

# A Study on Consumer Attitude and Insight in Micro Stay of Freshminds Service Pvt Ltd

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## ABSTRACT

Business Travelling make up the majority of the customer base in hotel industry. This system also allows tourists and those taking day trips to take a break at a hotel without paying for overnight accommodation. Micro stay facilities are latest in hospitality industry, where the customers can check in & check out at his preferred tie without restriction. Although it is very new concept in the Indian travel industry, it emerged as a trend since. The concept is very popular in European countries. Micro stay facilities fulfil a niche in the hotel industry where travelers demand flexibility in their stay facilities and timings and also are cost conscious, Micro stay facilities provide a new way for hoteliers to boost revenues, as they can increase room inventories by selling the same room twice in a day. This study identifies the service and quality of the micro stay services provide by Freshup. The study aims to understand customer's awareness, their expectation towards the various services provided, their perception towards the service offerings and micro stay facilities by Freshup.

**Keywords:** Business Travelling, Consumer Attitude

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## I. INTRODUCTION

Customer insight is what your customers and potential customers think of your organization.

This insight directly impacts the attraction of new customers and the capacity to maintain good relationships with current customers. In consumer behavior, however, insight refers to much more than just the biological use of our sense organs. It includes the way stimuli are interacted and integrated by the

consumer. Although there are numerous definitions in literature explaining insight from a consumer behavior perspective, the one used by Walters et al (1989, p. 333) provides particular clarity on the topic: "The entire process by which an individual becomes aware of the environment and interprets it so that it will fit into his or her frame of reference." The insight processes also complicated due to the possibility that individuals may be stimulated below their level of conscious awareness (known as subliminal insight), ie

they can perceive stimuli without being consciously aware of the stimuli in question. Individuals also experience a certain amount of risk when making a purchasing decision and have a limited capacity to process all the different stimuli directed at them.

## II. REVIEW OF LITERATURE

1. Prayag G. (2011) Marketing studies with a special interest on branding, differentiation and positioning strategies of Indian islands may further help to improve the competitiveness of these islands and provide a clearer path for tourism development. Studying the marketing constraints, challenges and politics involved in destination management may offer insights for collaborative destination marketing between Indian islands.
2. Ahmad T., et al. (2012) Based on the results of statistical analysis, which show the impact of Customer Relations Management on the level of client's satisfaction, confidence and the retaining of the clients of the State Hotel of India, it is clear that there is no company in the world dropped from defects and imperfect. Without doubt, every company should scrutinize and upgrade its plans despite of its success to identify the new strategies, which

appropriate to the developed management surroundings, which specified the needs and desires of old, or new consumers.

## III. OBJECTIVE OF THE STUDY

1. To study the factors influencing customers in selection of hotels.
2. To know the satisfaction level of the customers with the services of Freshup hotels.
3. To understand the impact of services quality dimensions on consumer attitude.
4. To suggest measure for improving the quality and efficiency in hotel sector.

## IV. NEED OF THE STUDY

To find a better marketing strategy that is suitable for the business. To know the customer's expectation on features of the service and satisfaction the customer need.

## V. SCOPE OF THE STUDY

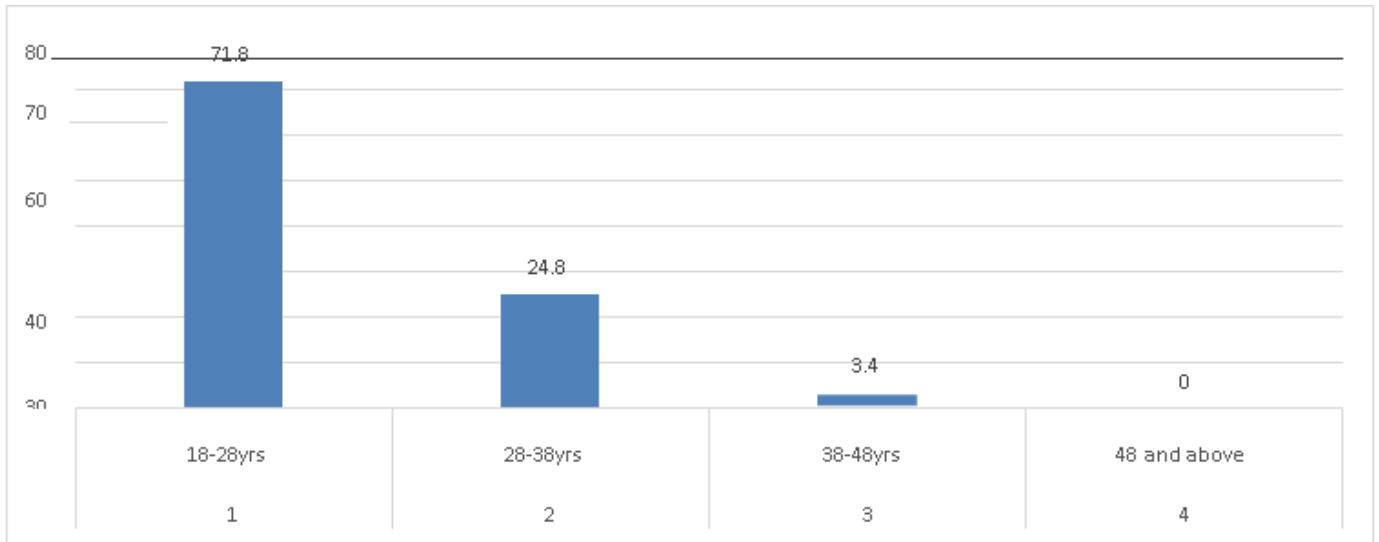
After a brief literature review of the study, about the Tirupati, Hyderabad, Tiruvannamalai and Guruvayur data are collected from the respondents in the form of questionnaire in order to know the most significant factor that determines the customer's insight towards Freshup and to know the effective marketing strategies that is suitable for the business.

## DATA ANALYSIS AND FINDING

TABLE 4.1 SHOWING AGE WISE CLASSIFICATION OF RESPONDENTS

SI.No	Source	Frequency	Percentage
1	18-28yrs	108	71.80
2	28-38yrs	37	24.80
3	38-48yrs	5	3.40
	Total	150	100

**SOURCE: PRIMARY DATA**



**INTERPRETATION:**

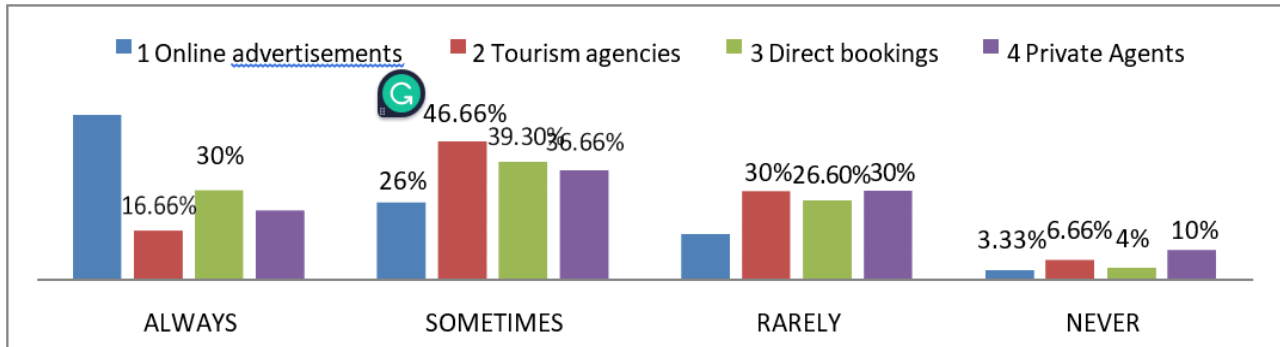
The above chart interprets the age wise classification of the respondents, where 71.80% of respondents belong to the age group of 18-28 years, 24.80% of the respondents belong to the age group of 28 -38 years, 3.40% of the respondents belong to the age group of 38-48 years and none of the respondents were above 48 years.

**TABLE 4.2 SHOWING THE MODE OF BOOKING WISE RESPONDENTS:**

Sl. No	PARTIC ULARS	Always		Some times		Rarely		Never	
		RESPONDENTS	%	RESPONDENT	%	RESPONDENTS	%	RESPONDENTS	%
1	Online advertisements	83	55.33	39	26	23	15.33	5	3.33
2	Tourism agencies	25	16.66	70	46.66	45	30	10	6.66
3	Direct booking	45	30	59	39.3	40	26.6	6	4
4	Private Agent	35	23.3	55	36.66	45	30	15	10

CHART 4.1 SHOWING AGE WISE CLASSIFICATION OF RESPONDENTS:

SOURCE: PRIMARY DATA



**Chi square test**

**Hypothesis**

H0: There is no significant difference between Age and respondents preferred mode of booking infreshup micro stay.

H1: There is a significant difference between Age and respondents preferred mode of booking infreshup micro stay

**Chi-Square Tests**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	108.251a	6	.000
Likelihood Ratio	97.358	6	.000
N of Valid Cases	150		

**INTREPRETATION:**

Since P value is less than 0.5 at the 5% level of significance, we reject the null hypothesis and accept the alternate hypothesis. Hence there is significant relationship between respondent’s age and their preferred mode of booking in freshup

**Correlation test Hypothesis:**

H0: There is no significant relationship between brand image and online site preferred by the respondent to book freshup micro stay.

H1: There is a significant relationship between brand image and online site preferred by the respondent to book freshup micro stay.

	Paired Differences				t	df	Sig. (2-tailed)			
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference						
				Lower						Upper
Brand image – online site	-1.033	1.463	.119	-1.269	-.797	-8.652	149	.000		

**VI. METHODS AND MATERIAL**

**INTREPRETATION**

Hence there is different between the genders of the respondent and online site preferred by guest in freshup micro stay.

**SUGGESTION**

1. Bring all the services in one portal (cab, food, Room booking) should be combined. Attached washroom should be provided.
2. Discount offers should be increased and make small place for activities.
3. Provide membership cards which would be helpful for the regular customers.
4. Do more advertisements on the brand.

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