaire was circulated to the target respondents. Respondents spent five minutes to read and respond to the questionnaire. The respondents also provided information related to additional amenities they prefer to have in the guest room minibar.

### IV. STUDY OBJECTIVES

The present study aims to understand the minibar amenities and preference of the customers with specific reference to minibar in star hotel guest rooms.

### V. RESULTS AND ANALYSIS

**Table 1: Minibar Amenities and Features**

S.No	Minibar Amenities & Features	Highest Response
1	Minibar Sensor	Somewhat Important
2	Size of the Minibar	Highly Important
3	Brand name of the Minibar	Not at all Important
4	Miniature Brandy	Somewhat Important
5	Miniature Whiskey	Highly Important
6	Miniature Rum	Somewhat Important
7	Miniature Vodka	Highly Important
8	Miniature Gin	Somewhat Important
9	Aerated Beverages	Highly Important
10	Bottle Water	Highly Important
11	Ice cubes	Highly Important
12	Beer	Highly Important
13	Wine Opener	Highly Important
14	Bottle Opener	Highly Important
15	Miniature Tequila	Somewhat Important
16	Red Wine	Highly Important
17	White Wine	Somewhat Important

18	Dessert Wine	Somewhat Important
19	Frosted Glasses	Highly Important
20	Spring Water	Highly Important
21	Energy Drinks	Highly Important
22	Chocolates	Highly Important
23	Dry Fruits	Highly Important
24	Dry Nuts	Highly Important
25	Location of the Minibar	Highly Important
26	Processed Dry Snacks	Highly Important
27	Breezer	Somewhat Important
28	Shakes	Highly Important
29	Bar Accessories .i.e. Swizzle Stick, Straw	Highly Important
30	Ice-creams	Highly Important

**Table 2: Highly Important Minibar Amenities**

S.No	Minibar Amenities & Features	Highest Response
1	Size of the Minibar	Highly Important
2	Miniature Whiskey	Highly Important
3	Miniature Vodka	Highly Important
4	Aerated Beverages	Highly Important
5	Bottle Water	Highly Important
6	Ice cubes	Highly Important
7	Beer	Highly Important
8	Wine Opener	Highly Important
9	Bottle Opener	Highly Important
10	Red Wine	Highly Important
11	Frosted Glasses	Highly Important
12	Spring Water	Highly Important
13	Energy Drinks	Highly Important
14	Chocolates	Highly Important
15	Dry Fruits	Highly Important
16	Dry Nuts	Highly Important
17	Location of the Minibar	Highly Important
18	Processed Dry Snacks	Highly Important
19	Shakes	Highly Important
20	Bar Accessories .i.e. Swizzle Stick, Straw	Highly Important
21	Ice-creams	Highly Important

**Table 3: Somewhat Important Minibar Amenities**

1	Miniature Gin	Somewhat Important
2	Minibar Sensor	Somewhat Important
3	Miniature Brandy	Somewhat Important
4	Miniature Rum	Somewhat Important
5	Miniature Tequila	Somewhat Important
6	White Wine	Somewhat Important
7	Dessert Wine	Somewhat Important
8	Breezer	Somewhat Important

**Table: 4: Not at all Important Minibar Amenities**

1	Brand name of the Minibar	Not at all Important
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**Table: 5: Any other amenities preferred as Minibar Amenities**

S.No	Any other amenities, you would like to have in your minibar?
1	Fresh juices for refreshment
2	Fruit juices
3	Mini Mocktail
4	Beer
5	Cold Milk
6	Energy drinks
7	Special and local snacks
8	Pastry
9	Butter
10	Sweets

## VI. DISCUSSION

The results of the study identified the list of important minibar amenities and features preferred by the customers in a mini bar in star hotel guest rooms. The results indicate that the brand name of the minibar is not at all critical for the customers. It indicates that the accommodation manager need not spend more high cost to purchase top brand minibar. Instead, the focus should be given for the size and effective functioning of the minibar. The stock of beverages such as Miniature Gin, Minibar Sensor, Miniature Brandy, Miniature Rum, Miniature Tequila, White Wine, Dessert Wine, and Breezer can be limited in the minibar since the customers had mentioned that these beverages are only moderately important. The accommodation managers should focus on minibar amenities and features such as Size of the Minibar, Miniature Whiskey, Miniature Vodka, Aerated Beverages, Bottle Water, Ice cubes, Beer, Wine Opener, Bottle Opener, Red Wine, Frosted Glasses, Spring Water, Energy Drinks, Chocolates, Dry Fruits, Dry Nuts, Location of the Minibar, Processed Dry Snacks, Shakes, Bar Accessories .i.e. Swizzle Stick, Straw and Ice-creams. As per the interview with the accommodation managers, minibar amenities and features such as Ice cubes, Wine opener, Bottle Opener, Frosted Glasses, Shakes, and Bar accessories and ice-creams are not provided in the hotel minibar. These amenities can be considered for improving the amenities in the minibar to create customers satisfaction as well to generate higher revenue from the minibar. With reference to the size of the minibar and location of the minibar, the respondents have placed higher importance. Hence, the hotels must ensure that

the location and size of the minibar is meeting the expectations of the guest staying in the hotel.

## VII. LIMITATION

The present study has satisfactorily achieved the objectives of the study. The study is limited to Bangalore City and the limited questions related to minibar amenities, and minibar features were featured in the questionnaire. This limitation can be considered for future research.

## VIII. FUTURE RESEARCH DIRECTIONS

The present study provides a basic understanding of minibar amenities and preferences of the customers in the Indian context. A similar study can be replicated in a foreign context. A comparative analysis of minibar amenities and features among different star categorized hotels can be conducted. The future study also should focus on examining the behavioral intention of the hotel customers with reference to minibar provided in the guest rooms.

## IX. CONCLUSION

The findings of the study indicate that there is an excellent opportunity for the accommodation managers to revamp the minibar amenities and features to meet the needs and expectations of the customers better as well as to create a chance to increase the minibar revenue which will contribute to the overall profitability of the hotel.

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