

A Study on Customer Perception about Service Quality at Marriott Hyderabad

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Abstract

During my stay at the Marriott Hotel in Hyderabad I observed that they are successfully implementing various strategies for various services being provided. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others. This study is conducted with an eye on customer perception about service attributes at Marriott and the process involved in preparing questionnaires and collecting the information and identifying the factors as well as recording the information about the hotels and to identify the commonly used pricing strategies in marketing from the point of view of the marketing manager and also of finance managers about vouching and collecting cash while taking decisions about the pricing also. In Hyderabad city the hotel industries are known to provide the quality services with reasonable prices and in altering pricing strategies according to seasons.

Key Words: Pricing, Strategies, Hotel, Cost, Service, Value

I. Introduction

Marriott family has more than 3,000 hotels in 67 countries around the world. Largest of the 15 Marriott brands - Marriott Hotels & Resorts - has more than 500 hotels worldwide. Brands:

1. Marriott Hotels & Resorts
2. JW Marriott Hotels & Resorts
3. Renaissance Hotels & Resorts
4. Courtyard by Marriott
5. Residence Inn by Marriott
6. Springhill Suites by Marriott
7. Town Place Suites by Marriott
8. Fairfield Inn by Marriott

9. Marriott Vacation Club International

10. Marriott Execute

11. Marriott Executive Apartments

Marriott Hotel is having its branches at different locations like Hyderabad, Mumbai, Bangalore, Goa, Chandigarh, Chennai, Kochi, Bhopal, Jaipur, Delhi, and Ahmadabad.

Environment of Hotel

1. Political Environment

The current state of unruly politics in the City of Hyderabad is now slowly settling down

with the formation of Separate Telangana Govt. It was feared that, there might be instances of MNEs pulling off their investments around the city affecting the hotel business adversely. However, on the contrary, since the city gained a reputation of the state capital, it may attract further investment thus generating business for hotels. The matter is unpredictable and makes the future highly uncertain.

2. Economic Environment

Recent economic meltdown affected by countries like USA and thus the business in the sectors like IT support, Logistics and Shipping was affected. However, the hotels managed to sustain due to an increase in the visitors working on the long term government projects.

3. Social Environment

The parent hotel chain is run by a trust under a bigger brand. The trust believes in social causes and donates a part of profit into a charity that helps the victims of any terrorist attack across the world.

4. Technological Environment

Continuous improvements and technological enhancements call for a need for constant updating in order to maintain the product superiority over the competition. Keeping this in view they refurbished their rooms and updated other technologies.

5. Legal Environment

With an unpredictable political future, the legal environment is also subjected to controversy since new legislative regulations will come into play with the formation of the government.

6. Ecological Environment

The hotel has acquired various initiatives for sustainability. Some of these are waste reduction, reusing and recycling, constant monitoring of gas, oil and electricity used etc.

Customers of the Company

1. Foreign delegates
2. Business corporations
3. Politicians
4. Film Actors
5. Tourists
6. Travelers
7. Executives, CEO's, employees of companies from different places.
8. Higher class peoples
9. People who are celebrating occasions etc.

Technology of Hotel

1. Automated power generators
2. One touch switch boards
3. Sensors
4. Hi-fi lifts
5. Sun Systems
6. Opera software's for all departments

Competitors of Hotel

Hyderabad Marriott is among the best hotels in Hyderabad. Even though the following are its true competitors:

1. Taj Vivantha
2. Novotel
3. Green Park
4. Park
5. Taj Krishna
6. Avasa

II. Review of Literature

Marriott, J.H., Brown, K.A., 1997. The Spirit to Serve: Hospitality is the relationship between the guest and the host, or the act or practice of being hospitable. Specifically, this includes the reception and entertainment of guests, visitors, or strangers. The hospitality includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry.

Accommodation

- Hostels
- Hotels
- Motels
- Resorts

Restaurants and Bars

- Cafes
- Nightclubs
- Public houses
- Restaurants

- Bars

III. SWOT Analysis of Hyderabad Marriott Hotel and Convention Center

Strengths:

1. Prominent Brand Name as a Hotel Group:
One of the largest international hotels.
2. Presence across the value chain of hotels like five star and three star categories.
3. Strong presence across several geographies.
4. 293 rooms in Marriott Hyderabad with all facilities in good ambience.
5. 112 rooms in Marriott courtyard.
6. Infrastructure & Able support staff.
7. Located at the heart of the city.
8. Many Services under one roof.
9. Muse Art Gallery for the guests who like arts.
10. Spa facility and swimming pool for refreshing.
11. A well equipped Gymnasium.
12. Emerald, Sapphire ball room 1, 2, 3, topaz, convention centre for meetings, weddings and other occasions.
13. Customization of food depending on the need and choice of the guest .i.e. if the guest wants any specific food or any other service the hotel provides it.
14. It is also supporting outdoor catering.
15. Provides vehicle for in-house guests.

16. Known for its Ethical practices.

Weakness:

1. Experiencing turnover of employees and stewards
2. Only rich people can afford to dine at Marriott.
3. Events like weddings and other corporate events happening at Marriott Convention centre are highly expensive

Opportunities:

1. It can start operating its business as restaurants in which a middle class people can reach.
2. Can leverage its Loyal Customer base and also the vast diversified cultural visitors to the city from across the world.

Threats:

1. Heavy competition from other hotels.
2. Business conditions are influenced by the existing economic & market conditions.
3. Can't expect profits all the time there may be losses
4. Increasing Competitor hotels with similar facilities

IV. Objectives of Study

1. Explore the environmental characteristics that influence pricing.
2. To review pricing methods and pricing policies in the hotel industry.

3. Understand the vouching and collection process at Marriott.
4. To know if hotels respond to changes in environment through pricing.
5. Study the perceptions and satisfaction levels of Visitors at Marriott.

V. Scope of Study

Paper attempts to examine empirically the potential relationship between pricing strategies and environmental characteristics. Though, a lot of importance is attached to competitive issues when setting prices, some effort has been made to understand the vouching and collection process at the hotel. Paper is organized as follows: first, a comprehensive review of the existing literature on pricing strategies and environmental variables is presented. Second, the research methodology used is provided. Third, the data analysis and the inference of results are presented, while, finally, the conclusions along with the basic implications of the main findings of the study and the directions for future research are presented.

VI. Research Methodology

Research Design

The study is based on both primary data and secondary data. The primary data for customer perceptions was collected through structured questionnaire for which samples of 110 respondents were selected for this study. Samples were collected

using convenient sampling method and the method was validated. Secondary data is also been collected from database sites and articles. The collected data was analyzed with suitable tools like chi – square and assumptions were made on the onset of the project. The pricing methods used and strategies were noted from managers of vouching, finance and collection departments at Marriott.

Schedule Method for Hotel Managers as well as Customer Survey and Questionnaires Method

We approached various managers of hotel and collected information on their strategies through schedules and noted their observations and are thankful to them for spending their valuable time for the same. Survey method is used for collecting data from hotel visitors. It contained both open and closed ended questions in a structured format that were very easy to understand on the first look. A convenient sample (non – probability sampling method) of 110 customers was collected for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis. Frequencies and cross tabulation have been calculated for the responses of the respondents. Chi – Square test analysis was conducted on the data of part II in questionnaire.

Sampling Technique

A convenient sample (non – probability sampling method) of 110 consumers was shared up for the current study in which respondent of the study was

requested to complete the questionnaire on a voluntary basis.

Sample Size

Size of the sample taken in this study is 110.

Data Usage

Primary data was used for analysis and interpretation. However, for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information were also included. The data collected from these sources were analyzed using various tools like percentage analysis, chi-square test and cross table analysis method.

Research Instrument

The data are collected by well developed, structured five point Likert scale. All of the questionnaires were distributed among the respondents in defined areas. The data was collected in a period of 5 days and the responses were fed into Statistical Package for Social Science (SPSS) version 20.0 of IBM for analysis and evaluation. Questionnaire has been classified into two parts such as part I and part II. Part I explains the awareness about the advertisements and the part two describes the recent purchase the customers had done with the help of the advertisements themselves have seen. Here the LIKERT scale has been considered which consists of 5 point scale where 5 as strongly disagree and 1

as strongly agrees. For the analysis of the responses, under the five point Likert Scale, it is defined as,

- Excellent
- Very Good
- Good
- Fair

- Poor

Tools

Frequencies and cross tabulation have been calculated for the responses of the respondents. Chi – Square test analysis was conducted on the data of part II in questionnaire.

VII. Data Analysis and Interpretation

Table 6.1 General Profile of the Respondents

SEX	Male	Female		
	84	26		
EDUCATION	DIPLOMA	GRADUATION	PG	
	22	42	46	
INCOME	<20,000	20,000-40,000	>40000	
	33	34	43	
HOW MANY HOTELS DO YOU KNOW IN HYDERABAD?	ONE	TWO	THREE	MORE THAN THREE
	21	25	35	29
HOW MANY TIMES YOU CHECKED INTO THE MARRIOTT HOTEL?	ONE	TWO	THREE	MORE THAN THREE
	32	38	16	24
IF YOU RETURN TO THIS LOCATION, WOULD YOU CHOOSE TO VISIT MARRIOTT AGAIN?	YES	NO		
	64	46		

Interpretation:

From the above table, we infer that 84 of the total respondents are male and 26 are female. Based on Education 22 are Diploma Holders, 42 are Graduates and 46 are Postgraduates. On the basis of Income 33 earns less than 20000, 34 earn 20000 to 40000, and the rest earn more than 40000. When asked how many hotels they know in Hyderabad, 21 told that it is one, 25 told two, 35 know three and the rest 29 more than three. On the question as how many times they visited the same hotel, 32 told it as one time, 38 did it two times, 16 did three times, and 24 did more than three times.

Table 6.2 Respondents Views about Service Attributes at Marriott

PARAMETER	Excellent	Very Good	Good	Fair	Poor
PLEASANT GREETING AND HELP BY DOORMAN	35	28	22	25	0
SERVICE AT THE TIME OF CHECK-IN	47	35	28	0	0
RESPONSE TO QUERIES AT FRONT DESK	41	35	34	0	0
RESERVATION GIVEN IN ORDER WITHOUT FAVOURITISM	34	37	17	13	9
BELL PERSON PROMPT AT ROOM AFTER THE CALL	42	25	17	5	11
INFORMATION PROVIDED ABOUT HOTEL FACILITIES	48	31	22	5	4
HOUSEKEEPING SERVICE TIMELY AND EFFICIENT	56	26	16	7	5
QUALITY OF THE ROOM AMENITIES PACKAGE (SHAMPOO, SOAPS, ETC.)	51	27	18	14	0
SPECIAL SERVICES-WAKE-UP CALLS, BABYSITTERS, ETC.	69	22	9	7	3
COURTESY AND HELPFULNESS OF THE PERSON WHO TOOK YOUR ROOM SERVICE ORDER	59	38	8	3	2
PROMPT "ROOM SERVICE" DELIVERY	44	36	18	9	3
QUALITY OF FOOD-SNACK OR MEAL	41	34	29	4	2
SERVICE AT THE TIME OF CHECK-OUT	59	22	21	3	5

Figure 6.3

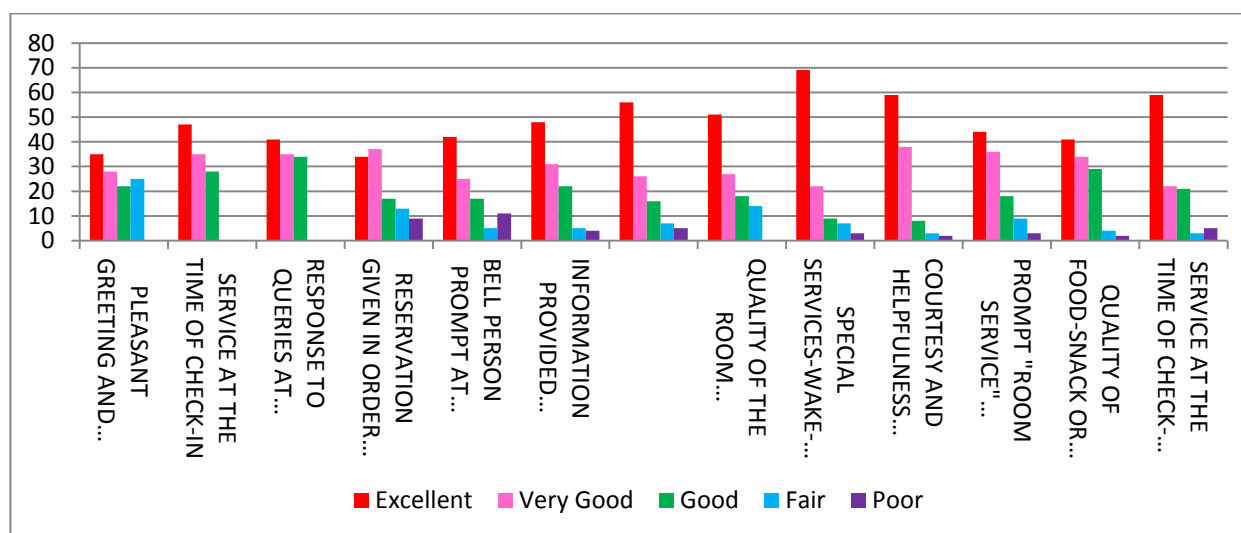


Table 6.4 Respondents choice of most important reason on why he selected the particular hotel

Most important reason on why Visitor selected the HOTEL	
I wanted to try something new	3
Hotel facilities are very good	12
I saw advertising for the hotel	3
I like the environment	7
The courtesy and friendliness of the employees	4
My travel agent recommended the hotel	1
I prefer staying at a new hotel	2
When I stay in town, I almost always stay at this hotel	7
This was the only major hotel available	6
Special Events that are held at the hotel	2
My organization chose the hotel	4
Recommended by a friend/relative	7
Room rate/package price	47
I like the accessibility of a theme park	2
I like the location	2
I like the entertainment	1

6.5 Chi-Square Test

6.5.1. Is There a Relation between Gender of the Respondent and Response at the Helpdesk?

Table - 6.5

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * RESPONSE AT THE HELPDESK	110	100.0%	0	.0%	110	100.0%

Table - 6.6

GENDER * RESPONSE AT THE HELPDESK Crosstabulation					
Count					
		RESPONSE AT THE HELPDESK			Total
		Excellent	Very Good	Good	
GENDER	MALE	32	25	27	84
	FEMALE	9	10	7	26
Total		41	35	34	110

Chi-square: Table - 6.7

Frequencies			
GENDER			
	Observed N	Expected N	Residual
MALE	84	55	29
FEMALE	26	55	-29
Total	110		

RESPONSE AT THE HELPDESK			
	Observed N	Expected N	Residual
Excellent	41	36.7	4.3
Very Good	35	36.7	-1.7
Good	34	36.7	-2.7
Total	110		

Table - 6.8

Test Statistics		
	GENDER	RESPONSE AT THE HELPDESK
Chi-Square	30.582a	.782b
df	1	2
Asymp. Sig.	.0	0.676
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.		
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.		

6.5.2. Is There a Relation between Income of Visitor and Number of Hotels known to Him?

Table - 6.9

INCOME OF VISITOR* NUMBER OF HOTELS KNOWN TO HIM Crosstabulation						
Count						
		NUMBER OF HOTELS KNOWN TO HIM				Total
		ONE	TWO	THREE	>THREE	
INCOME OF VISITOR	<20,000	8	11	9	5	33
	20,001-40,000	7	9	8	10	34
	>40,000	6	5	18	14	43
Total		21	25	35	29	110

Frequencies				NUMBER OF HOTELS KNOWN TO HIM			
INCOME OF VISITOR					Observed N	Expected N	Residual
	Observed N	Expected N	Residual	ONE	21	27.5	-6.5
<20,000	33	36.7	-3.7	TWO	25	27.5	-2.5
20,001-40,000	34	36.7	-2.7	THREE	35	27.5	7.5
>40,000	43	36.7	6.3	>THREE	29	27.5	1.5
Total	110			Total	110		

Chi-Square: Table – 7.0

Test Statistics			
	INCOME OF VISITOR	NUMBER OF HOTELS KNOWN TO HIM	
Chi-Square	1.655a	3.891b	
df	2	3	
Asymp. Sig.	0.437	0.273	
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.			
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.			

6.5.3. Is There a Relation between Education of the Respondent and Pleasant Greeting by Doorman?

Table – 7.1

EDUCATION * PLEASANT GREETING BY DOORMAN Crosstabulation						
Count						
		PLEASANT GREETING BY DOORMAN				Total
		Excellent	Very Good	Good	Fair	
EDUCATION	DIPLOMA	6	6	5	5	22
	GRADUATION	14	9	7	12	42
	PG	15	13	10	8	46
Total		35	28	22	25	110

Chi-Square:

Frequencies			
EDUCATION			
	Observed N	Expected N	Residual
DIPLOMA	22	36.7	-14.7
GRADUATION	42	36.7	5.3
PG	46	36.7	9.3
Total	110		

PLEASANT GREETING BY DOORMAN			
	Observed N	Expected N	Residual
Excellent	35	27.5	7.5
Very Good	28	27.5	0.5
Good	22	27.5	-5.5
Fair	25	27.5	-2.5
Total	110		

Table – 7.2

Test Statistics			
	EDUCATION	PLEASANT GREETING BY DOORMAN	
Chi-Square	9.018a	3.382b	
df	2	3	
Asymp. Sig.	0.011	0.336	
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.			
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.			

6.5.4. Is There a relation between room amenities package and repeat visits?**Table – 7.3**

ROOM AMENITIES PACKAGE * REPEAT VISITS Crosstabulation				
Count				
		REPEAT VISITS		Total
		YES	NO	
ROOM AMENITIES PACKAGE	Excellent	37	20	57
	Very Good	12	9	21
	Good	9	9	18
	Fair	6	8	14
Total		64	46	110

Chi-Square:

Frequencies			
ROOM AMENITIES PACKAGE			
	Observed N	Expected N	Residual
Excellent	57	27.5	29.5
Very Good	21	27.5	-6.5
Good	18	27.5	-9.5
Fair	14	27.5	-13.5
Total	110		

REPEAT VISITS			
	Observed N	Expected N	Residual
YES	64	55	9
NO	46	55	-9
Total	110		

Table – 7.4

Test Statistics		
	ROOM AMENITIES PACKAGE	REPEAT VISITS
Chi-Square	43.091a	2.945b
df	3	1
Asymp. Sig.	0	0.086
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.		
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.		

VIII. Observations

From Table – 6.8, we infer that there is a significant relation between gender of the respondent and response at the helpdesk.

From Table – 7.0, we infer that there is a significant relation between income of visitor and number of hotels known to him

From Table – 7.2, we infer that there is a significant relation between education of the respondent and pleasant greeting by doorman.

From Table – 7.4, we infer that there is a significant relation between room amenities package and repeat visits.

IX. Pricing Strategies

Managers at the Hotel are able to assess the demand and supply aspects as well as the economic factors like inflation and consumer surplus as well as the spending capacity of the people when coming to pricing. They are offering discounts to Corporate Customers as they feel that there will be repeat visitors from them. Most Hotels are ensuring that they comprehensively assess the prices of competitors. They are doing various exercises to evaluate the factors that are influencing the Hospitality market such as changes

in weather, lead times in booking and dates coming on holidays. They are having multiple rate structure and ensuring that there is no overlap of services at different prices. They are also providing refundable, as well as non-refundable options and clearly providing information on the same. They are able to justify the rate structure for differing room types and amenities provided. They are able to adjust the rates based on strategies of their competitors. They are employing graduates who completed Graduation in Hotel Management for efficient service. They are measuring the Price Sensitivity of Demand which is a measure of change in demand relative to a change in price.

Managers were given Executive Training

1. To understand about the real world & give practical exposure and how to apply the concepts studied previously in the books.
2. To build & maintain positive relationship with the Business persons.
3. To understand & estimate the Market Conditions & how to Face and overcome the obstacles in the Market.
4. To understand the trends in Hotel Industry.
5. To know the Challenges of Hotel Industry.

6. To know about the perception of customers about Quality, Price, Brand Image, and how it is affecting the customer satisfaction level.
7. To study the consumers behavior towards service of our Hotel (Hyderabad Marriott)
8. To analyze the way in which money is spent in the Hotel
9. To understand how we can control our expenses
6. If any company wants one time credit it need to approve by G.M and Manager of sales.
7. The time period of credit for the companies is 15 days it is also based on the contract signed by the company.
8. Depends upon the terms and conditions of the contract the payment need to be verified after signing the contract. Either it is advance payment or installment payment.
9. Bills have to send to the company after the guest check out in case of group check out bills should be send within 5 days after check out if it is FIT's (first time arrivals) bills should be send within 2 days.
10. After sending the bills we have to maintain POD's and G.L tracking to know when the bills are dispatched.
11. After the bills are dispatched from us we have to call to the company after one week as per Marriott policy whether they got bills or not.
12. They have to follow up with the company until we get the amount from them.

Duties of Managers job in Purchasing Department

1. Purchasing & receiving
2. Preparing purchase order and generating
3. Cost control
4. Inventory

Credit Department

1. A/R – Accounts Receivable it mainly deals with credit.
2. Credit is given to the company based on the terms and conditions.
3. Companies which are in credit list are MNC's, Banks, Travel agents, Government bodies, Embassies, Airlines, Event Companies,
4. To extend a credit for a company hotel need to take credit approval to obtain credit list.
5. Marriott has a policy to verify all the documents provided by the company for the credit approval.

Duties of Managers Job in Credit Department

1. Preparing bills and sending to company.
2. G/L tracking
3. Interacting with clients and debtors
4. Credit card reconciliation.

New hotels are using competitive pricing strategies while older ones are going for cost and

Value based pricing strategies. Hotels in Hyderabad are good when it comes to applying restrictions on length-of-stay as well as balancing the pricing appropriately. They are good when coming to pricing the facilities in off-season and peak seasons and on dates when it is a holiday. They always consider price and value equation and have good basics in knowing the value of the services different provided. They are following the best practices and are willing to learn good things from competitors. They are using historical data for rate optimization of room types, information about competitor pricing, occupancy rates in various seasons and availability of the room capacity.

They consider the factors impacting the average daily rate when it comes to changing the mix of bookings. They study the influence on perceptions of customers about the value of services while changing the prices of each of them. Hotels are making sure that there is no inferior pricing as customers may feel that there is some inferior quality in the services provided there. They are also making sure that there is less time for check-in and checkout and are giving free Wi-Fi, gym, Television to attract customers.

Some hotels are maintaining websites for booking the services and some are tied with tour operators for maintaining lead over competitors. They are

bundling their services to maximize utilization levels. At times they are even using the Auto drivers to tell the customers about the good service levels. They make sure that good parking space is available for all visitor vehicles. Also, they are employing separate people for laundry services at the hotel itself. Most visitors are considering the price aspect and also food and cleanliness over the entertainment aspect. Most hotels feel that improper pricing will have a deep impact on perceptions of Visitors.

X. Suggestions

1. Smart and well planned pricing strategies are the need of the day, whether it is for selling products, services or subscriptions and it is the determining factor for having success in today's marketplace.
2. While checking in at the hotel visitors want no less treatment in reserving the rooms. So it should be done on First come-First Serve basis.
3. Similarity in pricing sometimes will cost you your Sales-In a study conducted at Yale, in cases where items of similarity are priced identically, consumers replied that they are much less likely to buy product or a service one over the other than in the case where their prices are told to be even slightly different. Here the pricing of rooms and services in Hotels should clearly differentiate and should

not create similarity as customers may get confused between their choices.

4. Hotel visitors mainly focus on the ambience, cleanliness at every corner so that aspect should be given good consideration.
5. Anchoring prices of different products- Anchoring is a tendency observed in humans where they tend to heavily rely on initial pieces of the information provided to them while taking various decisions. How can we best sell a Rs 2,000 piece of Jewelry? Is it best to place it next a Rs. 20,000 pieces or a Rs. 500 piece? The case here is the human bias when Rs.2, 000 piece will seem to be a best bargain next to much expensive one, and it will appear as a super-premium one when the same is placed next to a Rs. 500 piece. The Pricing should place deluxe rooms next to suites so that customers are having the best bargain while making choices.
6. Every person, whether at his home or Hotel will always go for tasty, healthy and delicious food .So a good chef who can cook varieties of dishes should be employed.
7. Weber's Law-In his various studies and observations Weber proved that just a small noticeable variation between different stimuli in the minds of customers caused a substantial effect proportional to the magnitude of the stimuli. Sometimes while discounting rooms and services the figures should cause the customer feel that it is a best value addition to them.
8. Customers always demand prompt service and the Hotels should have good manpower to do it.
9. Reduce the steps that make Sale a lengthy Process- According to experts, the psychology of human's in general is to spend till it hurts. Studies at Carnegie Mellon University (CMU) have shown various ways that help a business to decrease the number of pain points involved in the process of purchase which in turn increased the retention and post-purchase satisfaction. While checking in Hotel management should able to provide customers a clear idea of the pricing and services on offer as well as provide various payment options to them in order to have repeat customers.
10. Generally Tourists and visitors will try to pay using Credit and Debit Cards. So facilities for accessing them should be provided.
11. Try Old Classical Pricing- Pricing services such that the MRP end with 9 is one of the oldest pricing methods and different studies showed how much it really worked well and in some cases these products outsold much lower priced products that are similar. It is good to price the products and services at hotels with MRP ending with the number 9 so that customers have a psychological satisfaction.

12. Customers need a good parking space in case they have their own vehicles.
 13. Emphasis of Customers will be on Time Spent rather than Money saved- In a Research published by Jennifer Aaker at Stanford University's, she concluded that prices when reasonable had created a huge difference in turnout and also established the fact that consumers have the tendency in recalling the positive memories about the product rather than the money they saved on it. So Hotels should ensure that customers recall the service rather than the price saved there.
 14. Do not Do Price Comparison without Reasons- The prime focus of Hotels should emphasize why prices are cheaper, not just that they are. At times to ask consumers to make a comparison about the price of your product to that of a competitor can cause the prospect of their losing trust in you.
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