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The critical hotel attraction factors of lower middle-class families.

A case study – Suba Elite Hotel, India.

Global business management

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Abstract

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The well-known hotel chain Hotel Suba elite has been meeting the needs of a variety of clientele with diverse socioeconomic statuses. The hotel aims to attract lower middle-class families as customers, though broaden their customer base, and develop new business possibilities.

Aim of this thesis is to investigate the expectations of consumers especially from lower middle class families to grow the market share and business opportunities of the Suba elite hotel. The substitute aim of this study is to explore the factors which attract this new target group.

It demonstrates the hotel's readiness to adjust to shifting market conditions and the necessity of meeting the particular needs of various customer segments. The hotel is moving in the direction of becoming more inclusive and accessible to a wider range of guests by focusing on this new consumer segment.

The case study was chosen as a research strategy for this thesis and a quantitative research method was used to carry out the empirical work of the study. The data was gathered using a structured questionnaire designed to analyze general consumer behavior and expectations of the new hotel target group to develop the Hotel Suba elite service offering.

The results of the research provide a deeper understanding of how to target and attract a new consumer group from lower middle-class families. As an outcome, the thesis introduces recommendations and development suggestions for the Suba elite hotel.

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1 Introduction

The hospitality industry plays a vital role in India's economic growth, generating substantial income and contributing significantly to the country's GDP. Successful hotels must provide exceptional customer service and create a satisfying customer experience to thrive.

To increase income and sustain client satisfaction and loyalty, hotels need offer top-notch customer service. Therefore, a necessary step for hotels to guarantee their success and perform relevant research is to invest in customer experience and improving customer service.

The Suba Elite Hotel served as the thesis commissioner in a well-organized and structured manner, providing a significant and instrumental role in current study, the privately well-established Suba Elite Hotel holds a distinguished reputation, which is situated in fatehgunj Vadodara, Gujarat, 390002, India. Easy entry from the Vadodara airport and close to the city landmark Sayaji Baug park. In the present day, Suba Elite Hotel are connected to three strong brands of their Hotels, Click Hotels, and 1589 Hotel. Suba Elite Hotel first entered the hospitality industry. Being part of the affordable Luxury and 3-star, 4-star, or mix, the hotel is primarily privately held and was established in 1994 with its headquarters in Mumbai, Maharashtra. The group houses 50 hotels totaling 2200 rooms that are part of the Suba hotel company, brands, and the whole group of Suba hotels owned by Mr. Mansur Mehta and Mr. Mubeen Mehta. Hotels can be found all over India, and they are also expanding internationally to places like Africa and the UAE. Suba Elite Hotel is still excited to learn more about consumers to make improvements to their hotel experience.

Examining approaches to attracting consumers from lower middle-class families is the main goal of this investigation. The emphasis is on comprehending the requirements, tastes, and habits of this particular target market to create attraction that will appeal to them. The study tries to investigate many elements that affect consumers' choices, spending habits, and the goods or services that are most valuable to them. This study seeks to address the issue to fulfill the commissioner wish.

Suba group hotels are searching for ways to differentiate themselves in a competitive market However, The Suba elite hotel business is still under desired levels for lower middle class families. Customers frequently look for service that explores luxury experiences, similar inferior facilities, and price concerns. To improve the consumer experience in Suba elite hotels for such issues must be addressed. Moreover hotels must understand how to effectively adapt their services and provide them.

The researcher’s objective and desired outcome is to gain a comprehensive understanding of targeted lower middle-class customers. First, a literature review is conducted, and then empirical research is put into practice.

The research strategy is a case study following method of quantitative principles using a structured survey method adopted. Which help gather in-depth insights into the expectations of lower middle-class families when choosing hotel accommodation. The results of this research will be used to generate development strategies and recommendations to improve and enhance hotel experience to better serve Suba elite hotel to target group.

Data will be gathered from households belonging to the lower middle-class living in the vicinity of Suba Elite Hotel. A thorough selection procedure will be used that takes into account a wide range of family types and income levels in respect of those families in order to guarantee a thorough representation. The study will concentrate on gathering insightful information on their travel habits, lodging preferences, and many important elements that affect their decision to stay at a particular hotel.

Through surveys, information is collected from people like example hotel owners, managers, and customer support agents. The collected data will undergo analysis and findings will be categorized, and identified to establish a comprehensive understanding of the preferences and expectations of the target demographic. The researcher will examine current research on critical attraction for lower middle families in the Suba elite hotel. A well-designed questionnaire is essential for the success of a survey. It should take into account the general form, question sequence, question formulation and wording. This will ensure that the survey results are reliable (Kothari 2004, 101). The results will then be used to create detailed recommendations.

Suba Elite Hotel requires more information about how they target new consumers who belong to a lower middle-class family for better business and further improvements within hotel services. The research problem is, how can Suba elite hotel attract lower middle-class families?

The research questions are:

1. What elements affect customer attraction while choosing a hotel, especially for lower middle-class families?

2. What aspects might be considered or have an impact on the needs of this target market for Suba-elite hotel?

This study focuses on the hotel business and improvement under such limitations, specifically examining the customer target group within the hotel business and relevant boundaries. It does not include other countries or evaluate other aspects of the hotel business.

2 Literature Review

Author guided by literature reviews, which succinctly summarize prior research, point out knowledge gaps, and recommend possible study avenues (Oliver, 2012). Therefore literature review is important in study. A literature review reveals the gaps in current research while illuminating the historical evolution of knowledge on a topic. Analyzing previous research makes it possible to identify uncharted territory that might serve as the basis for new research initiatives and serve as a direction for the present study. Study will continue to add to this body of knowledge in the future as it emphasizes knowledge as a continuously growing accumulation from the past.

2.1 Consumer types

A consumer is someone or anything who utilizes products and services to fulfill their needs and desires. Consumers are a crucial component of the economy because they generate demand for goods and services, which in turn affects how they are produced and distributed. Consumers can buy products and services for their own use or for commercial use, and they can do so in physical stores, online markets, or through other means. Under to the standard explanation, product is basically bundle of benefit and someone who enjoy the product we call as consumer (Blythe, 2013). A consumer is a person who recognizes a need, looks for and purchases a product to address it, then uses it. However, this process could involve a variety of people in several circumstances. Every individual involved in the production and consumption processes must be considered by businesses. In addition to tangible goods, consumer behavior also encompasses services and activities. (Noel, 2017; Solomon, 2016.)

Different categories of consumers must be considered by different businesses when establishing marketing strategies and product offerings. End consumers, corporate consumers, government consumers, reseller consumers, institutional consumers, impulse consumers, and deal seekers are among these consumer groups. Figure 1 explores how such Business can better target their marketing efforts and deliver products and services that fit the needs and preferences of their target audience by knowing the various consumer types and their purchasing behaviors.

Figure 2.1 – consumer types.
(Naik, Gous, Kilpadi, Patil, & Chaudhari, 2019)

2.2 Consumer Behavior

The study of consumer behavior draws on a variety of disciplinary fields, including anthropology, psychology, sociology, economics, and sociology. Marketers are obviously interested in consumer behavior since it indicates that attitudes are influenced by both internal and external influences to produce behavioral outcomes. Marketers can affect this process by offering pertinent information, compelling communications and visuals, and the right environmental influences, that may result in a greater use of the product. *'Consumer behavior is the activities people undertake when obtaining, consuming and disposing of products and services'.* (*Blacktcell et al.2001)*

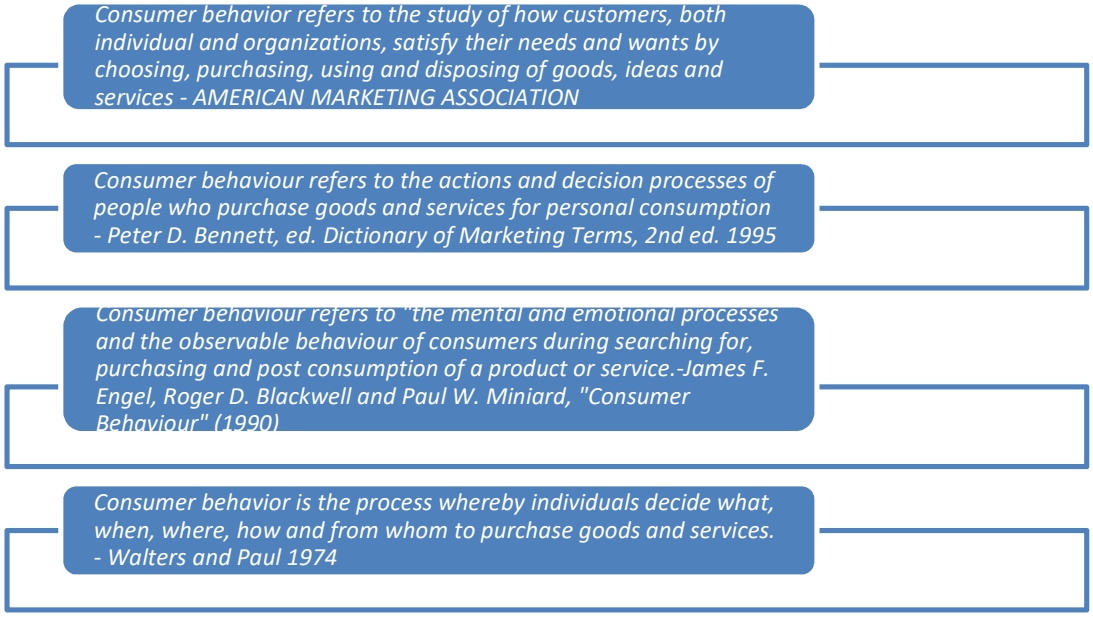

Figure 2.2 – Definition of consumer behavior.
AMA, Bennett (1995), Engel, Blackwell and Miniard (1990), Walters and Paul, (1947)

However, outside variables can also affect consumer behavior. In the meanwhile, consumer behavior has a direct impact on marketing, including the creation of marketing plans for individual consumer decisions. (Blythe, 2013, 5-8.) By the focusing product and service, the study of the processes involved when consumers acquire, consume and dispose of goods, services, activities, ideas in order to satisfy their needs and desires. (Noel, 2017.) Also, it is field focus that includes the investigation of how individuals or groups choose, acquire, utilize, or discard goods, services, concepts, or experiences in order to fulfill their needs and aspirations. It includes a variety of things. During the entire consumption process, there is constant interaction involving customers and manufacturers. (Solomon, 2016, 5-7.)

2.3 Importance of Consumer Behavior

Consumer behavior is crucial for a business success. Companies establish purchase practices that increase sales and gain customer loyalty by taking consumer preferences and behaviors into account. It is critical to understand how price influences purchasing decisions and how capitalizing on market possibilities can lead to improved earnings. Creating an efficient marketing mix based on customer preferences and executing segmentation and targeting their approaches are also critical success factors. Furthermore, understanding the numerous roles that consumers play in decision-making processes allows businesses to adjust their products or services accordingly. Finally, meeting the requirements and desires of customers' expectation, needs, should be a top focus for all areas what, why, when, who, and how, inside a business. Businesses

that wish to stay competitive in today market must concentrate on monitoring consumer behavior. (Lake, 2009.)

- What encourages people to act and make purchases?
- Who shapes consumers purchasing decision?
- Who decides what to purchase?

For Businesses to highlighted knowing consumption-related processes and consumer decision-making processes is now critical for all businesses, which is why knowing consumer behavior is so crucial. Segmentation, targeting, and positioning are very significant because they allow consumers to be targeted, design products and promotions, and develop a distinct market image as well as effective implantation. (Schiffman, Hansen, & Kanuk, 2012.) Customer behavior allows to develop effective marketing methods that appeal to their target audience. Marketers can tailor their messaging and promotions to better meet their customer needs by learning why they buy certain items, when they buy them, and how frequently they buy them that why study relevant is more focus by marketers. (Schiffman, Badnall, O'cass, Paladino, & Kanuk, 2005, 18-25.)

Overall Consumer behavior relates to how people make purchasing decisions while purchasing goods or services. It is Critical for organizations because it allows them to discover what their customers want and need, as well as how to efficiently address those demands. Businesses may improve their marketing strategies, foresee market trends, develop new goods, and compete more effectively by studying consumer behavior. This knowledge is beneficial to everyone involved in sales, from middlemen to salespeople, as it allows them to perform their jobs more effectively. Customer behavior is also essential for capturing future markets, generating new products, and forecasting market trends. It enables businesses to build various marketing strategies for different buyer groups and retain customers for an extended period. (Naik, Gous, Kilpadi, Patil, & Chaudari, n.d)

2.4 Types Of Consumer Behaviour

Consumer behavior plays an important role to note that depending on the product category, personal preferences, and situational conditions, customers may exhibit a combination of these behaviors. Such type of consumer behavior as is presented below.

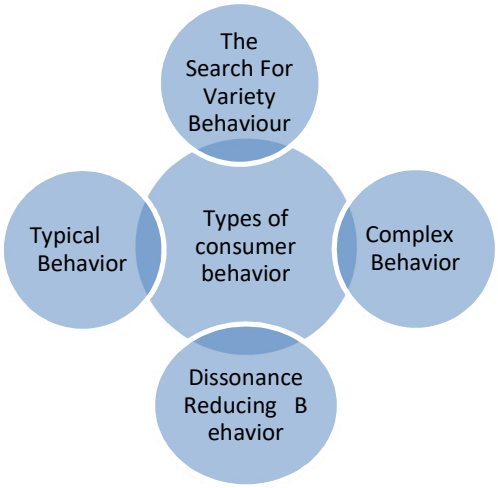

Figure 2.4 – Types of consumer behavior.
(Baker, 2012)

The Search for Variety Behaviour

How consumers make purchasing decisions in situations where there is low consumer involvement but significant brand differences. It explains that consumers may choose a brand based on beliefs without much evaluation, but then evaluate the product after using it and may switch to a different brand out for a desire for variety. The marketing strategies for market leaders and minor brands differ, with market leaders encouraging habitual buying while challengers encourage variety seeking through promotions and advertising. Overall, the importance of understanding consumer behavior to develop effective marketing strategies in these types of buying behavior. (Madeswaran, 2019; Haynes & O'Dougherty, 2007; Masterson & Pickton 2010.)

Typical Behavior

Customers who often purchase a particular brand of product are more likely to do so out of habit than out of strong brand loyalty. This is typically observed in low price, regularly bought products, as customers tend to have little interest in the product category and just choose their favored brand. These customers rely on sales promotions to provide them with knowledge about brands rather than conducting comprehensive research. Due to the low amount of consumer participation in the product category, the purchasing procedure for these products is based on learning passively, followed by purchase behavior. (Madeswaran, 2019; Govindrajan, 2007.)

Dissonance Reducing Behavior

Marketing should aim to provide positive beliefs and evaluations to help consumers feel good about their choice and avoid regretting them later. Dissonance-reducing buying behavior, where consumers are highly involved in a purchase process and practice but see differences between brands. based on price or convenience and post the purchase, they may experience dissonance. (Madeswaran, 2019; Govindrajan, 2007; Masterson & Pickton, 2010.)

Complex Behavior

Complex purchasing behavior happens when consumers are heavily involved in the purchase of a product and there are considerable disparities across brands. This type of behavior is common when purchasing pricey, infrequently purchased items. The marketer must comprehend these consumers behavior and assist them in learning about product-class qualities and their relative value. Before making a purchasing decision, the consumer goes through a learning process, first forming beliefs about the product and subsequently attitudes toward it. To successfully promote high-involvement items to these purchasers, marketers must provide thorough information about the product qualities, primarily through print media with extended content describing brand benefits.

They must also motivate store salespeople and acquaintances who can influence ultimate brand choice by emphasizing key aspects that distinguish their brand from competitors. Overall, marketers selling high-involvement items must comprehend complex buying behavior and provide information on how those characteristics compare across different companies so customers can make informed selections during this sophisticated decision-making process.

This kind of behavior is shown when consumers purchase expensive, infrequently purchased goods. They are heavily involved in the purchasing process and the research that consumers conduct before committing to an investment. Consider the sophisticated purchasing behavior of consumers when they purchase. (Madeswaran, 2019; Haynes & O'Dougherty, 2007; Govindrajan, 2007; Masterson & Pickton, 2010.)

Impulse Buying Behavior

The tendency to make impulsive behavior is closely related to personality, particularly neuroticism. Impulsive buying tends to be more prevalent in people who experience emotions, emotional instability, anxiety, moodiness, impatience. Individuals and groups frequently look at emotions in a consistent way, both inside and across their own experiences. Emotion arousal serves as a product benefit. (Mothersbaugh & Hawkins, 2016.) Understanding the connection between personality and the construct of impulsive buying tendency is crucial for consumer research because it enables marketers to capitalize on relevant traits already present in their target market while acknowledging that they cannot alter consumer personalities to fit their products. (Badgaiyan & Verma, 2014.)

2.5 Factors of Consumer Behavior

A person's buying decision is influenced by several factors, including psychological, sociological, economic, and personal aspects. These characteristics can influence how a person chooses, acquires, uses, or discards things and services to satisfy their requirements and preferences. It is critical to continue researching these elements to better understand consumer behavior and assist businesses in developing more effective marketing approaches. Consumers can benefit from greater awareness of these elements and how they influence their own decision-making processes.

2.5.1 Economic Factors

Some of the economic elements that influence purchasing decisions are personal income, family income, income expectations, savings, and consumer credit, Govt policy etc. The higher a person's salary or the combined income of their family, the more likely they are to be able to afford expensive things. Businesses track their customer spending and saving behavior to provide products at a variety of price points. Two other economic elements that can impact consumer purchasing behavior are inflation and government regulations. As a whole, it is believed that a person's ability to acquire services is directly proportional to his or her personal or family income after taxes.

Government Policy or Public Policy

Public policy or government policy in consumer behavior refers to government intervention in marketing exchanges to benefit society. Market abuses or a desire for economic or social wellbeing are typically the catalysts for policy development. Through regulation, consumer education, and incentives, the government fosters desired behavior. Policymakers can use regulation to limit or influence specific practices, and consumer education to provide information on specific topics. Many people believe that the government should promote and protect the public interest while likewise guaranteeing the general welfare. (Schiffman & Kanuk, 1997, 630-634.)

Public policy, in terms of consumer behavior, refers to the formation of laws and regulations that affect customers in the marketplace. Consumer issues are routinely addressed by the federal government or the government in its legislative, regulatory, and judicial functions. (Donavan, Minor, & Mowen, 2016, 5.)

Personal and Family Income

Consumer behavior is influenced by personal and family income. Income, which may be further divided into disposable and discretionary income, is defined as the ability to make purchases. After deducting liability, contributions, and other costs from gross income, consumers' disposable income is the amount of

money they have available for spending or saving. A person is more likely to spend their available funds the more of them they have. After meeting essential expenses like shelter and food, discretionary income represents the remaining funds. Individual consumption is influenced by personal income and Increased expenditure on buying items that enable a luxurious standard of living results from higher disposable income. Family income, on the other hand, is defined as the sum of all income in a joint family structure. Individual income changes can have an impact on the total spending patterns of family members since a rise in income for one member may be countered by a drop in income for another member. A range of households with varying financial circumstances exhibit distinct purchasing behaviors, which are driven by factors such as required family size and total household income. Family income influences collective spending habits within joint families based on a variety of characteristics such as size needs or earning capacity per individual involved, all of which contribute to forming purchase behaviors across different households with varying financial conditions. (Singh, 2016.)

Income Expectation

The probability of future income is a significant determinant of consumer behavior and can affect preferences and spending patterns. Consumers may be more inclined to spend money and incur debt when they anticipate an increase in their income, which can spur economic growth. Consumer spending may decline and have potentially negative effects on the economy if, on the other hand, individuals anticipate that their income will decline or remain flat. Thereby, while examining consumer behavior and economic developments, it is crucial to take income expectations into account. (Pillai, 2010.)

2.5.2 Personal Factors

Personal factors including age, gender, personality, lifestyle, sex, and employment can have a big impact on how people behave as consumers Ramya, & Ali, (2016). hotelss can better fulfill the demands and desires of their target consumers by tailoring their marketing tactics and product offerings by understanding how these factors affect consumer behavior. hotels can increase their chances of attracting and maintaining clients as well as developing lasting relationships with them by taking these into consideration.

Age

Age is a significant factor influencing consumer behavior. People's demands, preferences, and purchasing habits change as they age, and knowing these changes can help firms modify their marketing strategy to efficiently target various age groups. Businesses can better fulfill the demands and preferences of their target audience and increase their overall marketing success by considering the impact of age on consumer behavior. (Neol, 2009)

As people get older, their needs and interests change. Younger people are more active and dress and eat differently than the elderly. Marketers use age to categorize and market to individuals who share similar characteristics. Age inherently influences product choices, but life events also influence what people seek. Different age groups have unique characteristics that make them entice yet tough marketing targets. The senior generation, also known as the mature market, has grown financially sustainable and, as a result, has more disposable money than other age groups. Furthermore, while marketing to older consumers, organizations should take caution because they loathe being reminded of their age and may not associate with images of elderly people who are not lively. Hotels and many Businesses are increasingly targeting the 'tween' market, which refers to children aged 7 to 14. This is related to the phenomenon known as 'age compression, which occurs when children mature earlier and are exposed to external influences at a younger age. Tweens, on the other hand, may be harder to market too because they are fickle and less brand loyal than older teens, with constantly altering style and fashion. Manufacturers can take benefit on this by altering teen apparel and accessories to make them appear younger and more desirable to parents and family. Manufacturers who understand the peculiarities and ever-changing tastes of this valuable age group may gain huge income by target tweens. (Noel, 2009.)

Personality

’’Personality is an individual’s characteristic response tendencies across similar situations’’ (Mothersbaugh & Hawkins, 2016, 365). Personality refers to a person's distinct psychological composition, which determines their behavior in a variety of settings. However, there is also disagreement over whether people behave consistently across settings and have stable personalities. While some psychologists still believe in personality, situational conditions frequently play a significant influence in shaping behavior. Personality traits are still employed in marketing techniques to categorize consumers based on lifestyle preferences.

The personality of a brand refers to how the brand intends to be perceived by its customers in comparison to competitors. This concept is crucial for marketers to grasp since it influences the success of a marketing strategy. If consumers do not perceive the brand in the manner intended by the designers, the product may need to be repositioned. Convincing consumers of a change in brand personality, on the other hand, might be difficult. (Mothersbaugh & Hawkins, 2016.)

An individual distinct response tendencies in various contexts are referred to as personality. These variations can be used by marketers to successfully categorize consumers. Marketers can tailor their approaches for personality types by knowing individual traits and preferences. This strategy results in more focused messaging, greater engagement, and effective marketing efforts. Understanding personality as a useful tool enables marketers to engage customers more deeply. (Mothersbaugh & Hawkins, 2016.)

People have more freedom to choose things, services, and activities that reflect their identity and social standing. This is known as lifestyle, and it refers to consumption habits based on their self-concept, ethnicity, and social class. Lifestyle decisions influence how people spend their money, opening opportunities for market segmentation approaches. Traditional civilizations, on the other hand, have a limited range of consumption options based on class, caste, age, or family.

Lifestyle

Marketers are defined by their leisure activities and spending habits. These possibilities enable businesses to target specific demographics and create products that appeal to them. To express as group identity, lifestyle includes more than just how they spend their money. They are a way for people to express who they are and who they are not in society, and they are typically based on shared symbols and identities among groups. While many people in similar social and economic positions may have similar purchasing habits, each person adds their own twist to their lifestyle to reflect individuality. Consumers commonly choose goods and pursuits based on the lifestyle they envision for themselves. To allow customers to display their social identities using of the products in preferred social circumstances, lifestyle marketing positions goods in ways that fit into their current consumption patterns. Marketers have long utilized this technique to link particular social situations or lifestyles with particular products. (Solomon, Zaichkowsky, & Polegato, 2005, 161-173.) The lifestyle of this specific target audience is characterized by their particular interests, ideas, opinions, actions, and consuming habits. (Fratu, 2011.) Suba Elite Hotel recognizes the significance of catering to the unique lifestyle of lower middle-class families, ensuring that their services and amenities align with their expectations and financial constraints.

Occupation

Occupation is an important factor that can impact client purchasing behavior. Meanwhile, job or profession might have an impact on their purchasing decisions, such as whether they buy expensive or low cost things. Companies should consider this while developing and pricing their products since it allows them to better understand the wants and wishes of their consumer base. Businesses wants to market its product to higher income enterprises, it should focus on high-quality, expensive products rather than low-cost ones. Companies can improve their marketing techniques to compete in market by understanding how various individual factors such as occupation influence consumer behavior. (Qazzafi, 2020.)

2.5.3 Cultural Factors

Culture refers to a group or society shared beliefs, values, customs, habits, and artifacts. Language, art, music, and literature are all part of it, as are religious rituals, social standards, and political systems. Through socialization, education, and interaction with others, culture is learnt, transferred, and adapted over time. It is crucial in creating people's identities, influencing their views and behaviors, and giving them with a sense of belonging and community. Understanding diverse cultures is essential for understanding consumer behavior. (Schiffman & Kanuk, 1997, 406.)

Culture and Subculture

The concept of culture refers to the shared views and values of a group. These cultural qualities can differ according on a variety of elements such as language, test, habit, and geography, among others, but there are also national cultural features that can be detected. Some cultures, for example, may have a higher level of uncertainty avoidance or power distance than others. Because culture is strongly embedded in people's behavior, it is generally passed down from generation to generation and tends to change slowly over time. From a marketing standpoint, this indicates that marketers may find it easier to work inside a given culture rather than trying to alter it completely. Emphasizes the need of understanding cultural variations when working with other groups or marketplaces. By recognizing these differences and adapting strategies and connect with their target audiences. (Blythe, 1997, 90-93.)

Social Class

Social class is a classification of people based on their occupation and place in the power structure. It used to be characterized by conventional distinctions such as nobility, but it is now primarily defined by occupation. However, social class influences more than just purchasing behavior, Social class classified like Upper middle-class, Middle-class, Lower middle-class, Skilled working class, Working class, lowest levels of subsistence it also affects power and influence. The higher one climbs the social ladder, the more influence they have, which has effects on marketing. Marketer practices for marketing for social class, which is more of a reflection of the existence of a set of subcultures depending on the individual members education level, professional needs, and economic power. Marketers employ class related imagery in advertising and strategy to engage the consumer. (Blythe, 1997, 90-93.)

2.5.4 Psychological Factors

Psychology has provided valuable insights into the complex interplay of factors that influence consumer behavior and decision-making. This knowledge has helped businesses and marketers better understand their customers and create more effective marketing strategies and products that meet the needs and desires of their target audience.

Motivation

Motivation is a psychological component that affects consumer behavior. The internal state or force that propels people to act to fulfill their wants or desires is known as motivation. Mothersbaugh & Hawkins, (2016) said as '' Motivation is the energizing force that activates behavior and provides purpose and direction to that behavior.''The decision to purchase a certain good or service is motivated behavior in the context of consumer behavior. The source of motivation may be biological, emotional, or cognitive. Hunger, thirst, and shelter are examples of basic requirements that are met by biological drive. Feelings and needs, such as the need for love, fame, or self-esteem, are what motivate people emotionally. Knowledge and

information are the sources of cognitive motivation, which includes the desire to learn and the urge to solve difficulties and problems.

Needs theory explains why motivation is a key factor in consumer purchase decisions. The most important factors influencing customer behavior are basic and security requirements. People usually attempt to understand other motivations by observing their behavior. To develop effective marketing strategies, businesses must first understand why people choose specific products or services. Businesses and marketers must understand why people purchase specific products or services. By understanding the motivations underlying purchasing decisions, marketers may create efficient marketing strategies that drive their company products ahead of competition. This data can also be used to strengthen a company relationship with partners as well as stakeholders. (Wright, 2006.)

Perception

Perception is the process through which we make meaning of the world around us using our five senses touch, taste, smell, sight, and hearing as well as other senses like direction and balance. Although our brain constantly receives sensory information, it filters away unnecessary information. The process of sifting and evaluating the external environment to take in just the most important information is known as perception. Our brain combines and interprets the remaining data with memory and imagination to produce an overall perception. We use knowledge to create a map of what is happening while creating our worldviews, and imagination and experience are used.

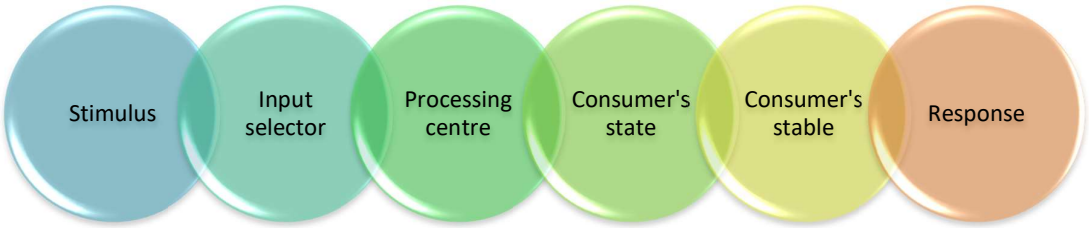

Figure 2.5.4 - Perception process in consumer behavior.
(Blythe, 2008)

More about how perception works by understanding how we experience and engage with the world around us. The way we take in and make sense of sensory data is through perception. There are six stages in this process: stimulus, input selector, processing center, current state, stable characteristics, and response. Our senses can provide stimuli, and the input selector chooses which sensations are most crucial. Our perception of the world is formed by the processing center interpretation and integration of sensory data. Our current circumstances and unchanging traits also affect how we view the outside world. Finally, how

we understand the sensory data affects how we react to it. Perception is a multifaceted process influenced by a wide range of variables. (Blythe, 2008.)

Learning

The bulk of human behaviors are learned outside of formal educational settings. People learn from events in both conscious and unintentional ways. Consumption behaviors can also be taught. This is critical for marketers to grasp because consumers learning, and behavior are often influenced. Marketers have a difficult time convincing consumers to recall information from many sources, including the media. When confronted with a circumstance, learning has the potential to change or initiate new behaviors. If behavior changes as a result of the knowledge learned, learning has occurred, and their effect shift in behavior is required and must be the outcome of an outside stimulation. (Blythe, 2008.)

Regularly occurring learning can happen naturally or via conscious effort. Learning is a natural process. Creating effective marketing communication strategies requires an understanding of how people discover items and companies. Learning is the modification of behavior in response to environmental stimuli. Either involuntary (classical conditioning) or intentional (operant conditioning and cognitive learning). All forms of learning require motivation, but experience based education beats traditional classroom instruction. Here, knowledge" refers to a broad variety of knowledge regarding goods, purchases, consumption, persuasion, and self-awareness. (Blythe, 2008.)

Attitude and Belief

Attitude is defined as a long-term judgment of an object, which might range from a person to an advertisement or object. This assessment endures throughout time and pertains to a wide range of scenarios rather than just one specific occurrence. Attitude can be developed in two ways: through information and data or through feelings also known as effect. The cognitive component refers to how consumers perceive the thing in question, whilst the emotive component refers to how they feel about it. The conative component is concerned with what customers do because of their attitudes about the thing. Marketers that wish to influence consumer decisions and generate money by changing attitudes about their products/services must grasp how these components play a part in the attitude development process. (Noel, 2009.)

2.5.5 Social Factors

The social factors in which individuals are involved impact their purchase decisions and consumer behavior. Institutions and interactions that connect individuals to society and shape their lifestyle preferences are examples of such frameworks. This section focuses on many aspects of consumer behavior social context,

such as social groups that influence choices and families as a link to society. (Foxall, Goldsmith, & Brown, 1998, 213-19.)

Family

Individual spending decisions are significantly affected by the Family Factor. To begin, the stage of the family life cycle influences the purchases made by its members, and marketers can use this knowledge to build techniques that cater to their target audience needs. Following that, families act as a crucial reference group for individual consumers, influencing their decisions through referrals and reputation, communication, collaborative decision making, and the desires/attitudes of other family members. (Foxall et al., 1998, 213-19.)

Families have a big influence on consumer behavior as well as decisions. From an early age, parents play a critical role in teaching their children how to be effective consumers, and they are especially influential because they desire what is best for their children. Siblings can also affect one another as role models or carers, and families frequently make joint purchasing decisions or adhere to written rules that govern consuming behavior within the group. Because of its social grouping and common spending patterns, the family is regarded as one of the most potent impacts on consumer decision making. (Blythe, 2008, 232-236.)

Reference Group

Individual behavior is typically less predictable than behavior in reference groups. In the behavioral sciences, a group is a collection of people who have common goals or objectives and interact with one another over time. A reference group is any individual or group of individuals to whom an individual turns for attitudes, beliefs, values, or behavior. Reference groups impact consumer behavior through processes of compliance, identification, and internalization. Consumers may mimic other people's views and practices not just because they genuinely agree with them but also because it is an effective method of learning. While conformity is frequent, people value their independence and may react by doing the opposite of what is expected of them. (Foxall et al., 1998.)

2.6 Lower Middle-class Family.

The middle class is a complicated and comprehensive concept with wide regional and national variations. While income plays a significant role in defining the middle class, other elements like education, social standing, and accessibility to social services also have a big impact. Although the expansion of the middle-class is frequently regarded as a sign of economic growth and progress. In order to solve these problems and move toward a more fairer allocation of resources and opportunities, the government, lawmakers, and society should collaborate.

People who are in the lower middle-class are those who earn enough to meet their basic needs but may find it difficult to afford significant luxuries or deal with unforeseen expenses. This socioeconomic position lies between poverty and the middle-class. This group is regarded as belonging within the middle-class range, Defined by purchasing power parity of $10 to $20 per day. However, the precise income range and standard of living for this group vary based on factors such as geography, education, and the accessibility of social services. To achieve economic and social growth, it represents a large share of the world population, and requirements must be met. (Roy, 2018.)

Lower middle-class people's perceptions of hotel bookings can differ depending on their own preferences and circumstances. In India, there are more than 52% of population group lies in middle-class category with an annual income range of 6 lakh to 18 lakh (Manjunath, 2023.) According to Wigand (2015), lower middle-class people frequently emphasize getting the most offers for their booking. They want economical hotels that provide adequate comfort and amenities without exceeding their budget. To save money on hotel reservations, they often look for discounted discounts, promotions, or special offers. Furthermore, while luxury lodgings are attractive, lower middle-class people are more likely to favour critical amenities such as clean and comfortable areas, basic toiletries, free Wi Fi, and complimentary breakfasts. Tsai et al., (2012) also mentioned in their study that lower middle-class families may be prepared to forego luxury features in order to save money. Lower middle-class people also rely on online ratings and reviews to determine the quality and dependability of a hotel. They cherish prior visitors' experiences and comments and use them to make informed judgments.

There are also some issues with how lower middle-class families perceive hotel bookings. Yang, Mao, & Tang, (2018) discussed in their research that middle-class customers typically rely on public transportation, which poses a challenge for hotels located in outlying areas or in areas where public transportation is not readily available, as this may reduce the likelihood of booking by middle-class customers. Hussain (2019) also addressed in his research some of the issues that the hotel sector faces when dealing with a limited budget, such as providing affordable accommodations and better services. Real estate costs are a crucial influence in determining the price of the accommodation. In other cities, where land and property prices are greater, it is extremely difficult for hotels to offer low-cost room rates. Overall, the lower middle-class views hotel reservations to acquire fairly priced rooms that meet their basic needs while providing a decent level of convenience and comfort. In the decision-making process, they prioritize cost, value for money, and practicality.

2.7 Target market

The target market is essential to a hotel important strategy. By focusing its efforts on meeting the demands and desires of consumer categories, it forces the hotel to adopt a strategic emphasis. The hotel may more

realistically assess its customers' needs and adjust its service offers. The hotel can focus its efforts where they are most likely to produce results by optimizing its resources and considering the values and desires of its customers.

Target audience changes, starting with the market and the consumers, where consumer satisfaction and engagement are paramount. The hotel can more efficiently deploy its marketing time, resources, and attention by giving the specified target priority, which will improve its capacity to satisfy needs and forge lasting relationships. A hotel can use the power of strategic focus to increase revenue by embracing a target audience. The strategy encourages alignment between offerings and customer needs and promotes a greater understanding of consumers. To achieve sustained growth and a competitive edge in the market, it is also crucial part of a firm entire marketing strategy. (Cahill, 1997.)

Under the business of hotel and hospitality, hotels frequently struggle to engage with a wide variety of markets. They can divide markets into smaller groups with distinct preferences and needs to address. For each market category, developing effective tactics requires an understanding of consumer behavior. Hotels may increase guest satisfaction and better serve their target group. Hotels can successfully engage with customers, meet, and exceed their expectations, and expand their business with a thorough understanding of consumer preferences.

Segmentation has advantages, and focused strategy makes it possible to allocate resources more effectively and increases the possibility of meeting expectations. (Kotler & Keller, 2009.) Consumer market segmentation can be approached using behavioral factors like consumer reactions or descriptive features like geography, demographics, psychographics, and behavioral. The main objective is to tailor marketing initiatives to meet the needs of each segment. Segmentation levels include segment marketing, niche marketing, local marketing, and individual marketing, with the preferred method being direct influence on the targeted group through low costs and convenience in an overlooked niche market, resulting in effect substantial profits. (Kotler & Keller, 2009.)

In this study, consumer needs, preferences, and decision-making processes within market groups or target audiences are essential insights provided by consumer behavior. Hotel businesses can better understand their consumers, create specialized services, and apply successful marketing methods by incorporating these insights into hotel strategy.

2.8 Challanges of Hotel

There are several challenges in front of hotels to attain the trust of the middle-class families for booking their last footprint of satisfaction. First, pricing and relevancy is a major challenge for hotels in attracting middle-class customers. Middle class customers are more conscious about thier budget and look for those

hotels which provide good value for their money. Also, there is high competition in the middle class accommodation and thus, hostels, vocational rentals and hourly budget hotels are some of the options which put significant challenge for the good quality hotels. This is also justified by the transaction cost theory which state that If the pricing of the hotel is highly perceived, it will lead customer to look for more affordable accommodation (Wingand, 2015) . Therefore, managing the right amenities, services, and other facilities consdiering the profit margin is not an easy task for any of the hotel business. According to Akbar & Tracogna, it becomes importnat for hotels to ensure that their pricing is competitive enough to attract customers (Akbar & Tracogna, 2018). Also, discounts and offers better attract the middle-class customers. However, there is already less profit margin in such segment thus, it is not an easy role for hotels to manage discounts and offers with reasonable price.

Next, hotel location is also a significant aspect which can put negative impact on middle class customer mindset for booking. According to Yang, Mao, & Tang, middle class customers usually rely on public transports and thus there is a challenge for those hotels which are situated in offbeat places or at the place where public transportation is not easily available may reduce the chances of booking by middle class customers (Yang, Mao, & Tang, 2018). Also, middle class generally use hotels only when they are in non-home city for travel or any other purpose, and thus preferable location is alwasy nearby to the major landmarks, travel destination or others. Therefore, hotels a low popular location may face significant challenge regarding low guest count. Also, the hotels situated at locations lacking hospital, supermarket and convenience store discourage middle class guests as accessiblity and convenience are always the priority. Image and reputation is among the most important challenge which have a significant imapct on the mindset of middle class families while booking in a hotel. Value for money is an important aspect for the customers and they always want to assure that hotel fulfilling their expectations. Sparks & Browning also mentioned in the research that negative reviews from relatives and friends will impact on the perception and decision of the customer booking the hotel (Sparks & Browning, 2011). Also, lower middle-class families relies on digital platforms, and most of the low budget hotels do not put high emphasize on digital promotions and strong social media presence. Therefore, it is a significant challenge for hotels to spend a significant amount on digital platforms while their profit margin is already low.

Hussain mentioned in his research (2019) that providing affordable rooms and better services is another major challenge hotel industry face while dealing with low budget. Real state cost is a significant factor here which impact on price of the room. In some of the cities, where property or land rates are higher, it become highly difficulty for hotels to offer the room price at low budget. Also, there are many staff members work in an hotel at same time and in hotels targeting middle class people, generally the labor staff are non educated. Thus, there is a always a challenge for the management to cater and build the customer behavior practice of the labor and making them happy with the services. According to International labor organization (2011), any kind of unrelaxing and uncomfortable behavior from the unskilled staff reduce the chances of returning the guest for the next visit. Providing better amenities and services to the middle class guests is also a big challenge for hotels. Middle class customers have a limited

budget and it raise the challenge in front of hotels to make a balance between offering good quality amenities and services while keeping cost affordable. Also according to Forgacs & Dimanche, guests usually have diverse expectations from a hotel such as Wi-Fi, parking, complimentary breakfast, Ac and other, and catering all the information in limited cost structure is a challenge for the hotel business (Forgacs & Dimanche, 2016) . Luxury hotels have high level cost structure and thus, it is efficient for them to cater all the facility at once however, it is not an easy task in middle class hotel to understand which amenities should be prioritize.

Last but among the most significant challenge is about hygiene and security offering. Providing good security facilities and hygienic environment required more staff and budget which ultimately raise the cost of room. Also, it required constant monitoring, maintenance, staff training and supervision which is a potential issue for low budget hotels. Tsai et al., (2012) also mentioned in their research that there is high competitiveness when hotels are providing different security and hygienic environment in different budget range. In the hotel business, cleanliness and hygiene are crucial since they leave an impression on visitors.

Customers prioritize cleanliness over luxury when selecting and recommending hotels. For hotel to preserve their reputation and draw in additional guests, effective housekeeping teams and expert cleaning services are crucial. (Nain, 2018.) In the hotel maintaining cleanliness involves more than just doing basic cleaning tasks. Maintaining a high level of maintenance and cleanliness throughout the entire facility is the true challenge. In order to do this, it is necessary to adopt innovative and put best practices in place for hygiene duties. Hotel cleaning is overcoming obstacles, staying ahead of the curve, and using the best hygiene techniques possible. Tools and techniques are used to boost effectiveness and production in order to inject additional vitality and innovation.

Finally, its challenges but much effect to accomplish desired result in hotel, necessary to stress the best use of available resources. (Singh, 2015.) Suba Elite Hotel aiming to attract lower middle class families, upholding high levels of cleanliness and hygiene is crucial. These families appreciate cleanliness and demand an atmosphere that is kept in good condition. Suba Elite Hotel challenge to satisfy these hygienic standards, and successfully meet the needs of families in the lower middle class by successfully resolving hygiene issues. Standing out from the competition by providing good hygienic and safe environment while balancing with the room price is a challenging situation for hotel business.

Safety and security for hotel guest indeed significant challenges to address, especially with a vast population, a diverse cultural landscape, and varying socioeconomic conditions. Safety is a combination of physical safety attributes and a well-designed organization (Enz & Taylor, 2002). Hotel environment that prioritizes the wellbeing of people and the protection of assets, reducing the likelihood of accidents, incidents, and security breaches. As India being a popular tourist destination and a thriving business hub, hotel face the task of handling a large volume of guests from diverse backgrounds, increasing the complexity of security and safety management. The implementation of strict security measures, such as

well-trained security staff, advanced access control systems, full background check on staff members extensive surveillance systems, and effective guest identification and registration procedures, is the challenge for a Suba elite hotel.

3 Methodology

Target new clients from lower middle class households in order to deliver an experience is a concern of the study. Target group that is exploring the experience for new customers, as well as the influencing factors. The study techniques for conducting and analyzing the results are described in this chapter. The research approach, research methodology, research strategy, data collection method, population and sampling method, data collection instruments, and analytic instruments, are all covered in chapter.

Search for knowledge is what ''Research'' is. As a methodical and scientific search for relevant data on a certain subject, define research. The art of scientific inquiry is research. In the same vein, research is defined as "a careful investigation or inquiry, specially through search for new facts in any branch of knowledge." Redman and Mory describe research as a "systematized effort to gain new knowledge." Research is a vital process and societal advancement. Research can make significant contributions to society by uncovering new insights and advancing various phenomena. (Kothari, 2004.)

Research plays an important role in the progress of society or civilization. It encourages logical and scientific thinking and promotes the development of organized habits of inquiry. It also leads to invention, innovation, and helps to challenge overconfidence and doubt, which can spur further progress. (Kothari, 2004, p. 5.) Under the methods of study. A quantitative research study is going to be carried out. Which is Questionnaire surveys are a reliable and cost effective method of quickly collecting data. They are widely used by individuals, research organizations, and the government alike. (Kothari, 2004, 100.) Quantitative research is an effective and reliable method for understanding and explaining phenomena. It is especially useful for testing hypotheses and predicting scores on one or more factor effects. (Sukamolson, 2007.)

In order to address difficulties and create generalizations for theoretical formulations, research is a methodical and exacting process. It entails a set of actions that assist us in defining and refining problems, formulating hypotheses, gathering and analyzing data, and testing those findings against the initial hypothesis. By using impartial techniques including study, observation, comparison, and experimentation, and add new knowledge that improves our understanding. Thats why research have own importance. (Kothari, 2004.)

- Research encourages the development of logical thought patterns and organizational skills as well as scientific and inductive thinking.

- As a tool for economic policy, resolving the myriad operational and planning issues that face business and industry. The cost of necessities must be compared to likely revenues, and this is the area that requires the greatest investigation.

- Research as an instrument to continuously compile facts, analyze them, and predict what will happen in the future to study structure.
- Research focuses on the factors that influence consumer behavior based on market characteristics.

3.1 Research and Data Collection Methods

Now that the method has been established, the study in the thesis will discuss how it will be used in work. The quantitative research approach is specifically used in this thesis. Primary sources of data were utilized in this thesis. To learn information about potential new customers Choices and preferences will be made possible by the analysis of this data. Moreover, development recommendations for both the operational and business aspects.

Research methods can be related to and influenced by research techniques. This depicts the execution of a structure and an examination of the data that follows. According to 'Bryman' and Bell A research method is simply a technique for collecting data. It can involve a specific instrument, such as a self-completion questionnaire or a structured interview schedule, or participant observation whereby the researcher listens and watches to others. (Bryman & Bell, 2015, 49.) Additionally, a questionnaire survey will be used to gather the key data that will serve as the study foundation. Questionnaire surveys are frequently used in quantitative research because they have numerous important advantages over other methods.

3.2 A quantitative research method

Quantitative research utilizes numerical data measurements to address research concerns. To do this, researchers formulate closed-ended inquiries based on preexisting theories, which leads to the formulation of problems at the beginning of their research process. In order to evaluate quality control during execution through monitoring design requirements based on an empirical cycle with a deductive nature, they then transform this into particular tools like questionnaires and structured interviews utilizing set methodology approaches developed over time. Throughout the investigation, the researcher adheres to specified procedures to guarantee technical assistance and evaluate the study quality by keeping track of how it is planned and carried out in an empirical cycle with a deductive nature. This indicates that they are putting theories or hypotheses to the test through experimentation or observation using quantifiable facts. Quantitative research is a well established technique used in a wide range of disciplines, including the natural and social sciences, where researchers concentrate on using numerical data and statistics to

address questions about the phenomena they are studying while adhering to established protocols to guarantee the accuracy and reliability of their findings. (Jonker & Pennink, 2010, 66.)

In this study, quantitative research methods demonstrate their ability to gather and evaluate data in order to provide research related insights. It entails using statistical techniques to extrapolate conclusions from survey data about the number of individuals. By gathering data that can be more quantitatively assessed and statistically evaluated, it can offer insightful information to Suba elite hotel.

3.3 A qualitative research method

Another method of providing an overview as qualitative research is to comprehend a particular organizational reality or phenomenon from the viewpoint of the people involved. Qualitative researchers utilize sensitizing concepts, which are pre-theoretical by nature, to guide observations, which begin with theoretical concepts that need to be tested. They therefore begin without any previous ideas about what they will discover or how things function. In an effort to gain a complete and nearly "pure" understanding of people behavior in certain settings, the researcher fundamental attitude needs to be as impartial as possible. In order to achieve this, the researcher engages in actions to fully integrate the subject under study. Different approaches may be used or integrated in qualitative research as part of a multi-method approach. The goal here is not just determining what can be tested easily; rather, it is driven by theory rather than technical issues like sampling size, etc., which could result in mini-theories that are useful in a given circumstance but require further testing to have broad applicability. (Jonker et al., 2010.) The aforementioned technique, known as qualitative research is not used in this study by the author.

3.4 A case study as a research strategy

The goal of case study is to look at the crucial elements that attract lower middle-class families to suba elite hotel. To learn more about the elements that contribute to hotel success in target market segment by analyzing the techniques that employ.

‘’A case study is an empirical inquiry that investigates a contemporary phenomenon in depth and within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident.’’ (Yin R. K., 2009) Research concentrates on a certain person, group of people, business, or phenomenon to produce an in-depth study of the issue. Decisions as the major focus of case studies include "individuals," "organizations," "processes," "programs," neighborhoods," "institutions," and even "events." However, case study "by interest in an individual case, not by the methods of inquiry used" would seem insufficient to establish the complete basis for case studies as a research method. (Yin, 2014.)

The researcher can move forward with data gathering and analysis now that the case study logic has been established. The research questions or objectives are then addressed by a methodical analysis of the methods employed and the data acquired. The case study research method offers a thorough and in-depth examination of a particular case or instances. (Yin, 2014.)

An interpretation of the data is crucial to the actual work of case study research. Case study research offers a lot of potential in business research, which is only slowly being appreciated. However, all research is undoubtedly intriguing. Only when tradition is properly carried out can its role be completely understood. Due to the wide range and variety of approaches available to case study researchers, this presents a problem. (Farquhar, 2012.)

Case study strategy help to selecting and specify the type of data plan to further collection. In this studies, the primary epistemologies are positivist, and as a result, the data are produced, examined, and presented in accordance with these epistemologies. One of the benefits of case study research is that it can include both quantitative and qualitative data, and combination of the both methods, but challenging based on data as consistent with the epistemic foundation of your research. (Farquhar, 2012.)

Finally, using case study is advised if a researcher wants to look at a specific and can be valuable in exploring various aspects of interpersonal connections that happens as a result of a certain thing because it would enable a full understanding of the phenomenon.

3.5 Data collection and Questionery survey

The strategy for gathering data include choosing the right techniques in accordance with the goals of the study. While quantitative techniques like surveys and database analysis are more suited for descriptive or causal research, qualitative techniques like focus groups and in-person interviews are more ideal for exploratory studies. The author can collect pertinent and trustworthy data that fits with their research objectives. In addition Surveys are a typical method of obtaining primary data from people in order to learn more about a number of issues, including ideas, opinions, attitudes, lifestyles, and demographic characteristics. Respondents who are aware that their behavior and attitudes will be scrutinized will be included. When evaluating survey results, this choice should be considered. (Hair, Babin, Money, & Mouel, 2003.)

A questionnaire is a crucial tool for survey research data collection. It is intended to gather data from respondents and assess important traits of people, businesses, occasions, or other occurrences. A well-designed questionnaire is essential to ensuring the correctness of the data. This entails taking into account the questionnaires basic design, confirming it through pre-testing, and selecting the administration strategy. Large amounts of numerical data are sought for via questionnaire surveys, which often include a

predetermined set of questions and few possible answers. Researchers can gain important insights and base their judgments on the gathered data by properly organizing and carrying out a questionnaire-based study. (Hair et al., 2003.)

The data collection process for Suba Elite Hotel took place during the third week of June 2023, utilizing an online survey. Share among the 130 individuals who were recipients of the survey, an outstanding 108 participants actively provided their responses. This exceptional level of engagement translates to an impressive response rate of approximately 83,07%. The author will use a survey questionnaire designed especially for the Suba elite hotel consumer group to collect quantitative data for this study. By filling out this questionnaire, participants will be able to share their own insights, viewpoints, preferences, and sincere comments on the hotel amenities and services and others preferences. (Hair et al., 2003.) The author can learn more about the target consumer group and how they view Suba elite hotel thanks to the thoughtfully written questions. Which is useful tool for investigating as well as Insightful information, support for decisions, a competitive edge, and a contribution to academic knowledge in the area can all be gained different facts of the hotel offerings and locating opportunities for growth or development standing with excellence at Suba elite hotel.

The questionnaire survey included in Appendix 1 of the thesis was used to compile important data for the research investigation. The survey questionnaire consists of a group of well-organized questions that explore different facets of the research topic.

4 Results and finding

The goal of this thesis is to explore how hotels can attract their target group from lower middle class families and to identify the variables that affect how well hotels are able to target this specific group of people. The author has created a thorough questionnaire with 26 different questions that will be used to collect data in order to accomplish this goal. The questionnaire has been created in a way that guarantees its clarity and simplicity, making it simple for respondents to grasp and allow them to freely respond. The author intends to incorporate participants from a variety of gender, age, and audience categories in order to increase the survey usefulness and trustworthiness. The intention is to ensure that the survey captures a wide range of different perspectives and achieve main object.

The author's questionnaire consists of 26 inquiries that encompass a range of variables. This compilation exploration of topics, facilitating valuable information and the acquisition of data.

Q.NO	SURVEY QUESTIONNAIRE
1	The price of accommodation the hotel is an important factor in attracting lower middle class families.
2	The availability of discounted packages or promotions attracts lower middle class families.
3	The hotel availability of flexible payment options or installment plans is valued by lower middle class families.
4	The hotel loyalty programs or rewards influence the decisions of lower middle class families.
5	The location of the hotel influences the decision of lower middle class families.
6	The hotel proximity to public transportation is a crucial factor for lower middle class families.
7	The hotel accessibility to local attractions or tourist spots is a factor that influences lower middle class families choice.
8	The hotel's proximity to shopping centers or malls is a factor that attracts lower-middle-class families.
9	The hotel's proximity to medical facilities or hospitals is a factor that influences the choice of lower-middle-class families.
10	The reputation or brand name of the hotel is important to lower-middle-class families.
11	The hotel's online reviews and ratings influence the decision of lower-middle-class families.
12	The availability of affordable family rooms is a significant factor for lower-middle-class families.
13	The hotel's flexibility in accommodating special requests or preferences of lower-middle-class families is valued.
14	The hotel's providing a comfortable and relaxing atmosphere is important for lower-middle-class families.
15	The quality and variety of amenities and facilities provided by the hotel are important to lower middle class families.
16	The availability of complimentary services such as breakfast or Wi-Fi is valued by lower middle class families.
17	The availability of onsite dining options or restaurants is important to lower middle class families.
18	The hotel customer service and staff friendliness play a significant role in attracting lower middle class families.
19	The hotel parking facilities and availability are important to lower middle class families.
20	The hotel provision of complimentary shuttle services is beneficial to lower middle class families.
21	The hotel flexibility in check-in/check-out timings is valued by lower middle class families.
22	The hotel reputation for providing a safe and welcoming environment is important to lower middle class families.
23	The presence of child friendly facilities and activities is important for lower middle class families.
24	The hotel providing a family friendly environment is significant for lower middle class families.
25	The hotel cleanliness and hygiene standards are essential for lower middle class families.
26	The hotel safety and security measures are critical for lower middle class families.

Question 1. The price of accommodation the hotel is an important factor in attracting lower middle class families. The answer of following question by respondent as on a scale from strongly agree to strongly disagree, using the respective scaling.

Apart from total 108 responses received the bar chart illustrates the distribution of responses regarding the importance of price for hotel accommodation in attracting lower middle class families. Figure 4.1 of the bar chart and appendix 3.1 representing 34,3% of the total responses, corresponds to the "Strongly Agree"

and ''Agree'' accounting for 52,8% of the bar category. This indicates a significant proportion of respondents firmly believe as well as majority of respondents agree with the notion that the price of the hotel plays a crucial role in attracting lower middle-class families. It suggests that a reasonable number of respondents recognize the significance of offering affordable prices to attract this target demographic. Other hand The "Neutral" category, constituting 9,3% of the bar chart, represents a smaller portion of respondents who neither agree nor disagree with the statement that hotel price plays a role. Respectively same portion by 1,9% which is small proportion of respondents who strongly disagree with the notion that hotel price plays a significant role in attracting lower middle-class families. These findings emphasize the importance of considering competitive pricing strategies to cater to the needs and preferences of the lower middle class in the Suba elite hotel.

Price plays a significant role in consumer decision making. According to Singh (2016), family structure has an impact on consumer behavior, particularly for lower middle class families who often have limited financial resources. These families are more likely to prioritize cost-effectiveness when making decisions. Additionally, as per Qazzafi (2020), occupation also influences consumer purchasing behavior. Additionally financial resources directly connection to families occupation and own business. A survey conducted on this topic highlights the importance of price in attracting lower middle class families to hotels. Understanding these factors enables hotels to develop competitive pricing strategies that cater to specific target demographics. The survey results indicate that a significant proportion of respondents firmly believe, and the majority agree, that the price of accommodation at a hotel is a crucial factor in attracting lower middle class families.

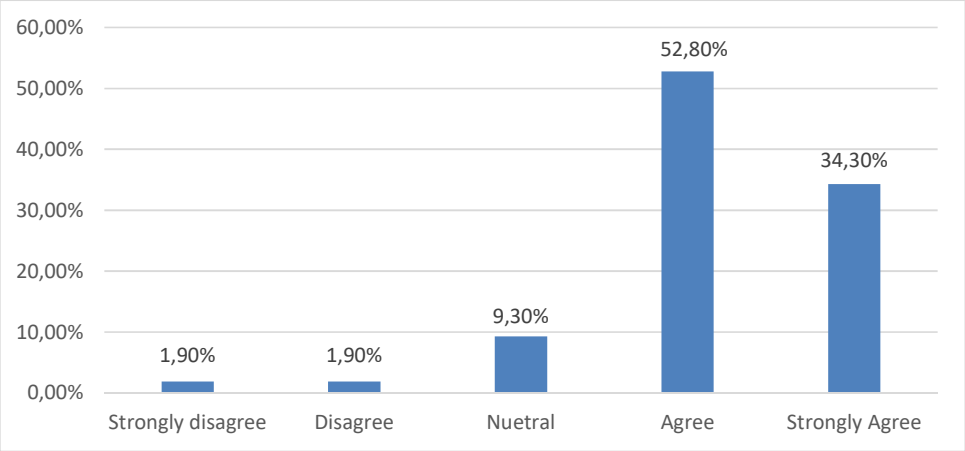

Figure – 4.1 Price for accommodation in hotel as critical factor (n= 108)

Questioner 2. The availability of discounted packages or promotions attracts lower middle class families.

Consumer behavior is significantly influenced by the announcement of discounted prices and offers. Customers may be persuaded to buy products by it because it can engender feelings of excitement, urgency, and perceived value. (Agmeka, Wathoni, & Santoso, 2019.) Figure 4.2 and appendix 3.2 show as explore level of interest by respondents.

Lower middle class families typically have limited disposable income and are always looking for ways to stretch their budget. When they come across discounted packages or promotions, they see it as an opportunity to save money while still enjoying certain products, services, or experiences of purchases. A total of 54,6% of the respondents agreed and 19,4% of the respondents strongly agreed with this term, meanwhile 74,0% agreed that the availability of discounted packages or promotions attracts them. This indicates that more than half of the lower middle class families find such offers appealing and are likely to be influenced by them. Vice Versa sum amounting to 6,5% giving preferences under negative responses. Who do not consider it as a factor of discount and promotion in their decision-making process. But further beneficial for more part from consumer for hotel Suba elite hotel such group of people like 19.4% under neutral decision which is implying that they neither agree nor disagree on current study survey but for future gaining part that hotel know if furthermore implement under discount and promotion factor then such amount of consumer become interested for upcoming time.

However, the survey data suggests that a majority of lower middle class families find the availability of discounted packages or promotions appealing, with a significant portion being strongly influenced by such offers. This information could be valuable for businesses or organizations target this demographic. (Fratu, 2011) as it highlights interest and actions with consumption habit by buying behavior of lower middle class families. Therefore Suba elite hotel have Importance of offering attractive discounts and promotions to effectively engage and attract these families.

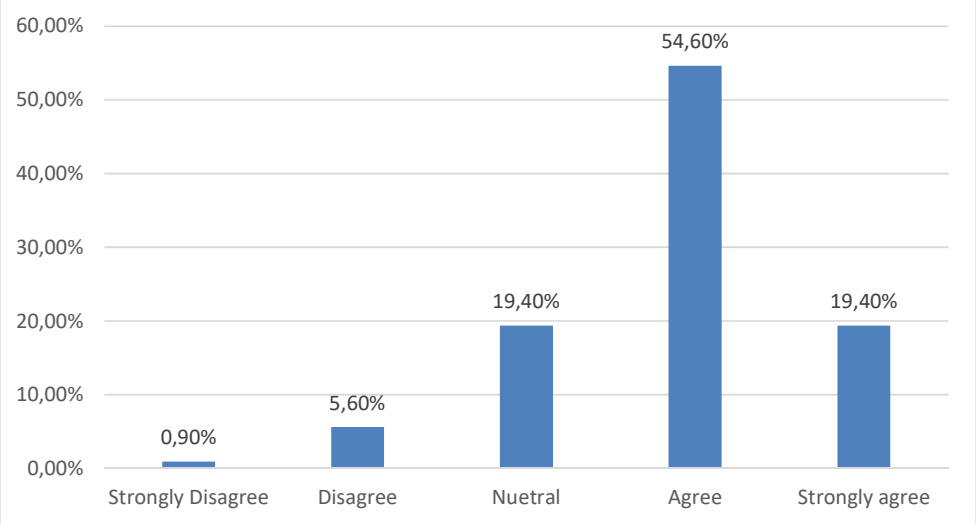

Figure – 4.2 Families attract by discount and promotion (n= 108)

Question 3. The hotel availability of flexible payment options or installment plans is valued by lower middle class families.

One of the important study suggested by Dominici and Palumbo (2013) hotel must Offering enticing incentives and benefits can create a favorable impression in the mind of consumer, ultimately leading to increased consumers retention. When choosing a hotel, the consumer is directly impacted by flexible payment offer and payment plans. Figure 4.3 and appendix 3.3 displays the response rate of the payment plan and the hotel feasibility as follows. But consumer purchasing habits, each person adds their own particular twist to their lifestyle to reflect individuality. Consumers commonly choose goods and pursuits based on the lifestyle they envision for themselves. (Solomon, Zaichkowsky, & Polegato, 2005. 161-173.)

The survey results Figure 4.3 as highlight the significance of flexible payment options or installment plans for lower middle class families when choosing a hotel. The majority of respondents like 55,6% (by agree and strongly accepted for agree), either agreed or strongly agreed with the importance of these facilities, indicating a clear demand. 13,0% of the survey respondents disagreed and does not prioritize these payment options. But here highlighting a small but minority like 3,7% who strongly hold and the reasons behind their disagreement can provide valuable insights for hotels to address any other concern.

Finally, the survey findings emphasize the value of flexible payment alternatives or installment plans for families from the lower middle class when booking a hotel. The majority of respondents either strongly agreed or agreed that these alternatives were important, demonstrating a clear desire. Understanding and applying these payment options can help Suba elite hotel better meet the needs of this market, potentially boosting client satisfaction and increasing attraction among consumers.

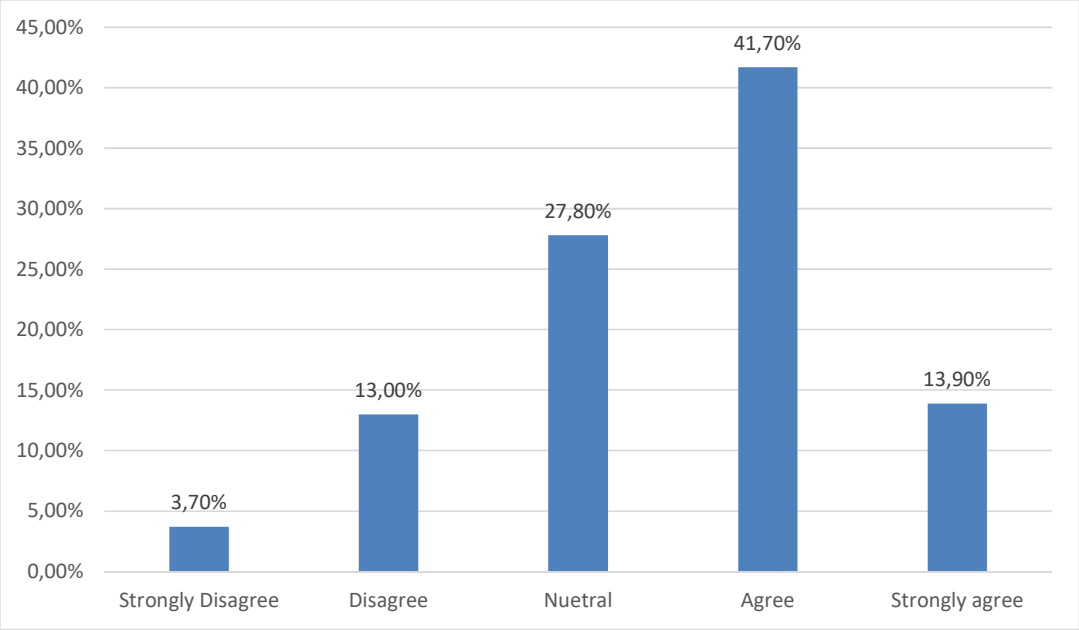

Figure – 4.3 Pay facility and flexibility (n= 108)

Question 4. The hotel loyalty programs or rewards influence the decisions of lower middle class families.

When it comes to choosing accommodation offering rewards and loyalty programs influence the decision of lower middle class families. Consumer emotion can create a connection between personality and buying behavior. (Badgaiyan & Verma, 2014) which is important for hotel as perception of enhanced value for consumers. Figure 4.4 and appendix 3.4 is about the Loyalty programs and rewards.

The survey received responses from 108 out of 109 participants. Out of these responses, Three participants did not answer this specific question. When analyzing the remaining responses, we found that 7,5% of the participants strongly agreed and the same number of participants disagreed. But a smaller number (0,9%) of 106 respondents strongly disagree, so it will be considerable under the disagree view. Furthermore, the chart indicates a positive towards the influence of loyalty programs or rewards by a big slice with 44,3%. While the proportion remained neutral at 39,6%, this stance suggests that this group may not have a clear or strong opinion on the matter. 3 person not answer the question during survey. They might not perceive loyalty programs or rewards as significant factors. It is important for hotel that to emphasize that these findings are based on the responses received from the survey and may not representative of the entire population.

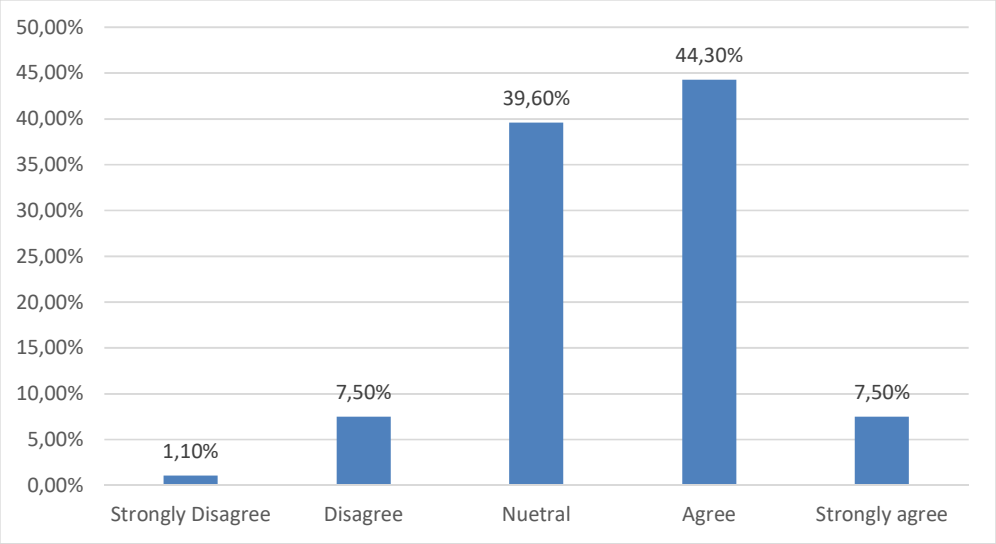

Figure – 4.4 Loyalty program and reward (n= 108)

Question 5. The location of the hotel influences the decision of lower middle class families?

According Figure 4.5 and appendix 3.5, the majority of the surveyed lower middle class families believe that hotel location matters when making decisions. Strong agreement and a significant number of respondents who agree with this statement suggest that a lot of people consider hotel location important factor. Which is shown in the bar chart as a sum of 63,9%. On the other hand, a smaller percentage of 30,6% agreed people who stand as neutral as neither agreeing nor disagreed with hotel location. Finally, only 5,5% disagreed with the statement from a different viewpoint, such as the location of the hotel. Which suggests a need for further investigation or clarification regarding their perspectives.

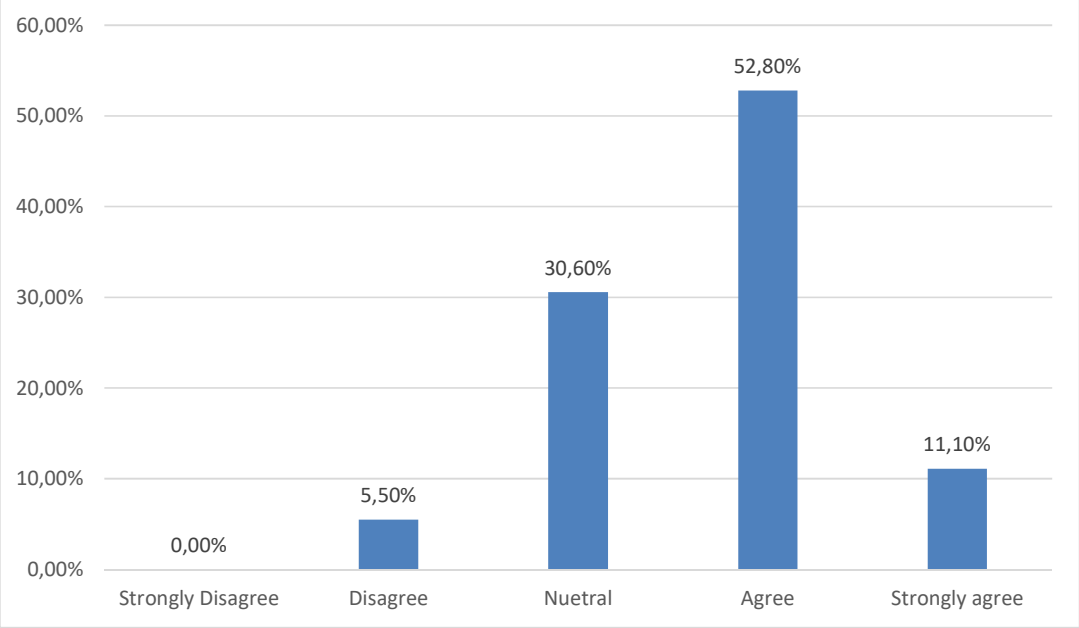

Figure – 4.5 Location (n= 108)

Question 6. The hotel proximity to public transportation is a crucial factor for lower middle class families.

The accessibility of a hotel to public transportation emerges as a crucial issue for lower middle class families. It is ideal if a hotel is located in a convenient location, such as close to a transit public center. McCleary, et,al, (1993.) According to a survey data of 108 respondents, Results from survey question 5 which is Figure 4.6 and appendix 3.6 show that 14,8% of respondents strongly agree with this statement, highlighting how important it is. The statement is also supported by 37,0% of the participants, highlighting the importance of having convenient access to public transit. Another 37,0% of respondents took a neutral stance, indicating that while they may not be expressly in favor of the proposal, they may not place a high priority on accessibility to public transportation. Notably, 9,3% of respondents disagreed with the statement, indicating that for certain families, other considerations may be more important. Finally, only 1,9% of respondents strongly disagreed with the statement, clearly representing the minority viewpoint. The majority of respondents to this question either agree or strongly agree that it is important to take accessibility to public transit into account while serving the requirements of lower middle class families.

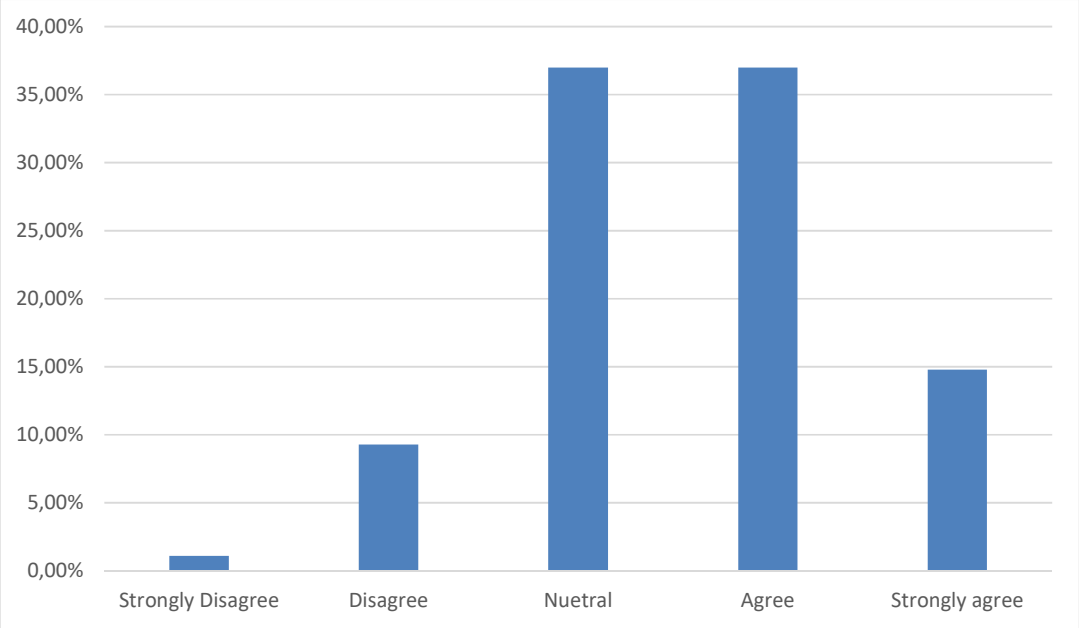

Figure –4.6. Hotel proximity to public transportation (n= 108)

Question 7 The hotel accessibility to local attractions or tourist spots is a factor that influences lower middle class families choice.

The influence of a hotel proximity to popular attractions or tourist destinations on lower middle class families decision. Author received responses 108 from participants. As see in Figure 4.7 and appendix 3.7 A substantial majority of respondents, 55,6% (10,2% strongly agree and 45,4% agree), said that the hotel proximity to nearby attractions was undoubtedly a key influence in their decision. According to the data, the majority of lower middle class families choose hotel that are convenient to tourist attractions. However,

of the participants, 43,6% (30,6% were indifferent, 13,0% disagreed, and 0,8% strongly disagreed) reported either indifference or disagreement with this question. The findings show how vital it is to take into account the accessibility of nearby attractions when marketing to people in the lower middle class, while it is also critical for hotels to take into account other elements that can affect their decision.

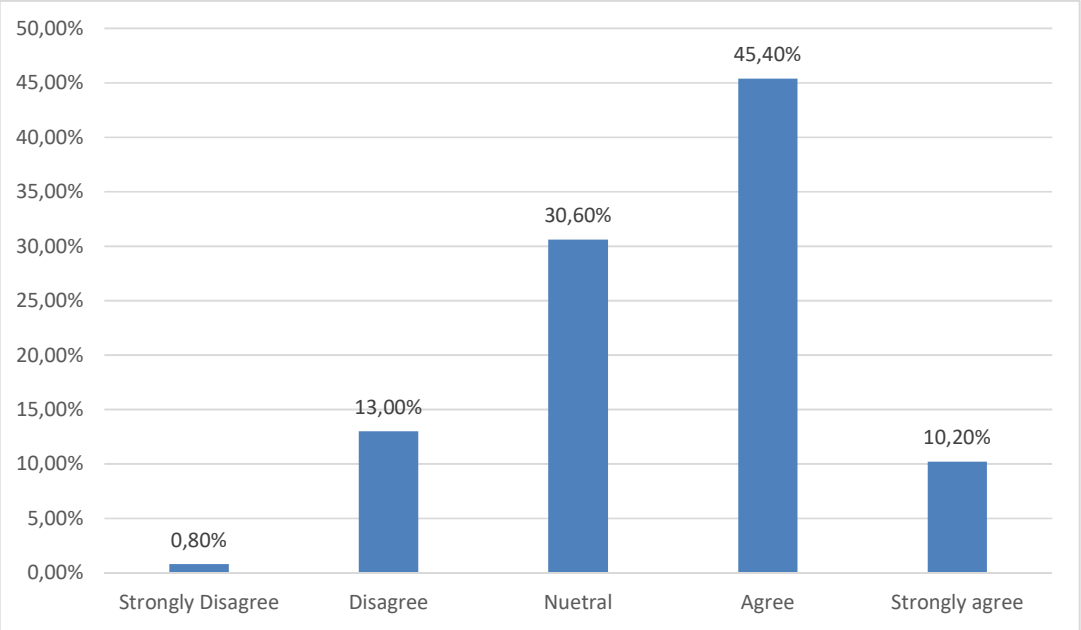

Figure – 4.7. Accessibility to local attractions or tourist spots (n= 108)

Question 8, and 9. The hotel proximity to shopping centers or malls is a factor that attracts lower middle class families. And The hotel proximity to medical facilities or hospitals is a factor that influences the choice of lower middle class families.

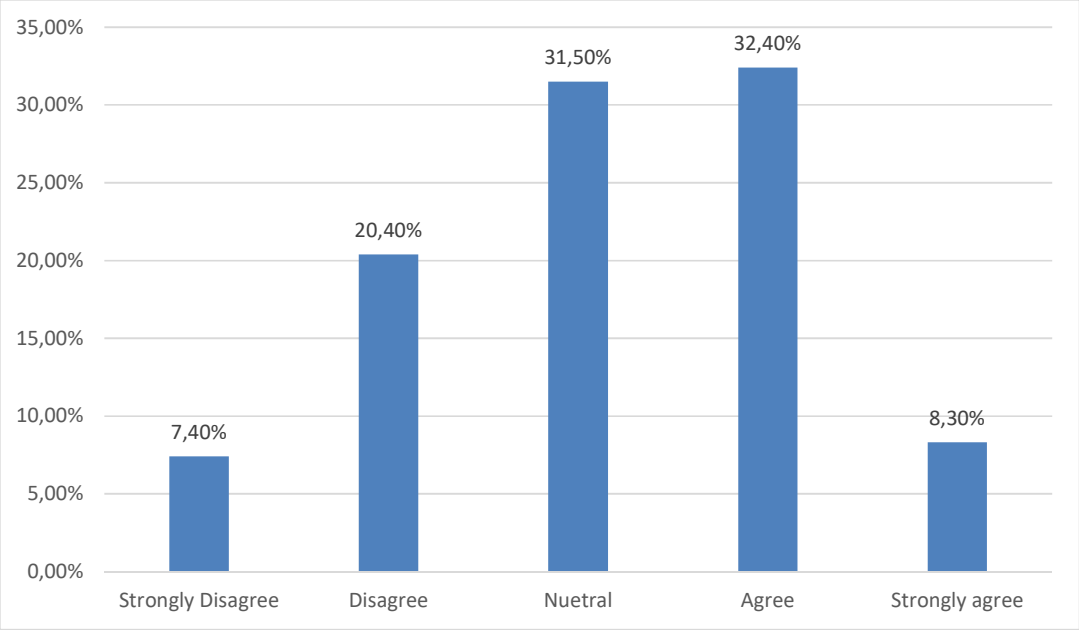

Figure – 4.8 Proximity to shopping centers or malls, etc (n= 108)

Lower middle-class families are more likely to stay in hotels that are close to malls or shopping centers. A considerable percentage of respondents 40,7% strongly agreed or agreed that this factor is appealing. However, it is important to note that a significant proportion of participants 31,5% held a neutral stance, indicating that proximity to shopping centers may not be a decisive factor for them. Additionally, a minority of respondents 20,4% disagreed or strongly disagreed with the notion that hotel proximity to shopping centers is an important consideration clearly in visualize figure 4.8. Therefore, while proximity to shopping centers is indeed a factor that attracts lower middle-class families, it may not universally influence the preferences of all survey participants.

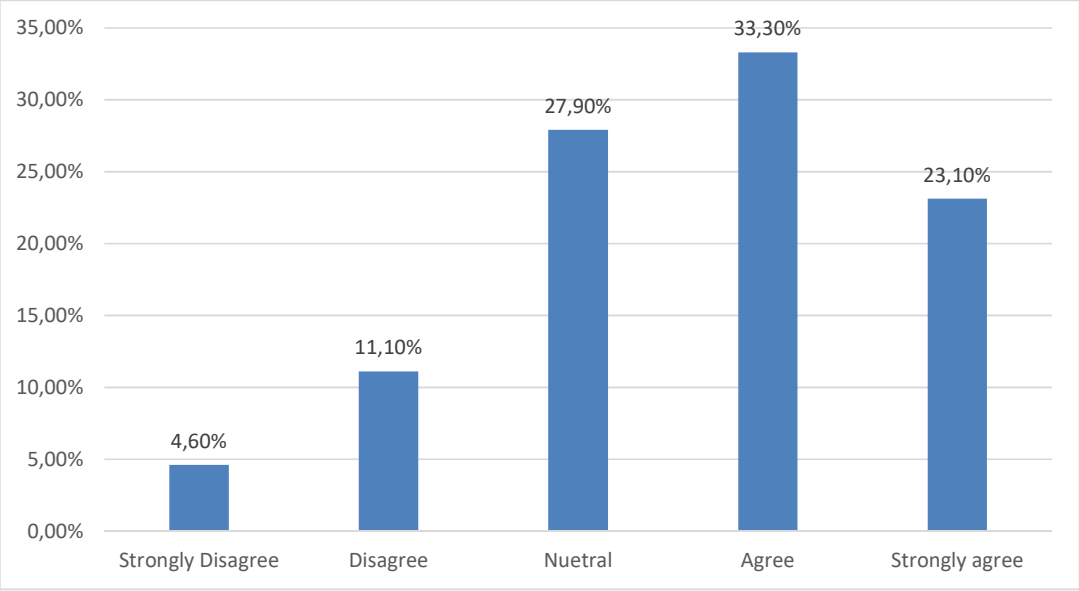

Figure – 4.9 Medical facility or healthcare factor (n= 108)

At the next question, lower middle class families decisions are significantly impacted by a hotel proximity to medical centers or hospitals. With 23,1% strongly agreeing and 33,3% agreeing, a sizable portion of respondents indicate a high preference for hotels close to healthcare facilities. This shows by Figure- 4.9 that these families prioritize convenient access to healthcare services, either as a result of health issues or the requirement for medical treatment while they were traveling. While 27,9% of respondents are undecided, the combined 15,7% who disagree or strongly disagree suggest that close access to medical services is not as important. The survey findings emphasize the significance of taking healthcare accessibility into account while meeting the demands of lower middle class families in the hotel business.

Question 10 and 11 about the brand image and reputation. Lower middle class families often rely on recommendations from friends, family, and peers. Hening-Thurau, Gwinner, Walsh, and Gremler, (2004) recent research has shown that playing role as online reviews and ratings serve as a digital form of word of mouth referrals, allowing them to gather insights from a broader range of individuals. Consumers, influencing their decisions through referrals and reputation, and collaborative their decision making with their buying behavior. Foxall et al., (1998.) Positive reviews about the hotel can reinforce the recommendations they have received or introduce them to new hotel options that align with their needs and budget.

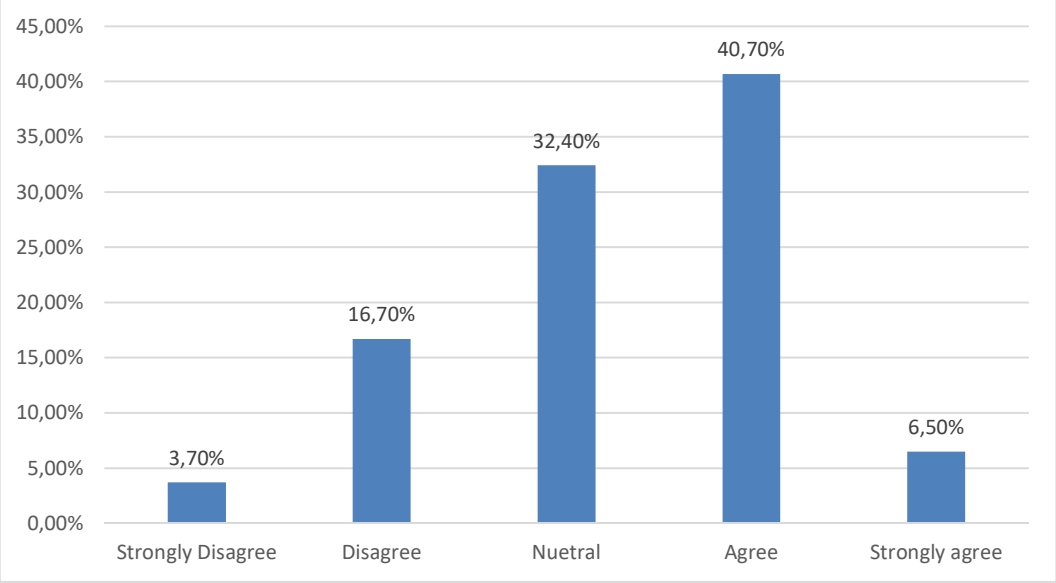

Figure - 4.10 Reputation and brand name (n= 108)

According to the data in Figure 4.10 and appendix 3.10, lower middle class families place a lot of value on a hotel name or reputation. The reputation or brand name mattered to them, according to a total of 47,2%

of respondents, who agreed or strongly agreed. This suggests that travelers consider a hotel reputation and credibility when choosing where to stay.

Additionally, 20,4% of respondents said they disagreed, with 16,7% saying they strongly disagreed and 3.7% saying they disagreed, which is a lower number in percent than agree responses but still has an impact on corporate policy. 32,4% of respondents were neutral in their stance. According to these findings, the part of neutral and disagree includes strongly disagree that include respondents practically fills this bar chart in half, making it remarkable insign by hotel survey analysis.

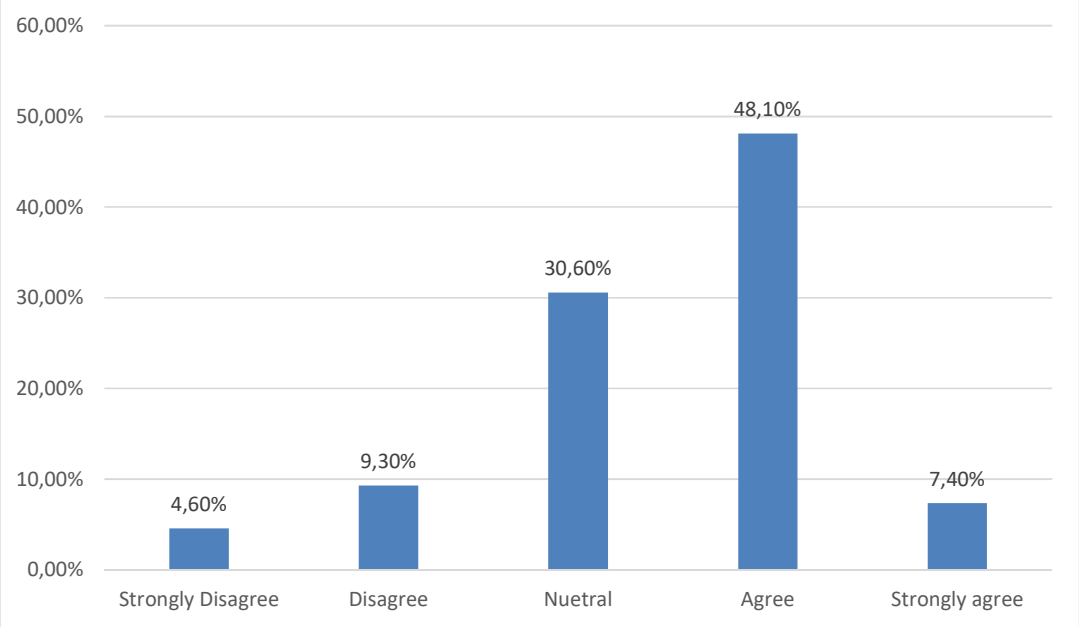

Figure – 4.11. Online review and their response. (n= 108)

Lower middle class families make decisions about hotels based in large part on online reviews and ratings. The majority of respondents 55,5% agreed or strongly agreed that these reviews had an impact, highlighting how significant they are. A second large percentage 30,6% remained neutral, indicating that consumers do not heavily rely on online reviews. A small percentage 13,9% also disagreed or strongly disagreed, suggesting that some people do not perceive reviews as important factors. Mostly lower middle class families find that online reviews are helpful, although other people do not think they are very important when choosing a hotel.

Next section questions 12, 13, and 14. represent accommodation and related flexibility and comfort in the survey. Questions are The availability of affordable family rooms is a significant factor for lower middle class families?, or The hotel flexibility in accommodating special requests or preferences of lower middle class families is valued? and The hotel providing a comfortable and relaxing atmosphere is important for lower middle class families? Lower middle class families preferences for hotel accommodations were assessed using different preferences like affordability, comfort, and flexibility. The availability of affordable

family rooms holds significant importance for lower middle class families, indicating that cost effective accommodation options are a key consideration.

The flexibility of hotels in accommodating preferences is highly valued, which indicates personalized service. The provision of a comfortable and relaxing atmosphere emerges as an essential factor for these families, which is crucial for their satisfaction. These findings from the survey Figure 4.12 provide valuable insights into the preferences and priorities of lower middle class families when selecting hotel accommodations. Survey responses will help in the study.

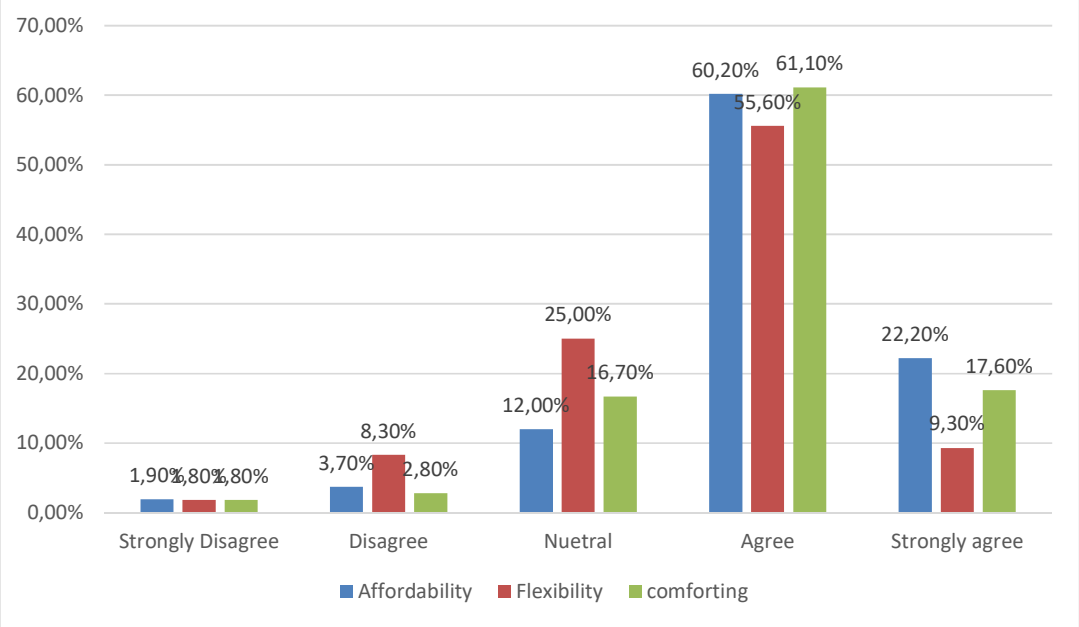

Figure - 4.12. Accommodation affordability, flexibility, comforting (n= 108)

As above visualized, it clearly states that in all three preferences and choices among the selecting hotel by lower middle families they agree more than 50,0% ratio in general. This indicates that a majority of respondents Affordable family rooms are highly valued among lower middle class families, with an impressive sum of 82,4% expressing their agreement. Additionally, an overwhelming 64,9% of respondents appreciated the hotel accommodating approach towards special requirements, further emphasizing the importance of personalized support. Last but not least, 78,7% of people agree that the hotel offers a comfortable and relaxed atmosphere, which recognizes the value of a great hotel experience. These observations underscore the significance of delivering cost effective services, tailored assistance, and a welcoming ambiance to meet the needs of this specific target group in the Suba elite hotel. But such remarkable results from a neutral stance are not based on good responses from the viewpoints of affordability, flexibility and comfort. Out of the total number of 108 respondents, 12,0% neutral had no clear opinion on the affordability option. Similarly, 25,0% had a neutral stance, possibly due to a lack of information or a neutral perception. Regarding comfort and relaxation, 16,6% did not provide an opinion and remained neutral. A small

percentage (5,6%, 10,10%, and 4,60% respectively) disagreed or strongly disagreed, indicating different preferences for affordability, flexibility, and a comforting atmosphere.

This study looked at how lower middle-class families choose to select hotels depending on their amenities and services. The survey was designed to gather information from respondents about the amenities and services that are significant to these families. The author learned more about the specific preferences and priorities of lower middle-class families by examining the survey responses.

Question 15. The quality and variety of amenities and facilities provided by the hotel are important to lower middle class families.

Lower middle-class families make decisions based in large part on the standard and range of amenities and facilities offered by hotels. Consumers want affordable prices, comfort, convenience, family friendly options, the availability of meals, recreational opportunities, and a safe atmosphere, among other things.

Based on responses received as 108 survey participants, a sizable majority 76,9%, including 13,9% who strongly agreed and 63,0% who agreed and expressed agreement with the standard and range of hotel amenities and services. However, about 17,6% of the respondents took a neutral view, meaning they were unsure or had a different view of how important amenities and services were. With 2,7% disagreeing and 2,8% strongly disagreeing, the disagreement rate was also relatively low. This suggests by Figure 4.15 that lower middle class families are aware of the value of amenities and facilities.

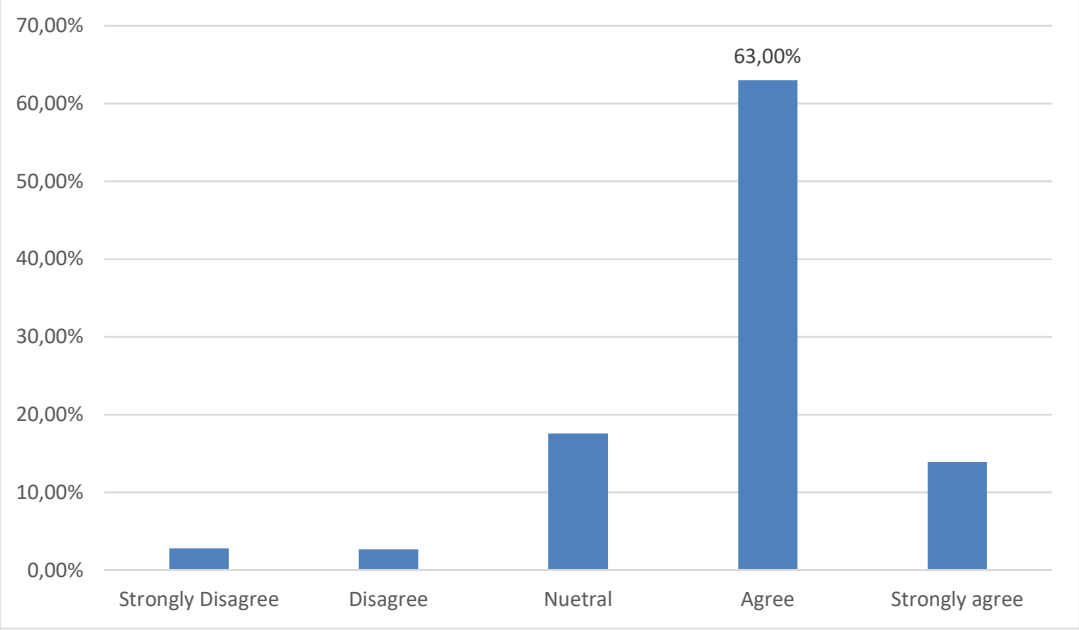

Figure - 4.15. Quality and variety of amenities and services (n= 108)

Question 16. The availability of complimentary services such as breakfast or Wi-Fi is valued by lower middle class families.

A sizable portion of respondents agree that supplementary services are important for lower middle class families. These families may see the provision of breakfast or Wi-Fi as a welcome addition that will help them save money on food or maintain access to essential services. In contrast, 48,1% of respondents and 26,9% of strongly agreeing respondents in this survey believed that lower middle class families value complementary services. With a 13,9% neutral stance, these families would not think favorably of complimentary services when making decisions. However, 11,1% (7,4% disagree and 3,7% strongly disagree) of the respondents as a whole disagreed or strongly disagreed with the statement that a minority of lower middle class families do not consider complimentary services.

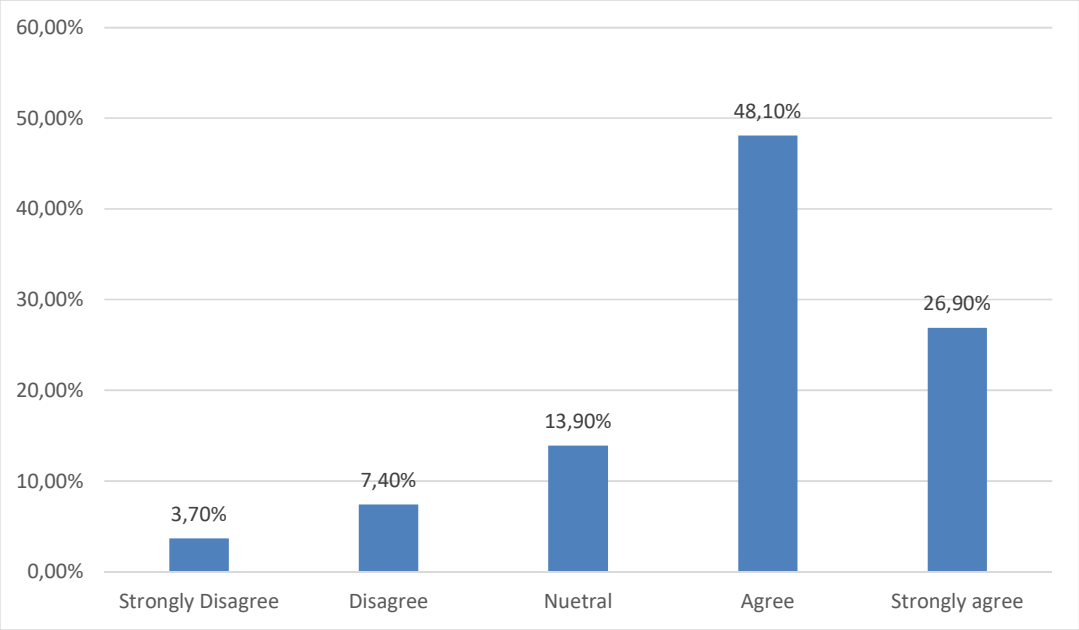

Figure - 4.16. Complimentary services (n= 108)

Question 17. The availability of onsite dining options or restaurants is important to lower middle class families.

Below chart as Figure 4.17 and appendix 3.17 show, more than 50,0% of respondents were in favor of the dining and restaurant facilities, which are advantageous for hotels and consumers in terms of convenience and time savings. Majority responses like 52,7% out of 108 participants, these families generally favor this choice since it saves them the time, money, and inconvenience of having to find another location to eat. Those who just enjoy cooking and find it more gratifying to prepare meals on their own may also disagree with the term, either in a neutral or extremely disagreeable manner. 38,0% of total responses imply an adverse effect on the business of hotels providing food options, so hotels should be concerned about these responses. A similarly small percentage of respondents 7,4% and 1,9%, respectively, said that they would not prefer to use the aforementioned services.

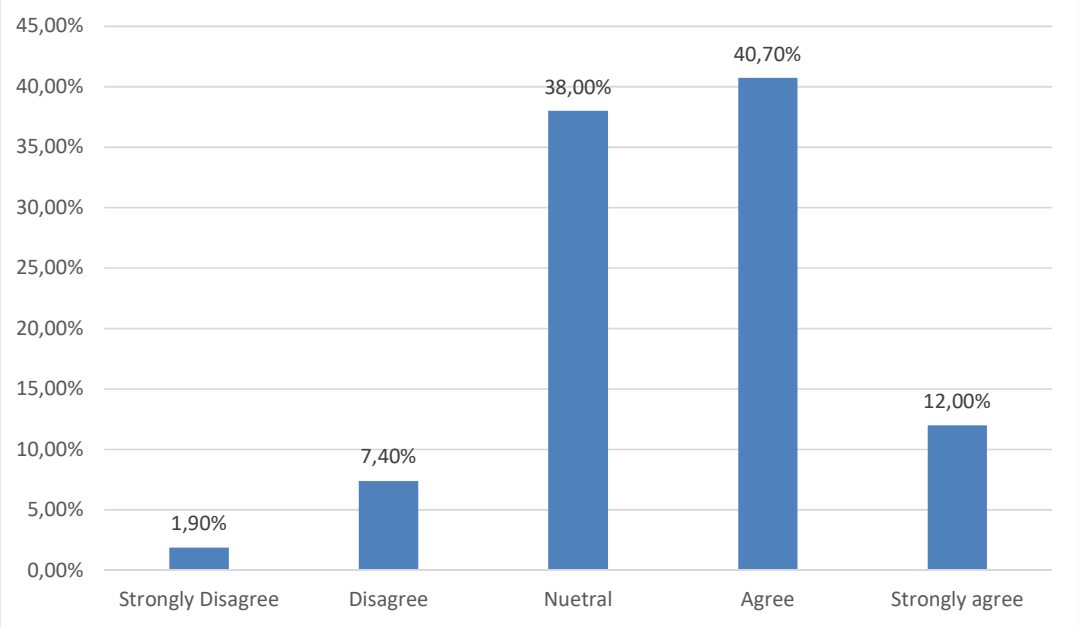

Figure 4.17. Onsite dining and restaurant facility (n= 108)

Question 18. The hotel customer service and staff friendliness play a significant role in attracting lower middle class families.

The main objective of the hotel customer service is to be available and present for guests before, during, and after their stay. Whether it is via information, suggestions, or assistance to visitors. For below Figure 4.18 question more than 80,0% out of the 108 replies to this survey question were positive for the study, which is 83,4% agreeing and strongly agreeing. Another 10,2% of the replies overall were neither agreeing with the statement nor disagreeing with it. Lastly, 6,4% of those who are in a bad term disagree with the above statement. Customer service is constantly maintained as a core component of hotel operations since it helps to make guests feel welcome and provides them with personalized attention.

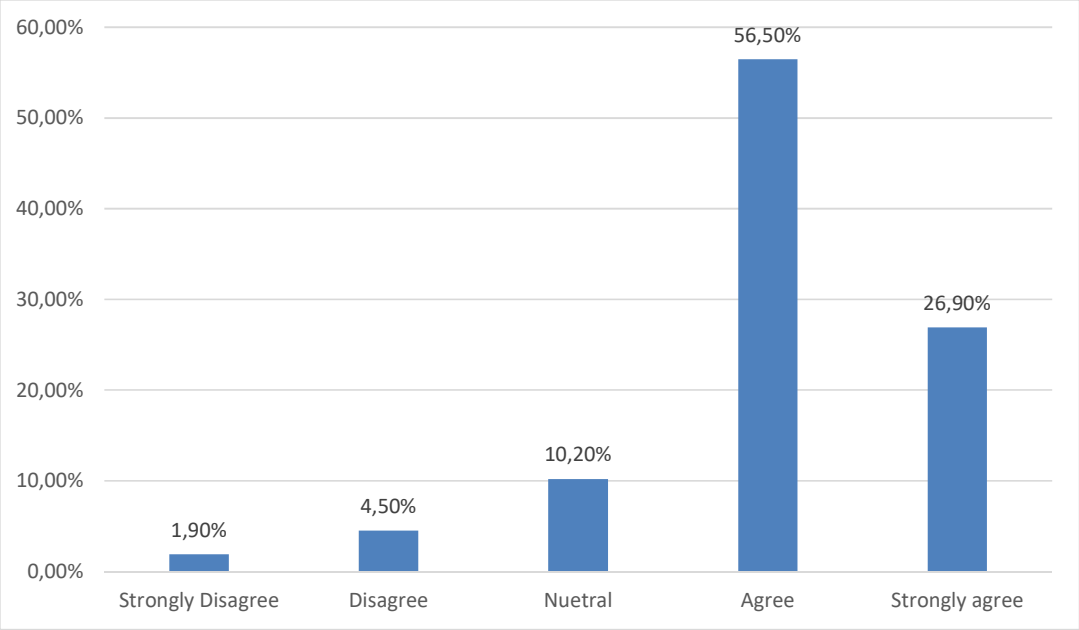

Figure 4.18. Staff friendly and customer services (n= 108)

Question 19. The hotel parking facilities and availability are important to lower middle class families.

In India, where lower middle class families are common families preferences for parking facilities offered by hotel may differ depending on their particular requirements. In general these families not prefer own car but during visit or travel occur rent car of hiring. In this situation availability of parking is one of the favorable factor for them. As responses were received by Figure 4.19 and appendix 3.19, majority agreed with statement as a sum of 69,5% and around 30,5% took the stance of neutral and disagreed with the statement. Responses of neutral 19,4% and disagree 11,1% include strongly disagree. Ultimately, the significance of parking options and availability might differ between individuals and families. Therefore, it is critical for hotels to take a variety of things into account when addressing the needs and preferences of their target audience.

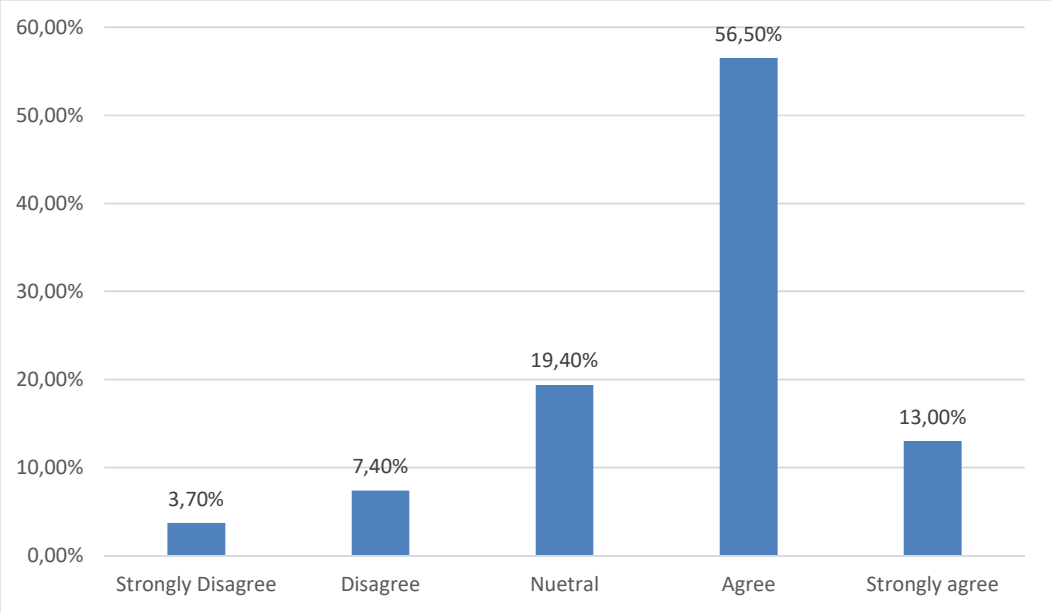

Figure 4.19. Parking facility (n= 108)

Question 20. The hotel provision of complimentary shuttle services is beneficial to lower middle class families.

Lower middle class families benefit from the hotel shuttle service since it lowers their transportation costs, increases accessibility, is more convenient and time-saving, allows them to visit nearby attractions, and promotes safety and peace of mind. As seen in the figure 4.20 and appendix 3.20, this question received a total of 107 responses.

The majority of responses 58,0% overall to the chart are neutral or disagree with the statement in question. 9,4% of people decide not to choose a hotel based on the complimentary shuttle service, disagree, or strongly disagree. Only 42,% of respondents agree include strongly agree, indicating that they agree with the criteria and will take it into consideration when making a decision. As a result of the larger number of neutral responses, the hotel has to analyze the shuttle service and associated facilities carefully.

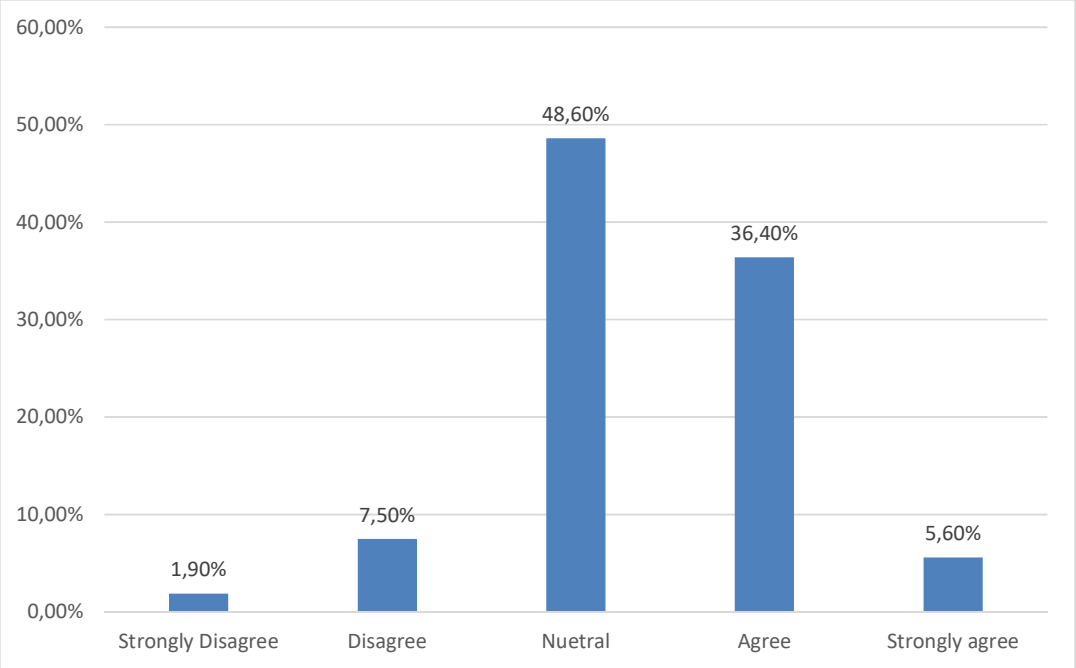

Figure - 4.20. Complimentary shuttle services (n= 107)

Question 21. The hotel flexibility in check-in/check-out timings is valued by lower middle class families.

Hotel check-in and check-out norms are typically determined based on hotel standards or general standards in the hotel market. These norms help ensure smooth operations and guest satisfaction. According to survey results, a sizable proportion of lower middle-class families place a high importance on the flexibility of hotel check-in and check-out times. Only a small portion of respondents 10,2% disagreed and strongly disagreed with this feature, compared to the majority of respondents 57,4% who agreed or strongly agreed. It is important to note that a sizable majority of participants 32,4% remained neutral, demonstrating a lack of a strong preference or different experiences about flexibility check in and out. On this part of hotel service, maybe suggest that check-in and check-out times do not have a significant impact on their choice of hotel. These results highlight by Figure 4.21 and appendix 3.21 the importance of including flexible timings in hotel services and policies to accommodate lower middle class family needs.

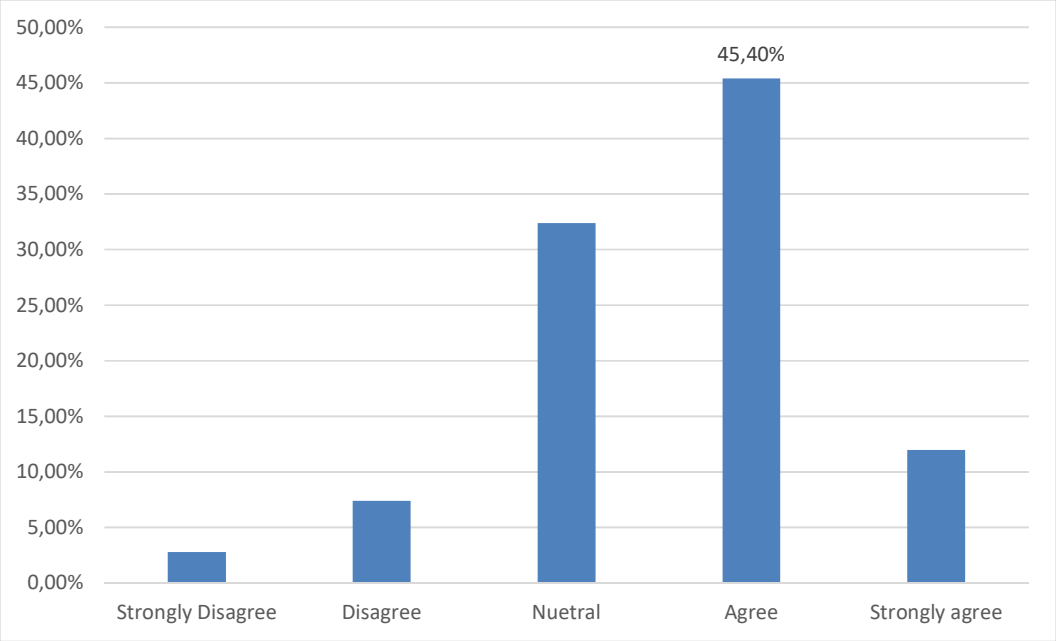

Figure - 4.21. Flexibility in check in check out (n= 108)

Question 22. The hotel reputation for providing a safe and welcoming environment is important to lower middle class families.

Every hotel guest overall experience can be significantly impacted by feeling valued and welcomed. Lower middle class families are more likely to trust and feel confident in a hotel if it has a reputation for offering a secure and welcoming atmosphere. Families from the lower middle class typically have small budgets for accommodation and travel. They may make sure they are spending their hard earned money on a dependable and enjoyable hotel stay by choosing a hotel with a good reputation.

According to the statistics in the Figure 4.22 and appendix 3.22, a sizable majority of lower middle class families 75,0% place importance on the hotel reputation for being a secure and inviting place to stay. When more than 20,0% of answers take an unaffiliated stance. Only a small percentage 4,6% expressed disagreement or indifference towards this question. In order to understand the preferences of this target audience and adjust their offerings to match their needs, hotel may find this information valuable for further analysis.

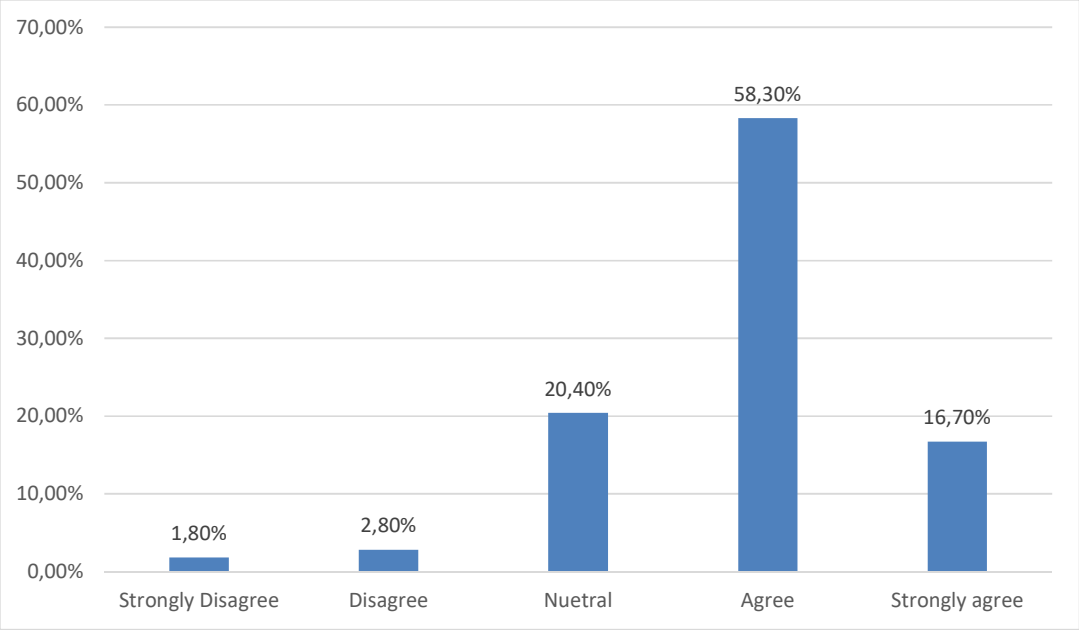

Figure - 4.22. Safe and welcoming environment (n= 108)

Question 23. The presence of child friendly facilities and activities is important for lower middle class families.

Traveling with children can be challenging, so having child friendly facilities at a hotel can give parents much-needed convenience. Therefore, it is readily available and easy for these families. Children exhibit a greater level of excitement and interest in physical and enjoyable activities, according to studies conducted by Hilbrecth, Shaw, Delamere, and Havitz, (2010). Computer games, swimming, scavenger hunts, water balloon fun, sports, hiking, parachute games, sun visor art, feeding fish and ducks, and Indian bead crafts are a few of these activities. Such findings emphasize the importance of incorporating these engaging activities into programs. This activity helps the hotel establish a child friendly environment.

If children can have fun and enjoy their stay at hotels that offer amenities like play areas, game rooms, or outdoor areas. As indicated by Blythe, (2008) social grouping and common spending patterns in the family are regarded as one of the most potent impacts on consumer decision making. Lower middle class families benefit from child and family friendly amenities and activities because they offer convenience, cost effective options, entertainment, and opportunities to make lasting memories while traveling. Families can take advantage of the hotel services to save money by avoiding the cost of activities that occur outside the hotel.

It is clearly visible from the survey results of figure 4.23 and appendix 3.23 in the chart that a majority of the respondents expressed positive feedback regarding the child-friendly facilities. It is important to note that a minority of respondents, or 2,7% of them, had a different viewpoint and disagreed with the statement in question. Include 13,0% neutral stance, This difference in viewpoints is important for the hotel because it highlights the necessity of understanding and taking into account the needs and preferences of

lower middle class families when they choose a hotel. This specific amenity holds great importance for both the hotel and families with children, as it proves useful in enhancing their overall experience of the hotel.

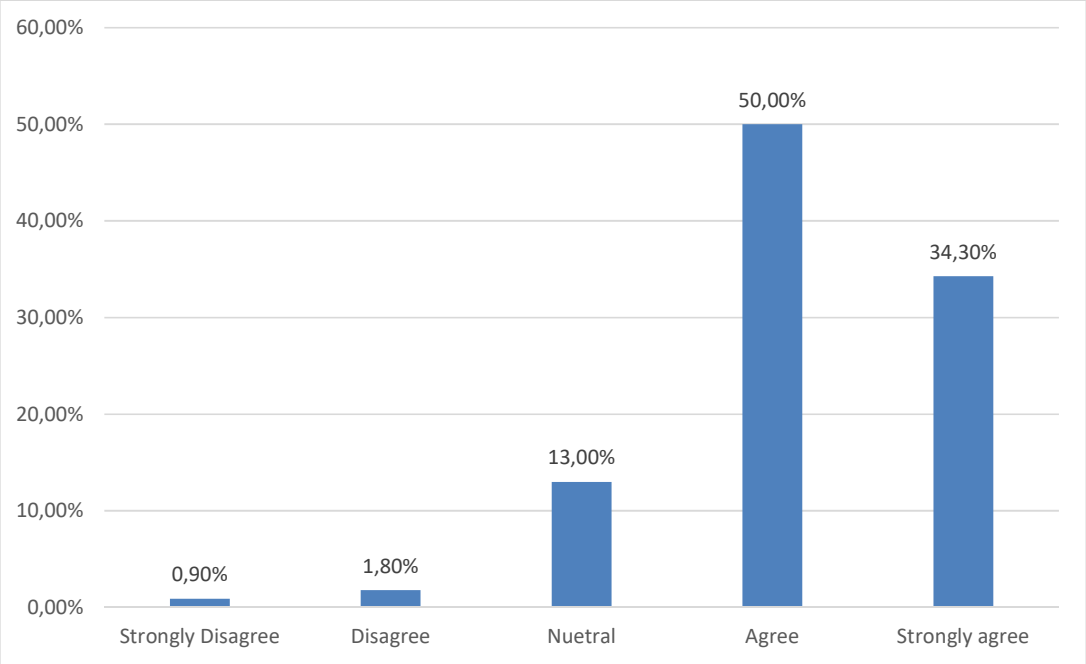

Figure - 4.23. Child friendly facilities (n= 108)

Question 24. The hotel providing a family friendly environment is significant for lower middle class families.

Supporting this study as family and child friendly has its own important aspects for lower middle class families. When choosing a hotel from a family-friendly perspective, hotels should consider the overall wellbeing of the entire family unit. This involves offering spacious rooms or suites that can comfortably accommodate multiple family members. Access to kitchenette facilities or family oriented dining options is also beneficial for families looking to manage their expenses and cater to specific needs. When considering a family friendly environment, hotel should be situated in safe neighborhoods with easy access to nearby amenities, parks, and attractions suitable for children and adults alike. Understanding and addressing aspects of a family friendly environment aspects are essential for hotels seeking to attract and retain lower middle class families.

The majority of respondents visual by figure 4.24 and appendix 3.24, a considerable 62,0%, think that this aspect holds great relevance, according to the survey results, which provide convincing insight into its value. Further highlighting the significance of family friendly amenities and services in attracting and accommodating the target market is the good finding that 11,1% strongly agree. Notably, only 3,8% of individuals disagree (Inc. 0,1% as strongly disagree), indicating that the importance of such an atmosphere is acknowledged by the vast majority of participants. The 23,1% of respondents who gave a neutral response

might have been unsure or did not have a strong view, but the overwhelmingly favorable results in agree and strongly agree categories show the potential benefit. Suba elite hotel could benefit from this result by getting practical advice on how to better serve the needs of this particular market group and increase overall consumer satisfaction and business revenue.

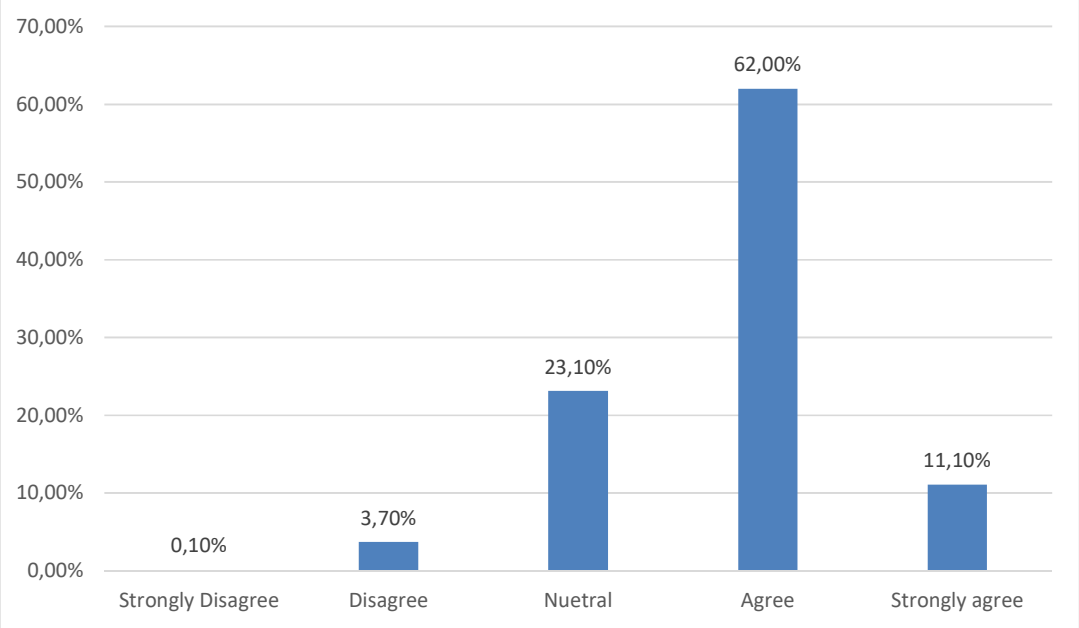

Figure 4.24. Family friendly environment (n= 108)

Question 25. The hotel cleanliness and hygiene standards are essential for lower middle class families.

When staying in hotels, hygiene is just as crucial for lower middle class families. It guarantees a clean and healthy environment, enhancing the wellbeing and security of visitors. Hotels can offer inexpensive lodging options without sacrificing cleanliness by upholding proper hygiene standards, making them available to families from all socioeconomic backgrounds. Thus hygiene standards play a significant role in consumers evaluation of hotel options. Hotels may secure customer loyalty, great assessments, and long term success in the business by putting a high priority on hygiene. As figure 4.25 and appendix 3.25 indicate 91,7% of respondents agreed that cleanliness and hygiene standards in hotels are crucial for lower middle class families. This suggests cleanliness is of significant importance when choosing accommodation. The relatively small percentage of respondents who expressed a neutral or disagreement (Inc. 5,6% neutral and 2,7% disagree and strongly disagree) stance indicates some level of uncertainty or indifference opinion, possibly suggesting that they may not prioritize hygiene factors. Finally, these findings highlight the majority strong belief about hygiene in hotels.

The hotel must maintain its cleanliness and hygienic conditions and give guests a luxurious stay. Lockyer (2005) also explores the importance of cleanliness. Cleanliness improves guest pleasure, boosts repeat

business, and promotes brand loyalty. Bacterial development is prevented through good waste management, efficient cleaning methods, and frequent sanitation. Cross-contamination can be avoided by properly handling and sterilizing food. A hygienic setting can be created by disinfecting frequently used objects and separating cleaning supplies. Food and water quality control is ensured by onsite hygiene labs. Modern hygiene solutions and a clean kitchen and other areas cannot be overstated. Standards of general hygiene are maintained by clean bedding and mattresses. Prioritizing hygiene procedures protects the hotel reputation and the health of guests. (Shukla, 2020.)

Suba elite hotel has received extremely positive comments from all respondents, who all agreed. This recognition demonstrates the hotel constant dedication to upholding a hygienic and safe atmosphere for its guests. Suba elite hotel may successfully establish a reputation for excellence in cleanliness by making hygiene a top priority and enforcing rigid cleaning procedures.

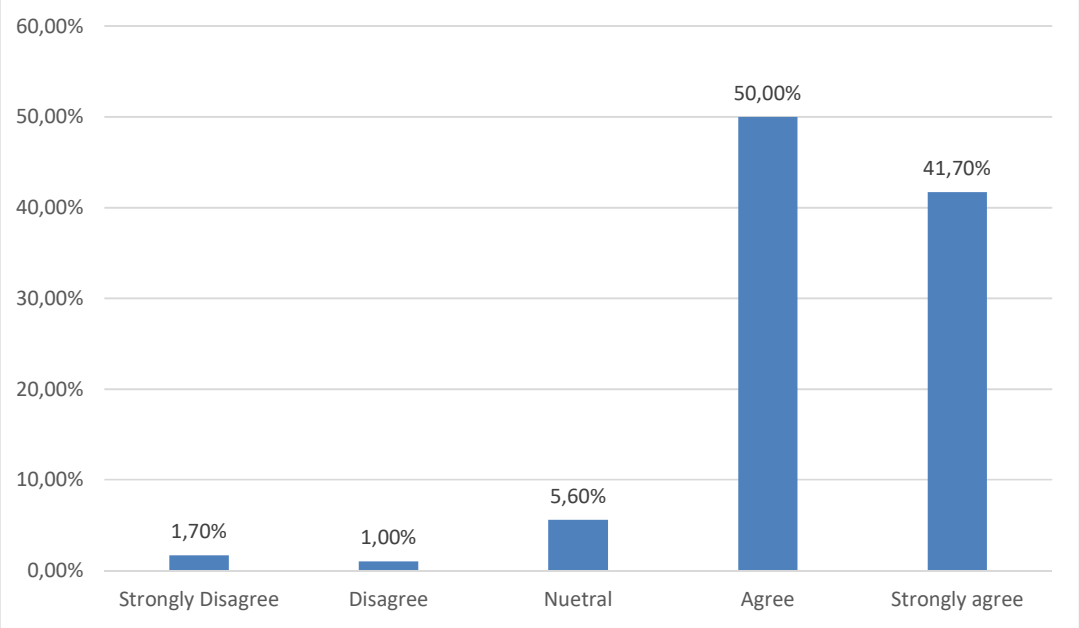

Figure - 4.25. Hygiene factor (n= 108)

Questionary 26. The hotel safety and security measures are critical for lower middle class families.

According to the survey results, an overwhelming majority of participants 89,8%, placed importance on safety and security precautions for lower middle class families staying in hotels. Figure 4.26 and appendix 3.26 suggests that in order to measure this target market, hotels must prioritize and maintain their safety practices. To avoid other preferences, consider the 100% safety requirement as an important practice in hotel business. Safety and security concerns play an essential role in the tourism and lodging business, exerting a profound impact on the perception, motivation, decision making process, and overall travel experience of potential visitors. (Timothy & Teye, 2009.) A key element that affects traveler opinion of a place and their preference to visit is the guarantee of a safe and secure atmosphere. Hotel guest give

priority to destination that exhibit adequate safety measure, which promotes confident decision making and a satisfying stay. According to the survey findings, safety and security measures hold great importance for lower middle-class families who stay in hotels, with 89.8% of participants emphasizing their significance. Consequently, hotels must prioritize and consistently implement safety practices to effectively cater to this target market. It is imperative for Suba elite hotel to consider safety as an essential requirement and ensure full compliance with safety protocols in their operations.

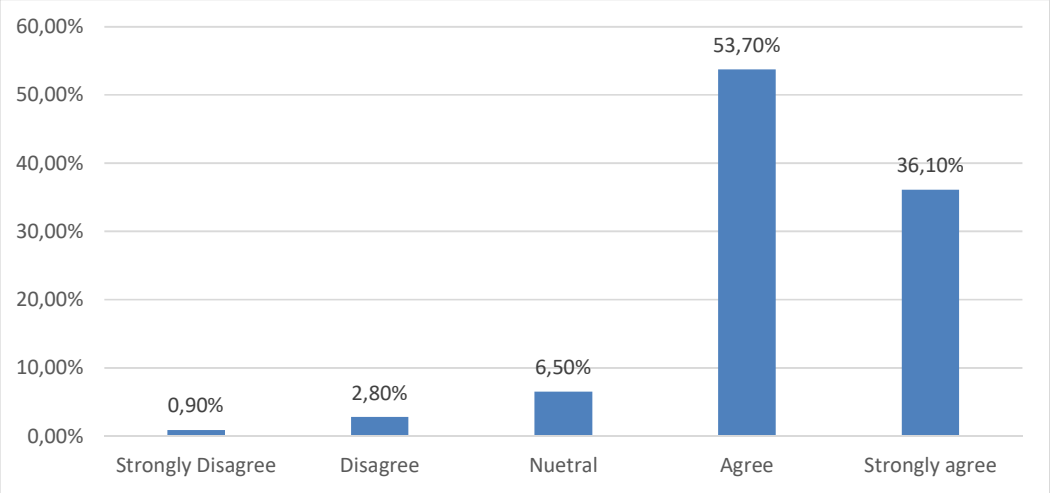

Figure - 4.26. Safety and security factor (n= 109)

4.1 Summary of results

The survey aimed to identify the key factors influencing middle-class consumers' decision to book a hotel as well as experience hotel service with affordability. The statistical analysis revealed that certain factors had a strong impact on attracting this consumer segment.

Considering the statistical data attained for each question, it was found that price of accommodation, availability of affordable family rooms, comfortable and relaxing atmosphere, customer friendly behavior of staff members, child friendly facilities, hygiene factors, and safety and security are the top most favored reason which attain the middle-class consumers to book the hotel. All these factors attained more than 80% of the participants agreed behavior. Secondly, the factors which have moderate to high impact on attaining middle class consumers included welcoming environment, family friendly environment, compliance services, quality and variety of amenities and services, discount and promotion are significant. All these factors were selected by at least 70% of the participants.

Lastly, discussing about those factors which had a moderate impact on the middle-class consumers; these included better parking facility, medical or healthcare related facilities, location of the hospital, paying

facility and flexibility, loyalty program and rewards, easy availability of the public transportation, nearby to local attractions or tourist spots, nearby shopping or market area, brand reputation or brand name, good online reviews, dining and restaurant services in the hotel, complimentary shuttle services, and flexibility in check-in and check-out time. The last ones had slightly lower impact than other factors mentioned here, as these got more participants responses.

Considering all the above mentioned analysis of the statistical data, it is found that relaxing environment, family and child friendly atmosphere, safety and price are the most significant factor on which Suba Elite hotel should focus on to drive their booking percentage as well as choosing hotel for middle-class consumers.

4.2 Meaningful insights

These statistical insights evaluation is also in consonance with the literature review findings. For example, as discussed in literature review, Madeswaran (2019) had stated that when guests are highly involved in booking process and practice and found difference between brand considering price and convenience, they may experience dissonance. This was also found in the data gathered responses evaluation that price of the accommodation and compliance services are highly important factor for middle class consumer in booking a hotel room or choosing hotel. Further, as Wigand (2015) discussed in his research, lower middle class give priority to emphasizing more offers on their bookings. Also, middle class people look for economy friendly hotels with adequate comfort and amenities. This is what the research finding reflect to us, as discussed in previous section, where the interpretation of results reflected that more than 70% participants selected discount and amenities as major factor for them to choose a hotel.

Next, interpretation findings also make it understandable that online rating and reviews also put significant impact on an individual's perception to book. This is also justified by the literature review as according to Tsai et al. (2012), middle class people highly rely on online ratings as well as on review to evaluate the quality as well as dependability of that hotel. Previous customer' experience and comments play an important role for them. Lastly, considering the analysis of Yang, Mao & Tang (2018), middle class customer highly relies on public transport and hotels on the locality where public transport is not available reduce the chances of booking the hotel. Findings of the research also justify this information as nearly 60% of the participants got agreed with the aspect that easy availability of the public transportation enhance their perception for booking the hotel. Therefore, considering both the result as well as literature review findings, it is important to understand that price, friendly environment, online reviews, and discounts are some of the primary economic, cultural, psychological, social and other reasons which may impact on the middle-class consumer perception to choose hotel. Therefore, Suba Elite Hotel should consider to cater these factors in order to enhance their sale targeting middle-class consumers.

5 Developement suggestions

The Suba elite hotel has to put emphasis on key aspects such as pricing challenges, locality, and many more different factors to attract more consumers. Apart from developments from the hotel to do in accordance with consumers preferences, needs, and expectations behind the experience for semi luxury hotels to fulfill and increase business in hotels, By surveying and analyzing the data, hotels can focus on insightful information as well as draw patterns for future implementation of restructuring service, amenities, environmental, and priority preferences from the consumer perspective, which help in choosing hotel. This chapter express development suggestions and recommendation for the Suba elite hotel for explore insightful to focused areas.

The results of the survey show that clearly, among the other variables, the majority of respondents agree with the price factor. Despite the fact that some respondents had varying opinions, the survey findings emphasized the fact that affordability of lodging is a crucial consideration for families in the lower middle class, making it a hotel Suba elite top priority to implement. Here, the author makes the recommendation that effective forecasting is necessary for pricing accommodations in a Suba elite hotel, assisting the hotel in determining an appropriate price range. Evaluate the ultimate purchasing power of the targeted lower middle class households against that of competitors' prices. The hotel will be able to forecast the optimal price for lower middle class families through design pricing and effects to increase attraction. Furthermore, Suba Elite Hotel must cater to its target segments by offering various room availabilities, flexible usage of time, and diverse effective times for advance booking. The hotel should also provide options for group bookings and offer a range of reasonable pricing packages.

The author looking at further recommendation to hotel by welcoming enviornment and feeling safe enviornment. Suba Elite Hotel, which will entice them to return and spread information the word about the hotel. The author suggests that as per about figure 4.22 hotels should pay greater attention to their 20.4% neutral. Not least but amount of sum 20.4% effect hotel business, So offering excellent value and personal touches significantly impact how the consumer perceives about their stay. By using attractive hotel decor, customizing room setup as per guest request, value added complementary services, aid for children and physically disabled persons as free services, providing pre-arrival welcome packages to clients, and planning social activities, Gifting to guest as cultural welcoming memorable item.

Hotel location factor are crucial, especially for lower middle class families and tourists. The author discovers variable survey results that differ in connectivity and convenience for subsequent hotel visits. Consumers refer to more convenience in transportation as building satisfaction. Author suggested hotels that are usually convenient and offer inexpensive transportation for visitors to popular locations, including airports, public transportation, and nearby tourist sites. In addition to offering shuttle service, they also provide hotel packages with complimentary shuttle service, saving consumers' money on additional travel costs.

The Suba elite hotel can successfully entice lower middle class families by adopting a comprehensive approach to safety and security. It is important to note that while the author suggestions are intended to improve safety and security to the greatest extent possible, as figure 4.26 shows achieving 100% safety and security in any environment is important to keep in mind instead of 89.8% positive response. The hotel will establish a safe and secure atmosphere that inspires confidence in its visitors by making investments in the latest technologies, prioritizing data protection, adopting innovative launches like touch less solutions or contact less check in, check out, digital lockers, smart appliances in hotel rooms and upgrading the hotel with contemporary facilities.

Building confidence and ensuring potential guest safety by openly disclosing these measures on its website and social media networks. Regular safety training sessions and workshops for personnel will also promote an alert and responsive environment. Suba Elite Hotel will certainly become the go to option for families seeking a safe and fun stay by continuously responding to issues and exhibiting a genuine concern for guest well-being.

The author considers that developing hygiene and cleanliness is not enough for a Suba elite hote, it also requires maintaining a development plan and practices regularly. In Lokery study, well-defined about cleaning and hygiene importance, survey responses focused more positively as 91% with statement with a view point for more important factor. Disinfection on a large scale or during normal cleaning is always necessary. The best course of action is to develop a plan based on the surfaces and high touch areas in the facility and then provide cleaning personnel with instructions on when, what, and how to clean and disinfect them properly. If the task is extremely difficult, such as cleaning kitchen and entry mats or sterilizing mop heads, think about working with a third party service provider who can perform these responsibilities on a regular basis, Which is beneficial to building relationships. Obtain appropriate instruction and certification. It can be time and money saving, as well as lowering the danger of injury, to take the time to train workers and effectively use specialist cleaning equipment.

Making a balance between quality and affordability is important for the hotel while targeting middle class customers in India. For a Suba Elite hotel, It is important to not only be focused on rich customers but also on Lower middle-class customers for more reach and better promotion. Below are some of the development suggestions for the Suba elite hotel that can improve its middle-class reach.

Most importantly, the hotel should provide an atmosphere that is suitable for families. The Suba Elite hotel should target families by offering spacious rooms or connecting suites that can easily accommodate parents and children. Mohd & Mohd (2017) mentioned in their research that amenities such as swimming pools, children's play spaces, and scheduled activities can also make the hotel more attractive to families. To make it more reasonable for them, provide discounts for children or family packages. It includes services like free Wi-Fi, complimentary breakfast, and well equipped bedrooms at affordable prices.

In addition, hotels should encourage greenery and a sustainable atmosphere, as this is one of the most important factors for Indian visitors. Shah & Trupp (2021), also discussed in their study that, with rising environmental consciousness, eco-friendly hotels are becoming increasingly popular among middle class travelers. Green strategies such as solar energy, collecting rainwater, and waste recycling should be implemented by hotels. It should also highlight the natural beauty of the area and provide activities such as nature walks or bird watching trips.

Next, the hotel should be located in the city, and there should be convenient access to public transportation that connects the hotel to the city and major monuments. Many consumers base their hotel choice on how close it is to well-known and explored place as tourist destinations, landmarks, public transport and other facilities, entertainment areas, event venues etc. Being near these attractions allows for time savings and convenience for visitors to the hotel. McCleary, K. W., Weaver, P. A., & Hutchinson, J. C. (1993) suggested as the choice of a hotel is greatly influenced by its location. This is frequently seen with frequently purchased goods or services because consumers typically show interest and only select well known preferences. (Madeswaran, 2019; Govindrajan, 2007.) According to Amissah (2017), middle class travelers frequently choose centrally located hotels with convenient access to tourist sites and public transit. Package deals that include cheap or free transport to popular surrounding landmarks should be offered by the hotel. In addition, given the weekdays, the hotel should market weekend vacation packages that cater to middle class clients looking for short breaks from their daily routine. It also includes providing appealing bargains on lodgings, meals, and activities in order to keep all of the expenses affordable.

However, provide cost effective and comfortable business hotel accommodations with well-equipped meeting and conference spaces for middle class business travelers. The Indian middle classes have seen a rise in disposable income, which has increased the emphasis on leisure and travel activities in recent years. According to (Kansara & Mishra, 2019), this is one of the reasons for the growing popularity of the budget segment of the tourism sector, whose target customer is the intermediate business traveler. The Suba elite hotel should also provide free Wi-Fi, business center facilities, and special corporate rates. It entails concentrating on establishing a pleasant and appealing ambience through locally inspired décor and individualized service. Understanding meal selection is equally vital in this case (Mmutle & Shonhe, 2017). Consumers from the middle class are likely to be interested in eating local cuisine. Therefore, hotel should include local cuisine with an affordable meal plan and dining offers that attract middle class consumers to explore local dishes at a reasonable cost.

The Suba Elite hotel can additionally set up a loyalty scheme that provides coupons, free stays, or other advantages for returning clients. This can encourage middle class travelers to stay in the same hotel on future excursions. Finally, a strong web presence and great ratings would help the hotel acquire more middle class clients. Also, it is important to ensure that the hotel has a strong internet presence and favorable feedback on sites such as Trip advisor, Google, and travel related blogs (Ramgade, 2021). When it comes to booking, middle class travelers rely significantly on ratings and reviews. The Suba elite hotel can

build a loyal client base while achieving long term success by catering to the demands and desires of India's middle class populace. It is also critical for them to remember to promote their distinctive products and services through social media, travel related websites, and local collaborations in order to successfully connect with their target audience.

6 Conclusions

First of all, this study discuss about the consumer behavior and its importance. According to the finding , It is important to know how price influences buying choice and how leveraging market opportunities can lead to increase revenue. Developing an efficient marketing strategy based on client preferences, as well as implementing segmentation and targeting their methods, are other significant success elements, according to the report. Lower middle-class Indian consumers discretionary expenditure on travel, tourism lodging has increased significantly. Budget hotels are favored by small and medium sized business owners; even large corporations prefer budget hotels, particularly branded budget hotels, because they are not only affordable but also provide excellent service. The research discusses about the five factors that influence the consumer behavior (economic factor, personal factor, cultural factor, psychological factor, and social factors) and identified that area.

The more substantial a person's wage or family income, the more probable they are to be capable to afford expensive items. IT was also discovered that personal income influences individual consumption, and that higher disposable income leads to increased spending on products that permit a luxurious standard of living. Age, gender, character, lifestyle, sex, and profession can all have a significant impact on how people behave as customers. Marketers utilize age to group and market to people who have similar qualities. Product selections are naturally influenced by age, but life circumstances also impact what people seek. Work and lifestyle have an unbreakable connection.

Following that, the research concludes that it is critical in shaping people identities, affecting their attitudes and behaviors, and providing them with a sense of community and belonging. Grasp consumer behavior requires a grasp of many cultures. The more quickly one climbs the social hierarchy, the greater their influence, which has an impact on marketing. Finally, in the context of consumer behavior, choosing to purchase a certain commodity or service is motivated conduct. Motivation can be biological, sentimental, or cognitive in nature. Finally, when it comes to the social element, the survey notes that families have a significant influence on buying habits and decisions. Parents have an important role in educating their children on how to become effective consumers from a young age, and they are particularly effective because they want what is most beneficial to their children.

Indian customers, especially those from the lower middle class category who looks for those hotels which can provide better but essential services to them in their budget range. Also, easy transportation availability is one of the top priority for the Indian customers. However, there are several challenges in front of hotels to attain the trust of middle class families for booking their last footprint of satisfaction. It includes pricing and relevancy, high competition by hostels, vocational rentals, and hourly budget rooms, hotel location, the value for money concept, providing high quality services in low budget, and providing hygiene and security options. At last, this research identifies that providing good safety and hygienic facilities while

taking care of guest safety is important requirement now a day which is a costly service and raises a challenge for the hotel industry while catering to middle class customers.

6.1 Reliability and Validity of Research

As a safeguard study accept standard related to participants from damage and privacy violations are crucial, as is highlighted by the discussion of ethical considerations, particularly confidentiality. Different viewpoints emphasize the relevance of individual freedom and choice, even while secrecy is believed necessary for protecting people and upholding research integrity. Due to ethical issues that are based on liberal-humanist ideas of individual freedom and rights, it is crucial to strike a careful balance between participant protection and respect for individual views. (Baez, 2002) Gaining the trust of participants is essential for researchers to collect high-quality data and get open feedback. Building trust with participants should be a key focus for the study author in order to foster an environment that is both open and comfortable for data gathering. Participants who are trusted are more comfortable and confident in sharing their open thoughts and experiences, which produces more accurate and worthwhile research findings. The author can build a foundation of trust that improves the reliability and validity of their study by developing trust through open communication, protecting participant privacy, and respecting their independence from the study. (Karlsson, 2016.) Kajaani University of Applied Science ethical norms and procedures have been carefully followed by the author of this study. The author carefully examined and handled the ethical aspects of researching the Suba elite hotel case study as well as responses from respondents since they understood how important ethical considerations were in research. Suba Elite Hotel gave its prior consent for access to the necessary data, information, and conclusions, ensuring a true and moral data gathering procedure as well as Prior to requesting respondents to complete the questionnaire and taking care that it will not be shared with anyone, the author obtained their consent to ensure a truthful response. By maintaining hotel norms and confidentiality guidelines throughout this study, the author ensured the security of personal information and protected academic integrity.

''Validity refers to the issue of whether or not an indicator (or set of indicators) that is devised to gauge a concept'' validity is determined by how closely it measures or depicts the idea it is intended to investigate. By ensuring that the research design, procedures, and tools employed effectively capture the phenomenon being studied, it enables researchers to derive precise findings and relevant inferences from the data gathered. (Bryman & Bell, 2015, p. 170)

The selection of respondents and their responses are crucial aspect in demonstrating validity because this study attempts to investigate the main hotel attractiveness factor for the target audience. The fact that the respondents might have understood some aspects differently than was anticipated is one factor that could compromise the study validity. Although the respondents in this study share many comparable

characteristics, it can be hard to generalize about their experiences due to differences in behavior, needs, preferences, and choices.

''Reliability refers to the consistency of a measure of a concept''. When it comes to the consistency and repeatability of measurements, reliability is essential in research. The study shows efforts to increase the survey reliability by building the questionnaire based on literature, testing it, and making the necessary corrections by the author. It is crucial to remember that validity considerations are also required to make sure the questionnaire accurately measures the intended constructs because reliability alone is insufficient. The study credibility is increased by addressing both reliability and validity. Moreover It encompasses stability, consistency between different instances, and consistency over time. (Bryman & Bell, 2015, pp. 168-169)

The study attempted to enhance reliability through testing of questioners, incorporating theoretical studies, and the author experience. However, limitations exist, and findings may vary due to the evolving nature of consumer behavior in the study. As result the study cannot be entirely on reliable.

6.2 Limitations of the research

In this particular study, the author solely focused on suba elite hotel, an Indian hotel catering to lower middle class families. As a result, the research findings are limited to this specific hotel, target audience, and location. Consequently, the conclusions and findings drawn from this study may not be universally applicable to other hotels catering to different target groups or situated in other regions. It would have been beneficial for this research if the author had also considered a diverse range of hotels serving lower middle-class families from various locations. This would have allowed for comparative analysis and a broader understanding of the critical attraction factors for this specific target audience. However, due to the restricted scope of the study, such comparisons and generalizations could not be made. The conclusions may not be broadly relevant to other hotels or areas because the research is based on a single case study of the suba elite hotel.

As a result, the depth of understanding and research on the particular elements that draw lower middle-class families to hotels may be hampered by the author's reliance on large amount of data, particularly in the case study of the suba elite hotel in India.

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Appendices

Appendix 1 – Questionnaire Survey

HOTEL SURVEY

Hello,
I am Jaykumar soni, a student at KAMK (Kajaani University of Applied Sciences) pursuing a master degree in global business management (GBMY22K).
I researching the " The critical hotel attraction factors of lower middle-class families - A case study: Suba-Elite Hotel, India " to write my thesis.

If you can answer and assist honestly to complete my survey, I would be grateful. Your identity will stay confidential and all replies made would only be utilized for this survey and research. This would be a quick 5-minute survey. The survey is completely voluntary, and participants are free to leave at any time.

Thanks & Regards
Jaykumer soni.

Instructions: Please indicate your level of agreement or preference for each statement using the Likert scale provided. Choose the option that best represents your opinion or experience. The scale ranges from 1 to 5, with 1 being "Strongly Disagree" and 5 being "Strongly Agree."

<u>Pricing & Relevant</u>

1. The price of accommodation hotel is an important factor in attracting lower middle class families.

   1 - Strongly Disagree

   2 - Disagree

   3 - Neutral

   4 - Agree

   5 - Strongly Agree

2. The availability of discounted packages or promotions attracts lower middle class families.

   1 - Strongly Disagree

   2 Disagree

   3 - Neutral

   4 - Agree

   5 - Strongly Agree

3. The hotel availability of flexible payment options or installment plans is valued by lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

4. The hotel's loyalty programs or rewards influence the decision of lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

LOCATION RELEVENT

5. The location of the hotel influences the decision of lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

6. The hotel's proximity to public transportation is a crucial factor for lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

7. The hotel's accessibility to local attractions or tourist spots is a factor that influences lower middle class family choice.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

8. The hotel's proximity to shopping centers or malls is a factor that attracts lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

9. The hotel's proximity to medical facilities or hospitals is a factor that influences the choice of lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

IMAGE AND REPUTATION OR BRAND

10. The reputation or brand name of the hotel is important to lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

11. The hotel's online reviews and ratings influence the decision of lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

ACCOMODATION

12. The availability of affordable family rooms is a significant factor for lower middle class families.

    1 - Strongly Disagree

    2 - Disagree

    3 - Neutral

    4 – Agree

    5 - Strongly Agree

13. The hotel's flexibility in accommodating special requests or preferences of lower middle class families is valued.

    1 - Strongly Disagree

    2 - Disagree

    3 - Neutral

    4 - Agree

    5 - Strongly Agree

14. The hotel's providing a comfortable and relaxing atmosphere is important for lower middle class families.

    1 - Strongly Disagree

    2 - Disagree

    3 - Neutral

    4 - Agree

    5 - Strongly Agree

    AMENITIES AND SERVICES

15. The quality and variety of amenities and facilities provided by the hotel are important to lower middle class families.

    1 - Strongly Disagree

    2 - Disagree

    3 - Neutral

    4 - Agree

    5 - Strongly Agree

16. The availability of complimentary services such as breakfast or Wi-Fi is valued by lower middle class families.

    1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

17. The availability of on-site dining options or restaurants is important to lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

18. The hotel's customer service and staff friendliness play a significant role in attracting lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

19. The hotel's parking facilities and availability are important to lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

20. The hotel's provision of complimentary shuttle services is beneficial to lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

21. The hotel's flexibility in check-in/check-out timings is valued by lower middle class families.

    1 - Strongly Disagree

    2 - Disagree

    3 - Neutral

    4 - Agree

    5 - Strongly Agree

22. The hotel's reputation for providing a safe and welcoming environment is important to lower middle class families.

    1 - Strongly Disagree

    2 - Disagree

    3 - Neutral

    4 - Agree

    5 - Strongly Agree

23. The presence of child-friendly facilities and activities is important for lower middle class families.

    1 - Strongly Disagree

    2 - Disagree

    3 - Neutral

    4 - Agree

    5 - Strongly Agree

24. The hotel providing a family-friendly environment is significant for lower middle class families.

    1 - Strongly Disagree

    2 - Disagree

    3 - Neutral

    4 - Agree

    5 - Strongly Agree

    HYGINE AND SECURITIES STANDARDS

25. The hotel's cleanliness and hygiene standards are essential for lower middle class families.

    1 - Strongly Disagree

    2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

26. The hotel's safety and security measures are critical for lower middle class families.

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

Appendix 2 SURVEY QUESTIONNAIRE

Q.NO	SURVEY QUESTIONNAIRE
1	The price of accommodation the hotel is an important factor in attracting lower middle class families.
2	The availability of discounted packages or promotions attracts lower middle class families.
3	The hotel availability of flexible payment options or installment plans is valued by lower middle class families.
4	The hotel loyalty programs or rewards influence the decisions of lower middle class families.
5	The location of the hotel influences the decision of lower middle class families.
6	The hotel proximity to public transportation is a crucial factor for lower middle class families.
7	The hotel accessibility to local attractions or tourist spots is a factor that influences lower middle class families choice.
8	The hotel's proximity to shopping centers or malls is a factor that attracts lower-middle-class families.
9	The hotel's proximity to medical facilities or hospitals is a factor that influences the choice of lower-middle-class families.
10	The reputation or brand name of the hotel is important to lower-middle-class families.
11	The hotel's online reviews and ratings influence the decision of lower-middle-class families.
12	The availability of affordable family rooms is a significant factor for lower-middle-class families.
13	The hotel's flexibility in accommodating special requests or preferences of lower-middle-class families is valued.
14	The hotel's providing a comfortable and relaxing atmosphere is important for lower-middle-class families.
15	The quality and variety of amenities and facilities provided by the hotel are important to lower middle class families.
16	The availability of complimentary services such as breakfast or Wi-Fi is valued by lower middle class families.
17	The availability of onsite dining options or restaurants is important to lower middle class families.
18	The hotel customer service and staff friendliness play a significant role in attracting lower middle class families.
19	The hotel parking facilities and availability are important to lower middle class families.
20	The hotel provision of complimentary shuttle services is beneficial to lower middle class families.
21	The hotel flexibility in check-in/check-out timings is valued by lower middle class families.
22	The hotel reputation for providing a safe and welcoming environment is important to lower middle class families.
23	The presence of child friendly facilities and activities is important for lower middle class families.
24	The hotel providing a family friendly environment is significant for lower middle class families.
25	The hotel cleanliness and hygiene standards are essential for lower middle class families.
26	The hotel safety and security measures are critical for lower middle class families.

Appendix 3 One way frequency tables

3.1 One way table for the price of accommodation one way frequency table.

Price of accomodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strogly Disagree	2	1.8%	1.9%	1.9%
	Disagree	2	1.8%	1.9%	3.7%
	Nuetral	10	9.1%	9.3%	13.0%
	Agree	57	51.8%	52.8%	65.7%
	Strongly Agree	37	33.6%	34.3%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.2 The availability of discounted packages or promotions one way frequency table.

Discount packages or promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.9%	.9%	.9%
	Disagree	6	5.5%	5.6%	6.5%
	Nuetral	21	19.1%	19.4%	25.9%
	Agree	59	53.6%	54.6%	80.6%
	Strongly Agree	21	19.1%	19.4%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.3 Availability of flexible payment options or installment plans one way frequency table.

Flexible payment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.6%	3.7%	3.7%
	Disagree	14	12.7%	13.0%	16.7%
	Nuetral	30	27.3%	27.8%	44.4%
	Agree	45	40.9%	41.7%	86.1%
	Strongly agree	15	13.6%	13.9%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.4 Loyalty programs or rewards One way frequency table.

Loyalty programm and reward

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.9%	.9%	.9%
	Disagree	8	7.3%	7.5%	8.5%
	Nuetral	42	38.2%	39.6%	48.1%
	Agree	47	42.7%	44.3%	92.5%
	Strong agree	8	7.3%	7.5%	100.0%
Missing	.	4	3.6%		
Total		110	100.0%		

3.5 The location one way frequency table.

Location of hotel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	5.5%	5.6%	5.6%
	Nuetral	33	30.0%	30.6%	36.1%
	Agree	57	51.8%	52.8%	88.9%
	Strongly Agree	12	10.9%	11.1%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.6 The hotel's proximity to public transportation one way frequency table.

Proximity to public transport

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.8%	1.9%	1.9%
	Disagree	10	9.1%	9.3%	11.1%
	Nuetral	40	36.4%	37.0%	48.1%
	Agree	40	36.4%	37.0%	85.2%
	Strongly agree	16	14.5%	14.8%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.7 The hotel's accessibility to local attractions or tourist spots one way frequency table.

Local attraction or tourist spot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.9%	.9%	.9%
	Disagree	14	12.7%	13.0%	13.9%
	Nuetral	33	30.0%	30.6%	44.4%
	agree	49	44.5%	45.4%	89.8%
	Strongly agree	11	10.0%	10.2%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.8 Proximity to shopping centers or malls one way frequency table.

Shotping center and mall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	7.3%	7.4%	7.4%
	Disagree	22	20.0%	20.4%	27.8%
	Nuetral	34	30.9%	31.5%	59.3%
	Agree	35	31.8%	32.4%	91.7%
	Strongly agree	9	8.2%	8.3%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.9 Proximity to medical facilities or hospitals one way frequency table.

Proximetly medical Facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	4.5%	4.6%	4.6%
	Disagree	12	10.9%	11.1%	15.7%
	Nuetral	30	27.3%	27.8%	43.5%
	Agree	36	32.7%	33.3%	76.9%
	Strongly agree	25	22.7%	23.1%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.10 The reputation or brand name of the hotel one way frequency table.

reputation of brand image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	4	3.6%	3.7%	3.7%
	Agree	18	16.4%	16.7%	20.4%
	Nuetral	35	31.8%	32.4%	52.8%
	Strongly disagree	44	40.0%	40.7%	93.5%
	Disagree	7	6.4%	6.5%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.11 The hotel's online reviews and ratings influence the decision one way frequency table.

online review and rating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	4.5%	4.6%	4.6%
	Disagree	10	9.1%	9.3%	13.9%
	Nuetral	33	30.0%	30.6%	44.4%
	Agree	52	47.3%	48.1%	92.6%
	Strongly agree	8	7.3%	7.4%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.12 The availability of affordable family rooms is a significant one way frequency table.

availibility of affordability family rooms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.8%	1.9%	1.9%
	Disagree	4	3.6%	3.7%	5.6%
	Nuetral	13	11.8%	12.0%	17.6%
	Agree	65	59.1%	60.2%	77.8%
	Strongly Agree	24	21.8%	22.2%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.13 Flexibility in accommodating special requests or preferences one way frequency table.

flexibility in accommodation sp request

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.8%	1.9%	1.9%
	Disagree	9	8.2%	8.3%	10.2%
	Nuetral	27	24.5%	25.0%	35.2%
	Agree	60	54.5%	55.6%	90.7%
	Strongly Agree	10	9.1%	9.3%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.14 Providing a comfortable and relaxing atmosphere one way frequency table.

Comfot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.8%	1.9%	1.9%
	Disagree	3	2.7%	2.8%	4.6%
	Nuetral	18	16.4%	16.7%	21.3%
	Agree	66	60.0%	61.1%	82.4%
	Strongly agree	19	17.3%	17.6%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.15 The quality and variety of amenities and facilities one way frequency table.

Quality of amenities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.7%	2.8%	2.8%
	Disagree	3	2.7%	2.8%	5.6%
	Nuetral	19	17.3%	17.6%	23.1%
	Agree	68	61.8%	63.0%	86.1%
	Strongly agree	15	13.6%	13.9%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.16 Availability of complimentary services one way frequency table.

Complimentory Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	3.6%	3.7%	3.7%
	Disagree	8	7.3%	7.4%	11.1%
	Nuetral	15	13.6%	13.9%	25.0%
	Agree	52	47.3%	48.1%	73.1%
	Strongly Agree	29	26.4%	26.9%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.17 The availability of on-site dining options or restaurants one way frequency table.

On site dinning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.8%	1.9%	1.9%
	Disagree	8	7.3%	7.4%	9.3%
	Nuetral	41	37.3%	38.0%	47.2%
	Agree	44	40.0%	40.7%	88.0%
	Strongly agree	13	11.8%	12.0%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.18 Staff friendliness one way frequency table.

Staff friendliness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.8%	1.9%	1.9%
	Disagree	5	4.5%	4.6%	6.5%
	Nuetral	11	10.0%	10.2%	16.7%
	Agree	61	55.5%	56.5%	73.1%
	Strongly agree	29	26.4%	26.9%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.19 Parking facilities and availability one way frequency table.

Parking facility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	3.6%	3.7%	3.7%
	Disagree	8	7.3%	7.4%	11.1%
	Nuetral	21	19.1%	19.4%	30.6%
	Agree	61	55.5%	56.5%	87.0%
	Strongly agree	14	12.7%	13.0%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.20 Provision of complimentary shuttle services one way frequency table.

Complimentory Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	3.6%	3.7%	3.7%
	Disagree	8	7.3%	7.4%	11.1%
	Nuetral	15	13.6%	13.9%	25.0%
	Agree	52	47.3%	48.1%	73.1%
	Strongly Agree	29	26.4%	26.9%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.21 Flexibility in check-in/check-out timings one way frequency table.

flexibility check in out

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.7%	2.8%	2.8%
	Disagree	8	7.3%	7.4%	10.2%
	Nuetral	35	31.8%	32.4%	42.6%
	agree	49	44.5%	45.4%	88.0%
	strongly agree	13	11.8%	12.0%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.22 Reputation for providing a safe and welcoming environment one way frequency table.

providing safe and welcoming enviorment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.8%	1.9%	1.9%
	Disagree	3	2.7%	2.8%	4.6%
	Nuetral	22	20.0%	20.4%	25.0%
	Agree	63	57.3%	58.3%	83.3%
	Strongly Agree	18	16.4%	16.7%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.23 The presence of child-friendly facilities and activities one way frequency table.

Child friendly facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.9%	.9%	.9%
	Disagree	2	1.8%	1.9%	2.8%
	Nuetral	14	12.7%	13.0%	15.7%
	Agree	54	49.1%	50.0%	65.7%
	Strongly agree	37	33.6%	34.3%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.24 Providing a family-friendly environment one way frequency table.

Friend family environmnet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	3.6%	3.7%	3.7%
	Nuetral	25	22.7%	23.1%	26.9%
	Agree	67	60.9%	62.0%	88.9%
	Strongly agree	12	10.9%	11.1%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.25 The hotel's cleanliness and hygiene standards one way frequency table.

Cleanliness & Hygiene

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.8%	1.9%	1.9%
	Disagree	1	.9%	.9%	2.8%
	Nuetral	6	5.5%	5.6%	8.3%
	Agree	54	49.1%	50.0%	58.3%
	Strongly agree	45	40.9%	41.7%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		

3.26 The hotel's safety and security one way frequency table.

Safety & Secure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.9%	.9%	.9%
	Disagree	3	2.7%	2.8%	3.7%
	Nuetral	7	6.4%	6.5%	10.2%
	Agree	58	52.7%	53.7%	63.9%
	Strongly agree	39	35.5%	36.1%	100.0%
Missing	.	2	1.8%		
Total		110	100.0%		