

# Role Of Employees In Serving The Customers In Hospitality Industry

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## **Abstract:**

This study is carried to explore the various methods of accessing the employee behavior in serving the customers in hotel industry. The study will also cover on impact of employee behavior on customers' perception contributing in the growth of brand building in the hotel industry. Hospitality industry play vital role in the satisfying the customer requirements. Employees play vital role in hospitality industry for satisfying the customer expectations. So the research focus on role of employees in serving the customers in hospitality industry with respect to hotel and factors influencing to satisfy the customer expectation. The study also intends to enlighten on the behavior of employee at work place in the hospitality industry.

**Key words:** Behavior, Hotel, Hospitality, Customer Expectations.

## **Introduction**

For many, the hospitality industry holds a certain glamour and sophistication. This is partly due to the image most hotels choose, refine, and project to the public. Much of this image is created through architecture and design. Yet a building is really only bricks, mortar, steel, glass and furnishing. The property's architecture and style may be important in setting the theme, but other factors are also important in differentiating one hotel from another. These factors can include the property location, variety and quality of food service, special features and amenities, and perhaps most important, a staff that puts all of this together with service to create the overall image and competitive position

The hospitality industry is part of a larger enterprise known as the travel and tourism industry. The travel and tourism industry is vast group of businesses with one goal in common: providing necessary or desired products and services to travelers. Hospitality can be termed as a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and the public i.e., the business of making and keeping friends, and promoting an atmosphere of better understanding. As per the Oxford Dictionary Hospitality is defined as: \_Reception and entertainment of guest, visitors or strangers with

liberality and goodwill.' The word hospitality is derived from the Latin word —Hospitalitas! The travel and tourism industry can be segregated into five main parts and further it shows the various sub components of each part. The hospitality industry consist of lodging and food and beverage operations – plus institutional food and beverage services which do not cater to the traveling public. Lodging operations stand apart from other travel and tourism businesses since they offer overnight accommodations to their guests. Many lodging properties provide food and beverage service, recreational activities and more.

## **Evolution of Hospitality Industry**

In the year 1980, the United Nations World Tourism Organization announced the day of September 27 as “World Tourism Day”. The idea of this celebration is to bring sustainability to the tourism sector all around the world. UN World Tourism Organization defines tourism as “Activities of persons traveling to and staying in different places for not more than a consecutive year for leisure, business or traveling purpose.” The inception of traveling is as old as mankind. Our ancient civilizations traveled great lengths in search of food and shelter. Over the period of time, the purpose of traveling changed. The mere act of traveling has now become a giant industry. The tourism industry is a collage of various services like transportation, food, and beverages, lodging, travel agencies, entertainment, etc... Back in the old times, land and water were the only means of transportation. And they were often considered risky. But as the innovations gave birth to more convenient and safer ways of transportation, the tourism industry saw humongous growth in the number of travelers all around the globe. The tourism industry that we see today is the product of evolution in the hospitality sector, Innovations in transportations, advancements in communication technology, etc. The idea of hospitality is what lies in the center of the tourism industry. The term Hospitality has been derived from a French word “Hospice” which means “Taking care of the travelers”. In Old times, locals used to let the travelers rest on kitchen floors or other extra spaces during their journey. There were no purpose-built resting facilities for tourists until monasteries decided to build one. This gave birth to lodging services. In the late 1700s, Inns came into being. Inns were nothing but a shelter by the road where travelers can stop to take rest and get some food. They would also take care of traveler’s horses while they rest. This is the time when the seeds of the modern hospitality facility were planted. What we see today is the growth of the past two millennia. Here’s how the lodging facilities evolved with time.

## **Definition of Consumer Perception:**

Customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness

## **Objectives**

1. To study the Role of Employee in serving the Consumer in hotel industry
2. To study the factor influencing the customer satisfaction

## **Methodology**

This study based upon primary data and secondary data that have been collected from text book, research papers and websites.

## Role of Employee in serving the consumer in Hotel industry

They are responsible for understanding customer needs and for interpreting customer requirements in real time. By focusing on the critical role of service employees and by developing strategies that lead to effective customer-oriented service, organizations can begin to close the service performance gap.

### Factor affecting the consumer perception

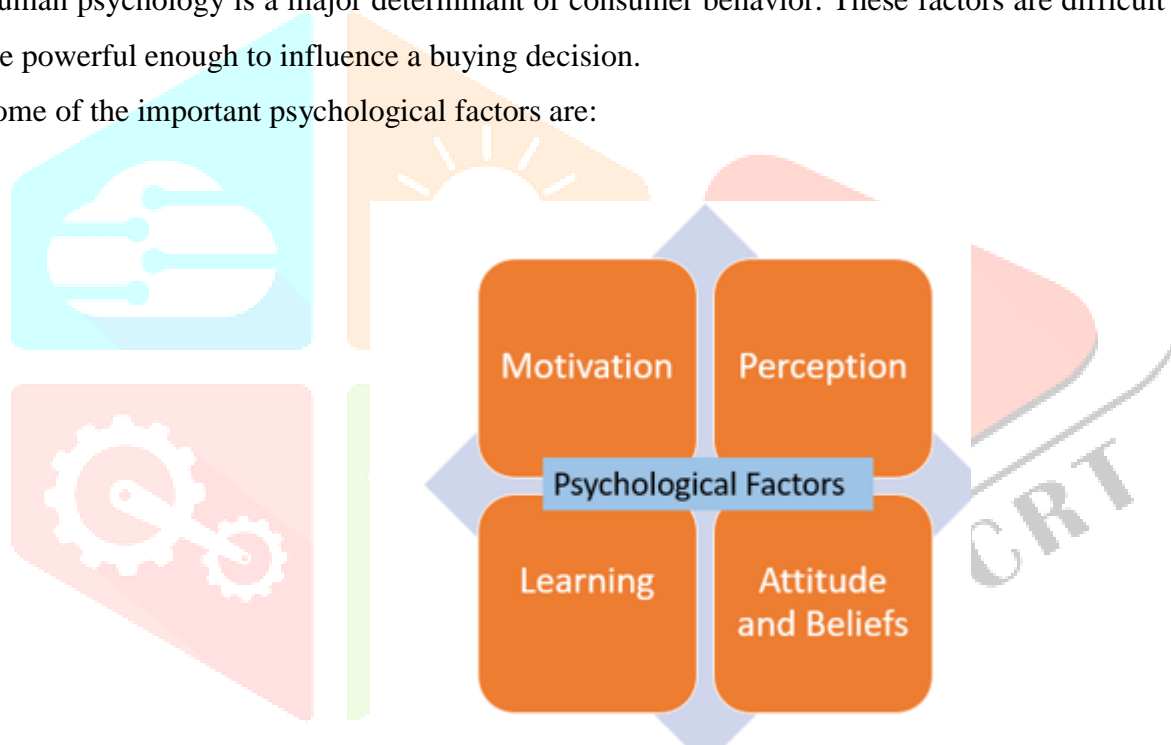
5 major factors that influence consumer behavior:

1. Psychological Factors
2. Social Factors
3. Cultural Factors
4. Personal Factors
5. Economic Factors

#### 1. Psychological Factors

Human psychology is a major determinant of consumer behavior. These factors are difficult to measure but are powerful enough to influence a buying decision.

Some of the important psychological factors are:



##### i. Motivation

When a person is motivated enough, it influences the buying behavior of the person. A person has many needs such as social needs, basic needs, security needs, esteem needs, and self-actualization needs. Out of all these needs, the basic needs and security needs take a position above all other needs. Hence basic needs and security needs have the power to motivate a consumer to buy products and services.

##### ii. Perception

Consumer perception is a major factor that influences consumer behavior. Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image of a particular product.

When a customer sees advertisements, promotions, customer reviews, social media feedback, etc. relating to a product, they develop an impression about the product. Hence consumer perception becomes a great influence on the buying decision of consumers.

### **iii. Learning**

When a person buys a product, he/she gets to learn something more about the product. Learning comes over a period of time through experience. A consumer's learning depends on skills and knowledge. While skill can be gained through practice, knowledge can be acquired only through experience.

Learning can be either conditional or cognitive. In conditional learning the consumer is exposed to a situation repeatedly, thereby making a consumer to develop a response towards it.

Whereas in cognitive learning, the consumer will apply his knowledge and skills to find satisfaction and a solution from the product that he buys.

### **iv. Attitudes and Beliefs**

Consumers have certain attitudes and beliefs which influence the buying decisions of a consumer. Based on this attitude, the consumer behaves in a particular way towards a product. This attitude plays a significant role in defining the brand image of a product. Hence, marketers try hard to understand the attitude of a consumer to design their marketing campaigns.

## **2. Social Factors**

Humans are social beings and they live around many people who influence their buying behavior. Humans try to imitate other humans and also wish to be socially accepted in the society. Hence their buying behavior is influenced by other people around them. These factors are considered as social factors. Some of the social factors are:

### **i. Family**

Family plays a significant role in shaping the buying behavior of a person. A person develops preferences from his childhood by watching family buy products and continues to buy the same products even when they grow up.

### **ii. Reference Groups**

A reference group is a group of people with whom a person associates himself. Generally, all the people in the reference group have common buying behavior and influence each other.

### **iii. Roles and status**

A person is influenced by the role that he holds in the society. If a person is in a high position, his buying behavior will be influenced largely by his status. A person who is a Chief Executive Officer in a company will buy according to his status while a staff or an employee of the same company will have different buying pattern.

## **3. Cultural factors**

A group of people is associated with a set of values and ideologies that belong to a particular community. When a person comes from a particular community, his/her behavior is highly influenced by the culture relating to that particular community. Some of the cultural factors are:

### **i. Culture**

Cultural Factors have a strong influence on consumer buying behavior. Cultural Factors include the basic values, needs, wants, preferences, perceptions, and behaviors that are observed and learned by a consumer from their near family members and other important people around them.

### **ii. Subculture**

Within a cultural group, there exists many subcultures. These subcultural groups share the same set of beliefs and values. Subcultures can consist of people from different religion, caste, geographies and nationalities. These subcultures by itself form a customer segment.

### **iii. Social Class**

Each and every society across the globe has the form of social class. The social class is not just determined by the income, but also other factors such as the occupation, family background, education and residence location. Social class is important to predict the consumer behavior.

## **4. Personal Factors**

Factors that are personal to the consumers influence their buying behavior. These personal factors differ from person to person, thereby producing different perceptions and consumer behavior.

Some of the personal factors are:

### **i. Age**

Age is a major factor that influences buying behavior. The buying choices of youth differ from that of middle-aged people. Elderly people have a totally different buying behavior. Teenagers will be more interested in buying colorful clothes and beauty products. Middle-aged are focused on house, property and vehicle for the family.

### **ii. Income**

Income has the ability to influence the buying behavior of a person. Higher income gives higher purchasing power to consumers. When a consumer has higher disposable income, it gives more opportunity for the consumer to spend on luxurious products. Whereas low-income or middle-income group consumers spend most of their income on basic needs such as groceries and clothes.

### **iii. Occupation**

Occupation of a consumer influences the buying behavior. A person tends to buy things that are appropriate to this/her profession. For example, a doctor would buy clothes according to this profession while a professor will have different buying pattern.

### **iv. Lifestyle**

Lifestyle is an attitude, and a way in which an individual stay in the society. The buying behavior is highly influenced by the lifestyle of a consumer. For example when a consumer leads a healthy lifestyle, then the products he buys will relate to healthy alternatives to junk food.

## 5. Economic Factors

The consumer buying habits and decisions greatly depend on the economic situation of a country or a market. When a nation is prosperous, the economy is strong, which leads to the greater money supply in the market and higher purchasing power for consumers. When consumers experience a positive economic environment, they are more confident to spend on buying products.

Whereas, a weak economy reflects a struggling market that is impacted by unemployment and lower purchasing power.

Economic factors bear a significant influence on the buying decision of a consumer. Some of the important economic factors are:

### i. Personal Income

When a person has a higher disposable income, the purchasing power increases simultaneously. Disposable income refers to the money that is left after spending towards the basic needs of a person.

When there is an increase in disposable income, it leads to higher expenditure on various items. But when the disposable income reduces, parallelly the spending on multiple items also reduced.

### ii. Family Income

Family income is the total income from all the members of a family. When more people are earning in the family, there is more income available for shopping basic needs and luxuries. Higher family income influences the people in the family to buy more. When there is a surplus income available for the family, the tendency is to buy more luxury items which otherwise a person might not have been able to buy.

### Conclusion:

Consumer satisfaction is a very crucial task to the all hospitality industry. Employee behavior relies heavily on individual value and principal organizational structure or known as management style. For a healthy and competitive work culture, it is necessary that employees know each other very well. This will lead to a better understanding and coordination. Leaders and managers, who are also responsible for managing their team apart from operations and other management functions, must engage with their teams, interact and build a rapport which will eventually lead them to ease of managing team a better staff behavior and performance. Employee behavior may be managed by developing the talented and skilled staff in an organization. This can be managed with the help of an effective reward managed system. Management must formulate and implement such talent management policy and ensure its implementation in the organization processes. For a comprehensive development and growth of optimistic employee behavior, hotels' policies and strategies must include employee development and appraisal plans linking an effective rewards and incentives. Focus on change management and implementation must be supported by preimplementation assessment of human needs. A well thoughtout strategy including new plans and incentive program may be initiated thereafter.

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