

# Study on Consumer Satisfaction Towards Shree Anandhaas Hotels With Special Reference To Coimbatore City

P.Satheeshkumar<sup>1</sup>, S.Rahulkrishnan<sup>2</sup>

<sup>1</sup>Government Arts & Science College Modakkurichi, Erode-638109

<sup>2</sup>Kongu College of Arts & Science Karur -639006

**Abstract-** *This study explains that the hotel industry is experiencing a lot of challenges to develop the food and beverage service. This is not only the concern for the hospitality industry but academicians and researchers are also showing interest in this area. The main purpose of this study Hospitality industry is a large and fast-growing service sector that accounts for a significant portion of the global economy. Shree Anandhaas has established itself as one of the finest veg restaurants in Coimbatore due to its focus on quality and service. Walk into our restaurants for an all-day dining experience like no other. We offer a variety of cuisines to tease your taste buds and are especially proud of our unique offerings in South Indian dishes. The study clearly says about the customer satisfaction and services of the shreeanandhaas hotels.*

**Keywords-** Hospitality, Beverages, Global economy, customer satisfaction

## I. INTRODUCTION

The Hospitality Industry is a broad category of fields within the service industry that includes food, lodging, and event planning which also includes Hotels and Restaurants. Indian Hospitality industry have emerged as one of the key drivers of growth among the service sector in India. Hotels and Restaurants are considered to be a “people-oriented” service. As such, the manner in which employees carry themselves and provide services to the customers are often the selling point that differentiates one business from another in the hotel industry.

This system, was brought to India largely by the British. Before the advent of British, India did have these inns and roadside rest houses, known as dharmshalas which could be summed as local guest houses which charged minimal or no charges from the visitors. However, British colonial rule led to the establishment of various big, small and luxury hotels in India.

The hospitality industry is one of the world’s fastest growing industry and a major source of income for many countries. The demand for tourism and hospitality in India is increasing rapidly. Hotels are the major part of the hospitality industry that contributes maximum share in profits but at the same time, there is an inevitable link between hotels and customer satisfaction. In the marketing theory, the concept of quality service coupled with customer satisfaction has a long history.

Understanding of customers as well as customer behaviour is the key success factor in the marketplace, either nationally or internationally. Consumer behaviour refers to “the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society”.

The purpose of this to investigate the different elements which affect the customer’s satisfaction or which can increase the customer satisfaction, such like promotion is one variable through which you can enhance the satisfaction level in promotion through personal selling and public relation, advertising. The present study is an attempt to identify the level of satisfaction on the **SHREE ANANDHAAS HOTELS in Coimbatore city.**

### SCOPE OF THE STUDY:

- This research work will be covered customers satisfaction of Shree Anandhaas hotels
- The study also covered the quality of the service and how they impact on the customer complacency and for instant it come across with what factor that are accommodate and enhance the satisfaction feeling of the customer on Shree Anandhaas hotels.

### OBJECTIVE OF THE STUDY:

- To analyse the awareness level of Shree Anandhaas hotels customers in Coimbatore city.
- To find out the customers satisfaction level of services provided by the Shree Anandhaas hotels.

### RESEARCH METHODOLOGY:

The current study is based on primary data collected from 250 respondents from the different parts of Coimbatore city. A well-structured questionnaire was designed to collect the information from the respondents.

The questionnaire was designed to study satisfaction of customer towards Shree Anandhaas hotels.

### STATISTICAL TOOLS:

The data collected through questionnaires were analysed using simple percentage analysis and ranking analysis.

### SOURCE OF DATA:

The study is based on primary and secondary data

- The primary data are collected through interview schedule.
- Secondary data is collected through internet and internet websites

### AREA OF THE STUDY:

Coimbatore city is known as the Manchester of south India. Coimbatore city has been included in the study as it focuses on the benefit of consumer satisfaction towards Shree Anandhaas hotels. Coimbatore is the suitable place for the study due to the availability of people with all types of educational background.

## II. REVIEW OF LITERATURES

**R. Sambathkumar (2003)** pointed out in his study that, "A majority of consumers Now –a-days are highly enlighten lot. They are concerned with the majority of cases, companies trying to attract consumers and their loyalty".

**Joseph W. Bejoy (2006)** says hotel food is considered the element of source credibility. Many researches in academic and business suggest that cooked away food is important cue in individual initial judgment of other person. They suggest the contingency approach to the study of source attractiveness and its effect on products and advertisement evolutions.

**Ashok Yakkaldevi (2013)** reveals that the consumer behaviour towards Hotels apart from psychology and economics the role of history and tradition in shaping the Indian consumer behaviour is quite unique. Consumers are also associated with values of taste.

### PROFILE OF THE STUDY:

Shree Anandhaas has established itself as one of the finest veg restaurants in Coimbatore due to its focus on quality and service. customers Walk into their restaurants for an all-day dining experience like no other. they offer a variety of cuisines to tease our taste buds and are especially proud of our unique offerings in South Indian dishes. Shree Anandhaas Restaurants have taken shape from their 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. Shree Anandhaas is run by a team of five DYNAMIC professionals. A unique blend of traditional hospitality and modern professionalism sets their restaurants apart. They now have branches at eight locations spread over the city. The continued support of the patrons speaks volumes for their have branches at eight locations spread over the city commitment to provide the best food and service at all times. At their restaurants, they focus on taste, service, ambience and tidiness to give their patrons an enjoyable dining experience. their flagship restaurant at Puliakulam is spread over 9000 sq. ft. with ample parking space. With pleasing interiors and personalised service, this restaurant has a seating capacity of 250 and gives us a wide choice of dining options and Today, Shree Anandhaas has established itself as one of the finest veg restaurants in Coimbatore city.

### ANALYSIS AND INTERPRETATION:

#### SIMPLE PERCENTAGE ANALYSIS:

Percentage analysis is mainly used to determine the distribution of respondents coming under different categories. It is expressed in percentage mainly to facilitate standardization and comparison between two or more series of data. Percentages are used to describe the relationship.

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of Respondents}} * 100$$

### PROFILE OF THE RESPONDENT

Gender	Frequency	Percentage
<b>Male</b>	<b>135</b>	<b>54</b>
Female	115	46
Total	250	100

Age	Frequency	Percentage
Below25	57	22.8
25-35	51	20.4
<b>36-45</b>	<b>66</b>	<b>26.4</b>
46-55	46	18.4
Above55	30	12
Total	250	100

Occupation	Frequency	Percentage
Agriculture	15	6
Govt. Employee	56	22.4
Pvt. Employee	63	25.2
<b>Professional</b>	<b>73</b>	<b>29.2</b>
Others	43	17.2
Total	250	100

### INFLUNENCED YOU TO VISIT THE HOTEL

Influence you to visit the hotel	Frequency	Percentage
Friends	46	18.4
<b>Family</b>	<b>79</b>	<b>31.6</b>
Colleagues	27	10.8
Spouse	51	20.4
Others	47	18.8
Total	250	100.00

### SATISFICATION LEVEL OF SERVICES

Overall satisfaction	Frequency	Percentage
Highly satisfied	58	23.2
<b>Satisfied</b>	<b>67</b>	<b>26.8</b>
Neutral	51	20.4
Dissatisfied	44	17.6
Highly dissatisfied	30	12
Total	250	100

### INFERNENCES :

#### Profile of The Respondents:

1. Majority of the sample respondents are male.
2. Nearly one-Fourth of the sample respondents are aged between 36-45 years.

3. Nearly one-fourth of the sample respondents are professionals.

#### Influenced you to visit the hotel :

- Nearly 31.6% of the family members are to be visited the hotel

#### Satisfication level of Services:

- 67% of the sample respondents are getting satisfied about the satisfaction level of Services.

### III. CONCLUSION

- Thus, from the study of Shree Anandhaas Hotels it can be understood being so large and so Unique in Varieties it has allocated equal importance to each of its product and services. Moreover, being so evident in each of its segment which is widely Consumed by Coimbatore peoples as well as outside customers; SAH is not only focusing in major Dishes but also on those Varieties which are not performing well and new Varieties are brought into market by viewing the importance of Innovation in this changing environment. As bees are treated as social insects, committed to prioritising the
- Hospitality needs and working together. Such team work and a passionate commitment to achieve a shared goal is what helps SAH create milestones.

### IV. SUGGESTIONS

- Most of the respondents are satisfied with the Shree Anandhaas Hotels limited products with their wide range of products, quality, price in an effective way.
- The respondents are interested in the Different products of theShree Anandhaas Hotels.
- Strong competitor and available of subtle Varieties in wide range is big deal.
- Making innovation and innovative, market friendly Hospitality services can bring more profits and customer satisfaction.

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