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Hospitality, Event & Tourism Management



Analysis of Customer Feedback

Consumer Retention and Satisfaction

Highlights

A Study on Social Media Marketing

Study on Excess Alcohol Consumption

Discovering Thoughts, Inventing Future

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A Study on Social Media Marketing of Fast Food Restaurant's and their Impact on the Purchase Intention of Customer's in Delhi-NCR

By Aryan Kumar, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- The competitiveness in fast food restaurant industry is fierce and restaurants are utilizing numerous tactics to seek for higher market shares. Creating a space that is delightful where consumers prefer coming plays a significant role in deciding customers' pleasure, their visit intensity and desire to return the restaurant. Marketing strategy has become a method to promote a favorable brand image and client loyalty.

Now a day people are preferring fast food by seeing the popularity of fast food many small stand alone restaurants has open not only small by but brand chains like KFC, Burger King, McDonald's, Pizza hut, café Coffee Day, Subway, Dunkin Donuts are some who rule the Indian fast food market

The research gives significant contributions in the restaurant sector by giving a glimpse to sensory marketing tactics to increase the brand image and client loyalty. This study gives practical and theoretical consequences in the restaurant sector which will aid entrepreneurs in the fast food restaurant sector to perform better.

Keywords: marketing, fast food restaurant, purchase intention, delhi, customer.

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A Study on Social Media Marketing of Fast Food Restaurant's and their Impact on the Purchase Intention of Customer's in Delhi-NCR

Aryan Kumar [α], Monalisha Dash [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- The competitiveness in fast food restaurant industry is fierce and restaurants are utilizing numerous tactics to seek for higher market shares. Creating a space that is delightful where consumers prefer coming plays a significant role in deciding customers' pleasure, their visit intensity and desire to return the restaurant. Marketing strategy has become a method to promote a favorable brand image and client loyalty.

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The research gives significant contributions in the restaurant sector by giving a glimpse to sensory marketing tactics to increase the brand image and client loyalty. This study gives practical and theoretical consequences in the restaurant sector which will aid entrepreneurs in the fast food restaurant sector to perform better.

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I. Introduction

Social media marketing is, use of social media to develop a company's brand, boost sales, and increase website traffic. Social media marketing gives businesses a method to interact with both potential and current customers, and it also delivers data analytics that are specifically designed to help marketers monitor the effectiveness of their campaigns. Since this includes the three crucial marketing areas of customer data, engagement, and relationship, social media has completely altered how businesses sell their products and services.

The behaviour of their consumer base is a major factor in the evolution of their marketing strategy. Social media has given consumers new avenues through which to browse, assess, pick, and buy products. As a result, businesses are also adjusting and using technology tools like the web and mobile-based applications to sell themselves.

Issue the usage of social media, meanwhile, has considerably increased in recent times. Social networking is being embraced by several firms as a vital tool for doing business. In previous years, social media platforms such as Twitter, Instagram, YouTube, and other applications have witnessed enormous development in terms of both daily user expansion and adoption rate. As the name implies, fast food is food that is prepared and served in a short amount of time. Fast food consumption is increasing on a daily basis. As the demand for fast food grows more fast food restaurants open, increasing market competition.

With limited menus that typically consist of hamburgers, hot dogs, fried chicken, or pizza and their accompaniments, so-called fast-food restaurants—which are typically chain or franchise operations and heavily advertised—offer speed, convenience, and familiarity to customers who may eat in the establishment or take their food home. There are a few fast food brands that dominate the Indian industry and are effectively reaping good returns by using social media as a marketing tool in order to gain a clear image of the effectiveness and reach of social media in targeting the target consumers.

Prior to even heavily marketing to the Indian market, the US fast food chain Burger King, which recently opened its first location in New Delhi, has already racked up 111,417 likes and 24 visits. The burger chain has used social media to effectively keep an eye on its performance in India's rapidly expanding food market. Additionally, the hamburger chain has a Twitter competition where customers can enter to win a BK's coupon to try the whooper burgers. KFC, on the other hand, has 35,702,812 likes and 554,915 visits. KFC is well-liked by chicken lovers for its crisp fried chicken snacks.

a) Objectives

The objectives of this research are:

- To identify the effectiveness of marketing strategies on brand image & customer loyalty of fast food restaurants.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: aryanvyahut@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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- To analyze customers preferences & suggestions.
- To assess about various marketing strategies.

II. Literature Review

- *Research topic:* The Effect and Penetration of Social Media Marketing on Restaurants in New Delhi
- *Author name:* Pankaj Deshwal, Akshay Kothari, & Akanksha Agarwa l (2018).
- *Link:* Deshwal, P., Kothari, A., & Agarwal, A. (2018, October). The effect and penetration of social media marketing on restaurants in New Delhi. In proceedings of the 4th International Conference on "Computing for Sustainable Global Development, Bharati Vidyapeeth's Institute of Computer Applications and Management, (accessed 10 February 2018).
- In this article, they do a study on social media marketing for restaurants. This helps to find the impact of social media marketing on stand-alone restaurants. In this study, they find how social media influences the choices of customers and also find that social media is more effective than traditional media.
- This study has a very limited marketing strategy, so to know more about the marketing strategy of fast food restaurants on social media, I chose this topic.
- *Research topic:* Impacts of social media in restaurant businesses
- *Author name:* ManojTimilsina (2017)
- *Link:* Timilsina, M. (2017). Impacts of social media in restaurant businesses: A case study of restaurants based on Oulu region.
- This research was done in the Oulu region of Finland. They claim that there was a direct impact on restaurant sales, which helps increase the flow of customers. The study finds that social media is an easy and cheap platform for small businesses to grow their businesses. Facebook is the most popular social media network in the O'ahu region.
- This study was conducted in the Oulu region of Finland, but I'd like to hear from people in Delhi and the NCR. That is why I chose this subject.
- *Research topic:* Brand Image and Customer Loyalty through Sensory Marketing Strategies.
- *Author name:* Sharafat Hussain (2018)
- *Link:* Hussain, S. (2018). Brand image and customer loyalty through sensory marketing strategies-a study on international fast food chain restaurants. International Journal of Management Studies, 2 (7), 32-39.
- The findings of this paper say that social media plays a very important role in the advertising of new restaurants. Many factors that we should keep in mind to attract new customers are visual elements, including logos, brochures, signage, menus, colours, and the types of customers that we have to attract. The study also finds that the brand image also plays a very important role in attracting customers.

This study was done on only international fast food restaurants in Hyderabad, India, and I find this to be a very important and interesting topic for the research, which is why I chose this topic.

III. Methodology

Primary data source: The primary data has been collected from questionnaire. In primary data, we have our personal knowledge and our thinking, experience, feelings and suggestion.

A) Questionnaire
B) Interview
C) Surveys

Secondary data source: Secondary data was collected through different samples copy, internet, observation, articles, books, magazines etc.

A) Samples copy
B) Internet
C) Observations
D) Articles
E) Books
F) Magazines

IV. Data Analysis

This is the result of the data collected from the survey taken in google forms. I have surveyed among more than 70 peoples through sharing the link to them out of which I only received 46 responses. There are several questions in my questionnaire which I have mentioned above such as demographic analysis in which I mentioned about the name, sex, age, email and mobile number of them. Then I focused on the main preferences of a customer or guest looking for the things in advertisement of fast food. I also collected data about what things they like in it and from which mode of advertisement he/she has influenced. Below mentioned is the interpretation of the data which I gathered from the various people living in Delhi the capital of India.

V. Conclusion

The findings of this research help determine the impact of social media on fast food restaurants, how the social media advertisements influence the customers' purchase intentions. Despite everything that is going on, social media use has significantly grown recently. Many businesses are embracing social networking as an essential tool for doing business. In order to increase their market shares, fast food restaurants are using a variety of strategies due to the industry's intense competition. Customers' satisfaction, the length of their

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stay, and their willingness to return to the restaurant are significantly influenced by the establishment of a beautiful environment where customers choose to gather. Marketing strategy is now a tool for fostering a positive brand image and customer loyalty. Businesses quickly recognized the amount of online attention that social media sites began to garner and recognized the potential for attention that social media could produce. Thus, web traffic translated into monetary worth. Social media marketing has subsequently become a prominent brand of internet marketing.

The research makes significant contributions to the restaurant sector by giving a glimpse at sensory marketing tactics to increase brand image and client loyalty. This study gives practical and theoretical consequences in the restaurant sector that will aid entrepreneurs in the fast food restaurant sector to perform better. Social media has given consumers new avenues through which to browse, assess, pick, and buy products. As a result, businesses are also adjusting and using technology tools like the web and mobile-based applications to sell themselves.

Out of 70 responses sent on Whats App and mail shared among my colleagues, friends, and relatives of the person whom I know, only 46 responses were collected. Out of 46 responses, 35.6% were female, 64.4% were male. This paper provides the concept and the different techniques of advertising used on social media by fast food restaurants in Delhi and the NCR. Most of the people whose age is between 18 and 30 have participated, which is 95.6%.

The results showed that social media commercials had a considerable favourable impact on brand perception, which is consistent with the literature identifying social media's influence on brand perception. The study's finding says that most people are using Instagram, some of them are using YouTube, and very few people are using Facebook and other sites. The most popular outlet among the people of Delhi NCR is McDonald's, and the findings show that 37.8% like McDonald's, 28.9% like KFC, 15.6 like Burger King, and 17.6% like other outlets. The study finds that people love combo offers in the advertisement mode, then visuals, background music, and other things. According to the study, I found that brand image plays a very important role; most people are influenced by the brand image and choose the brand that is most popular among them. Online reviews are very important to people when it comes to choosing their fast food preferences. Both positive and negative reviews change the customer's preference. Social media influences the customer. People say that when they see any fast food advertisement, they get hungry and use that advertisement to buy food. People in Delhi spend a good amount of money on buying fast food. Most people say that they spend less than 500 rupees in a week, but others say that they spend more than that.

Finally, I'd like to point out that social media is a modern and simple way for both small and large chain restaurants to advertise. Social media marketing is a very cheap and easy way to do marketing compared to the traditional way of marketing, in which firms have to spend lots of money on their advertisements. In Delhi NCR, most people are using social media, which is why advertisements on social media target lots of customers and help to generate more revenue.

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A Case Study on the Impact of Work Culture on Employees Job Performance in F & B Department of Hotel the Suryaa, NFC

By Azhan Ahmad, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- The relationship between the impact work culture and job performance has been study and a clear link between them has been identified by certain researcher's research. The main aim of research article is to identify and measure both good and bad relationship between performance of F&B employee and work culture.

The performance of employees improves by establishment of strong culture of an organization within the work culture. Many results of several analysis also show that job stress has a negative effect on employee performance also. The Hotel is expected to implement a program to control employee stress to further optimize the employee's performance. The loyalty of employee relies upon knowledge and awareness of culture that improves behavior of work culture which develops only with good relationship.

Keywords: job performance, job stress, good relation.

GJMBR-F Classification: LCC: HD58.7 HD58.7



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Keywords: job performance, job stress, good relation.

I. Introduction

Work culture is define as a mixture of values, sets, belief, Communications and planation of behaviors that provides guidance to people.

As per various surveys and reports work culture impacts the employee in several ways both boon and curse for organization which ultimately depends on the work environment. Specially in case of F&B Staff to make smart business decisions work culture of the organization should be employee based.

The relationship between the impact work culture and job performance has been study and a clear link between them has been identified by certain researcher's research. The main aim of research article is to identify and measure both good and bad relationship between performance of F&B employee and work culture.

The performance of employees improves by establishment of strong culture of an organization within the work culture. Many results of several analysis also show that job stress has a negative effect on employee performance also. The Hotel is expected to implement a program to control employee stress to further optimize the employee's performance. The loyalty of employee relies upon knowledge and awareness of culture that improves behavior of work culture which develops only with good relationship.

- 83% of US workers suffer from work-related stress. US businesses lose up to
- Only 43% of US employees think their employers care about their work-life balance.

  rethere are also various optimistic and positive results by the work culture on employees which includes the activities like
- Constructive criticism
- Setting achievable goals for your staff.

a) Objectives

The objectives of this research are:

1. Identify work culture in F&B department
2. To find out employee job performance in F&B department.
3. To evaluate the impact of work culture on employee job performance in F&B Service Department Hotel The Suryaa NFC

II. Literature Review

- Work culture in F & B Service department have both positive and negative traits which effect employee in several ways.
- As mentioned by Ivancevich and Donnelly (1968) described that everyone writer has define job satisfaction in their own way which leads to, basically, an identical definition ,which is completely correct.
- Robbins and Coulter (1996) stated that job satisfaction is an employees general perception towards his or her job. When people speak of an employee's job attitude, they are likely to be referring to his/her job satisfaction.
- If we talk about job satisfaction Loscocco and Roschelle (1991) described job satisfaction as the overall effective orientation to the job. In the hospitality industry, not much of a difference was discovered.
- Bowen and Lawler (1992), a benefit of empowerment is that employees will feel better

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: azhanahmad41@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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about their jobs and themselves. Letting employees call the s allows them to feel "ownership" of the job; they feel responsible for it and find the work. Young people don't get to be trusted for leadership we all know that regarding that this is a perfect statement.

- Cohen et al. (1983) claimed that people experience stress when they consider their life as unpredictable, uncontrollable and overloaded.
- I think high work load cause people to feel rushed, pressed, and stressed and to resolve that we should highly consider Cohen et al statement.
- According to Young and corsun (2009), it is the arousal of ambiguous situations at work that generates more occupational stress.
- As mentioned by Lo and lamm (2005) Social support is the key for neutralising the experience of distress. In fact, having a close working relationship with the colleagues can reduce or eliminate work-related stress.

III. Methodology

1. Primary data Source – The primary data has been collected from questionnaire. In primary data, we have our personal knowledge and our thinking, experience, feelings and suggestions.

- Questionnaire
- Interview
- Surveys

2. Secondary data source- Secondary data was collected through different samples copy internet observation, article, books, magazine.

- Sample copy
- Internet.
- Observations
- Article
- Books
- Magazine

IV. Data Analysis

In the survey it is found that a Work culture is defined as a mixture of values, sets, beliefs, communications and explanation of behavior that provides guidance to people. By keeping this fact in mind I had asked this question from many F&B Service employee and I was not surprised to see that 90.3% people agreed according to my thoughts. Although, I can say that there are only few who don't think communication is not the key role in employee work culture. 32.3% people says that very often they get constructive criticism. And 22.6% people say occasionally and 25.8% sometimes .It clearly shows that more than 75% people are under appreciated and hotel and senior needs to take a proper action regarding constructive criticism. Regarding remaining data 19.4 % people appreciated regularly. High work load excessive labour and unrealistic deadlines cause people to feel rushed, pressed, and stressed so its very important to find out under how much stress F&B employee are performing in the work space. Surveys says 22.6% said very much, 45.% said significant 32.3% says moderate stress. But not a single one said not much, which is a problem. Regarding attributes of front desk employee in a hotel survey said 74.2% people said ensuring guest and taking care is the most important attributes of F&B Service employee. 9.7% said handling money is also a good point and 9.7% agreed with others.

V. Conclusion

One of the occupational phenomena with the greatest research is job happiness. According to a literature study, they are present in many different organisational cultures around the world and have a significant impact on workers' behaviour, work output, and general well-being. Employee opinions of organisational culture, particularly leadership and social support, can also not only influence but also predict how satisfied they are with their jobs. More precisely, creative organisational cultures seem to be the most strongly connected with personal achievement, indicating that employees who believe their workplaces to be more energising and entrepreneurial feel more fulfilled in their jobs. It is therefore not surprising that employees face job overload and underpay, form rivalries with coworkers and bosses, and participate in strikes when one considers the global financial crisis. Additionally, they are more likely to be impacted by family concerns, which will result in poorer job performance, fewer commitments, and job burnout. Promoting employee well-being has been found to improve their performance and productivity and make organisations, institutions, and companies more competitive, especially in times of financial crisis. As a result, preferences of employees should be measured, studied, and used both in the context of the specific organisation they work in as well as in the context of branches and national cultures.

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The Role of Loyalty Program on Customer Satisfaction in Dilli Kanteen Kitchen Restaurant at the Grand Hotel New Delhi

By Divya Kumari, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Loyalty program is a marketing strategy which is used to encourage customer to continue to purchase the good and services at one place again and again. It may be in from of discount rebate, free product etc. This research explores the importance of loyalty program which is directly connected to consumer satisfaction in DilliKanteen Kitchen Restaurant at The Grand Hotel New Delhi. It will highlight the role of loyalty program for development of business and revenue generation of different in this Restaurant. For this I have designed several questionnaires and ask to the various people of different age group who are living in New Delhi. I have sent the survey to 120 people from which got only 67 responds. Out of which 67.2% were male and 32.8% were female. This study will bring different changes in their loyalty program that will boost their sales and also help to retain the customer by fulfilling their satisfaction levels. The study recommends that all the members including staff, employee, maintenance worker also be the part of loyalty program so that they will give their 100% towards the achievement of target of the DilliKanteen Kitchen Restaurant.

Keywords: *restaurant, loyalty, customer, satisfaction, employee, dillikanteen kitchen, etc.*

GJMBR-F Classification: *JEL Code: M31*



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Abstract- Loyalty program is a marketing strategy which is used to encourage customer to continue to purchase the good and services at one place again and again. It may be in from of discount rebate, free product etc. This research explores the importance of loyalty program which is directly connected to consumer satisfaction in DilliKanteen Kitchen Restaurant at The Grand Hotel New Delhi. It will highlight the role of loyalty program for development of business and revenue generation of different in this Restaurant. For this I have designed several questionnaires and ask to the various people of different age group who are living in New Delhi. I have sent the survey to 120 people from which got only 67 responds. Out of which 67.2% were male and 32.8% were female. This study will bring different changes in their loyalty program that will boost their sales and also help to retain the customer by fulfilling their satisfaction levels. The study recommends that all the members including staff, employee, maintenance worker also be the part of loyalty program so that they will give their 100% towards the achievement of target of the DilliKanteen Kitchen Restaurant. DilliKanteen Kitchen Restaurant must offer rare offers in their Restaurant which will make them different from other. This study only considered DilliKanteen Kitchen Restaurant at The Grand Hotel New Delhi not the other places.

Keywords: restaurant, loyalty, customer, satisfaction, employee, dillikanteen kitchen, etc.

I. Introduction

A DilliKanteen Kitchen Restaurant at The Grand Hotel New Delhi is typically offering loyalty program run by outlet. This is a marketing strategy that restaurant uses to attract and retain business at their restaurants. The program helps customers, especially business travellers and other regulars, by offering benefits such as discounts and upgrades. It benefits is to induce customers to choose this Restaurant.

Various outlet in the current dynamic market have resulted to market competition hence firms are formulating on product strategies and therefore there is increased competition as consumer tastes and behaviours are changing, channels of communication have changed to online, mobile, social and digital platforms therefore creating challenges to traditional ways of cultivating 5-star various Restaurant and therefore increasing price competition. Evolving macroeconomic conditions today are making it significantly harder for businesses to retain their customers. Competitive advantage grows fundamentally out firm's value and its ability to create the intended value that is higher than the production cost. The value is the cost-plus profit margin and the consumers are willing and able to spend on the product. The excellent value is experienced when products or services are sold at lower cost than that of competitors for the same. DilliKanteen Kitchen Restaurant can stay competitive by offering low prices but if they can't match the low prices; they have to find other ways of competing other than price alone. The competitive market strategy involves means and ways in which a firm can obtain competitive edge to remain competitive in the market. In achieving competitive advantage firms have to look at the resources that they possess. The resource-based view of a firm is a reversed strategy formulation which involves looking at what resources a firm possesses. This allows access on the potential for value generation to various outlet and therefore allowing capturing maximum value in a sustainable way

Objectives

The aim of this thesis is:

- To analyze the importance of loyalty program for the customer.
- To identify different types of strategy used in loyalty program by DilliKanteen Kitchen Restaurant in New Delhi.
- To assess the customer satisfaction by loyalty program in DilliKanteen Kitchen Restaurant.

II. Literature Review

According to Mulwa, S. M. (2016). The influence of loyalty programs on brand performance of five stars outlets in Nairobi, Kenya (Doctoral dissertation, University of Nairobi. This study held in Kenya based outlet. Loyalty program is based for retaining the

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: divya_kumari.gsohbhm@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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customer which are loyal to the Food & Beverage service outlet. Loyalty program must be in favor to the customer who are visiting the Food & Beverage service outlet. It indicates that loyalty program is not famous among the various outlet of restaurant. It is seen that loyalty program are only available in group chain outlet.

According to Baraza, W. (2012). Brand loyalty programs and competitiveness of five stars outlets in Nairobi (Doctoral dissertation, University of Nairobi, Kenya. Competition between different outlet company need to grain new customer and have to retain the older customer. Outlet must adopt different loyalty program for the valuable customer. This program dreams, big or small loyal customers by giving preferential service in a way of appreciating their honesty towards the business firm.

According to Lee, S. L., Namkung, Y., & Yoon, H. H. (2013). A study on the effects of loyalty program on relationship quality and re-visit intention-A focus on the moderating effects of restaurant type. Journal of the Korean Society of Food Culture, 28(2), 186-194. In this study, author said that to acknowledge the impact of loyalty programs in fast-food restaurants on relationship. quality to the various Restaurant where they used to have. There was a deterrent effect related to various restaurant type such as: family restaurant, fast food restaurant, regional cuisine restaurants, etc. in terms of relationship between various service outlet and customers relationship quality and revisit intention should be equal at a point.

According to Bai, B., Buxton, M., Sammons, G., & Shoemaker, S. (2006). Restaurant customer loyalty: A qualitative assessment of niche brands. Hospitality Review, 24(1), 2. The study looked at how niche brands restaurants best achieve long-term loyalty. The result shows that guests are loyal to economic brands due to the brand's rare characteristics customers have a higher perception of quality such as service presentation, product consistency, and benefits offered by loyalty programs than are common to all brands.

According to Furinto, A., Pawitra, T., & Balqiah, T. E. (2009). Designing competitive loyalty programs: How types of programs affect customer equity. Journal of targeting, Measurement and Analysis for Marketing, 17(4), 307-319. Rewarding programs are one of the most famous and unique marketing strategies evolved by companies in various sector of business. Despite the proliferation of these programs, little research has focused on the pre-implementation stages.

According to Xu, X., & Li, Y. (2016). The antecedents of customer satisfaction and dissatisfaction toward various types of outlets: A text mining approach. International journal of hospitality management, 55, 57-69. Study exposes that Online customer feedback play a major role in gaining electronic word from their mouth respect to outlets; these reports serve as an internet communication form which significantly attract consumer demand for outlets. and meeting customer needs for different types of outlets owned by outliers.

According to Klidas, A., Van Den Berg, P. T., & Wilderom, C. P. (2007).Managing employee empowerment in luxury outlets in Europe. International journal of service industry management, 18 (1), 70-88 This study, utilizing fundamental equation shaping (SEM), checks the relationship betwixt the ranges of consumer perceived profit, consumer satisfaction, and client faithfulness in a release context. The main process concerning this study was to form a concept the seen profit of an outlet as a complex assembles of seven dimensions accompanying together intelligent and affective facets. Five of these seven ranges; specifically, pride, price, characteristic, undertaking and hedonic ranges were raised to have a significant direct helpful effect on consumer vindication and/or customer faithfulness.

According to Nobar, H. B. K., &Rostamzadeh, R. (2018). The impact of customer satisfaction, customer experience and customer loyalty on brand power: empirical evidence from outlet industry. Journal of Business Economics and Management, 19(2), 417-430. This research aims to research the impact of customer satisfaction, experience and loyalty on different brand strength in the outlet of hotel industry. The selected population were customers of Pars Outlets. The research results showed that customer expectations have the greatest influence on customer satisfaction is known to be an influential factor.

According to Lu, C., Berchoux, C., Marek, M. W., & Chen, B. (2015). Service quality and customer satisfaction: qualitative research implications for luxury outlets. International Journal of Culture, Tourism and Hospitality Research. The aim of this paper is to examine whether senior employee and staff of luxury hotels have the equal knowledge of food & beverage service standard and satisfaction of various age group customers and the differences between the services provided butlers and the way customers really have them. was to determine whether there is According to Murali, S., Pugazhendhi, S., & Muralidharan, C. (2016). Modelling and investigating the relationship of after sales service quality with customer satisfaction, retention and loyalty–a case study of home appliances business. Journal of retailing and consumer services, 30, 67-83. The main purpose of this study to acknowledge sales services are tasks that take place after the buying of a goods by buyers and are authorized and committed to supporting buyers in the benefit and disposal of products and services. It can generate continuous buyer connection and supply importantly to customer satisfaction.

According to Tefera, O., &Govender, K. (2016). Outlet ratings, service quality, customer satisfaction and

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loyalty: The perception of guests at Ethiopian outlets. African Journal of Hospitality, Tourism and Leisure, 5(3), 1-23. Author said in this paper that the connection among store ratings and service standard; customer satisfaction and loyalty in the Ethiopian outlet sector because the prevalence of various rating systems confuses customers and buyers. different-different questionnaire, which is a latest version. Through varieties of logical techniques, it has been shown that there is a major relationship between store gradings and service expectations, service perceptions, and customer satisfaction. However, no significant direct relationship was found between store ratings and overall service quality. Furthermore, significant relationships were found between guest satisfaction and loyalty; but there was no straight connection between store ratings and customer loyalty.

According to Rahim, A. G., I. U. Ignatius, and Olusola Elizabeth Adeoti. "Is customer satisfaction an indicator of customer loyalty?" (2012). Author said in this paperCustomer loyalty and satisfaction are wellknown concepts in many fields, including marketing, consumer research, business psychology, health economics, commerce, and business. It has long been a subject of interest for both academics and professionals. company keep its customers satisfied. Using the example of Shell Pakistan, the aim of this study is to determine the effectiveness of customer relationship management (CRM) on customer retention and satisfaction. This study shows that there is a positive relationship between these two variables and that CRM has a significant effect on customer satisfaction. The stronger and more reliable the company's CRM, the happier and more loyal its customers. According to the results of the research, CRM has contributed to the growth of the business.

According to Juanamasta, I. Gede, et al. "The role of customer service through customer relationship management (Crm) to increase customer loyalty and good image." International Journal of Scientific and Technology Research 8.10 (2019): 2004-2007. Author said in this paperin the background of this study, there are many business issues that can lead to a bad name and reduced customer loyalty to protect the company's reputation, customer service must be the company's top priority. Customer service is important in any business. Since customers are the most asset of the company, there is customer satisfaction and the service they provide is very important for the growth of the reputation of the business. relationship management (CRM) to improve customer fair use and reputation.

According to Huang, Chun-Te, and Po-Tsang Chen. "Do reward programs truly build loyalty for lodging industry." *International Journal of Hospitality Management* 29.1 (2010): 128-135. This study exposes Hotel chains are always looking for ways to strengthen their bond with guests. Most major hotels have loyalty programs that reward returning guests in exchange for the airline's success. However, the success of the gifting program has been problematic.

According to Mithas, Sunil, Mayuram S. Krishnan, and ClaesFornell. "Why do customer relationship management applications affect customer satisfaction?" Journal of marketing 69.4 (2005): 201-209. In this study, the effect of customer relationship management (CRM) on customer experience and satisfaction is measured. According to a cross-sectional analysis of data for businesses in the United States, adopting a CRM program is highly beneficial for greater customer awareness and higher customer satisfaction. The report also shows how effective the company is at getting to know its customers better when it shares information about customers with connected devices.

According to Sitorus, Tigor, and Milawati Yustisia. "The influence of service quality and customer trust toward customer loyalty: the role of customer satisfaction." International Journal for Quality Research 12.3 (2018): 639. The aim of this study is to examine and evaluate the mediation of customer satisfaction in the relationship between service quality and customer loyalty. This study examines the five largest foreign private companies traded on the Indonesian Stock Exchange since the end of 2014 with a sample of 170 clients.

III. Methodology

This thesis uses previous works to describe the loyalty program of different nations outside the India. This research will provide different advantage to Restaurant in Delhi. arrangement network websites such as Google Scholar is used to explore for linked words. This project websites of service providers and media coverage are obtained to gathered data. Linked work is investigated by classifying into different-different main categories of various service Restaurant.

a) Primary information

Primary information is the information gathered straightforwardly from direct insight. It includes that information which is gathered for a particular reason from the field of request and are unique in nature and are more solid, bona-fide a goal. For the travel essential information were gathered basically through study strategy, utilizing the device poll. Subsequently, it is more lawfulness prominent than auxiliary information.

b) Secondary information

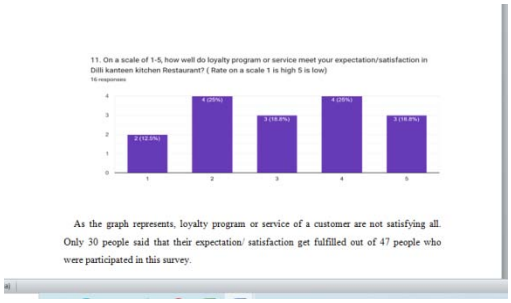
Secondary information is the information gathered from a source that has effectively been distributed in any structure. It is used data on the occasion that has not been expected, saw by the analysts. Survey of writing in any examination depends on auxiliary information for the most part from books, Google, research papers, diaries and periodicals, the

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intention is to expand the exactness of investigation. The open-ended qualitative techniques have been implied.

IV. Data Analysis

This is the outcome of the information which is collected from the survey taken in google forms. I have surveyed among more than 120 peoples through sharing the link to them out of which I only received 47 responses. There are several questions in my questionnaire which I have mentioned above such as demographic analysis in which I mentioned about the name, sex, age, e-mail and mobile number of them. Then I focused on the main preferences of a customer or guest looking for reward and DilliKanteen Kitchen Restaurant at The Grand hotel New Delhi.



V. Conclusion

Dillikanteen kitchen restaurant in New Delhi is typically offering loyalty program run by different outlet. The finding of this research is going to be helpful for the outlet management, academicians, research scholars and outlet management students and various outlets located in New Delhi. The mode of sending the survey were different platforms of internet such as: WhatsApp, G-mail, A total of 47 respondents were collected out of sharing it to 120 people.

It is seen that loyalty program and rewards is the only way to retain the customer and attract new customers. Loyalty program play important role for the growth of business and to earn profit. Nowadays, various outlets offering the same things which become more difficult to manage these things. The loyalty program is the main key for that. In New Delhi, there are more than 550 restaurants. These restaurants and outlets offering discount, different dishes, different cuisine, different taste flavours, etc. which causes competition in the market. The competitive market is dangerous for our business always. So, its most important for restaurant and outlet to offer unique reward and loyalty program to gain more customers. Without this, there will be failure of business and causes difficulty in achieving target of the organization. People used to visit only those restaurants and outlets where they get rare loyalty program offers. People shift to other brands within in a year due to increment in price. Outlets increase their prices of the goods and service when there is high demand in the market and people started shifting to other restaurants and brands. Mostly people recommend Dillikanteen kitchen to their friends and relatives as they got better offer there in New Delhi. It was also seen that the queries of customer didn't get solved frequently. The outlets should improve this thing which will create a good will of their firms in the market and help to retain the customers and gain new customers.

Loyalty program should be designed always keeping feedback of guest first. The needs and wants of the guest must be fulfilled by the outlets of New Delhi. It is important to make various reason behind the visiting of the customers to your outlets and satisfaction of the guests must be fulfilled. People love to visit that place where they feel special and get unique offers, discounts and reward. I considered that, this thesis will be benefical and helpful for the outlets company in this area and they designed their loyalty program keeping all the things which I get after researching on this.

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A Case Study on Excess Alcohol Consumption and its Impact on Health of Human Body

By Hrithik Tiwari, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Alcohol use, especially binge drinking, is a substantial contributor to the burden of illness worldwide and raises the risk of a number of health problems. It is the root cause of more than 30 illnesses and aids in the growth of several more. The main disease groups connected to alcohol intake include infectious illnesses, cancer, diabetes, neuropsychiatric disorders (including alcohol-related disorders), cardiovascular diseases, liver and pancreatic diseases, and unintentional or deliberate injuries. The creation of recommendations for moderate drinking habits is the result of awareness of these illness risks. Alcohol usage can also have negative effects on other people's health and social implications outside of just the drinker, which raises the overall expenses of alcohol intake. The pain, expenses, and harmful effects of excessive alcohol intake are highlighted by these data, which highlight the significance of effective preventive methods.

Keywords: alcoholism, heavy drinking, consequences, drinking guidelines, prevention, sustainable development goal.

GJMBR-F Classification: JEL Code: I12



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A Case Study on Excess Alcohol Consumption and its Impact on Health of Human Body

Hrithik Tiwari [α], Rohit Jaswal [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- Alcohol use, especially binge drinking, is a substantial contributor to the burden of illness worldwide and raises the risk of a number of health problems. It is the root cause of more than 30 illnesses and aids in the growth of several more. The main disease groups connected to alcohol intake include infectious illnesses, cancer, diabetes, neuropsychiatric disorders (including alcohol-related disorders), cardiovascular diseases, liver and pancreatic diseases, and unintentional or deliberate injuries. The creation of recommendations for moderate drinking habits is the result of awareness of these illness risks. Alcohol usage can also have negative effects on other people's health and social implications outside of just the drinker, which raises the overall expenses of alcohol intake. The pain, expenses, and harmful effects of excessive alcohol intake are highlighted by these data, which highlight the significance of effective preventive methods.

While consuming alcohol might initially make you feel happy, pleasant, and sociable, continuing to consume it for a long time or in excess can cause alcohol dependency, also known as alcohol use disorder. Chronic alcohol consumption is also associated with mental and cognitive issues, such as memory loss and learning difficulties, as well as the worsening or emergence of major mental illnesses including depression and anxiety.

Excessive alcohol consumption is a global concern that significantly impacts human health and well-being. This case study examines the effects of excessive alcohol consumption on the human body and its implications for Sustainable Development Goal 3 (SDG 3), which focuses on ensuring healthy lives and promoting well-being for all at all ages.

Keywords: alcoholism, heavy drinking, consequences, drinking guidelines, prevention, sustainable development goal.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: Hrithik.tiwari.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: rohit.jaswal@galgotiasuniversity.edu.in)
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

Chapter-1: Introduction

I started my career from the The Imperial, New Delhi. It is a huge luxury property. There are 223 rooms are in the imperial. The most expensive room is the Royal Imperial Suite which tariff is Rs. 10 lakh plus taxes.

I joined hotel as a catering associate. I have joined the banquets. There are 5 banquet venues options are available in the hotel such as, Royal Ballroom which is 4995 square feet, Emily Eden and Hodges which is 1786 square feet, Imperial Lawns which is approx.. 18000 square feet, Denniells tavern and last San Gemignani lawn. The most famous painting are in the Royal Ballroom which is Durbar of state of malerkotla.

I observe this sometime when people start drinking alcohol they forget their limits and I have seen many people fall down from drinking too much in my hotel only and I have left many a guest even in the room because of drinking too much.

Sustainable Development Goal 3 and Addressing Alcohol-related Health Issues: SDG 3 focuses on promoting well-being and ensuring healthy lives for all. In the context of excessive alcohol consumption, the following aspects can be considered:

Awareness and Education: Implementing educational campaigns to raise awareness about the health risks associated with excessive alcohol consumption can help individuals make informed choices and reduce harmful drinking habits.

Access to Healthcare: Ensuring affordable and accessible healthcare services for individuals struggling with alcohol-related health issues is essential. This includes facilitating early detection, diagnosis, and treatment of conditions related to excessive drinking.

Mental Health Support: Integrating mental health services with alcohol treatment programs can address the co-occurring disorders and provide comprehensive care for individuals struggling with alcohol addiction and associated mental health issues.

Policy and Regulation: Implementing evidence-based policies and regulations to control the availability and marketing of alcohol can contribute to reducing

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excessive alcohol consumption and its health consequences.

Collaborative Efforts: Encouraging collaboration among governments, healthcare professionals, non-governmental organizations, and communities can facilitate a holistic approach to address the issue of excessive alcohol consumption and promote better health outcomes.

The Royal Ball Room



Daniell's Tavern



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Famous Painting of the Royal Ball Room

Drinking excess alcohol increases the risk of developing a variety of health problems, including serious non-communicable illnesses including liver cirrhosis, several malignancies, and cardiovascular disease, as well as mental and behavioral disorders like alcoholism. Worldwide, alcohol use results in three million annual fatalities and has a detrimental effect on many people's health and functionality. 5.1% of all diseases worldwide are caused by harmful alcohol use.

For males and 2.2% for women, harmful alcohol consumption is a factor in 7.1% of the worldwide disease burden. It causes 10% of all fatalities in those between the ages of 15 and 49, making it the main risk factor for early mortality and disability. Hospitalizations and fatalities from alcohol use are more common among disadvantaged and vulnerable groups.

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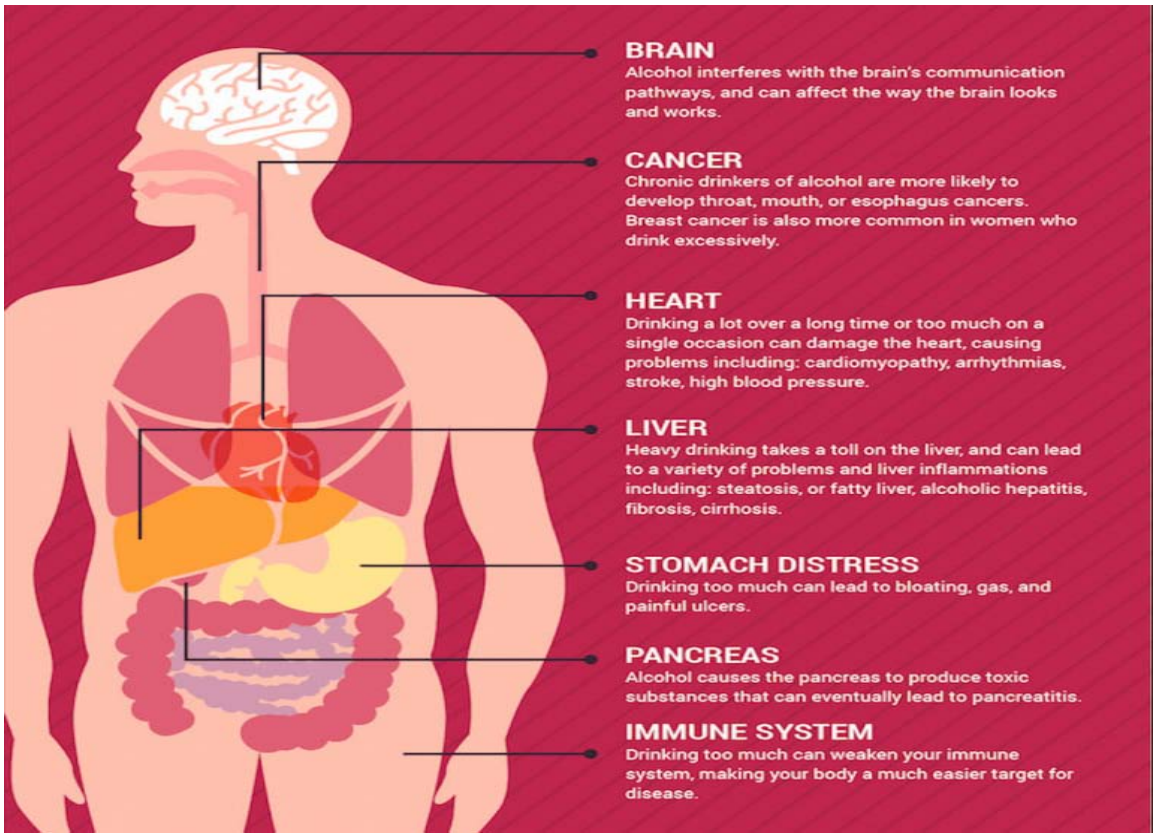


Figure 1.1

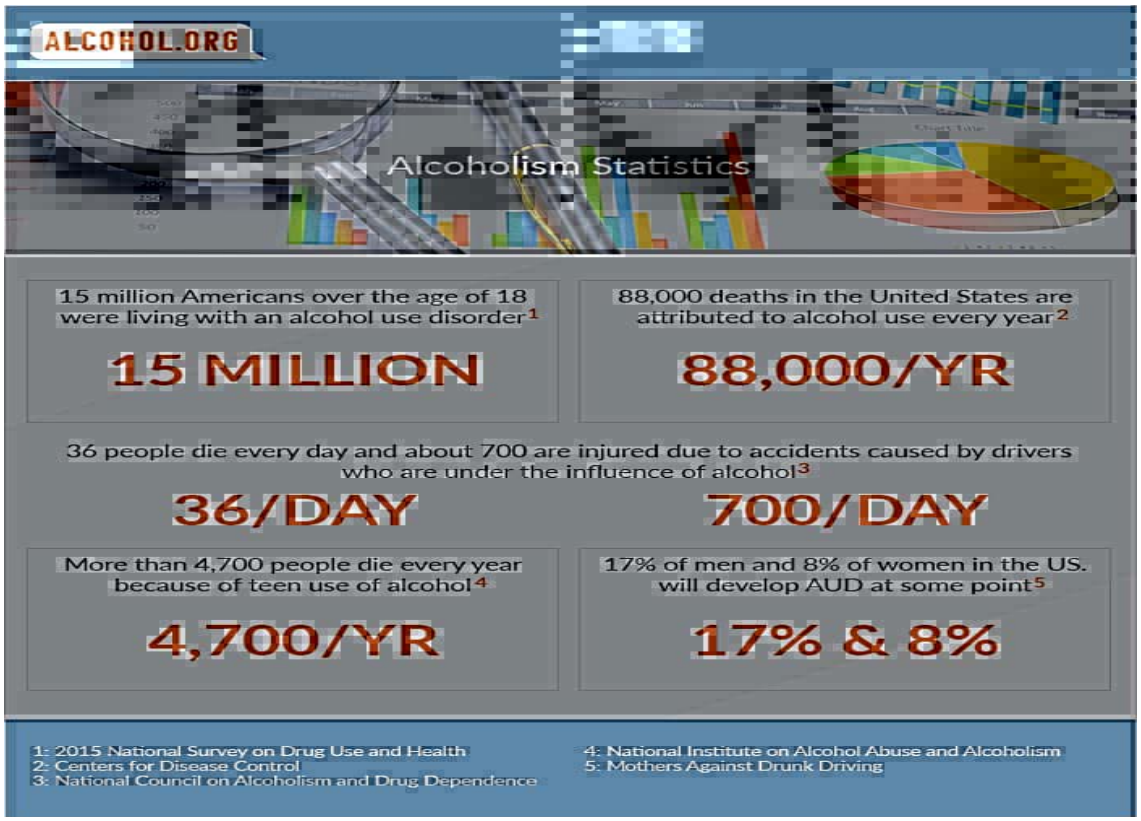


Figure 1.2

Alcohol has a big impact on the body in addition to the mind. According to research, even moderate alcohol usage can raise the chance of dying from a variety of illnesses, such as several types of

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cancer and some types of cardiovascular disease. This page tries to answer frequently asked concerns concerning alcohol's immediate and long-term effects on the body and to offer insights into how alcohol impacts physical health.

Additionally, consuming an excessive amount of alcohol in one sitting might result in alcohol poisoning, which has considerable hazards. Alcohol may be difficult for the body to metabolize effectively when it is drunk in excess. The gag reflex, pulse rate, and respiration rate may all be negatively impacted as a result. Alcohol intoxication can even result in

a) Objective of study

The objective of this research is:

- To understand the effect of alcohol on human body.
- To know about the reasons of excessive alcohol consumption.
- To find effect of alcohol on human body by their age.

b) Sample of the study

- The Sample size for collecting data is 70 people, out of which I have received 60 responses.

c) Limitations of the study

- The current study cannot be said totally decisive as it has a limited sample size of just 60 people. They find it difficult to find time and fill questionnaire or link due to busy demanding.

Chapter- 2: Literature Review

- White, H. R., Stevens, A. K., Hayes, K., & Jackson, K. M. (2020). Changes in alcohol consumption among college students due to COVID-19: Effects of campus closure and residential change.

It is a well-known fact that college students tend to drink more when they move away from home. The focus of this study was on the impact of living circumstances as it especially examined how drinking behaviours altered while schools were closed because of the COVID-19 epidemic. The study indicated a considerable drop in both the maximum number of drinks taken in a single day and the average number of drinks drank per week before and after the shutdown. On the other hand, there was a modest rise in the number of days per week that people drank.

- Rehm, J., Rovira, P., Llamosas-Falcón, L., & Shield, K. D. (2021). Dose–response relationships between levels of alcohol use and risks of mortality or disease, for all people, by age, sex, and specific risk factors. *Nutrients*,

More than 200 illnesses and injuries with three-digit ICD-10 codes have a causal connection to alcohol use. To develop public health research and policy, it is essential to comprehend the link between alcohol usage and these disorders. A review of various dose-response relationships for alcohol intake is the goal of this study. Utilized are relative risk functions that are obtained from various comparative risk analyses. The volume of alcohol consumed and the frequency of binge drinking are the two main aspects of alcohol intake that are used to evaluate the risk of illness and damage. The benchmark is lifetime abstinence, which allows for comparison. In comparison to males, women often incur a larger increase in relative risk per gram of alcohol taken.

- Labots, M., Cousijn, J., Jolink, L. A., Kenemans, J. L., Vanderschuren, L. J., & Lesscher, H. M. (2018). Age-related differences in alcohol intake and control over alcohol seeking in rats. *Frontiers in Psychiatry*,

Alcohol use disorder (AUD) is characterized by excessive and ongoing alcohol use despite its harmful effects. Along with other substance use disorders, it frequently manifests throughout adolescence. However, even after drinking heavily for extended periods, many teenagers cut back on alcohol in their early adulthood. It is thought that variables such as brain development, social setting, personality characteristics, and genetics all have an impact on the variations in alcohol consumption during different developmental phases. Studies that specifically examine age-related variations in the impacts of alcohol consumption on the brain and behaviour are, however, few.

This study compared the degree of alcohol-seeking control in rats with various ages of alcohol beginning and levels of intake to better understand the association between adolescent alcohol use and AUD-like behaviour. The idea was that, as compared to rats with adult-onset alcohol intake, those with adolescent-onset alcohol consumption would show more marked control over alcohol cravings. After two months of intermittent alcohol access (IAA) in rats that began drinking alcohol either during adolescence (postnatal day 42) or adulthood (postnatal day 77), the study evaluated alcohol desire in the presence of conditioned unpleasant stimuli.

- Silins, E., Horwood, L. J., Najman, J. M., Patton, G. C., Toumbourou, J. W., Olsson, C. A., ... & Cannabis Cohorts Research Consortium. (2018). Adverse adult consequences of different alcohol use patterns in adolescence: an integrative analysis of data to age 30 years from four Australasian cohorts. *Addiction*

Numerous studies have demonstrated a link between adolescent alcohol usage and unfavorable adult outcomes. However, it is yet unclear how strong these connections are and how much they could be impacted by other variables. This study took into account aspects connected to the person, family, and peer groups to assess the degree of relationship

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between diverse patterns of teenage drinking and long-term psychosocial effects..

- Skrzynski, C. J., & Creswell, K. G. (2020). Associations between solitary drinking and increased alcohol consumption, alcohol problems, and drinking to cope motives in adolescents and young adults: a systematic review and meta-analysis. *Addiction*, *115*(11), 1989-2007.

Recent research suggests that drinking alone may act as an early warning sign of the possibility of developing an alcohol consumption problem. This study explores the relationships between solitary drinking and increased alcohol intake, alcohol-related issues, and drinking as a coping technique. It is the first systematic review and meta-analysis to explicitly examine lone drinking among teenagers and young adults.

The meta-analysis, which included data from 21 different datasets with a combined total of 28,372 participants, found a significant overall impact demonstrating a connection between solitary drinking and higher alcohol use.

Chapter-3: Research Methodology

a) Introduction

This discusses the method and procedure for data collection to achieve the objectives of this study. Topics enclosed in this chapter contain research project, data gathering methods, and sample design.

b) Research Design

The test configuration is a strategy and finalization that determines the strategies and methods of diversity and investigates the required data. It is a structure that designs the work of an experimental project, as it is able to take care of issues. Appropriate evaluation was used to guide this focus of the study due to the large number of interested respondents in which evidence was examined, and speculation was created. Regarding the volume report, analysts need to adjust the survey to match the respondents in order to complete it. Information is collected using a structure, a simple test framework and results presented equally, with minimal expert notice. Additionally, testing involves many people in such a way that the measurement method is more appropriate than the assumption strategy when using a smaller model and involves integration.

c) Data Collection Methods

The assortment of information is an important part of exploratory research. Incorrect information assortment may influence test results and ultimately lead to invalid results. Information can be seen as an increase in volume or material dynamics. Information can be numbers, pictures, words, figures, real objects, or thoughts. Information cannot be seen and to obtain data from the information one has to interpret it as important data. There are different strategies for interpreting information. Sources of information have been extensively collected into useful and useful information.

i. *Primary information:* Primary information is information that is recognized or collected directly with a direct understanding. References to that information collected for a specific reason in the application field and unique in nature and solid, are a definite goal. Important business information was basically collected through a learning strategy, using a machine survey. Later, legitimacy is more prominent than helpful information.

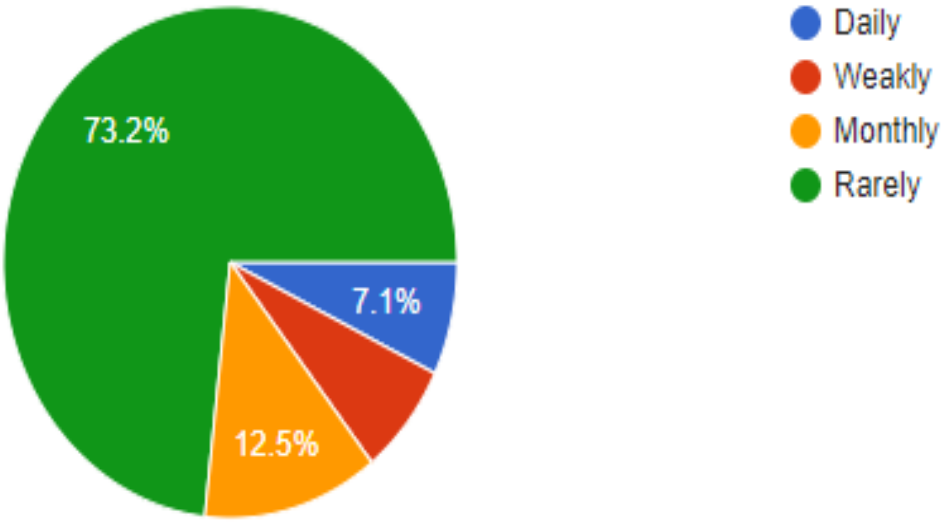
ii. *Secondary information*: The second information is information collected from a source that has been successfully distributed in any building. It is data used about an event that did not turn out as expected by analysts. The writing test for any exam relies on helpful information for the most part from textbooks, Google, research papers, diaries and periodicals, the purpose of which is to increase the accuracy of the research.

Chapter-4: Data Analysis and Interpretation

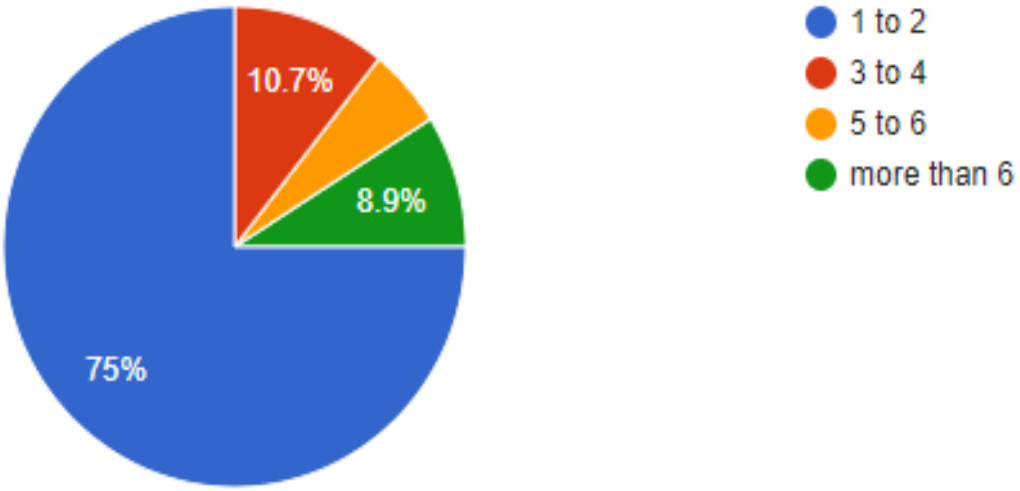
This is the result of data collected from a study taken from world. I surveyed 80 people from world where I received only 60 surveys. There are a few questions in my list of questions I mentioned above like Demographic analysis where I talked about name, email address, and age group. Then I focused on the frequency of drinking, spending habits, preferences, etc. The following is a description of the data I collected that created from world.

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- What is your frequency for alcohol consumption?



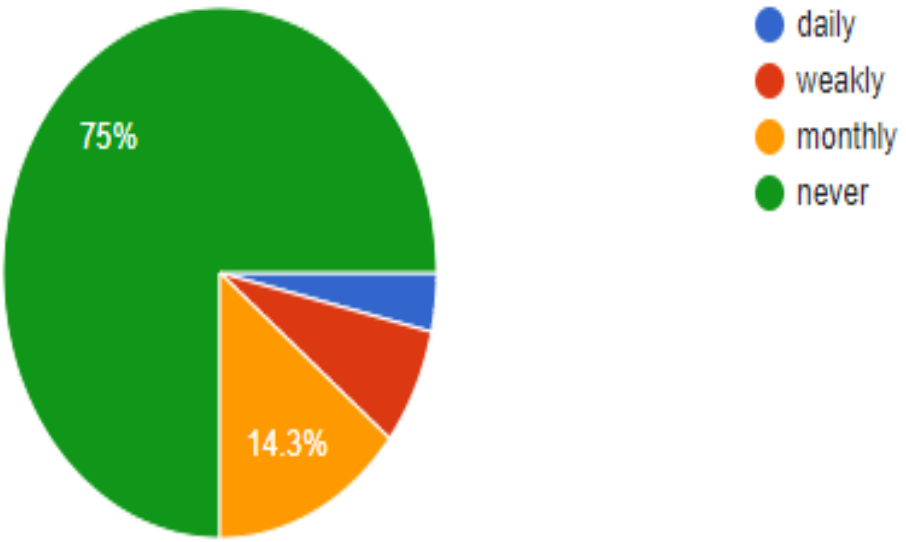
- As per the graph represents, there are 73.2% goes for the rarely alcohol consumption, 12.5% are goes to monthly alcohol consumption and 7.1% goes to weakly bases.
- Maximum people drink less alcohol.
- In my survey only few peoples are drinking alcohol.
- *How many alcoholic drink (small pegs) do you have when you are drinking?*



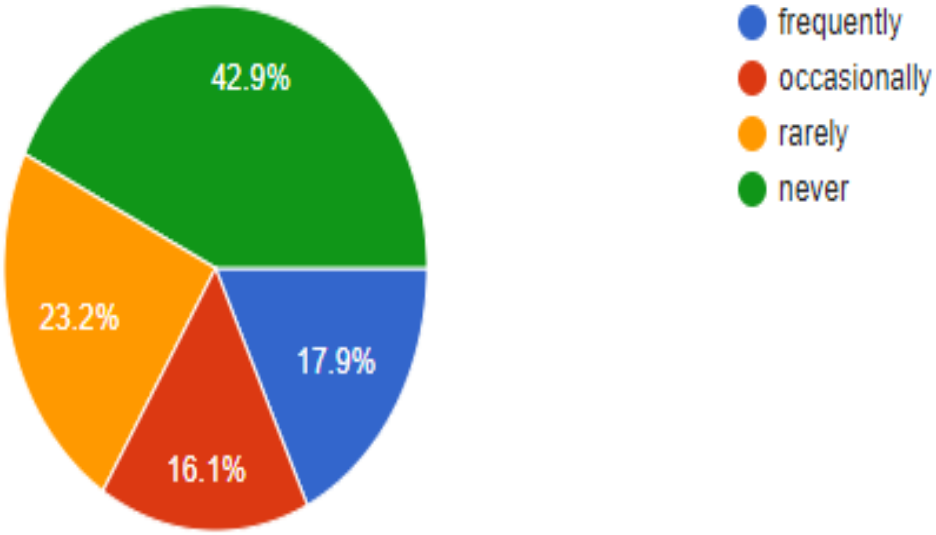
- As the graph represents, 75% are goes to 1 to 2 pegs, 10.7% are goes to 3 to 4 pegs , and 8.9% are goes to more than 6 pegs.
- Many people drink less.
- Those who drink too much their health has also been badly affected.

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- *How often do you have 4 or more drinks on one occasion?*



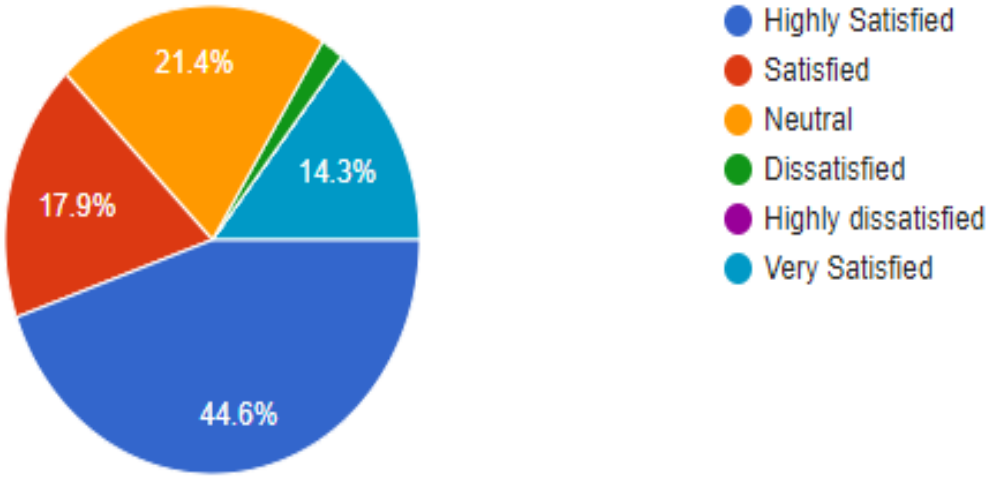
- As the graph represents, 75% never, 14.3% monthly, 5.3 weakly and 5.3 % goes to daily.
- According to the my survey many people drink less than 4 pegs occasionally.
- Daily people drink 4 pegs very little.
- *How often do you experience hangover symptoms after drinking alcohol?*



- As the graph represents, there are 42.9% experience hangover symptoms after drinking alcohol had never, 23.2% had rarely, 17.9% had frequently and 16.1% had occasionally.
- I personally asked many people, after drinking the same liquor, they had many problems and wrote accidents.
- They also had family issues due to hangover due to excessive alcohol.

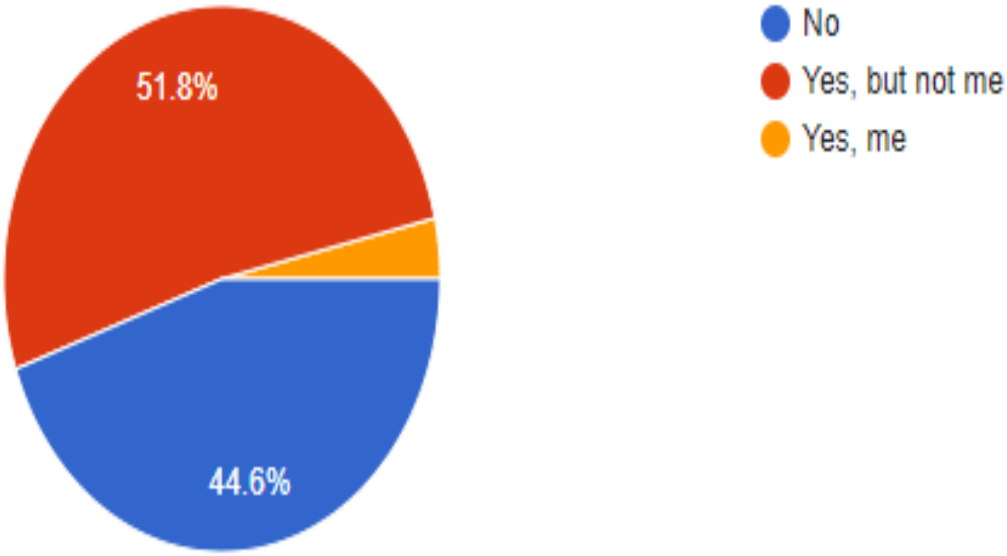
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- *"I am happy with my health." Chose the appropriate option.*



- As per the graph represents, 44.6% are highly satisfied, 21.4% are neutral, 17.9% are satisfied with this statement and 14.3% are very satisfied.
- Many people are happy to drink alcohol in limit.
- Those who drink too much their health has also been badly affected.
- Those who have not drunk alcohol are also very happy with their health.

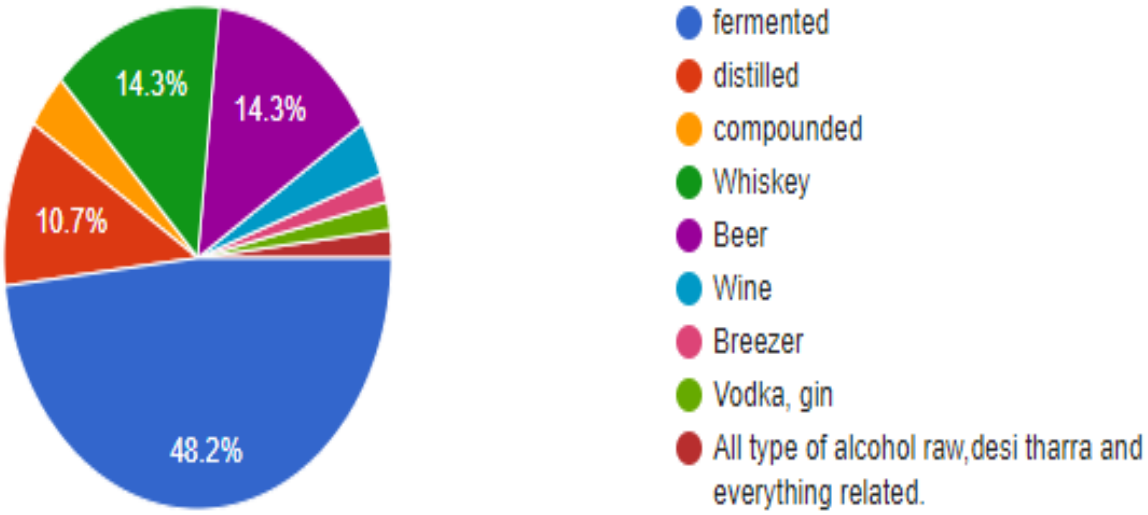
- *Have you or someone ever been injured as a result of you drinking alcohol?*



- As per the graph represents, 51.8% are said yes but not they, and 44.6% are said no for this statement.
- I personally asked many people, after drinking the same liquor, they had many problems and wrote accidents.
- Many have also vomited from alcohol due to excess.

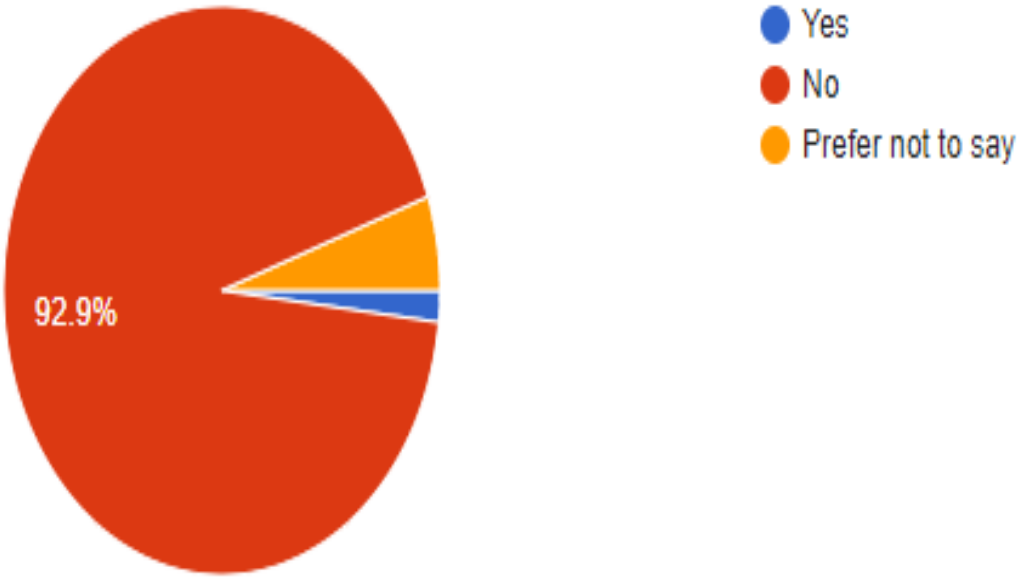
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- *What type of alcohol do you generally consume?*



- As the graph represents, 62.5% are fermented, 25% are distilled.
- Many people like fermented liquor in comparison to other alcohol.
- None of them are consuming all types of alcohol.

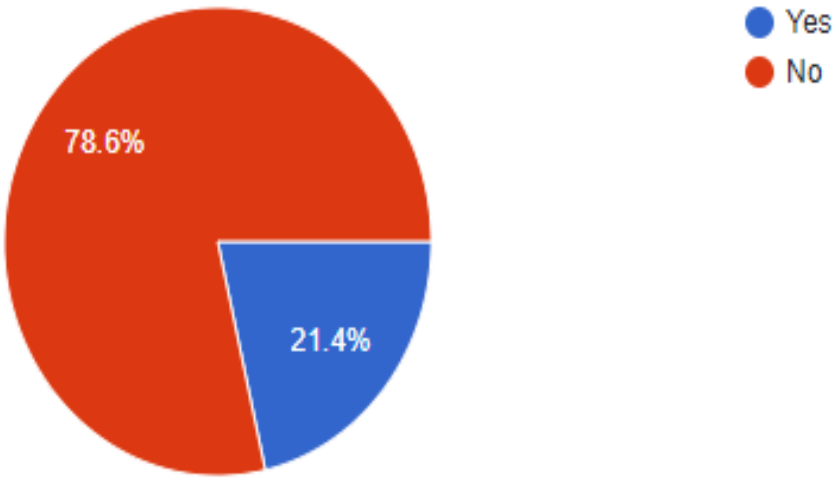
- *Have ever been diagnosed with any health condition as a result of drinking?*



- As the graph represents, 92.9% are said no, and 7.1% are said yes.
- Many people are suffering from liver diseases because of overdosed of alcohol.
- Few are suffering from heart problems.
- Some of them have digestive problems to drink to much alcohol on a single occasion or over time.

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- *Have you ever felt guilty after consuming alcohol?*



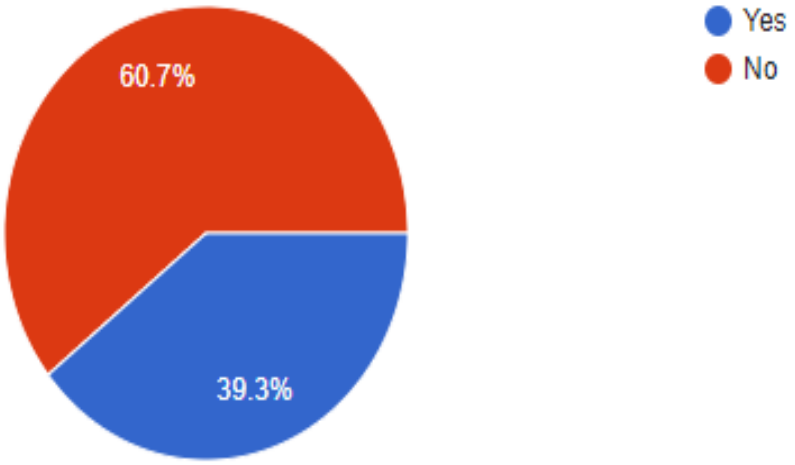
- As the graph represents, 78.6% are never felt guilty after consuming alcohol, and 21.4% are goes with the yes statement.
- Many people drink to much alcohol and they fight with colleagues and family members and then they regrets for their mistakes.
- Many of them, due to excessive alcohol, there were many car accidents.
- *What is your general reason for consuming alcohol?*



- As the graph represents, 50% recreation, 37.5% are goes with the social factors, 8.9% are goes with the stress option.
- In my survey many people drink more at social functions.
- Many of drink in office parties to celebrate their success.

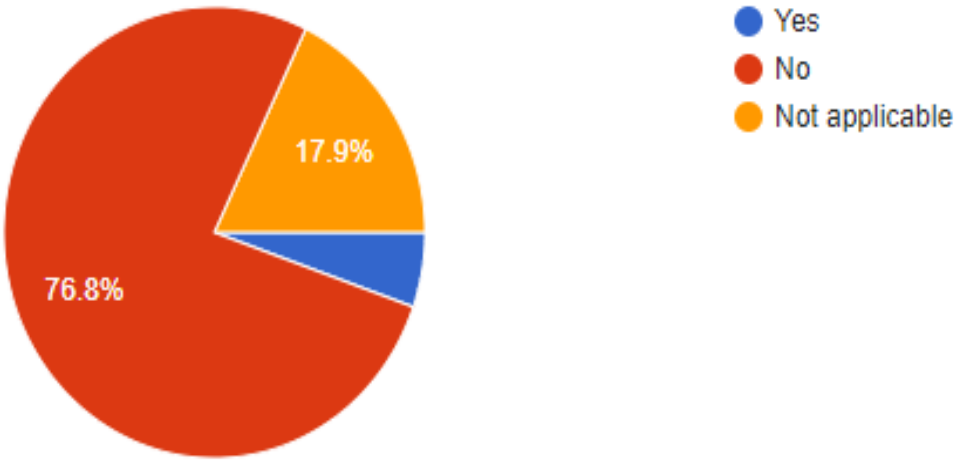
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- *Have you ever considered quitting alcohol?*



- As per the graph representation, 60.7% are goes with no statement, and 39.3 are said yes.
- Less people tried a lot to quit drinking alcohol.
- Many of them tried to quit drinking but could not quit.

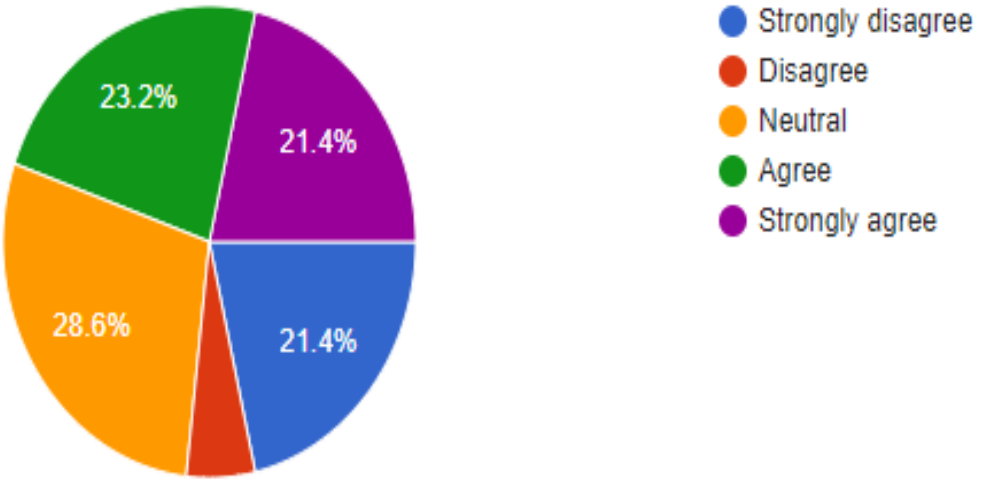
- *Did you fail after quitting alcohol?*



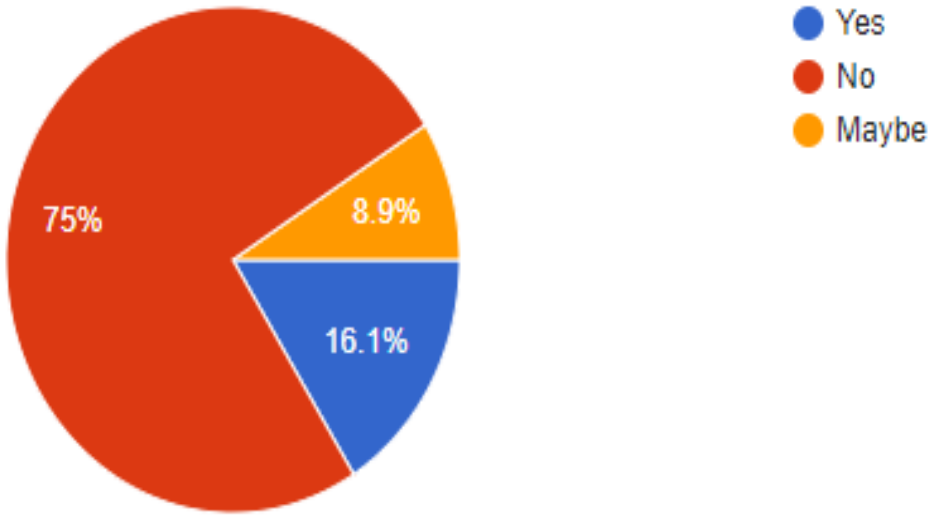
- As the graph represents, 76.8% are said no for this statement after quitting alcohol, and 17.9 are said not applicable.
- Many of them success to quit alcohol.
- Few people tried a lot to quit drinking alcohol but they are failed.

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- *Is drinking affecting different areas of your life?*



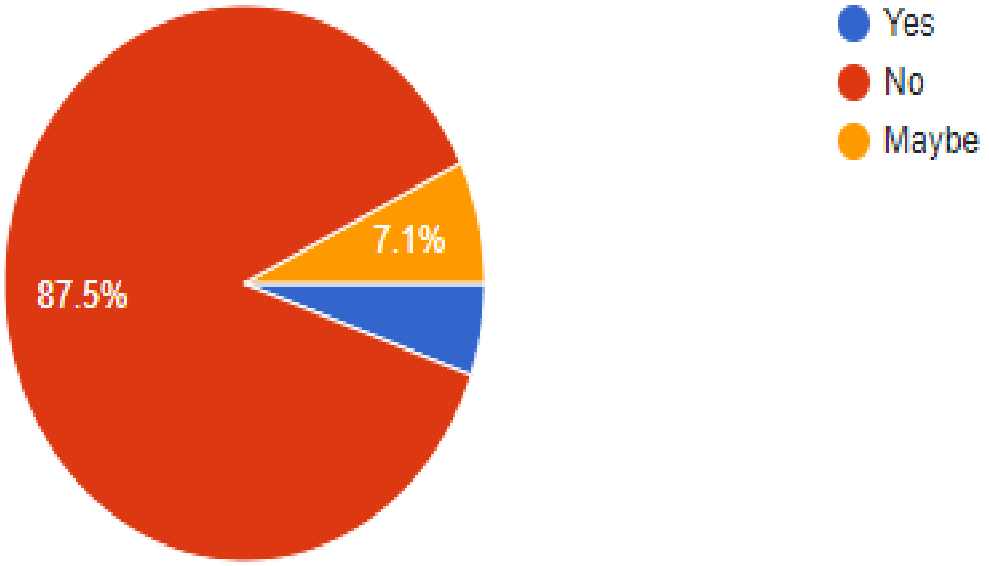
- As the graph represents, 28.6% are neutral, 23.2% are agree, 21.4% are strongly agree, and 21.4% are strongly disagree.
- Some people drink to release stress.
- Many people addict to the drink alcohol and part of their lifestyle.
- One of them are provide this information it can also increase the risk of suicide.
- *Do you have behavioral changes under the influence of alcohol?*



- As the graph represents, 75% had no behavioural changes under the influence of alcohol, 16.1 are yes, and 8.9% are goes with maybe statements.
- Some people alcohol affects the part of your brain that controls inhibition, so you may feel relaxed and calm.
- Some people feel more confident to drink alcohol.

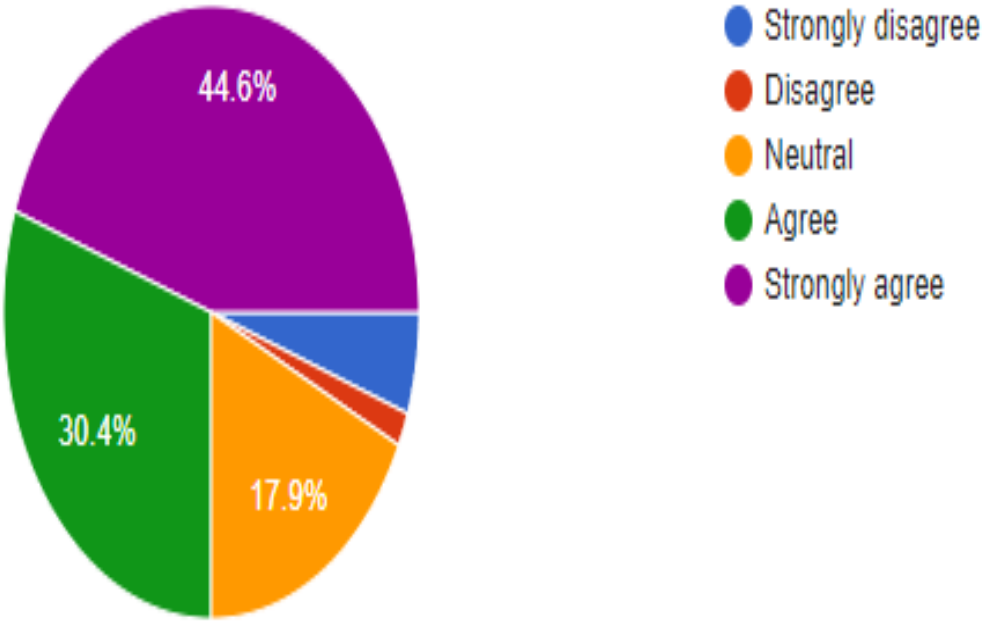
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- *Do you have alcohol dependency?*



- As the graph represents, 87.5% peoples have no alcohol dependency, and 7.1% have yes dependency.
- Many of them are not alcohol dependency.
- Few are unable to control his or her drinking.

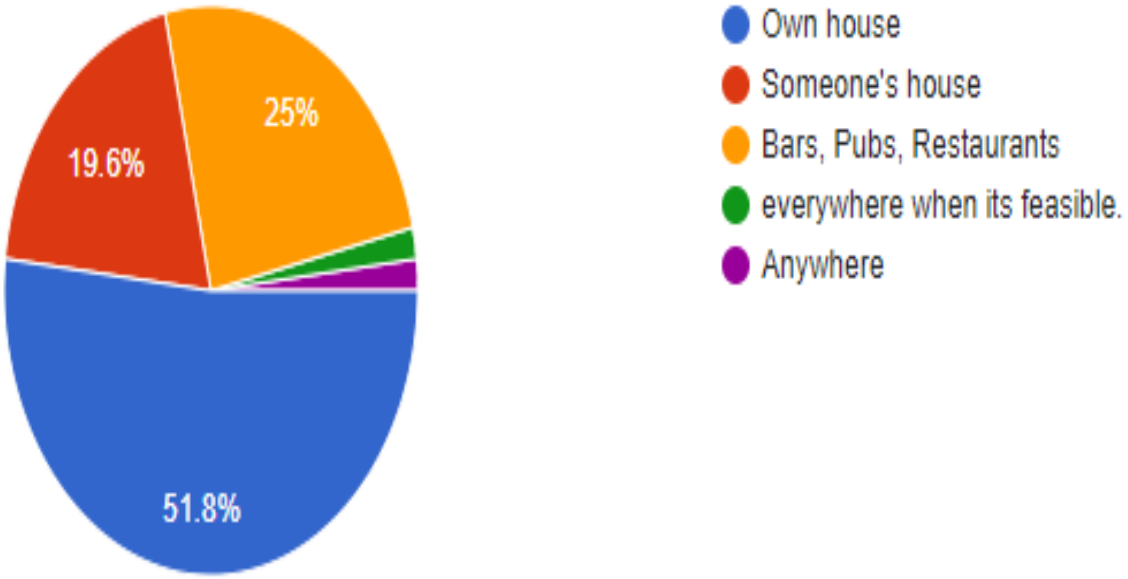
- *"In today's era, young people are more likely to consume excess alcohol." Do you agree with this statement?*



- As the graph represents, 44.6% are strongly agree, 30.4% are agree, 17.9 % are neutral.
- In my survey young generation drink to much alcohol and because of that they met with big accidents.

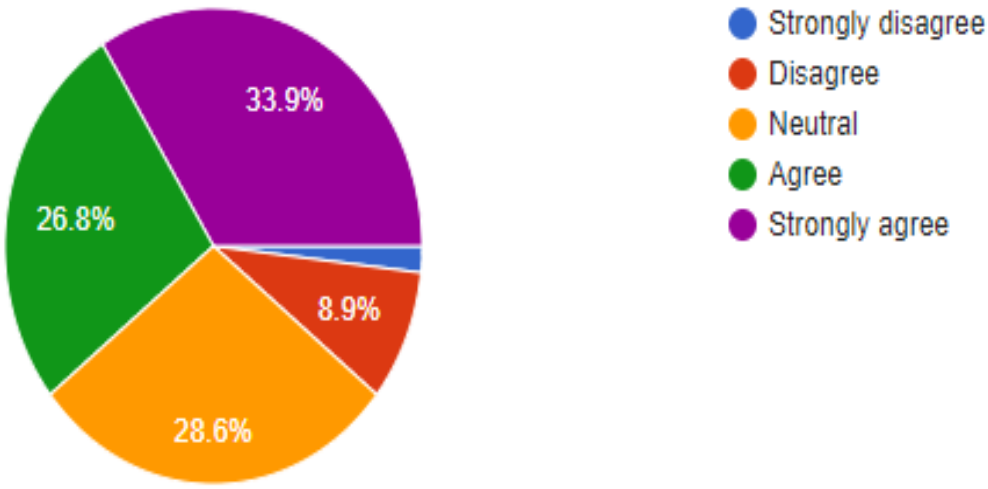
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- *Where do you generally consume alcohol?*



- As the graph represents, 51.8% are consume alcohol in own house, 25% are consume in bars, pubs, restaurants and 19.6% are consume alcohol in someone's house.
- Many of them are preferred to drink alcohol in their own house only and they feel safe in their own company.
- Young generation are go with the bars, club, and pubs to enjoy their parties and alcoholic drinks.

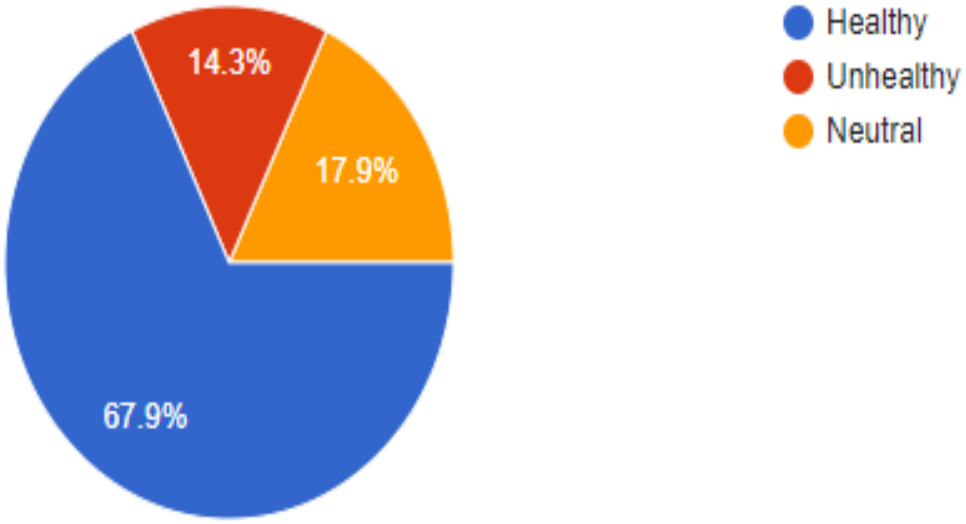
- "*Consuming alcohol in limits has its own benefits.*" *Do you agree with this statement?*



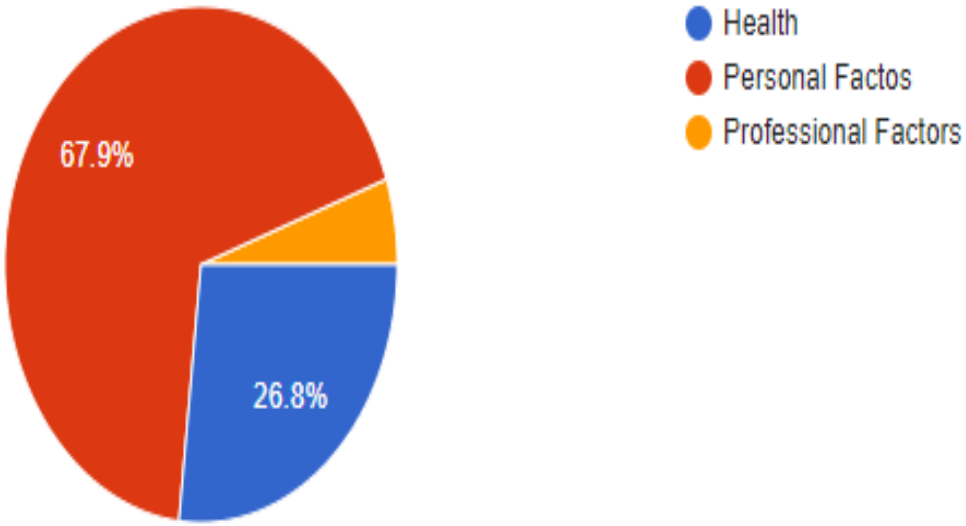
- As the graph represents, 33.9% are strongly agree, 28.6% are neutral, 26.8% are agree and 8.9% are disagree with this statement.
- In survey maximum of three drinks a week is the healthiest.
- Many of people are strongly agree with this statement alcohol should consume in limits and its benefits are wonder.

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- *Define your eating habit while drinking?*



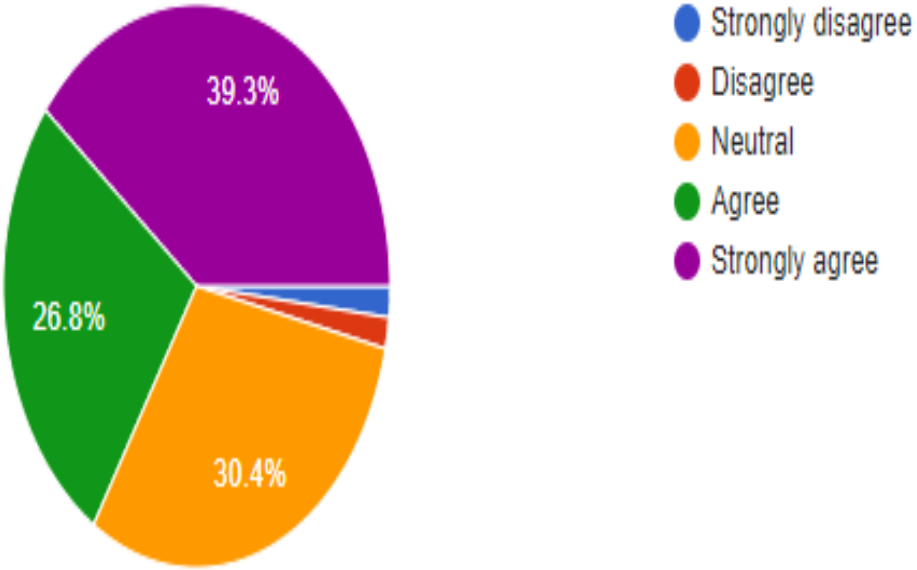
- As the graph represents, 67.9% are healthy, 17.9% are neutral, and 14.3 are unhealthy.
- Some of them suggest and I also observe this extreme exposure to alcoholic beverages regularly can negatively impact a person appetite or way of eating.
- Alcohol generate the intense feeling of hunger when we consume alcohol.
- Some people take calories while they drink alcohol.
- *What will be your general concern if you stopped/ever decide to stop consuming alcohol*?



- As the graph represents, 67.9% are goes with personal factors, 26.8% are with the health option and some of them are goes with the professional factors.
- Many of them go with personal factors.
- My concern is drink alcohol within the limit and family members should have any problem with your drinking too much, drink as much alcohol as you can tolerate.

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- *In your opinion, there must be alcohol consumption pattern and limitations in this society, for health benefits?*



- As the graph represents, 39.3% are strongly agree, 30.4% are neutral, 26.8% are agree with this statement.
- There are some society there are lots of limitation to consume alcohol.
- In the limit alcohol is good for health.
- Overdose of alcohol consist heart attacks, digestion problems, liver problem, ancient, some time sleepiness to the body when you woke up.

Conclusion

While excessive or extended drinking can cause alcohol dependency, often known as alcohol use disorder, it can also initially make people feel happy, pleasant, and sociable. Learning and memory impairments are among the cognitive and mental health concerns linked to chronic alcohol consumption. Research has shown that it can also aggravate or precipitate severe mental health disorders including sadness and anxiety.

Alcohol has both advantages and disadvantages, and it ultimately comes down to personal choice and use patterns. Social and personal variables frequently have an impact on excessive alcohol intake. The survey's results, however, imply that these characteristics may be diminished and managed, demonstrating that people can regulate their alcohol use and make healthier decisions.

According to the my survey many people drink less than 4 pegs occasionally. Daily people drink 4 pegs very little. As the graph represents, there are 42.9% experience hangover symptoms after drinking alcohol had never, 23.2% had rarely, 17.9% had frequently and 16.1% had occasionally. I personally asked many people, after drinking the same liquor, they had many problems and wrote accidents. They also had family issues due to hangover due to excessive alcohol. Many people are happy to drink alcohol in limit. Those who drink too much their health has also been badly affected.

Those who have not drunk alcohol are also very happy with their health. I personally asked many people, after drinking the same liquor, they had many problems and wrote accidents. Many have also vomited from alcohol due to excess. Alcohol affecting areas in life are some people drink to release stress. Many people addict to the drink alcohol and part of their lifestyle.

One of them are provide this information it can also increase the risk of suicide. Excessive alcohol consumption poses significant health risks, affecting various organs and increasing the incidence of diseases. As outlined in SDG 3, addressing the impact of excessive alcohol consumption requires a comprehensive approach that involves raising awareness, providing accessible healthcare services, supporting mental health, implementing effective policies and regulations, and fostering collaboration among stakeholders. By focusing on these aspects, we can work towards reducing the burden of alcohol-related health issues, promoting well-being, and achieving the objectives of SDG 3 to ensure healthy lives for all.

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A Case Study on Impact of Indo-Mexican Fusion Cuisine on the Preference and Satisfaction of Indian Customer in Delhi NCR

By Kunwar Harish, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Thirty years ago, between 1990 and 2000, when trade, interchange, and globalization started to pick up speed, India entered the fusion food era. A completely different food entertained people when they started to cross state or national boundaries. The young people of the new internet age have also researched the many kinds of food served in various countries and regions of India and have asked for something similar in their city. Fusion foods come in two varieties: Indian combination food and international combination food. The category of Indian combination foods includes a fusion of south and north Indian cuisine, whereas the category of global combination foods includes a fusion of cuisines from other nations with India. The category of Indian combination foods includes a fusion of south and north Indian cuisine, whereas the category of global combination foods includes a fusion of cuisines from other nations with India. Due to its distinctiveness, food from these two classes is widely enjoyed by foodies in India. In this study, we surveyed 50 people in the Delhi-NCR region.

GJMBR-F Classification: LCC Code: TX724.5.I4



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A Case Study on Impact of Indo-Mexican Fusion Cuisine on the Preference and Satisfaction of Indian Customer in Delhi NCR

Kunwar Harish [α], Himanshu Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- Thirty years ago, between 1990 and 2000, when trade, interchange, and globalization started to pick up speed, India entered the fusion food era. A completely different food entertained people when they started to cross state or national boundaries. The young people of the new internet age have also researched the many kinds of food served in various countries and regions of India and have asked for something similar in their city. Fusion foods come in two varieties: Indian combination food and international combination food. The category of Indian combination foods includes a fusion of south and north Indian cuisine, whereas the category of global combination foods includes a fusion of cuisines from other nations with India. The category of Indian combination foods includes a fusion of south and north Indian cuisine, whereas the category of global combination foods includes a fusion of cuisines from other nations with India. Due to its distinctiveness, food from these two classes is widely enjoyed by foodies in India. In this study, we surveyed 50 people in the Delhi-NCR region. To learn more about the various fusion cuisine combinations served in Delhi-NCR restaurants and to better understand consumer tastes and preferences, we evaluate feedback given by the guest distributed questionnaires to the public.

Chapter1: Introduction



Indo – Mexican Cuisine fusion has become a popular trend in the food industry as it allows for the creation of unique and exciting dishes that combine different culinary traditions. The fusion of Indo-Mexican cuisine has gained attention in recent years and is being explored in various parts of the world. This literature review aims to provide an overview of the research conducted on the impact of Indo-Mexican cuisine fusion on the preference and satisfaction of Indian customers in Delhi NCR.

Food is prepared in a variety of ways with a variety of tastes, textures, and flavors, along with the cultural representation of that Particular Indo -Mexican, all over the world. Food is one of the essential consumable components for human survival on earth. The ways that food is arranged and used in the modern world have significantly altered from the past. Change and utilization have been significantly boosted by globalization, gastronomic advancement, increased international developments within and beyond borders, and rapid growth in international traveler traffic. examples of sources of food.

Indo – Mexican Fusion cuisine is the blending of two or more foods from different nations, regions, and

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
email: kunwar.harish.gsohbhm@galgotiasuniversity.edu.in
Author σ: Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh
email: Himanshu.sharma@galgotiasuniversity.edu.in)
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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culinary traditions to create unique and occasionally incredibly fascinating dishes. It is typical in cities with a diversified population and urban areas, where there is a larger demand for such cuisine. Indian cuisine has advanced tremendously from cross-cuisine fusions like Wasabi and fish to fusions of Indian food sources with a global focus. Today, gourmet shops and cafés are giving delectable Indian flavors a global tadka. Additionally, the culinary fusions of many cultures are today more well-known than those of the Indo – Mexican Culinary professionals at 5-star hotels first looked at the fusion meal recipes as a source of knowledge about local and international cooking methods. empowered them to investigate numerous options for diverse dishes. Gourmet restaurants and food trucks later adopted this idea of improvement in fusion food dishes as well.

- Fusion Of Indo-Mexican Responsible Consumption And Production

The blending of Indian and Mexican food has the ability to tantalise taste buds as well as encourage ethical consumption and production. Combining diverse cuisines is an exciting method to discover new flavours and textures.

Both Mexican and Indian cuisines are renowned for their use of fresh ingredients and their use of strong flavours and spices. They both have an emphasis on sustainability and use locally grown food and conventional cooking techniques.

These two culinary traditions may be combined to produce fusion cuisine, which not only provides a distinctive and mouthwatering eating experience but also encourages ethical consumption and production. Utilizing seasonal and locally obtained products, lowering food waste, and supporting plant-based diets are a few examples of how to do this.

In this regard, the fusion of Mexican and Indian cuisine can help to advance sustainable food systems and work towards a more sustainable future. We will look at how this fusion food might encourage ethical production and consumption in this article.

The necessity of implementing more sustainable practices in food production and consumption has recently come to the forefront of public consciousness. For the environment to be protected and the welfare of future generations to be ensured, responsible production and consumption are necessary.

By encouraging the use of fresh, locally obtained foods, fostering sustainable agricultural practices, and minimizing waste through conventional cooking techniques and plant-based diets, the fusion of Indian and Mexican cuisine may contribute to the promotion of responsible consumption and production. In this sense, the combination of these two cuisines gives a distinctive culinary experience while simultaneously promoting a more sustainable future.

1. Indi Mex Enchilada



Medley of Prawns, Fish, Calamari) / Chicken or Beef or Lamb

Two corn tortilla rolls with your decision of loading up with gratinated cheddar on top. Presented with Biryani rice, guacamole, dark lentils, and sharp cream.

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2. Indi Mexican Chimichanga



(Medley of Prawns, Fish, Calamari) / Chicken or Beef or Lamb

Wraps made from stuffed flour tortillas that have been deep-fried. accompanied with biryani rice, sour cream, guacamole, and black lentils.

3. Indi Mexican Burrito



(Medley of Prawns, Fish, Calamari) Chicken or Beef or Lamb

Unusual Mexican tortilla wraps folded and gratinated with cheese and Indian-flavored filling. served with black lentils, sour cream, guacamole, and biryani rice.

4. Barramundi Veracruzana



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With steamed rice, chutney, and pappadums, whole baby barramundi are marinated in a tomato, olive, and caper salsa before being grilled and served.

5. Chuletas De Cordero En Salsa Menta Y Ajo Pimiento



Lamb cutlets in a pepper, mint, and garlic sauce that are grilled. Served with Biryani rice, fries, and salad.

5. Indo Mexican Fajita Chicken or Streak



Served on a sizzler with salsa, bell peppers, onions, and your choice of chicken or striploin steak. Served with a side of black lentil, sour cream, guacamole, and flour tortilla.

6. Paneer burrito recipe



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This Spicy Paneer Burrito Recipe is a combination of paneer infused with spicy tangy seasoning, drizzled with creamy mint flavored sour cream and some fresh salsa and then all of it wrapped into a soft Tortilla and finally grilled.

7. Whole wheat achari tacos



An example of an Indo-Mexican fusion recipe is Whole Wheat Achaari Aloo Tacos. Tacos from Mexico are gaining popularity in India. Mexican whole wheat or maize flatbread is made by rolling or folding tortillas with a variety of fillings and achar. Even crisp baking of the flatbread is occasionally used. The potatoes are sautéed with spices in this delectable recipe. After roasting, they have a crisp exterior and a tender, juicy, and spicy inside.

8. Pav bhaji nachos



Pav bhaji is a popular Indian street food that literally means bread (pav) and mixed vegetables (bhaji), and Nachos is Mexican. So, it is basically spiced potato/veggie mix served with buttery, toasted buns. Usually topped with extra onions. It is often referred to as sloppy Indian.

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9. Indo-Mexican pani puri

Pani puri recipe gets a Mexican Indian fusion makeover! Here, the puris are filled with Mexican food - beans and salsa to give this vegan Asian snack a whole new flavor! Makes for a crunchy, tasty snack that's loved by all.

10. Paneer tacos Indo – Mexican fusion



A taco is a traditional Mexican dish where small hand-sized corn or wheat tortilla is stuffed with different fillings, topped with paneer. This dish can be done with both crispy tortilla and soft tortilla as well. When using a soft taco, it is then folded around the filling and eaten by hand.

11. Paneer Makhani Quesadilla



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- Example of Indo- Mexican fusion quesadilla is fundamentally a Mexican dish, loaded down with various fillings. However, paneer quesadilla is not a Mexican origin food, it is a fusion dish quesadilla stuffed with paneer, peppers, chilies, and chat masala toped makhana sauce.

Chapter 2: Objective of the Project

- Understanding the customer taste & preference
- To gather knowledge of various Indo – Mexican fusion dishes in restaurant
- Interpret overall experience of customer on fusion cuisine.

The objective of responsible consumption and production of the fusion of Indo-Mexican cuisine is to promote sustainable food practices that reduce the environmental impact of food production and consumption. This objective can be achieved by:

1. Promoting the use of fresh, locally sourced products to lessen the carbon impact associated with food transportation.
2. Promoting sustainable agricultural methods to lessen the impact of food production on the environment, including as organic farming, crop rotation, and the use of natural fertilizers.

Chapter 3: Literature Review

Title: Examining the Potentiality of Growth of Fusion Cuisine in Meerut

Author: Dr. Srivastav, Mrs. Goel, Mr. Tripathi

*Year:*2021

https://www.academia.edu/download/74719326/153295paper.pdf

Description: The purpose of the present research work is to investigate the future of fusion cuisines in Meerut city. Outcomes of the research work reveal that there are lots of new innovative fusion dishes already flourishing and being served in food outlets of the city. Moreover, people's demand for these fusion foods is also high.

The study is descriptive in nature, which seek to discover the scope of consumption of fusion cuisine in Meerut city of Uttar Pradesh state. During the preliminary survey of the study area various fusion dishes were found already being served by the restaurants and food outlets to their customers.

Title: Effects of various fusion food cultures on Delhi NCR cuisine

Author: Ram, Dr. Sharma

Year: (2018)

https://www.ijrrjournal.com/IJRR_Vol.5_Issue.7_July2018/IJRR0016.pdf

Description: Delhi as a consequence of increased client happiness, which will lead to producing money, concerned service providers should adhere to food culture. The cuisine culture of Delhi has both old-fashioned elements and elements of globalization. Foreign food brands are now widely available in many supermarkets in Delhi, thanks in large part to the effects of globalization on the food industry. A major participant in the services industry

The tourism and hospitality sectors of India. By giving an understanding of Delhi's cuisine and food culture, it will add to the body of knowledge.

Foreign food brands are now widely accessible in numerous supermarkets in Delhi, a city where globalization has had a significant impact on the food industry.

Title: Research on the impact of Indo – Mexican cuisine fusion on the customer preference and satisfaction in Delhi NCR.

Author: Singh and Rana

Year: (2021)

https://journalofbusiness.org/index.php/GJMBR/article/view/102213/23060

A study of the impact of Indo-Mexican cuisine fusion on customer preference and satisfaction in Delhi NCR. The study found that customers were willing to try fusion cuisine and were satisfied with the taste and quality of the food. The study also found that customers perceived the fusion cuisine as innovative and unique.

Chapter 4: Research Methodology

a) *Introduction*

- The open-ended qualitative approach will be assumed. a random sampling
- Data collection and analysis will be done using a qualitative method. There will be 50 customers included in the sample size for data collection. The information was gathered from open-ended, stable, organized sources. We conduct interviews with teachers from the concerned department and industry experts.

b) *Research Design*

- The examination configuration is an end-all strategy determining the strategies and methods for assortment and investigating the required data. It is a structure that designs the activity for the exploration project, just as to manage us in taking care of issues. Due to the vast number of respondents who showed interest, quantitative research has been used to focus this investigation. and where proof is assessed, and speculations are created. As a quotative report analysts need to appropriate the poll to respondents to make end.

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Information is gathered by utilizing structure, easy-going examination structure and Results which are even-handed, and less specialist notice included. What is more, the examination covered more extensive populace in this way quantitative technique is more appropriate instead of subjective strategy where a little example is utilized and includes meet.

c) *Data Collection Methods*

A crucial component of an exploratory research is data collection. Incorrect data collection can affect an examination's results and ultimately result in ineffective results. Data must be presented as a vacillates prospective emotional or quantitative gains. Data can be numbers, images, phrases, figures, actual factors, or even just considerations. Since data cannot be seen, one must transform it into vast amounts of information to get information from it. Different approaches can be used to interpret data. Various data sources are compiled into basic and supporter data.

i. *Primary information:* The data noticed or gathered directly from direct insight. It alludes to that information which is gathered for a particular reason from the field of request and are unique in nature and are more solid, bona fide a goal. For the venture essential information were collected through study strategy, considering the apparatus poll. Subsequently, it is legitimacy is more prominent than auxiliary information.

ii. Secondary information: The information obtained from a source that has been distributed successfully across any structure. It is the data that has been ingested concerning an occurrence that was not what the researcher had anticipated. Any examination that involves a writing survey will often rely on supplemental data from books, Google, research papers, diaries, and magazines to increase the thoroughness of the study.

Chapter 5: Demographics

- Name: -
- Gender: -__Male___Female _____Others
- Age: -
- Phone no.: -
- Email Id: -
- Date of visit

Chapter 6: Questionnaire

1. How often do you eat fusion food?
- Once a week
- Twice a week
- Monthly
- Never

2. Which type of restaurant you like to eat fusion food?
- Fast food restaurant
- Cafes
- Casual dining restaurant
- Food truck

3. In which type of dish, you prefer the most as per the following sequence?
- Appetizer
- Salad
- Main course
- Dessert

4. Which Fusion dishes are the spiciest and do you prefer them?
- Spice
- Mild
- Tangy
- Blend

5. From your perspective do you think fusion food flavor overpowered each other?
- Yes
- No
- Sometimes
- Balanced

6. According to you what is the unique part of fusion cuisine?
- Creativity
- Uniqueness
- New visual appeal
- All the above

7. How does fusion food differ from other contemporary food?
- Uniqueness
- Taste
- Texture
- All the above

8. Which aspect of fusion food would you like to improve?
- Variety
- Taste
- Presentation
- Other

9. In terms of portion size do you think fusion food adequate than the contemporary food?
- Over portion
- Under portion
- Adequate
- Never thought.

10. As compared to the contemporary dish fusion food price is.
- Too expensive
- Expensive

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- Rightly price
- Underprice

11. From your perspective Indian food & international food fusion is good experiment.

- Extremely good
- Good
- Bad
- Never thought.

12. Do you think fusion cuisine eradicate the authenticity of original cuisine?

- Yes
- No
- Never thought about it
- Not sure

13. What you think about the trend of fusion food in Delhi NCR?

- Over hyped
- Hyped
- New concept
- Didn't know.

14. According to you what is the drawback of fusion cuisine.

- Taste of original dish is ruined.
- Its impact the original dish in negative way
- Increase in junk & unhealthy food.
- All the above

15. Do you think experiment with Indian cuisine with international cuisine to create fusion can erupt conflict between different culture?

- Highly agree.
- Agree
- Not agree.
- Never thought.

16. How likely would you recommend fusion cuisine to other people on scale of 1 to 5 (1 is lower & 5 is higher).

- 1
- 2
- 3
- 4
- 5

17. Are you satisfied different variety of Indo – Mexican food dishes?

- Extremely satisfied.
- Very satisfied
- Somewhat satisfied
- Not satisfied

18. Interpret your overall experience of fusion cuisine.

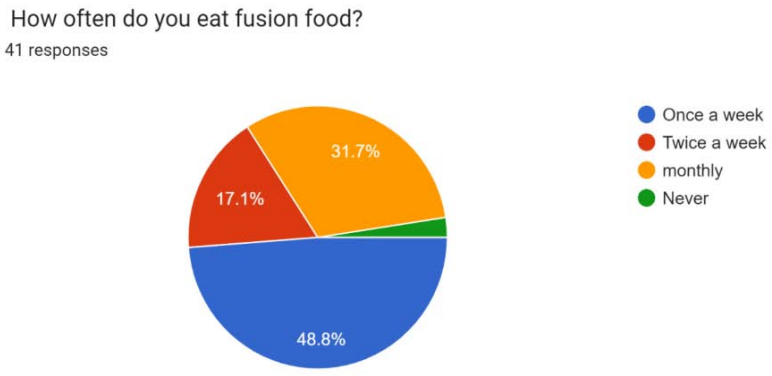
- Excellent
- Good
- Average
- Bad

19. Which Indo – Mexican fusion dish starter like the most?

- Indo-Mexican Enchilada
- Smoked salmon cheese quesadilla
- Mexican tarts with refried beans and sour cream
- Broccoli bell pepper and cheese quesadilla

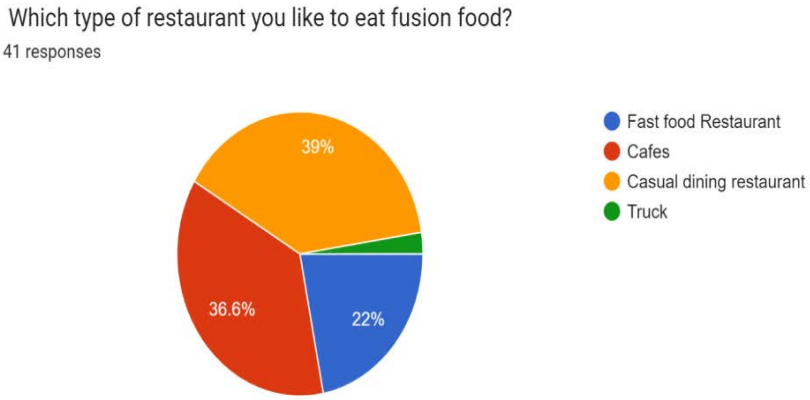
Chapter 7: Data Analysis & Interpetation

This is the outcome which we got from the collected data from the survey which belong to Delhi NCR region. We served 100 people of NCR region in which we received 42 people response. There are few ask in my questionnaire which I have stated above such as demography analysis in which I mentioned about the age, nationality, and gender & then we focused on the main topic questions like people preference, taste & concussion on people etc. The following is a descriptive data that we collected from the people of NCR

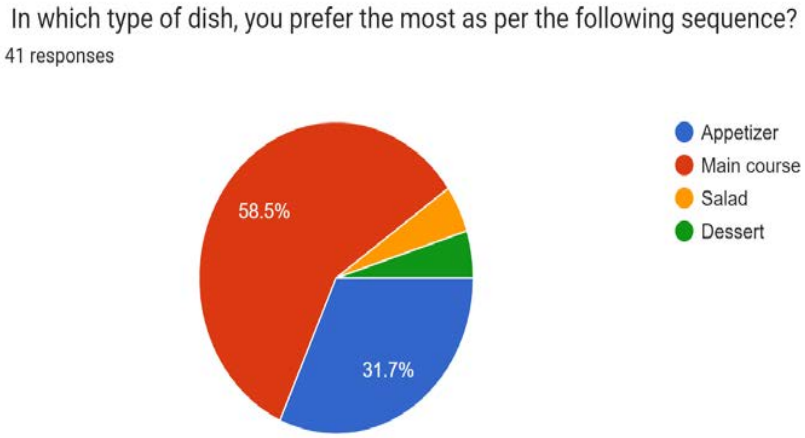


Fusion food mixes ingredients from several culinary traditions to produce one-of-a-kind and cutting-edge meals. It frequently combines foods, cooking methods, or flavors from many countries or cuisines. 48.8% people like once in a week and 17.1% people like twice in a week and 31.7% like monthly.

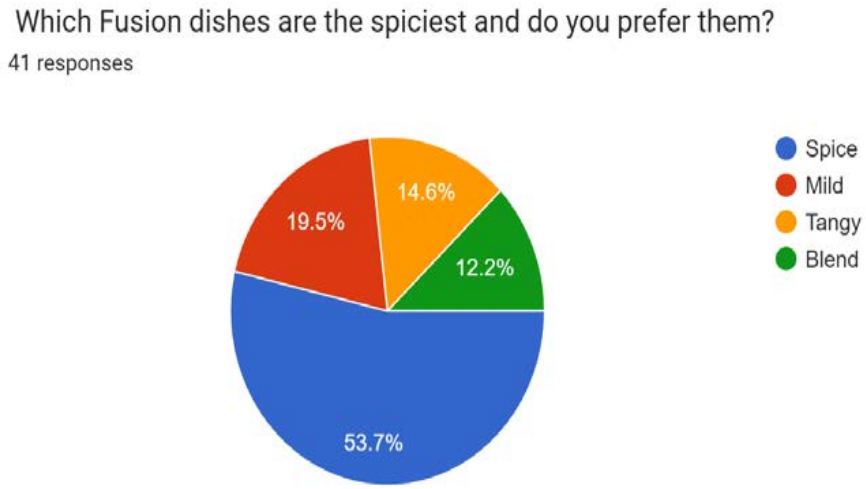
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22% people like fast food restaurant, 36.6 % people like cafes and 39% people like casual dining restaurant. Fine Dining Restaurants few premium or high-end restaurants specialize in fusion cuisine, providing a distinctive dining experience by fusing several culinary customs.

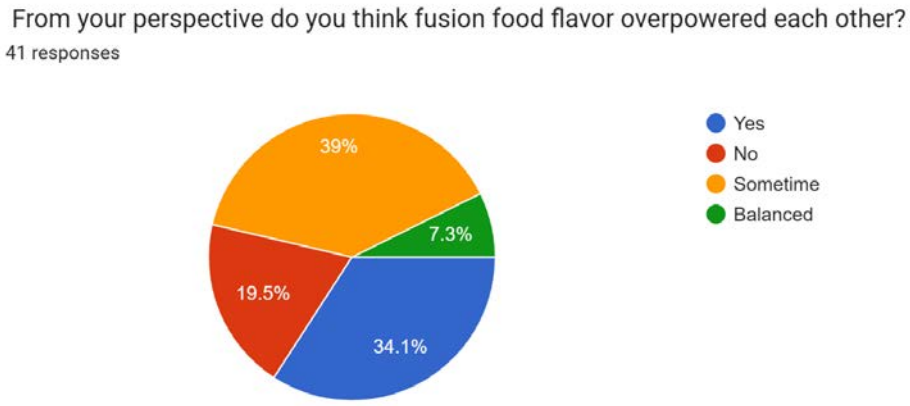


31.7% like appetizer and 58.5% people like main course. I suggest the customer should prefer the main course.

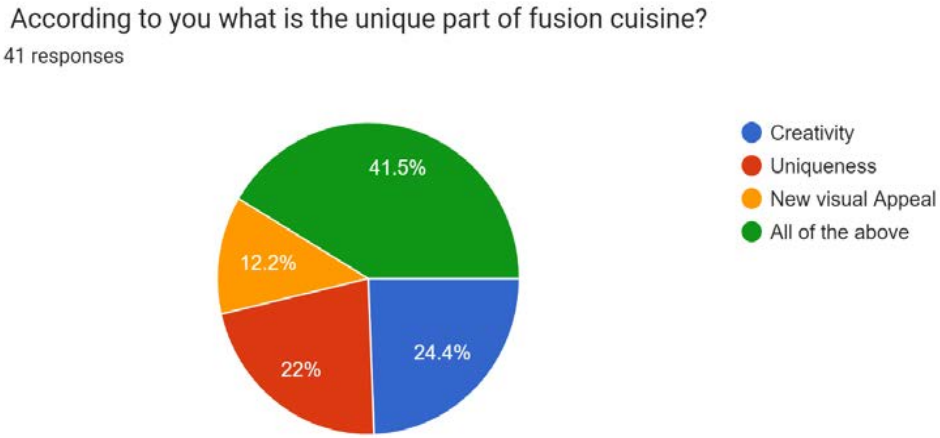


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53.7 people like spicy and 19.5% like mild and 14.6% like tangy and 12.2% like blend. I suggest the spicy dish prefer to take eat.

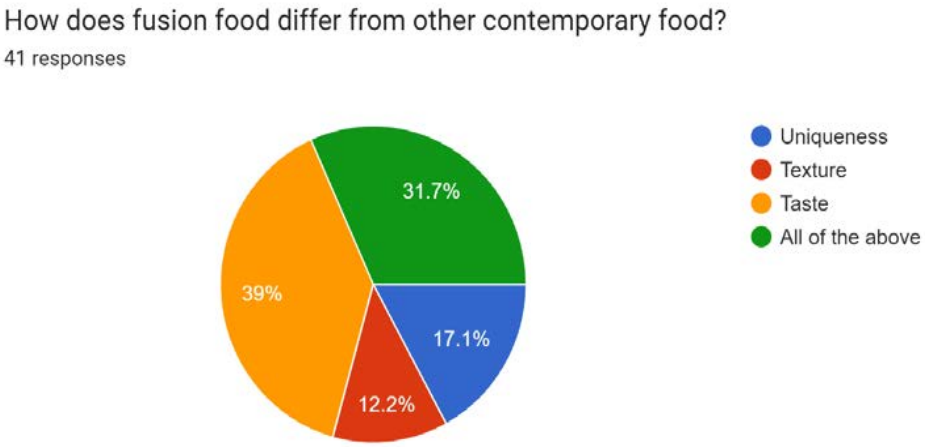


34.1% people says yes and 19.5% people say no 39 % says sometimes and 7.3% says balanced. yes, sometimes the fusion food overpowered each other not in flavor but in taste too.



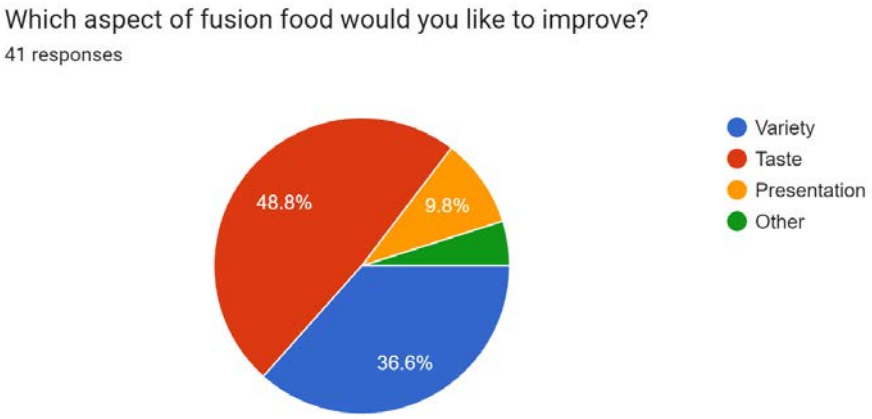
24.4% says creativity and 22% uniqueness and 12.2% new visual appeal and 41.5% all the above.

What made fusion cuisine unique is that its creativity, its uniqueness, its new visual appeal.

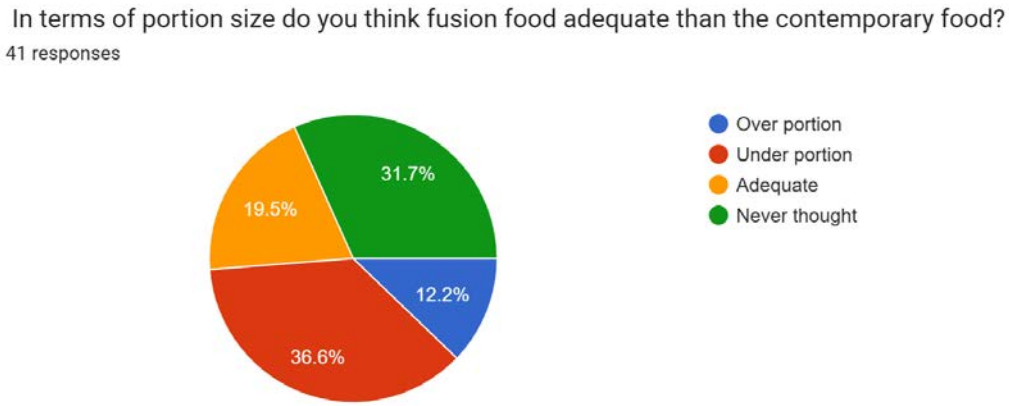


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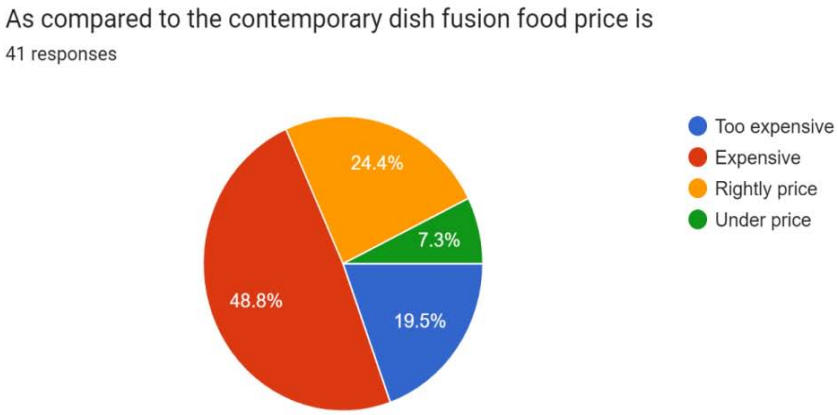
17.1% uniqueness and 31.7% all the above and 12.2% texture and 39% taste. Most of the costumer thinks that fusion food differs from contemporary food in taste but also its uniqueness.



36.6% people wants variety and 48.8% wants taste and 9.8% people want presentation. Taste plays important role in all dishes it enhances the flavor in dishes.

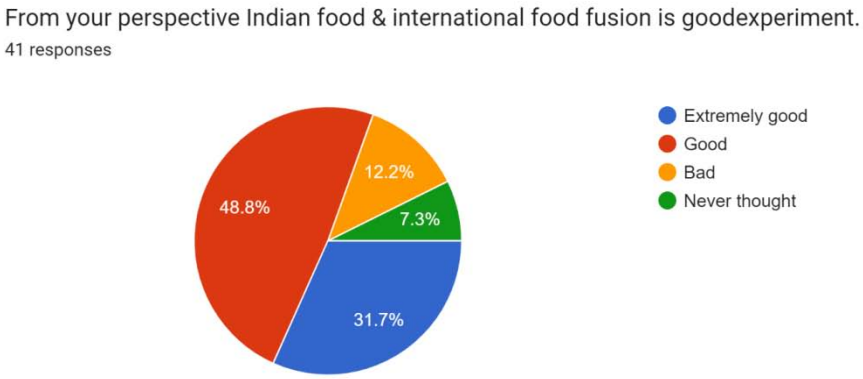


According to survey 12.3% of over portion and 36.6% is under portion and 19.5% is adequate and the 31.7% people newer thought. I suggest Fusion food restaurant to many culinary traditions and styles, and frequently delivers more inventive and diverse serving sizes.

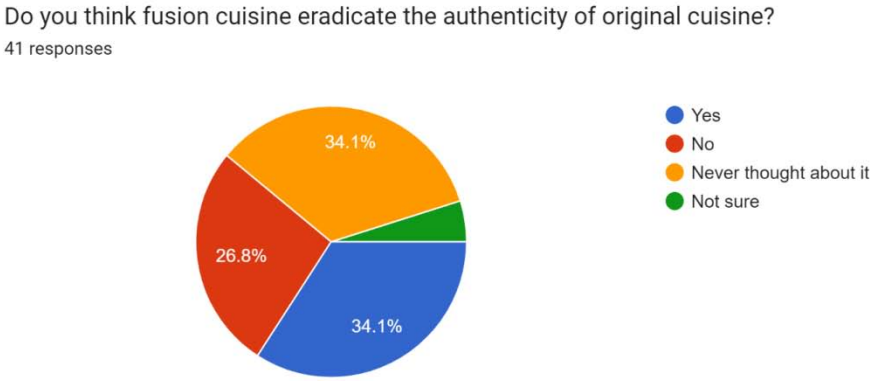


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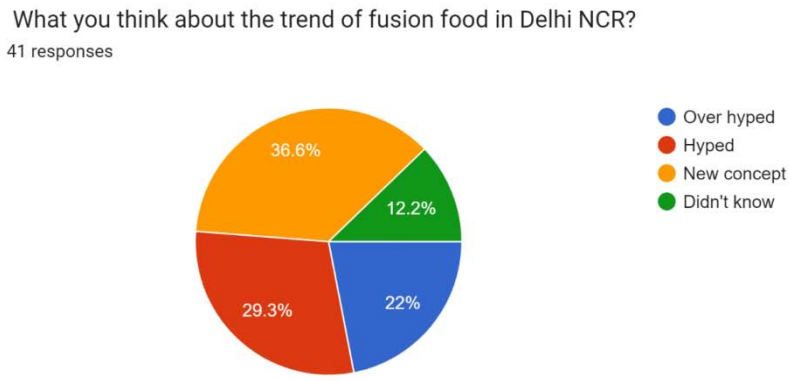
According to customer preferences, contemporary dish fusion price is-
48.8% costumers think food is expensive.
24.4% costumer thinks food is of rightly price.
19.5% costumer thinks food is too expensive.
7.3% costumer thinks food is under price.



In this graph survey for the people like 48.8% is good and the 31.7% is extremely good and the 12.2% is bad and rest of 7.3% is never thought. Fusion of Indian and other cuisines offer a rare chance to experiment with new flavors and textures, culminating in a harmonious union of several culinary traditions.

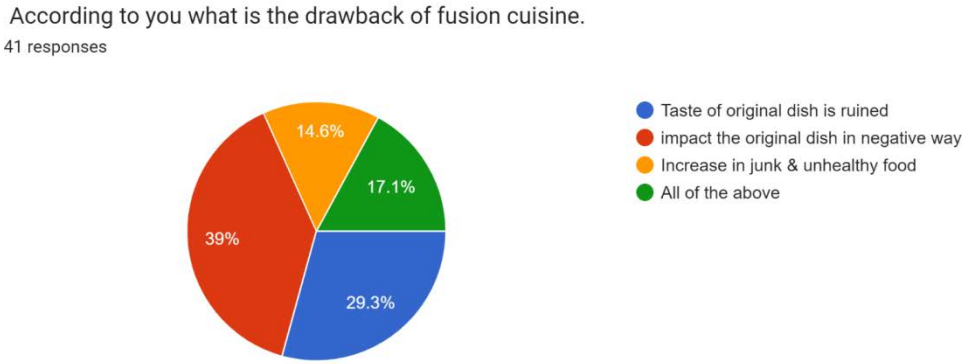


According to graph 34.1% say yes and the 26.8% is no and the 34.1% is never thought about it 4.7% is not sure. Fusion cuisine when executed with care, may honor the original cuisines' originality by introducing fresh culinary creations that honor their history.

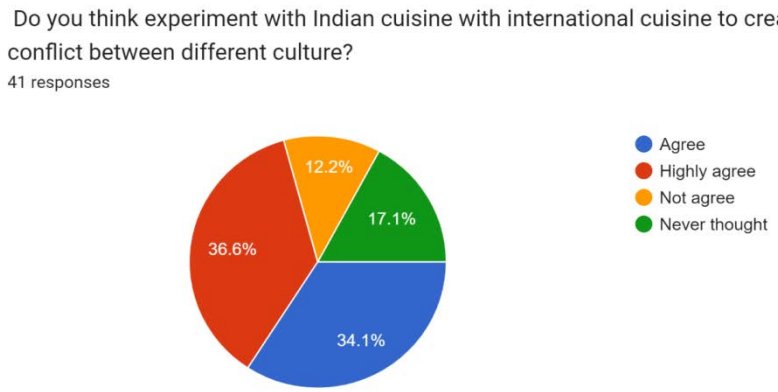


As per the graph indicate the 22% is over hyped and the 29.3% is hyped and the 36.6% is new concept and 12.2% is the didn't know. trend of fusion food in Delhi NCR offering a unique and exciting dining experience for food enthusiasts in the region.

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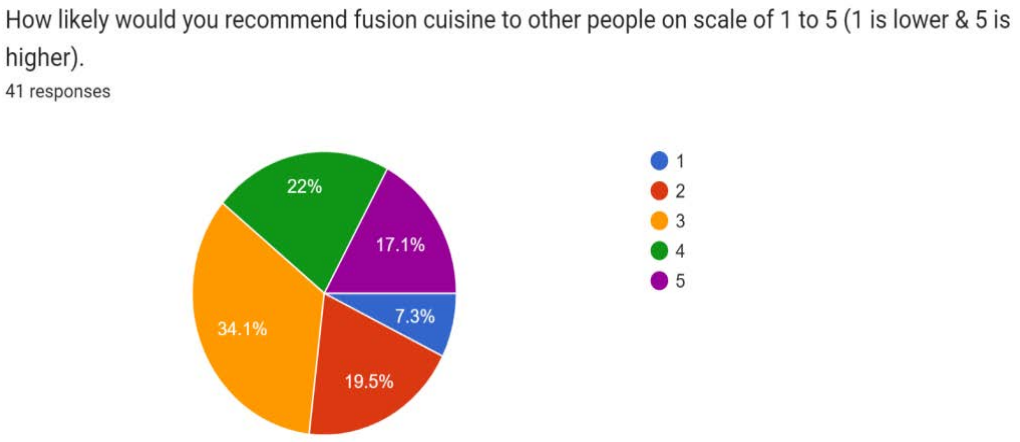


As per the graph indicate drawback of cuisine 29.3% is the taste of original dish is ruined and the 39% is impact the original dish in negative way and the 14.6% is the increase in junk and unhealthy food and the 17.1% all the above.



12.2% are not agree and 17.1% never thought

34.1% people are agree and 36.6% people are highly agree and 12.2% is never thought. Fusion foods made by blending Indian and other cuisines may lead to debates about different cultures.



As per the graph indicate the recommend of the cuisine in 7.3% is 1 and the 19.5% is 2 and the 34.1% is 3 and the 22% is 4 and the 17.1% is 5. I would advise other people to try fusion food. Fusion cuisine creates creative and delectable meals by fusing many flavors and culinary traditions.

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Chapter 10: Conclusion

The research conducted on the concussion of Indo-Mexican cuisine fusion on the preference and satisfaction of Indian customers in Delhi NCR is limited. However, the available research suggests that customers are willing to try fusion cuisine and are satisfied with the taste and quality of the food. The research also suggests that food fusion has a positive impact on customer loyalty and perception of the restaurant's uniqueness. More research is needed to understand the impact of Indo- Mexican cuisine fusion on Indian customers in Delhi NCR.

In India concept of fusion cuisine is not new incorporate of flavor & aspects of two or more dishes from different region or country widely experiment in past because India is invaded by many countries like Mughals, Mongolian, British. India is also part silk trading route, so people come wither food, culture, spices so the experiment with Indian cuisine combined with foreign food is part of our history but it was not broadly discussed as a matter of fact, many individuals didn't completely accept that it had any importance. This way of mixing and blending is frequently referred to as contemporary cuisine, and it became well popular during the 1970s. As time passed, people, especially the more youthful age, who enjoying experiment with different food, have placed a greater emphasis on this fusion style of cooking. Many individuals accept that when certain feasts are joined with restricting flavors, they taste much better than the first one. We can see how people, especially food bloggers, try different fusion food experiment with different cuisine on Instagram, YouTube.

Objective of this research is found that the which fusion food is more prefer by the people, like & dislike about taste, flavor & texture their overall opinion regarding fusion food data were also received through the same close ended questionnaire. During the survey we know about that the fusion is more popular in youngster because the gen z generation is more enthusiastic towards new things whether its technology or food & the major role is play by the social media. Fusion food concept is widely except by the restraunt & percentage of café expecting the fusion food is more compared to the other restraunt because the young generation visit more in cafes whether is college student or young working professional in Delhi NCR.

A distinctive and thrilling culinary experience that mixes the strong and spicy flavors of both cultures is provided by the fusion of Indian and Mexican cuisine. There is a wide variety of tastes and textures thanks to the use of ingredients like chili peppers, cumin, coriander, and turmeric in Indian cuisine as well as tomatoes, beans, maize, and avocado in Mexican food. Popular recipes that resulted from this fusion include tandoori chicken fajitas, paneer quesadillas, chana masala burritos, and chicken tikka tacos. These meals create a harmonic and delectable fusion by perfectly fusing the traditional tastes and spices of the two cultures.

The fusion of Indian and Mexican cuisine also highlights the diversity of cultures and the impact of food throughout the world. In addition to encouraging experimentation and creativity in the kitchen, it fosters a broader understanding of the parallels and discrepancies across diverse culinary traditions.

Information on the responsible consumption and production fusion of Indo-Mexican cuisine are:

The combination of Indian and Mexican cuisine provides a unique and memorable culinary experience while also promoting ethical consumption practices and sustainable food production. By emphasizing the use of locally sourced, fresh ingredients, promoting sustainable farming techniques, reducing waste through traditional cooking methods, and advocating for plant-based diets, this fusion cuisine has the potential to contribute to a more sustainable food system. This approach to food preparation and consumption may help to mitigate the environmental impact of food production and support the sustainable livelihoods of farmers. Ultimately, embracing responsible consumption and production practices through the fusion of Indian and Mexican cuisine can foster the well-being of both people and the planet.

In today's world, food hunger and climate change are of utmost importance, and the fusion of Indian and Mexican cuisine presents a model for modifying culinary customs to address these issues. By responsibly consuming and producing food, we can establish a more just and sustainable food system, accessible to everyone. An in-depth analysis of this fusion cuisine illustrates how combining diverse flavors and ingredients can provide direction for a world where food scarcity and environmental concerns continue to be prevalent. On the one hand, the unique blend of Indian and Mexican cuisine's cultural traditions proposes practical solutions towards a sustainable food production system. On the other hand, this fusion of flavors ultimately encourages responsible consumption. By choosing to eat food that is produced and prepared in an environmentally sustainable manner, we can play our part in promoting responsible consumption and production. In addition, we can support the development of a more sustainable food system by incorporating sustainable practices into traditional cuisines such as Indo-Mexican cuisine, which uses a variety of locally sourced ingredients and emphasizes the use of fresh produce. This fusion of Indo-Mexican cuisine with other sustainable food practices can lead to a more diverse and healthier food system that benefits both people and the environment.

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An Analysis of Customer Feedback and Recommendations to Enhance the Canteen Services' Quality in the Indian Parliament

By Lakshay Rana, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- In the Indian Parliament House, canteen services are essential for meeting the dietary needs of members of parliament (MPs), staff members, and guests. To raise the level of services provided by the canteen, customer comments and recommendations are crucial. The goal of this research is to assess consumer opinions and suggestions in order to improve the catered services at the Indian Parliament House.

This study will employ both a qualitative research methodology and a mixed-methods approach. Data collection methods include surveys, focus groups, and interviews with patrons of the Parliament House canteen. The feedback from customers will be examined for the study and categorised into common themes. Additionally, the study will compare the feedback and suggestions of Parliament House cafeteria customers to those of other government agencies.

Keywords: *customer feedback, canteen services, quality.*

GJMBR-F Classification: *LCC Code: JQ2349*



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The research will evaluate the critical factors affecting customer feedback and satisfaction with canteen services in order to identify any differences between the current cafeteria services and the expectations of the consumers. The study will produce recommendations for improving the catering services at the Indian Parliament House based on the opinions and suggestions. Providing for the nutritional needs of lawmakers, employees, and visitors in India's Parliament House requires cafeteria services. To improve the cateen's level of service, customer comments and feedback are essential. In order to improve the level of the cafeteria services offered at the Indian Parliament House, the research's goal is to assess customer feedback and suggestions.

Keywords: customer feedback, canteen services, quality.

I. Introduction

To satisfy the dietary needs of lawmakers, employees, and visitors, the Parliament House of India's canteen services are crucial. The ability of the members of Parliament to focus on their duties without having to worry about their meals is made possible by these services. Like any other service, cafeteria options may improve as a result of customer feedback and suggestions. Customer comments and feedback give businesses useful information about the customer experience and help them spot areas where they can improve. The tips and comments help close the gap between the services provided and the clients' expectations. The cafeteria services provided at Parliament House of India must meet the nutritional demands of the MPs, staff, and visitors, thus feedback from customers is essential. By examining customer feedback and suggestions, this study seeks to improve Parliament House's catering services. The research will include questionnaires, interviews, and focus groups to obtain information. The study will assess and categorise customer feedback and suggestions into common themes. The research will also compare the remarks and suggestions made by users of the cafeteria services at Parliament House to those made by users of other government agencies.

The study's findings will advance knowledge in the field of customer feedback analysis and demonstrate its worth in improving the caliber of services rendered by government agencies. The suggested adjustments would increase customer satisfaction and influence how people view the services offered at the Indian Parliament House Canteen. In addition to Parliament House, this study will be helpful for other government agencies who offer cafeteria services. In summary, this study aims to identify the crucial factors influencing customer feedback and satisfaction with canteen services, identify the gaps between current canteen offerings and customer expectations, and provide recommendations based on feedback to raise the caliber of canteen services at Parliament House of India.

a) Objectives

The objectives of this research are:

- To determine the critical variables affecting patron opinions and satisfaction with the cafeteria services in the Indian Parliament House.
- To determine the degree to which the current canteen services satisfy the patrons' demands and expectations.
- To determine where the existing canteen services fall short of what customers are expecting.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: LAKSHYA.20GSOH1010005@galgotiasuniversity.edu.in
Author σ: Associate Professor School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: jyoti@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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II. Literature Review

Assessing the effects of community canteen services on general mental health, nutritional status, life satisfaction, and social capital among rural older people

Author name: Maddock, B., Warren, C., &Worsley, A. (2005).

Link: The authors are Maddock, Warren, and Worsley (2005). study of the dining services and canteens in Victorian educational institutions. 62 (2–3), 76–81 in Nutrition & Dietetics.

Free canteen operations run by the government could improve older people's mental health, social capital, and satisfaction with their food, but more study is needed to back up this assertion. There needs to be more financial support for canteen services in China if successful ageing is to be promoted.

Because the marketing technique used in this study is somewhat limited, I chose this subject to learn more about how fast food companies use social media.

Research topic: An examination of Victorian schools' canteens and food services

Author name: (2005) B. Maddock, C. Warren, and Tony Worsley.

Link: The authors are Maddock, Warren, and Worsley (2005). study of the dining services and canteens in Victorian educational institutions. 62(2–3), 76–81 in Nutrition & Dietetics.

This study has shown that there are many challenges involved in running school canteens in Victorian schools. Most people desire to raise the quality of food in various ways, especially by enacting laws governing school meals. Professional associations have a fantastic opportunity to encourage the provision of improved school meals.

III. Methodology

1. *Primary data source:* A questionnaire was used to acquire the primary data. We have our individual knowledge, as well as our thoughts, experiences, feelings, and suggestions, in the form of primary data.

- Questionnaire
- Interview
- Surveys

2. *Secondary data source:* Through various sample copies, the internet, observation, articles, books, magazines, etc., secondary data was gathered.

- Samples copy
- Internet
- Observations
- Articles
- Books
- Magazines

IV. Data Analysis

The results of the survey, which was carried out using a Google Form, are shown here. I distributed the link to more than 70 people and asked them to complete the survey; nevertheless, I only got 46 responses. There are several questions in my questionnaire that I have already discussed, such as the demographic analysis question, where I have listed the name, sex, age, email, and cellphone number of the respondents. I then concentrated on what a consumer or visitor would most likely want to see in a fast food restaurant's advertisement. Additionally, I gathered information regarding the elements they enjoy and the kind of advertisements that have influenced them. The analysis of the information I gathered from the many residents of Delhi, the Indian capital, is provided below.

V. Conclusion

The results of this study contribute to understanding how social media affects fast food restaurants and how social media marketing affect consumers' intent to buy. Despite this, there has been a substantial increase in social media usage recently. Social networking is being embraced by many firms as a crucial tool for conducting business. Due to the fierce rivalry in the sector, fast food restaurants are employing a range of techniques in order to improve their market shares. The creation of a lovely environment where customers choose to congregate has a big impact on their pleasure, the length of their stay, and their inclination to return to the restaurant. Nowadays, marketing strategy can be used to build a strong brand and increase client loyalty. The amount of online attention that social media sites started to receive and the potential for attention that social media could produce were immediately recognised by businesses. As a result, website traffic was worth money. A well-known internet marketing brand as a result is social media marketing.

By providing a glimpse at sensory marketing strategies to boost brand image and customer loyalty, the research significantly benefits the restaurant industry. This study offers theoretical and practical implications for the restaurant industry that will benefit business owners in the fast food restaurant industry and help them to perform better. Customers now have more ways to browse, evaluate, choose, and purchase things thanks to social media. Because of this, companies are also adapting and embracing technology tools like websites and mobile applications to market themselves. Only 46 of the 70 responses that were sent over WhatsApp and sent via email with my coworkers, friends, and the individual I know's relatives were collected. 35.6% of the 46 replies were from women, while 64.4% were from men. This essay explains the idea behind the various social media advertising

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strategies utilised by fast food chains in Delhi and the NCR. 95.6% of those between the ages of 18 and 30 who were eligible to participate did so.

The findings supported the literature demonstrating social media's influence on brand perception in that social media advertising had a sizable positive impact on perception of the brand. According to the study's findings, the majority of users of Instagram, some users of YouTube, and a very small number of users of Facebook and other websites. McDonald's is by far the most well-liked establishment among residents in Delhi NCR, with ratings of 37.8%, 28.9%, 15.6 for Burger King, and 17.6% for all other establishments. According to the survey, individuals prefer combo offers in the advertisement mode above visuals, background noise, and other elements. I discovered from the survey that brand image plays a significant effect; most consumers are swayed by brand perception and select the brand that is most well-liked by their peers. When deciding which fast food chain to choose, individuals mostly rely on online reviews. Both favourable and unfavourable reviews alter a customer's preference. Social media has an impact on the consumer. People claim that whenever they watch a fast food advertisement, they get hungry and use the opportunity to purchase food. Fast food is a significant expense for Delhi residents. Most people claim to spend little more than 500 rupees per week, however there are some who claim to spend more. I'd like to conclude by pointing out that social media is a cutting-edge and convenient means for both independent restaurants and big chain restaurants to advertise. Compared to the conventional method of marketing, where businesses must spend a lot of money on their advertisements, social media marketing is a very affordable and simple approach to perform marketing. Due to the widespread use of social media in Delhi NCR, adverts there target large audiences and aid in increasing sales.

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A Study on Green Restaurant and it's Green Practices Reduced Pollution in Delhi NCR

By Md Talmizur Rahman, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- The most significant department in a hotel is food and beverage service. Food and beverage sales account for 30% of total revenue. Because of rising consumer consumption during the past few decades, there has been rapid worldwide economic expansion, which has improved the comfort and convenience of human life.

Although the environment faces threats, increasing levels of consumption have resulted in environmental deterioration through the misuse of natural resources. Additional degradation brought on by anthropogenic climate change, the destruction of the ozone layer in the stratosphere, pollution of the water, air, noise, and light, acid rain's harm, desertification, and other bad effects, Environmental protection is a topic that is now very important. Environmental awareness has increased, from the ecology movement of the 1960s, which concentrated on energy and pollution reduction, to more current initiatives to lessen our carbon footprints.

Keywords: restaurant, green practics, pollution, delhi NCR.

GJMBR-F Classification: LCC Code: TX945-946



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Abstract- The most significant department in a hotel is food and beverage service. Food and beverage sales account for 30% of total revenue. Because of rising consumer consumption during the past few decades, there has been rapid worldwide economic expansion, which has improved the comfort and convenience of human life.

Although the environment faces threats, increasing levels of consumption have resulted in environmental deterioration through the misuse of natural resources. Additional degradation brought on by anthropogenic climate change, the destruction of the ozone layer in the stratosphere, pollution of the water, air, noise, and light, acid rain's harm, desertification, and other bad effects, Environmental protection is a topic that is now very important. Environmental awareness has increased, from the ecology movement of the 1960s, which concentrated on energy and pollution reduction, to more current initiatives to lessen our carbon footprints. The paper's objective is to demonstrate how green restaurants can reduce pollution in Delhi and the National Capital Region.

The methodology for this paper is based on questionnaire and the interview of restaurant managers and customers. Finding of the paper is to sustain the environment and make the customer happy with the green practics in Delhi NCR restaurants.

Keywords: restaurant, green practics, pollution, delhi NCR.

I. Introduction

Due to population expansion, an increase in the number of vehicles on the road, the usage of fuel, and inefficient transportation, India has been particularly vulnerable to air pollution over the past two decades. systems of transportation, inefficient land use, industrialization, and weak environmental controls The capital of India, New Delhi, is one of the worst-affected cities. The exposure to ambient particulate matter pollution in New Delhi is the greatest in the nation.

Inefficient land use practises, industrialization, and insufficient environmental restrictions are all contributing factors. New Delhi, the capital of India, is one of the worst-affected cities. The exposure to ambient particulate matter pollution is highest in New Delhi.

Green marketing strategies involve offering goods or providing services with an eye on the environment. Consumer demand for eco-friendly products is growing swiftly, and green marketing is expanding quickly as well.

Products made with environmentally safe and environmentally friendly technology are referred to as "green products." Consumer buying behaviour describes the actions and encounters that patrons of restaurants make when they buy, use, and discard goods and services.

Over the years, people have begun to comprehend the issues with the environment and have consequently become more environmentally sensitive. They have been demonstrating their concern for environmentally friendly products, yet a dismal level of sales can be seen, indicating that there is still a gap.

This study focuses on the connections between consumers' environmental awareness, concern for the environment, and ecological behaviour and their intention to eat at a "green" restaurant.

Objectives

The objectives of this research are

1. To study the various green restaurants in Dekhi NCR.
2. To identify the various types of pollution.
3. To study the green practics followed by the restaurants.

II. Literature Review

1. As per Mr. Naresh P Nayak Research we got to know that a green hotel image can be a very effective operational strategy for luring and keeping more visitors, In order to create a green hotel image, (functional and emotional) green positioning must be incorporated into hotel operations. If the emotional and practical benefits of green products and services were not adequately communicated, the successful building of a green image would not be possible (Naresh P Nayak, 2014).
2. As per Mohamed Zohry Research we got to know that The current study aims to measure employee awareness of green activities and the extent to which green practises have been implemented in

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: talmiz1998@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: jyoti@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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restaurants. The study's findings indicated that the average level of employee familiarity with green practises. According to age and educational level, there is a statistically significant difference in how employees responded to being aware of green practises, according to the results of the hypothesis test (Mohamed Zohry, 2018)

3. As per Shovan Kumar Sahu research we got to know that In this study, data on criterion air pollutants that were gathered at 10 Delhi sites in 2017 were evaluated. The NAAQS limit for PM2.5 was not satisfied by any of the 10 sites. Diwali in early November and Christmastime saw the highest PM2.5 concentrations. In 2017, Delhi saw nearly 300 days with PM2.5 concerns because to its high yearly averaged concentration (129.01 g/m3), which is more than twice the NAAQS. O3 is another significant pollutant, with a peak concentration of 85.67 ppb in the pre-monsoon and a 90-day NAAQS exceedance.
4. As per Chandra Rawat said that The study mentioned above suggests that fast food businesses do, to varied degrees, use sustainable packaging, which helps with green supply chain management. The use of reusable plates, cups, glass, bowls, and ketchup bottles for in-restaurant eating are all examples of 3-R practises that restaurants can employ. Along with this, avoid using cardboard and paper boxes, plastic sachets, aluminium foil, plastic glasses and cups, paper napkins, and pet bottles. Encourage the use of reusable fibre containers, tin cans or zipper plastic bags, and jute/paper carry bags wherever necessary and not already practised.
5. As per Eric S. W. Chan(2014) said The successful implementation of hotel environmental programmes depends on knowing which environmental determinant (s) affect workers' behavioural intents to adopt green practises in direct reaction to environmental legislation and market forces.
6. In this study, we looked at how employees' ecological behaviour and three green triggers—environmental knowledge, environmental awareness, and environmental concern—affected their intentions to apply green practises.
7. Vivek Kumar Verma said tha From the findings, it can be inferred that the adoption of green hotel practises was most strongly predicted by guests' attitudes toward the environment.
8. Another factor related to environmental concern has also been discovered to have a substantial impact on managerial behaviour and intention to embrace green hotel practises.
9. The implementation is affected by its customised products and services, but management views alone are not solely to blame for changing business perspectives. Factors like environmental legislation by governmental bodies, concern for the environment, and management attitude towards the environment also play a role. (Vivek Kumar Verma 2018)
10. The hotels' green initiatives and activities they run could be a very effective marketing tool. Additionally, cooperation among the many hotel chains and groups might make their duty simple to do. As a result, one of the most important elements influencing the selection of eco-certified hotels is inexpensive price. Even though the majority of the chosen resorts care about the environment, there are still few environmental initiatives being implemented as a result of unattractive benefits compared to costs, a lack of government incentives or rebates to encourage the adoption of green practises, and a lack of awareness of the various strategies that can be used to effectively protect the environment and care for society. (Leena N Fukey 2014)

1. Ahmed Hassan Abdou (2020) said that sustainability development goals (SDGs) related to clean water and sanitation (SDG 6), access to affordable, clean energy (SDG 7), responsible consumption and production (SDG 12), and climate action are among the SDGs that are the subject of this study, which is one of the few studies to do so (SDG 13). 48 individuals who represented the people in charge of environmental responsibilities in the researched hotels made up the study sample, including 23 participants from five Green Star hotels and 25 participants from four Green Star hotels. In order to learn more about the participants' perspectives on the contribution that green hotel practises make to the achievement of SDGs connected to the environment, a self-administrated questionnaire was created.
2. As per Godwin-charles Ogbeide(2012) Consumers appeared eager to include "green" hotels in their travel itineraries, according to one study. According to the study's findings, guests had a favourable opinion of green hotels. The three main conservation techniques examined in this study were waste reduction, energy conservation, and water conservation. Energy conservation was ranked as the most crucial conservation strategy by consumers (89.6%). Most visitors are open to staying at eco-friendly hotels. However, in order to encourage some customers to support their green practises, hoteliers should be ready to provide some sort of reward. Additionally, hoteliers need to make green practises part of their organisational culture and develop methods to market them as a competitive advantage. While the majority of visitors, according to this study, are not willing to pay more for a green room, 25% of visitors are. In order to

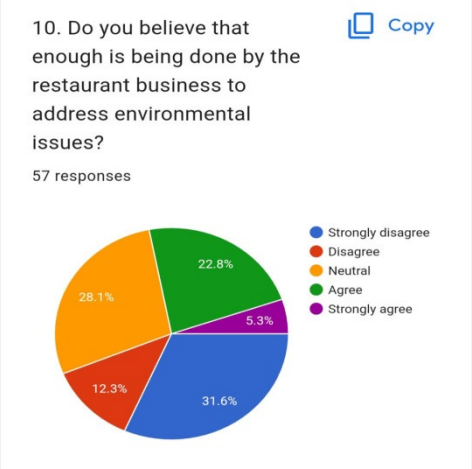
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reduce any potential unfavorable perceptions, a strategic hotelier should be aware of this and price rooms competitively with sufficient promotions.

III. Methodology

- *Primary Data Sources:* My primary data source will be my observations during my onsite training in Radisson BluK aushambi & Radisson Blu Towers [Delhi NCR], and my questionnaires survey, observations while handling the guest situations.
- *Secondary Data Sources:* My secondary data sources will be the online platforms where guest put reviews , surveys and research of others, articles and Hotel websites.

IV. Data Analysis



According to a survey 31.6% people are strongly disagree with this statement but 22.8% problem are agree with this. And 28.1% are neutral. 44.6% people say that aur pollution of Delhi NCR is due to Motor vehicle. 16.1% people are saying that Delhi NCR pollution is just because increasing use of air conditioner and 16.1% are saying that due to Construction is reason to Delhi NCR pollution. 33.9% people are facing difficulty in breathing due to Delhi NCR pollution. 30.4% people are facing skin problems. And 12.5% people irritation to eyes/nose/throat. Most of the people are satisfied with that Green restaurant is helping our society to reduce pollution. But only 23.2% people are agree but little bit.

V. Conclusion

Through this research I got to know various things that many people are aware of Green restaurant and many people are not aware of Green restaurant. Some people are visit many times. According to the survey I got to know that some people are saying that green restaurant is very useful idea for stop Delhi NCR pollution. Large amount of people are visited a restaurant few times in past 6 months. So many people are like to eat at a green restaurant and they are thinking that a green restaurant concept is better to reduce Delhi NCR pollution. Most of the people are consider when choosing a green restaurant is when they serve organic food. And free people are choose when they serve sustainable seafood.

Pollution is very big issue for Delhi NCR and according to this survey most of the people are saying that due to Motor vehicle pollution is increasing in Delhi NCR. And few people are saying that construction is the reason increasing pollution in Delhi NCR. Many people are facing skin problems due to this pollution and having difficulty in breathing. And few people facing Asthama and poor visibility. Some people are saying that some human activities are damaging our environment and few people are not agree with this. Most of the people are saying plastic bags and wrap can be easily recycled.

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A Study on Transforming Food and Beverage Service in the Grand Hotel New Delhi, Post Covid 19

By Md. Zahid, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- This Research Goals To Know Consumer Satisfaction And Loyalty In Food Ordering Online Service & Delivering Pre & Post Covid-19 Scenario. The Different Way Of Various Factors Affecting Online Food Ordering & Delivering Customers In Hygiene And Safety Pre & Post Covid-19 Scenario. Challenges Faced During Covid19 By The Delivery Person In Online Ordering Services. This Study Determines The Effect Of Covid-19 In Demand And Supply Of Market. It Researches The Impact Of Costumer Attitude On Consumer's Satisfaction With Loyalty To The Behavior Of Upcoming Days. The Data For This Study Was Collected Using A Convenience Sample Of 120 Adult Customers From Various Online Food Service Systems. However, The Sample Did Not Include Elderly Individuals Or Children As They Were Less Likely To Use The Internet. The Difficulty In Collecting Data From These Groups May Have Had An Indirect Effect On One Of The Dependent Variables Studied. As Such, The Thesis Proposes A Model That Considers The Probability Of Retailer Personality And Highlights Its Importance For Practitioners Running Customer Satisfaction And Loyalty Programs.

Keywords: *covid-19, pandemic, facilities, attributes, factor, analysis, impact, mask, questionnaire, platforms, consumers, guest, people, ordering, analyses, social distancing, temperature, loyalty, satisfaction. sustainable development goal.*

GJMBR-F Classification: *LCC Code: TX911.3.C65*



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Md. Zahid [α], Rohit Jaswal [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- This research goals to know consumer satisfaction and loyalty in food ordering online service & delivering pre & post covid-19 scenario. The different way of various factors affecting online food ordering & delivering customers in hygiene and safety pre & post covid-19 scenario. Challenges faced during covid19 by the delivery person in online ordering services. This study determines the effect of covid-19 in demand and supply of market. It researches the impact of costumer attitude on consumer's satisfaction with loyalty to the behavior of upcoming days. The data for this study was collected using a convenience sample of 120 adult customers from various online food service systems. However, the sample did not include elderly individuals or children as they were less likely to use the internet. The difficulty in collecting data from these groups may have had an indirect effect on one of the dependent variables studied. As such, the thesis proposes a model that considers the probability of retailer personality and highlights its importance for practitioners running customer satisfaction and loyalty programs.

The food and beverage service industry plays a crucial role in the global economy, providing essential goods and services while employing millions of people worldwide. However, this industry also faces various challenges related to sustainability, resource efficiency, and technological advancements. Sustainable Development Goal 9 (SDG 9), set by the United Nations, focuses on building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation. This study aims to explore the transformative potential of SDG 9 in the context of the food and beverage service sector.

Keyword: covid-19, pandemic, facilities, attributes, factor, analysis, impact, mask, questionnaire, platforms, consumers, guest, people, ordering, analyses, social distancing, temperature, loyalty, satisfaction. sustainable development goal.

Chapter-1: Introduction

The reason for doing this study is to find out whether the expectations of restaurant customers had changed and how at the time of epidemic. The current study also seeing to examine which commerce trait standards (7p) will best define customer assumption in the post covid- 19 period. In the form of a snowball sample, a total of 421 valid online queries were obtained. The formal questionnaire includes 42 marketing quality indicators that form part of seven marketing ratings. In addition, the analysis feature of the test and signal testing was used evaluate differences in quality expectation the outcome show significant statistical differences in customer quality expectations before and after the epidemic. Four factors (proof of product body, promotion, individuals, and price) better define customer expectations ahead and five factors (body-product proof, improving placement, people, price, and procedures) after a disaster. This paper contributes to restaurant and restaurant management by providing a detailed understanding of the importance of various marketing metrics before and after disasters. He also contributed to the international measurement process by applying the concepts of 7p research. The conclusion includes suggestions for future research guidelines and information for restaurant managers.

Author α Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: Md_Zahid.Gsohbsc@Galgotiasuniversity.Edu.In
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: Rohit.Jaswal@Galgotiasuniversity.Edu.In
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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Fig. 1.1:1

a) Objective of Study

The Objective of this Research is:

- To interpret out the challenges faced by the guest in a five star restaurant in post covid-19.
- -To identify the challenges faced by the staff of a five star restaurants following covid-19.
- -To determine various latest trends along with technologies in restaurant following covid-19.
- -To examine the transformation regarding services in restaurant on customer satisfaction

b) Sample of the Study

The objective of the study is to gather information about the changes made by several five-star restaurants in Delhi NCR in response to the COVID-19 pandemic.

c) Limitations of the Study

Due to the limited sample size and a small number of restaurants surveyed in Delhi NCR, the current study cannot provide definitive conclusions. In addition, restaurant staff may be hesitant to share information regarding issues, policies, and challenges. Guests may also find it challenging to spare time to fill out questionnaires or participate in interviews due to their busy and demanding schedules.



Fig. 1.3:2

Chapter-2: Literature Review

 MMWR Morb Mortal Wkly Rep. 2021 Mar 12

The CDC recommends using evidence-based strategies to reduce the transmission of SARS-CoV-2, the virus that causes COVID-19.Since the virus is primarily transmitted by inhalation of respiratory droplets from an infected person, universal use of masks can reduce transmission. As of April, 39 states and the District of Columbia have enacted mask requirements

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for 2020. Avoiding unnecessary shared spaces, such as restaurants, reduces person-to-person interaction and can also reduce transmission when maintaining physical distancing (6 feet or more) is difficult. In March and April 2020, 49 states and Washington, DC banned all dining in on-site restaurants, but by mid-June, all states and Washington, DC had lifted these restrictions.

- School of Finance and Business, Shanghai Normal University, Shanghai 200234, China

Monitoring and analyzing changes in customer behavior and satisfaction in restaurants during COVID-19 is crucial for obtaining valuable business insights. This study analyzes changes in restaurant customer dining behavior and satisfaction during the COVID-19 pandemic through the aggregation and correlation of 651,703 user-generated content posts from 2019 to 2020. The study identified 20 rating themes, mostly related to food, and conducted statistical analysis to investigate customer satisfaction before and after the pandemic. The results suggested that customers visited restaurants less frequently, rated them lower, and consumed more since the outbreak, but the evidence was limited. The study also analyzed potential reasons for customer dissatisfaction. Interestingly, queues, the most annoying factor for restaurant patrons during normal hours, were found to receive far fewer complaints during COVID-19. This research will help you discover business knowledge in the context of COVID-19. It is based on big data characterized by accessibility, relevance, quantity and richness of information, which can be repurposed for future research and potentially benefit a wider population and businesses. Together, this research provides managers with practical suggestions for a framework for self-assessment, performance, and performance improvement.

- Rosen College of Hospitality Management, University of Central Florida, 9907 Universal Blvd, Orlando, FL, 32819, USA

The COVID-19 pandemic has caused significant disruptions and challenges for the global economy and financial systems, affecting almost every country in the world. The United States has been particularly impacted with the highest number of confirmed cases and deaths. The service industry, including the restaurant industry, has been hit hard, and the study focuses on the impact of recovery efforts in the US restaurant industry. The restaurant industry in the US was already facing challenges prior to the pandemic, including increasing competition, rising labor costs, and changing consumer preferences. However, the sudden onset of COVID-19 created unprecedented challenges for the industry, leading to widespread closures, job losses, and economic instability. As the US and other countries work to contain the spread of the virus and implement recovery efforts, the restaurant industry faces a long road to recovery and must adapt to the new normal in order to survive and thrive in the future.

- Tourism and Hospitality Management School, Universidad European, 1500-210 Lisbon,

While restaurateurs have experienced and weathered many crises over the last few decades, this new pandemic will have an unprecedentedly devastating impact on the global economy. For the first time in history, the world is facing a crisis that will bring the future of restaurants of all kinds to a halt, bearing immense weight on the global economy, particularly destinations with a high concentration of tourist and gastronomic professions, and thousands of people. Has... the percentage of people who work and depend on this industry for their survival. Economists, job managers and hospitality associations say at best thousands of people could lose their jobs to cut costs and at worst thousands of spaces could be lost, depending on how long it takes for the pandemic to return to normal. I warn you. COVID-19 and the foreseeable economic crisis that followed will force most small businesses to cease operations permanently.

- Research Article / Araştırma Makalesi

It is true that competition in the food and beverage industry has increased with industrialization, the integration of women into the workforce, and the development of non-food and beverage culture. People choose restaurants and cafes not only for physical sustenance but also for emotional, social, health, income, time, technology, and image-related reasons. Thus, the services provided by food and beverage companies are of great importance, in addition to their product range. However, the service sector can be complex and challenging due to difficulties in standardization, the human nature of business, and changing customer demands. Successful ownership of food and beverage businesses requires addressing these challenges and meeting customer needs.The study will examine the effects of COVID-19 on the restaurant industry in terms of changes in consumer behavior, revenue, and employment. It will also explore the strategies and measures implemented by restaurant owners and managers to adapt to the new normal, such as online ordering, takeout and delivery services, and outdoor dining. The findings of this study can provide insights and recommendations to help the restaurant industry recover from the effects of COVID-19 and prepare for future challenges.

Chapter-3: Research Methodology

a) Introduction

The chapter discusses the ways in which data was collected for the study to meet the research objectives. It covers the study's design, methods used for data collection, and the sample design.

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b) Research Design

The examination configuration is an end-all strategy determining the strategies and methods for assortment and investigating the required data. It is a structure that designs the activity for the exploration project, just as to manage us in taking care of issues. Quantitative investigation has been employed to manage this examination focus because of the broad number of respondents who grasp an interest and where proof is assessed, and speculations are created. As a quantitative report, analysts need to appropriate the poll to respondents to make end. Information is gathered by utilizing structure, easy-going examination structure and results which are even-handed, and less specialist notice included. What is more, the examination covered more extensive populace in this way quantitative technique is more appropriate instead of subjective strategy where a little example is utilized and includes meet. Along these lines, it will be additional tedious.

c) Data Collection Methods

Exploratory research relies heavily on information sets, and their proper handling is crucial to obtain valid results. Poor editing of information can compromise the outcome of an investigation. Information can be defined as the quantitative or qualitative value of a variable or data point. It is the knowledge or data that is used to make informed decisions or draw conclusions which can take the form of numerical data, images, words, facts, ideas, and so on. Information is not inherently meaningful and needs to be interpreted to extract useful insights. There exist various techniques for decoding information, and sources of information can be broadly categorized as either Essential or Supplementary Information.

i. *Primary Information:* Primary information is data collected directly from first-hand experience. It alludes to that information which is gathered for a particular reason originating at the area of appeal and are distinctive in nature along with more rigid, bonafide a objective. To collect essential data for the study, a survey strategy was employed, which involved spending time visiting restaurants and observing the post-COVID-19 restrictions in place. Subsequently, our primary sources of getting the information are restaurants.

ii. *Secondary Information:* Secondary information is data that has already been collected and is available in various formats. In the context of this study, secondary information refers to data obtained from sources analyzing how restaurants have adapted to post-COVID-19 restrictions. In academic research, literature surveys typically rely on secondary information sources such as Google, books, research papers, periodicals, and journals to improve the accuracy and credibility of the analysis.

Chapter-4: Data Survey and Interpretation

The following results are based on an analysis of restaurants in the Delhi NCR region. The survey was conducted among 80 local residents, of which 60 responses were considered for analysis. The questionnaire included several sections, such as demographic analysis covering factors like age and gender, as well as questions pertaining to the transformation of food and beverage services in five-star restaurants. This included gauging guests' overall experience and satisfaction levels at such establishments, and their perceptions of the efforts made by restaurant staff to maintain hygiene and avoid direct contact with food and guests. The following section provides an interpretation of the data collected from local residents who had dined at five-star restaurants in the area.

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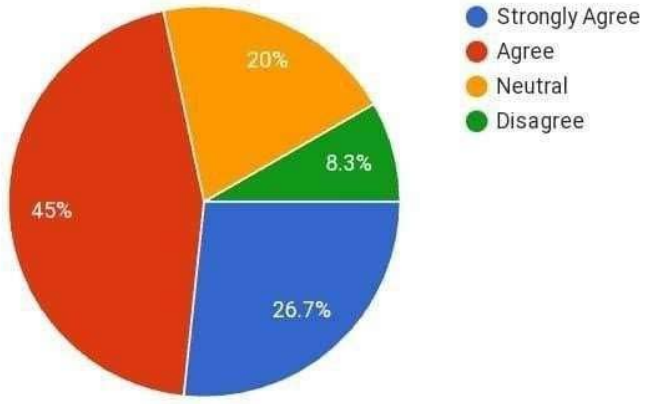


Fig. No -3.3.3

Do the new trends of COVID 19 degrading the overall experience and satisfaction of the guest in a five star restaurant ?

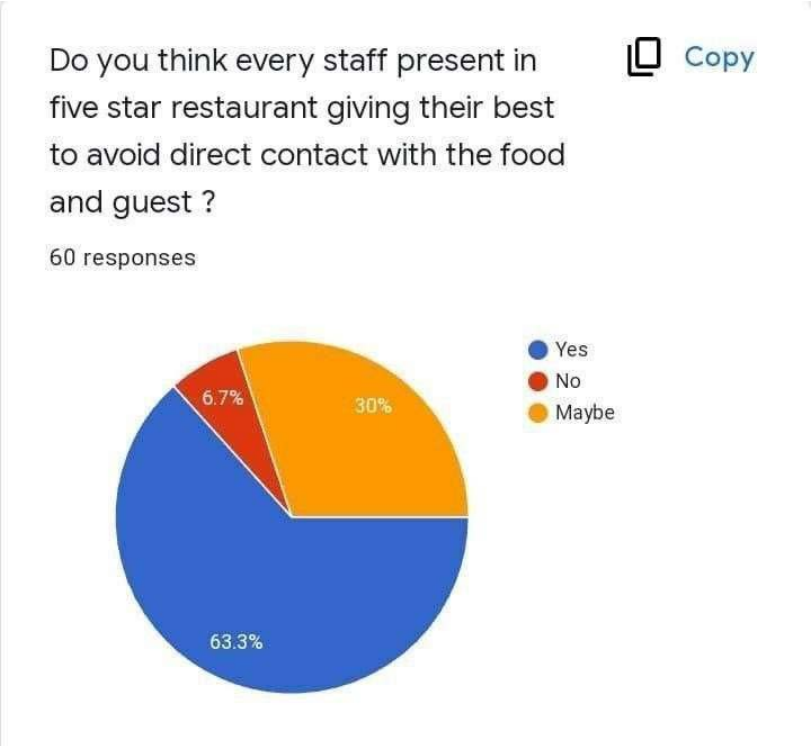
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60 responses

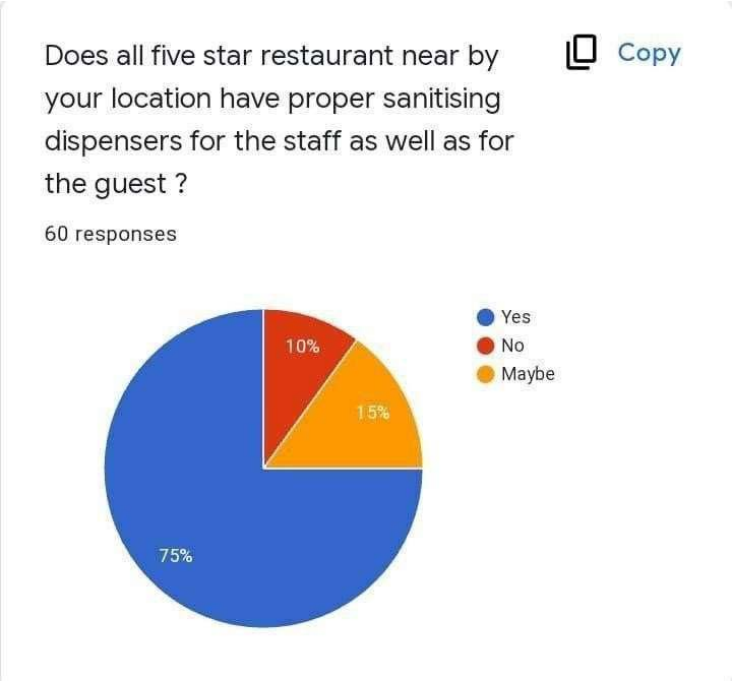


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As per this survey more than half of people agree and strongly agree and very less of them are disagree on the new trends of covid 19 degrading the overall experience and satisfaction of the guest in a five star restaurant. May be how Covid-19 has permanently changed gastronomy. During a pandemic, restaurants may have the chance to explore innovative approaches and develop creative solutions to better cater to their customers.

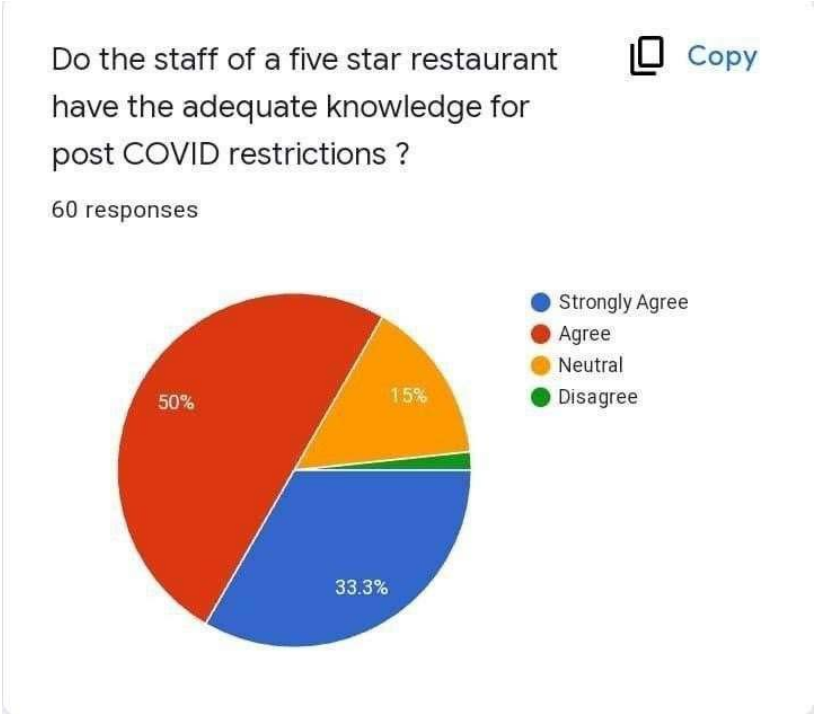


Most of people agree that restaurant staff giving their best to avoided direct contact with the food and guest. May be because of The CDC is proposing requiring all restaurant and foodservice employees to wear masks, especially when physical distancing is difficult. Masks and face coverings not only prevent the spread of pathogens when someone sneezes or coughs, but they also reduce the chances of touching your face and mouth.

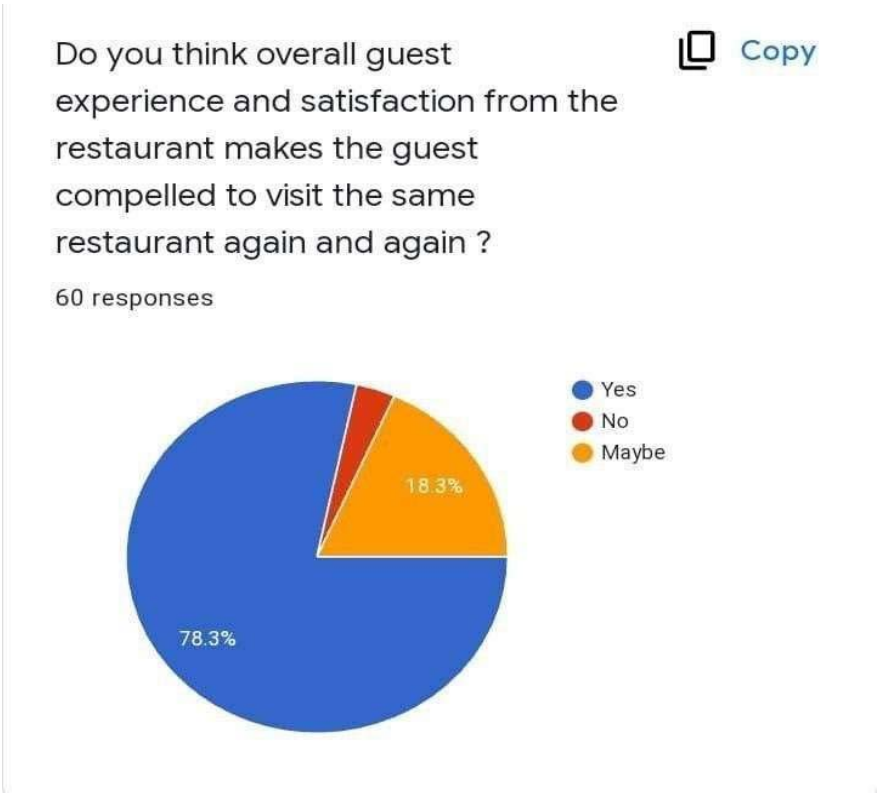


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As per this graph most of people said yes may be because of The cleaning, sanitizing, and sanitizing process has always been an integral part of running a restaurant, but it's more important than ever during the ongoing pandemic. We recommend cleaning frequently touched surfaces and shared items at least once a day to remove stains.

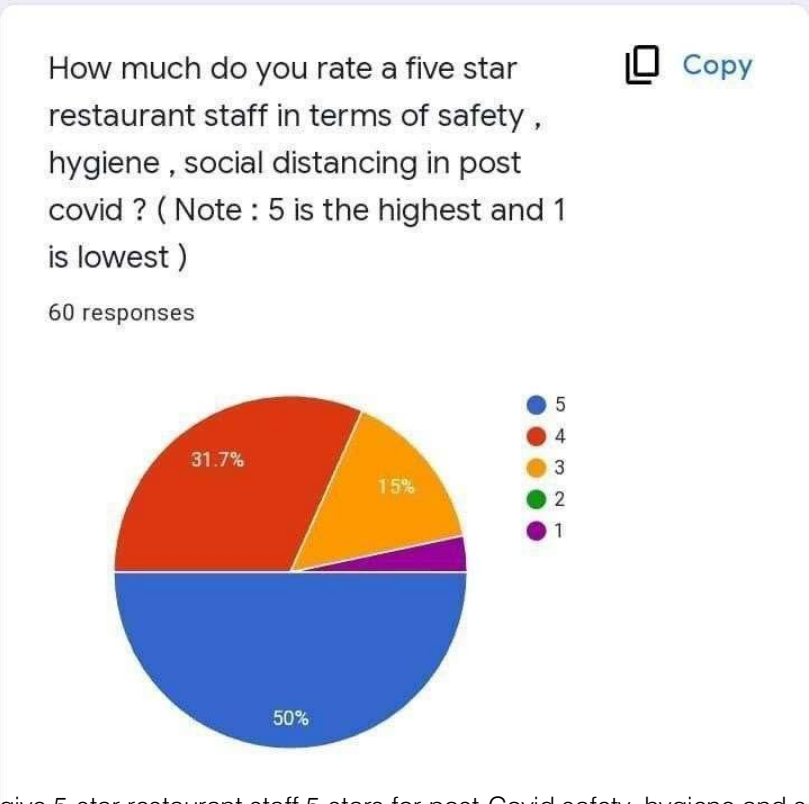


As per the graph representation, more than 80 percent of people agree and strongly agree on this, so that staffs must have knowledge for post covid restrictions. May be because of staffs frequent hand washing is important to reduce transmission of the virus and is recommended by the CDC, local and state health agencies for employees and customers in all public places, including restaurants.

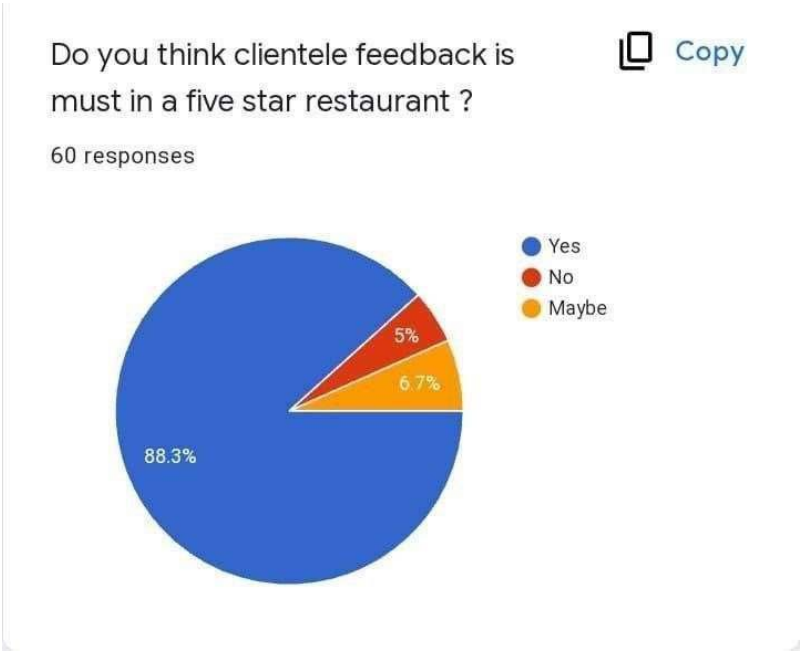


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As per this graph most of people visit the same restaurant again and again but very few people don't, so that customer loyalty is very important to run a restaurant. May be because in the hospitality industry, customer satisfaction can give hotels a significant competitive advantage and translate directly to improved profitability and growth.



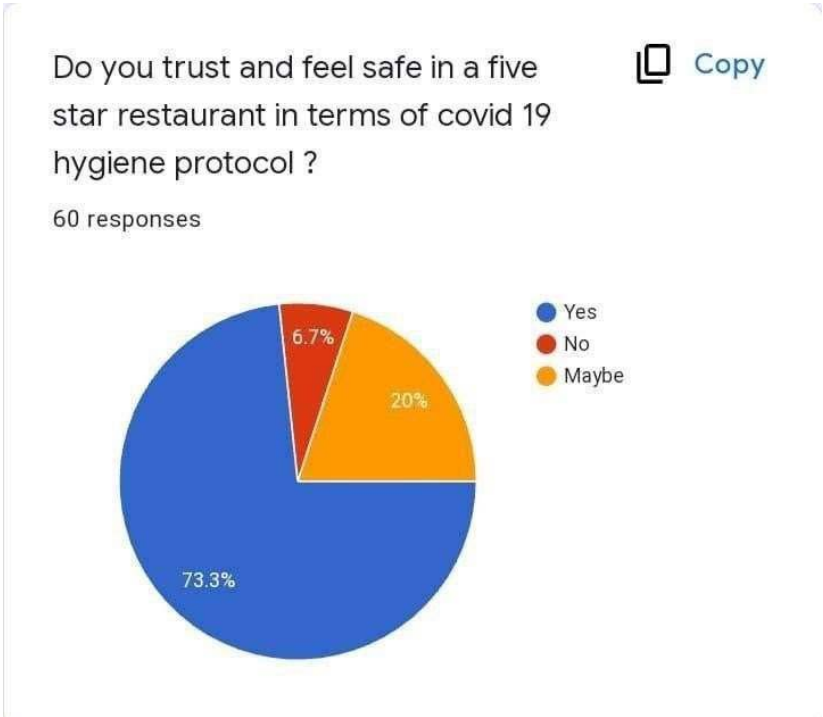
Half of people give 5-star restaurant staff 5-stars for post-Covid safety, hygiene and social distancing to make people who go to 5-star restaurants feel safe. This may be due to staff training. This is an important point that all restaurants should consider training and educating their staff on how to maintain hygiene and take all necessary precautions to maintain social distancing in restaurants.



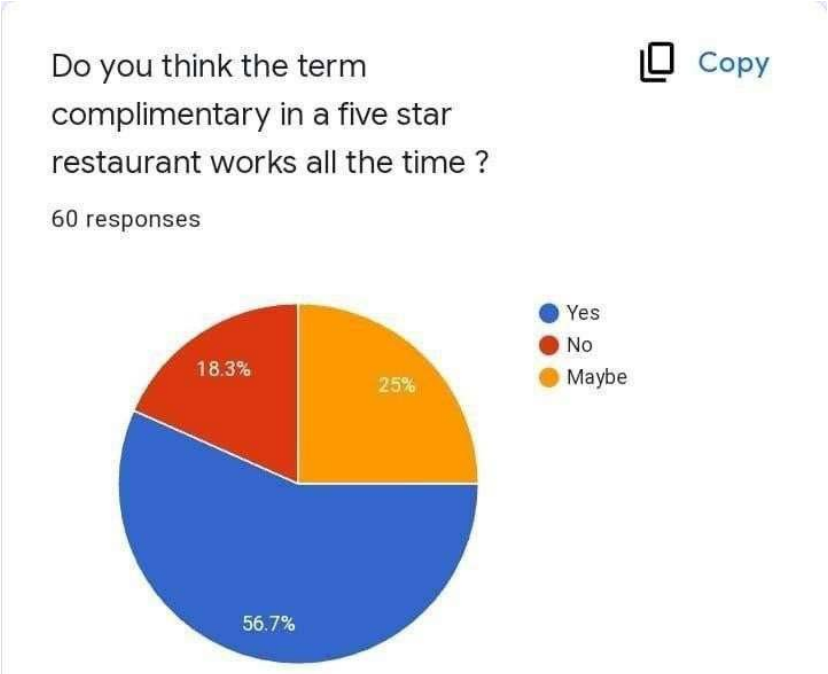
Almost 90 percent of people agree that clientele feedback is important in a five star restaurant, so that restaurant can improve their services according to guest. May be When customers visit a restaurant, they want an

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unforgettable gastronomic experience. The experience will vary depending on food quality, freshness and taste. The decor, the atmosphere, the hygiene. And, among other parameters, the courtesy of the staff and prompt service.

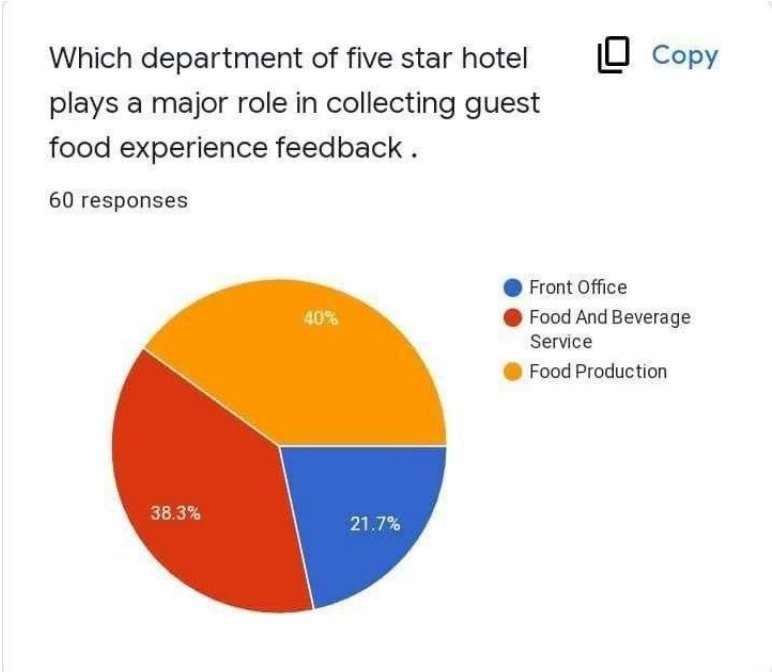


People started going out despite taking precautions. The newly refurbished restaurants, cafes and public spaces will feature immune-boosting menus tailored to customer needs and safety. Most of people feel safe while having meal in a five star restaurant, because in five star restaurant staffs maintain social distancing and take necessary precautions regarding covid 19. After months of lockdown,

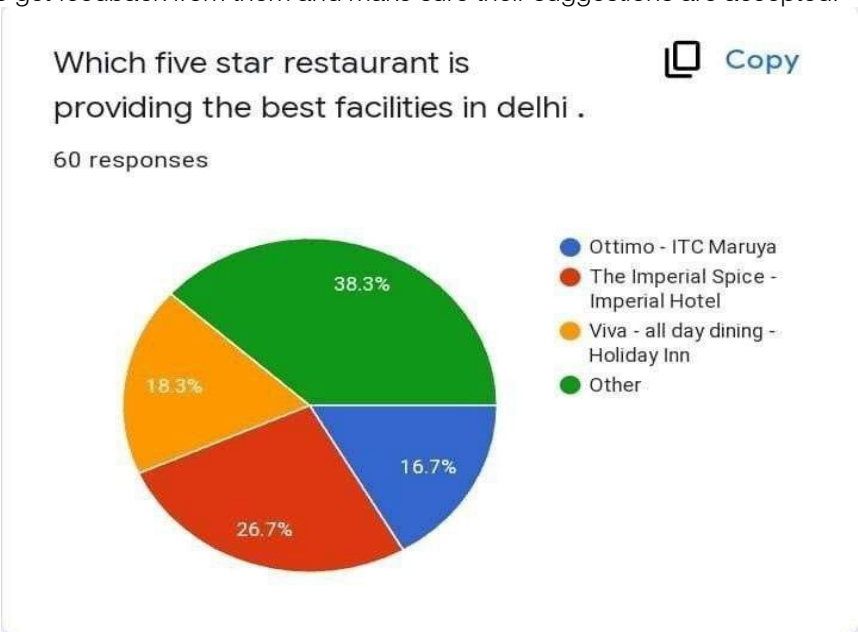


Most of people agree on this, because complimentary things attract guests to visit again. Very less people are not agree on this. May be because Every customer has a preconceived notion of a restaurant before visiting it. Both food and service are essential to providing excellent restaurant service to our valued guests.

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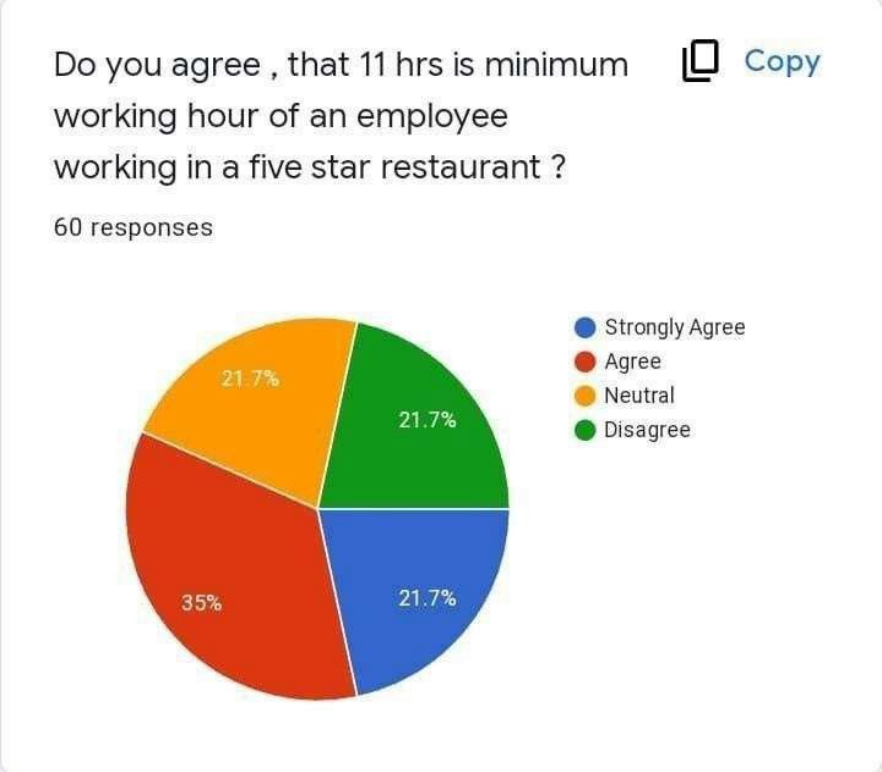


According to this survey food production department play a major role in collecting guests food experience feedback but in my opinion food and beverage service department and front office department take more feedback then food production department because Customers primarily interact with the front desk. The front desk staff, who are the face of the hotel and have the most contact with guests, take all compliments and complaints. So we always get feedback from them and make sure their suggestions are accepted.

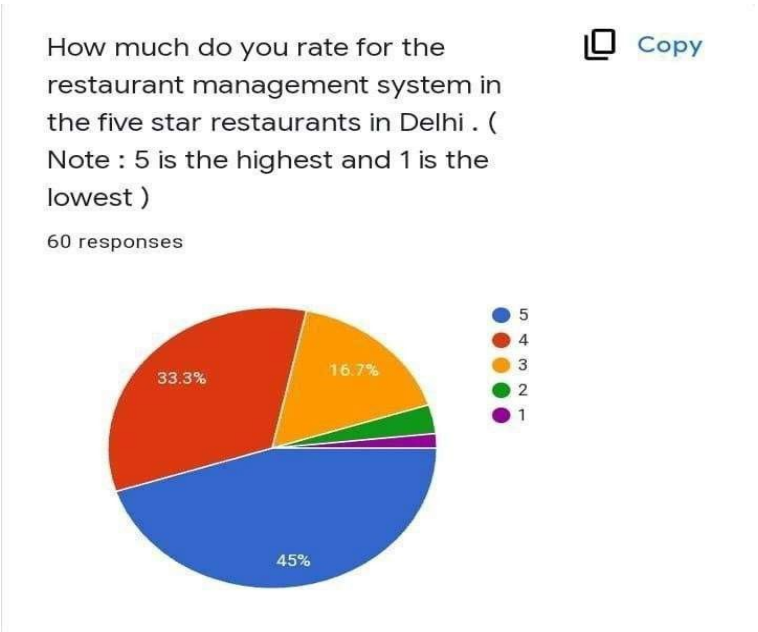


Some of the five star restaurants giving the services in Delhi NCR. Above pie chart shows which restaurant people really likes in terms of the facilities. Most of people said other may be because of Does that opportunity influence your choices? or is food an essential factor? Isn't service, atmosphere and location also important? or do you choose a Michelin star? Whether you realize it or not, there are reasons to choose a restauran.

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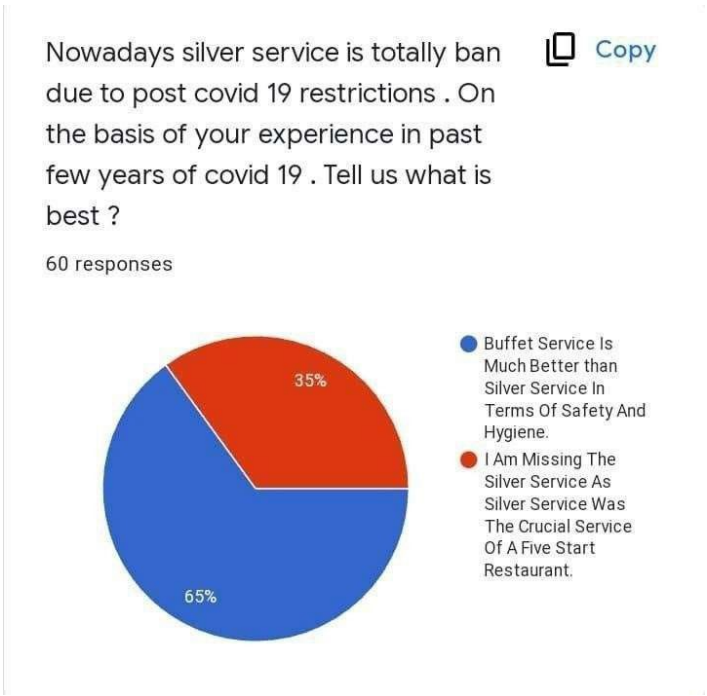


It is important to consider the well-being and health of employees in the restaurant industry, as they are an integral part of the success of the business. Overworked and fatigued employees can lead to decreased productivity, reduced quality of work, and increased risk of accidents or mistakes. It is also important to comply with labor laws and regulations regarding working hours and rest periods. Employers should prioritize the health and well-being of their employees and ensure that they are not overworked and are given adequate rest periods to maintain their physical and mental health.

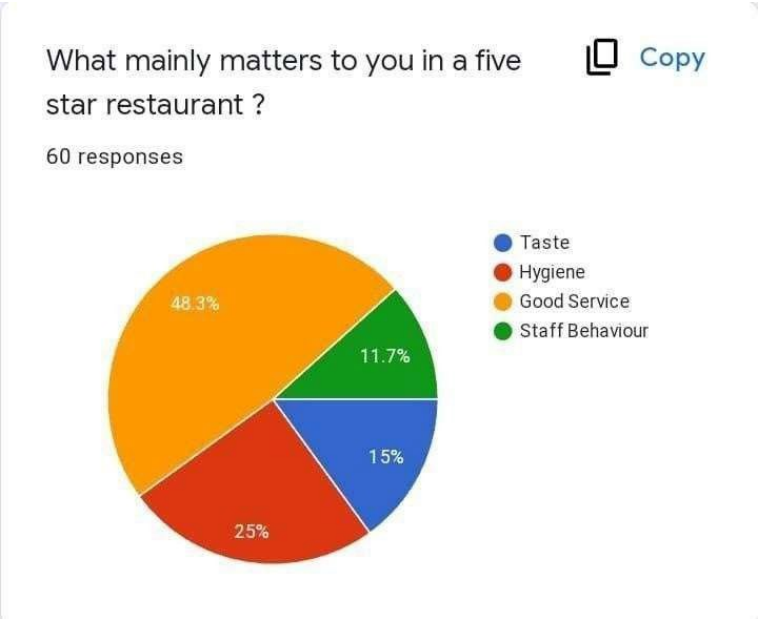


As per the graph representation, most of people gave 5 star rating but 45 percent is not a good number so I think 5 star restaurant of Delhi have to improve there management system. As many business owners already know, people tend to share bad experiences more than good ones. To get good reviews, companies do everything they can to offer unique dining experiences that force customers to take out their phones or laptops text their friends.

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Maximum people suggest buffet service is much better than silver service in terms of safety and hygiene but some are missing the silver service and may be because it is elegant and complements the overall atmosphere of the restaurant. Plate service can give a special touch. Guest satisfaction with this form of service is very high.



So after seeing all the analysis for post covid-19 here is the main question i.e. what mainly matters to you in a five star restaurant, most of people said good service may be because providing quality service and maintaining customer satisfaction is a key factor in the success of any business. Therefore, understanding a restaurant's customers and considering the importance of service attributes are key criteria for gaining competitive advantage in the restaurant market.

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Chapter-5 Challenges Faced While Analysing the "Trans for Mation of Food and Beverage Service in the Grand Hotel Post Covid 19

- *Lack of motivation:* Doing the work on project so your inspiration will immerse and be on the road. Set aside temporary activities when you lack motivation to start making progress again. Find out the things inspires you and give you common rewards. It's easy to encourage when you know what you need to do so plan your project and follow the record you have achieved:
- *Lack of self confidence:* Monitor your self-assurance and confidence. When it comes down to it, try to boost your self-boost by

1. Seeing a good response
2. Thanks for your achievements so far
3. To test your skills
4. Stretching by trying new things.
5. If self-esteem severely impairs your ability to work seek professional suggestions.

- *Bad timings:* Make sure you give the right time to your tasks and audit how to hand things in a right way. If you haven't achieves the goals understand about why and make transformation. Extra time management tips available.
- *Lack of attention and ways:* If you are feeling like your study is going on, focus onyour foremost goals.

1. Talk to your manager about project direction.
2. Rewrite the research plan to determine the content of the project.
3. Revise your project plan to clarify what to do next and how it fits into the big picture.
4. Pause because the details can be overwhelming.

- *Stuck in your comfort zone:* Be careful not to do things that you are free to do and know that you have the power to do them. We know this as your comfort zone and is often very limited. Always stretch to ensure that you keep learning, for example, volunteering for something that doesn't feel like your solidity.
- *Fear of Failure:* You learn more from failure than from success. In the medium to long term, failure is often a catalyst for positive change. Don't be offended. Remember you are trained as an explorer. Know what is expected of you and find a place to get support.
- *Lack of relevant experience:* See where your post is, consider all the options, and jump at the chance. Gain practical experience and improve your skills.



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Chapter-6: Conclusion

In the past few years each and every industry faced the problems due to covid-19.The COVID-19 pandemic has had a severe impact on various industries, including hotels, food, and tourism. In India, efforts are underway to revive these sectors and restore business activities. The results of this study will be useful for hotel managers, students, and researchers in the hospitality industry. The survey received 80 responses from guests, out of which 60 responses were considered for analysis. Among the 60 responses, 58.3% were female, 41.7% were male, and 1 response belonged to another category.. All the guests from different-different hotel said that there are a lot of changes seeingin the five star restaurant in their locality. More than 71% percent of guest agree the due to covid-19 overall experience and satisfaction is degrading. But also the more than 63% of guest agree that the staff of the restaurant are giving their best to avoid direct contact with the food and guest. They also applause for having proper sanitization on the sitting are after every sitting and also the proper sanitizer dispensers in the restaurant. With this study we also got to know that more than 83% of guests agree that a staff of a five star restaurant have the adequate knowledge for following the post covid-19 restrictions. This study aims to show you the transformation of food and beverage industry in afive star restaurant after covid-19 Pandemic in terms the safety, hygiene, social distancing, disinfecting the area time to time after each and ever sitting.

In the new normal process, new measures were taken and the government allowed restaurants/cafes to resume their activities, but with certain restrictions and safety protocols in place. This includes reduced capacity, mandatory use of masks for staff and customers, regular sanitization, and contactless ordering and payment systems. The COVID-19 epidemic has significantly changed the way we live, work, and socialize, and the restaurant and cafe industry is no exception. In order to survive and thrive in the post-epidemic era, these businesses will have to adapt to the new normal, innovate, and provide services that meet the changing needs and expectations of their customers. Absolutely, in the post-epidemic process, it's crucial for restaurant and café businesses to be open to change and innovation. Adapting to new customer preferences and needs will be key to their success in the long term. Some potential strategies for differentiation could include offering unique menu items, implementing new technology for ordering and payment, creating a welcoming and comfortable atmosphere, or focusing on sustainability and environmentally-friendly practices. It's important for these businesses to stay up-to-date with trends and changes in the industry, and to listen to feedback from their customers in order to continually improve and innovate.

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A Case Study on Rooms Division Innovation Practices towards Green Behaviors Practices to Reduce the Carbon Footprints in Delhi NCR Hotels

By Mohd Amaan Abbas Taqvi, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Environmental issues are possibly the most pressing global concern that the world is currently dealing with, and they have recently become more basic. Delhi must decide how to respond to recent concerns, such as water contamination, air pollution, garbage removal, environmental change, and global temperature change, which have plagued the city for some time. This research discovers that the room division advancement and innovation to green conduct practices to lessen carbon impressions in Delhi/NCR. Various guests acknowledge that the motel should have cutting edge development, best practices, and progression, as well as show long stretch commitment to the rooms division. This concentrate moreover shows that guests and the general populace are ending up being continuously stressed over normal issues, and consequently, green affiliation is turning into a fundamental instrument for supporting a housing's advantage. This exploration will incorporate an arrangement, a review, and get-togethers with guests and housing staff from Delhi NCR lodgings. Clients acknowledge that the housing and rooms division should have explicit green practices, improvement, and development, with innocuous to the biological system things beastly affecting their plan to stay in a green hotel.

Keywords: environment, green practices, innovation, rooms division.

GJMBR-F Classification: LCC Code: TX945-950



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A Case Study on Rooms Division Innovation Practices towards Green Behaviors Practices to Reduce the Carbon Footprints in Delhi NCR Hotels

Mohd Amaan Abbas Taqvi [α], Jyoti [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- Environmental issues are possibly the most pressing global concern that the world is currently dealing with, and they have recently become more basic. Delhi must decide how to respond to recent concerns, such as water contamination, air pollution, garbage removal, environmental change, and global temperature change, which have plagued the city for some time. This research discovers that the room division advancement and innovation to green conduct practices to lessen carbon impressions in Delhi/NCR. Various guests acknowledge that the motel should have cutting edge development, best practices, and progression, as well as show long stretch commitment to the rooms division. This concentrate moreover shows that guests and the general populace are ending up being continuously stressed over normal issues, and consequently, green affiliation is turning into a fundamental instrument for supporting a housing's advantage. This exploration will incorporate an arrangement, a review, and get-togethers with guests and housing staff from Delhi NCR lodgings. Clients acknowledge that the housing and rooms division should have explicit green practices, improvement, and development, with innocuous to the biological system things beastly affecting their plan to stay in a green hotel.

Keywords: environment, green practices, innovation, rooms division.

I. Introduction

Cataclysmic events influence New Delhi and have arisen as maybe the most squeezing concern. The most troublesome issues are an expansion in worldwide temperature and defilement. Water defilement, air contamination, trash evacuation, natural change, an expansion in worldwide temperatures, deforestation, and duskiness have all tormented New Delhi for quite a while. The movement business is one of the world's biggest ventures, addressing 10.4% of worldwide Gross domestic product and going about as a basic empowering expert of financial improvement from one finish of the globe to the next. Because of the hotel industry's global visibility, going green has the potential to save millions of dollars. The significance of keeping a solid climate has gotten a ton of consideration in ongoing many years. while consumers favor the Hotel industry that practices environmental sustainability and seeks eco-friendly services and products. These natural endeavors and green developments have worked on the picture of numerous lodgings while likewise bringing down a portion of their functional expenses. The travel industry, then again, has an ecological effect, contributing not exclusively to natural corruption yet in addition to expanded ozone harming substance (GHG) discharges. The travel industry's yearly worldwide carbon impression expanded from 3.9 to 4.5 billion tons of CO2 identical somewhere in the range of 2009 and 2013. Environmental change and the travel industry are inseparably connected. While the inn business area contributes altogether to ozone depleting substance discharges, fundamentally from transportation, it additionally faces critical outcomes from an Earth-wide temperature boost as one of the weakest ventures to natural corruption and environmental change. Considering this, the travel industry's drawn out progress is inseparably connected to its capacity to oversee ecological supportability issues. Subsequently, tending to maintainability has turned into a first concern for policymakers and customers the same. Buyers screen the's business exercises and request corporate natural obligation all through the whole business process, including item and administration creation, dispersion, and utilization. Green Practices allude to the organization's connection and systems for planning all housing activities and tasks determined to restrict negative natural impacts. The organization of these lodgings planned their procedure to be harmless to the ecosystem. The most generally perceived green practices were energy capability procedures, solid waste organization techniques, and water security measures. More lodgings emphatically stand adequately separated to be believed to picture and are enthused about examining what the general picture of a green inn could mean for an inn visitor's lead goals, while additional lodgings have climate cordial particularly organized rehearses as serious areas of strength for a to increment reality in the housing business. Lodgings are the most notable sort of lodging and one of the principal region of the development and

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: amaantaqvi@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: jyotil@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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the movement business, yet they are in like manner a huge energy and water-fragile region in ordinary errands. These factors present serious normal and reputational issues for hotel chiefs. Buyers are ending up being more aware of these issues, and they are mentioning "green-perceptive lodgings" in hotel movement the board.

The three most normal green practices utilized in lodgings were energy effectiveness methodology, strong waste administration strategies, and water protection measures. Eco-cooking, energy-productive lighting, introducing pivot enacted lighting, involving hardware as an email client, and checking in online as opposed to on paper are instances of green practices. Inn energy use is very high everywhere, owing basically to their warming and cooling structures. Most lodgings currently utilize a framework where all energy-consuming machines — from coolers to morning clocks and other important machines — are switched off when visitors leave their rooms. Since clients regularly leave the region without switching off the equipment, engineered materials will unavoidably increment pollution. Accordingly, this choice will be changed right away. Numerous lodgings likewise furnish visitors with the choice of having their towels, sheets, and different materials washed consistently. Clothing reliably consumes more energy, more artificial materials, and by implication adds to contamination. Because of this choice, the expense of energy and water protection will be decreased. The general biological information influenced young buyers' reasonable behaviour in their dynamic cycle, care, and recognition of green things and organizations. Clients who are educated about green lodgings understand that remaining in a green inn is costly, however they will pay something else for harmless to the ecosystem items and associations. Furthermore, in terms of energy savings in guest rooms, fluorescent lighting is one of the alternatives to brilliant lighting. Water conservation is also one of the practices emphasized in natural protection. The motel's excessive water consumption destroys the overall climate. As a solution, low-flow showerheads and installation aerators should save water while also creating a green environment.

a) Objectives

The objectives of this study are:

1. To study green behavior practice followed in the hotel.
2. To identify the latest innovation in rooms division to reduce carbon footprints in Delhi NCR.
3. To analyze the rooms division practices towards green behavior.

b) Justification

The current study cannot be said totally decisive as it has a limited sample size and from only one region of India. The people find it difficult to find time and fill questionnaire or link due to busy demanding nature and due eminent fear of Covid-19 situation.

II. Literature Review

Jongsik Yu (2021) stated that the impacts of the inn's eco-accommodating exercises, on the general brand picture, brand love and regard, and cost premium of the lodging in a circumstance in which mindfulness and interest in natural issues keep on expanding.

Robert Merli (2018) stated that the lodging utilizes various harmless to the ecosystem rehearses, for example, houses planned in light of bio-design, restricted level, and green rooftops. Low energy utilization lights are utilized all through the inn; separate waste assortment with biological regions accessible to clients at vital focuses all through the design; data and ideas for expanding guano utilization are given in the room.

Yusnita Yusuf (2017) demonstrated that Green Practice directly aids hotels in achieving customer satisfaction. It was likewise found that a positive perspective on Green Practices impacted client consistency by means of buyer dependability. To flourish in a fiercely serious industry like the inn business, lodgings should be worried about the climate and take part in routine natural security.

Mohd Suki (2015) stated Buyer conduct is characterized as how individuals pick how to spend their accessible assets (time, cash, and exertion) on usage related things, explicitly the way that they select, buy, use, or dispose of things, organizations, contemplations, or experiences to resolve their issues and wants. In this survey, objective alludes to the longing to get back to an innocuous to the environment motel. This reaches from objectives to spread positive or negative easygoing exchange acclaim for the green lodging to energy or hesitance to totally complete a first rate cost for a green lodging to a longing to return or change to another inn, resort, or green inn.

Melissa A. Baker (2014) examined inconvenience, decreased luxury, and perceptions of cost-cutting as significantly affecting the intention to stay and willingness to pay more for a green hotel. The study also found that customers behave with greater environmental responsibility at home than they do in a hotel.

Rachel J. C. Chen's (2014)study shows that mechanical elements affect a visitor's housing inclinations. As per the discoveries, the main credits in the determination of eco-accommodating housing are the degrees of execution of our cycle program, privately developed food choices, eco-accommodating cleaning supplies, energy-productive lighting, water-saving pipes apparatuses, and the utilization of reused materials. This prompts the end that the housing credits pertinent to

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supportability endeavors impact a visitor's housing inclinations.

Eric S W Chan (2014) provides insight on Understanding the regular determinants that impact hotel delegates' social assumptions to execute green practices in direct reaction to biological guidelines and market pressures is basic for motel normal program achievement. He likewise investigated the impacts of three green triggers - environmental information, normal care, and regular concern - as well as delegates' regular conduct on their objectives to execute green practices in lodgings.

Jin-soo lee (2010) study focused on behaviour expectations to determine how much a green picture influences a visitor's choice of lodging Regardless of the fact that social expectations have frequently been used as proof of consistency in publicising and a caring demeanour recorded on paper. Conduct dedication is an important metric that compares the number of times a visitor returns to similar lodging in similar classification to the total number of stays in the classification.

Kamal Manaktola (2007) stated that consumers seek tangible evidence of a company's commitment to green practices. The lodging company's actions demonstrate the appropriate level of awareness. It also implies that providing environmentally friendly services, taking visible steps to conserve resources, and forming alliances with eco-friendly suppliers in stil greater trust in consumers.

Huiying Hoe (2020) survey evidence suggests that Environmental Concern does not simply differ by gender. Tourists of various ages and education levels have similar Environmental Concern, implying that it can be fostered through people's daily lives rather than just formal training and learning. The findings also show that people's exposure to environmental knowledge is not solely determined by their age and education level. Because of the rapid advancement of communication technology, tourists' EC is likely to be heavily influenced by social media information flows. Modern tourists are exposed to extensive public media coverage and private communication on environmental issues, which improves, and in some cases converges, their EC. This emphasizes the significance of culture and social learning in the development of tourists.

III. Methodology

a) Introduction

This Paper depends on the both subjective and quantitative strategies for research, the example papers and the other data which was assembled thanks to online media that is the google structures. For this paper I have taken surveys from in excess of 50 individuals. I have likewise met individuals by and by to assemble data for the equivalent. Individuals whom I have taken my audits from were in Pay of the individual that incorporated the Assistance, Finance manager and Understudies. In view of my review some bar diagrams and some pie graphs have been created subsequent to directing the overview.

b) Research design

My primary data source will be my observations during my onsite training in Radisson and my questionnaire survey, observations for environmental friendly activities and green house product services provided by hotels and their review form their use.

c) Study area

The study will be undertaken at hotel, Delhi NCR. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Delhi NCR. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 72 participants from Delhi NCR.

e) Sampling and Sample Size

Primary data is information that has been gathered through firsthand observation. It comprises data that was gathered specifically for that purpose from the real target, which is more reliable and distinctive in nature. Important trip-related information was primarily gathered utilizing a study technique called an instrumental survey. They are therefore more noticeable than supporting data.

f) Data collection methods and Procedure

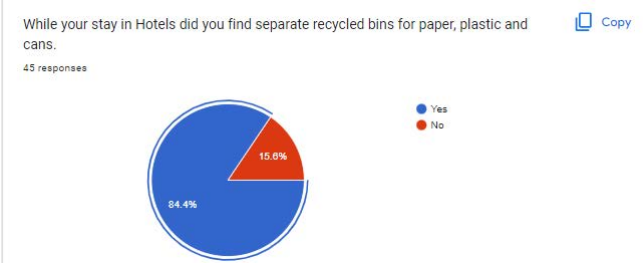
Gathering information is an important aspect of exploratory research. Improper collection of information can impact the results of the examination, leading to incorrect results. Quantitative or subjective benefits of a variable can be detailed. Numbers, photographs, phrases, images, tables, facts or ideas are examples of data. Information cannot be perceived, and in order to extract data from it, it must be deciphered into relevant data. There are many methods for understanding data. Information sources are broadly classified as essential and auxiliary data.

IV. Data Analysis

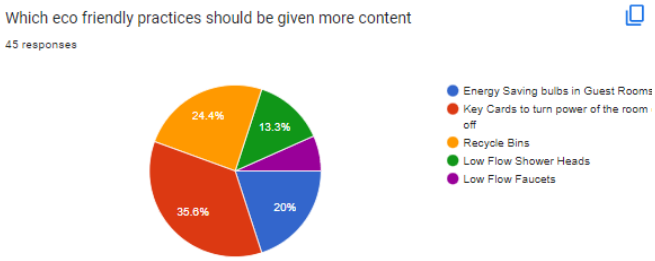
a) Separate recycle bins for paper, plastic and cans

We took a survey to understand the steps taken by hotels for environmental awareness. So, in the survey of particular question, we came to find out that 84.4% of surveyors find recycle bind while 15.6% o fres ponders stated that they didn't find any recycle bins.

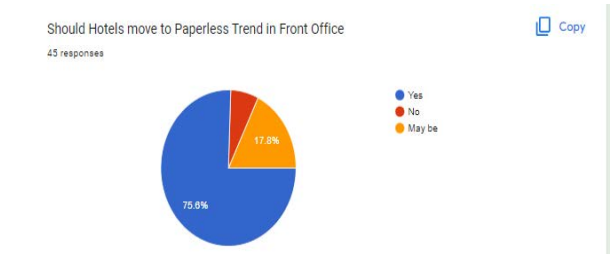
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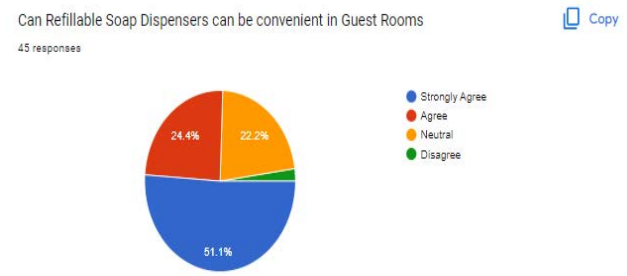
Ecofriendly practices should be given more content so the responses are as follows – 35.6% for Key Cards to turn of the room on/off ; 24.4% for Recycle Bins ; 20% for Energy Saving bulbs in Guest rooms ; 13.3% for Low Flow Shower Heads and remaining for Low Flow Faucets.



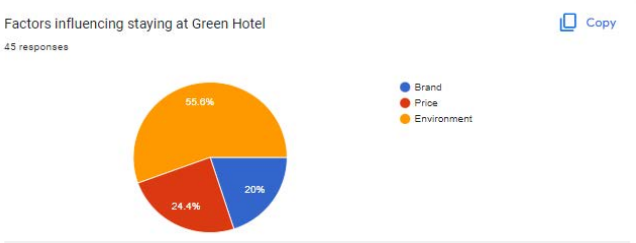
On conducting a survey for Paperless Trend in Front Office so should Hotels should move to trends of Paperless trends. So from the following survey 75.6% are in favor of moving towards the paperless trends and 17.8% are in both Yes and No. and rest are only for in favor of moving paperless Trends.



Refillable Soap Dispensers can be convenient in Guest Rooms, so in the responses 51.1% for Strongly Agree; 24.4% for Agree; 22.2% for Neutral and remaining for Disagree.



Factor influencing staying at Green Hotels so according to the responders 55.% are for Environment; 24.4% for Price and 20% for Brand.



V. Conclusion

For the HMCI to be satisfied with regards to global demands, it has been recognised that a greater emphasis on green practises is required. In the past few years, the Indian hotel business has demonstrated steps to put an emphasis on eco-friendly measures and practises, fostering sustainable and green development in the travel and hospitality industries. This essay has outlined the importance of key elements including lowering noise pollution, conserving energy, enhancing water conservation, and minimising air pollution. Each element's importance for HMCI is briefly summarised along with its significance. The two most important elements in terms of profitability for both strong and weak stakeholders in the hotel business are water management and air pollution reduction. Smart technology can assist in these two situations by improving environmental quality throughout the supply chain and hotel operations with proper water conservation to cut down on the needless utility costs. With the right market positioning, waste management may lower costs while also enhancing hotel services. It also takes into account a few government rules and issues with cleanliness and the environment.

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COVID-19's Devastating Effects on the Hotel Industry: An Analysis

By Mukul Bisht, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Hotels have been adversely affected by the COVID-19 pandemic, which has brought about previously unheard-of difficulties for the industry.

A mixed-methods approach, which includes a literature study, questionnaires, interviews, and data analysis, will be used in this research to examine the effect of COVID-19 on the hotel business.

The study's goals also include evaluating operational difficulties faced by hotels, estimating the financial consequences, and investigating recovery tactics. Consumer behavior changes are also being looked at.

The anticipated outcomes should shed light on how consumer behavior is changing, as well as on the operational difficulties, financial repercussions, and recovery tactics hotels have chosen.

The research's conclusions will add to the body of knowledge on the subject and offer tips for how hotels and other stakeholders may deal with the pandemic's issues.

Keywords: devastating, hotel industry, covid 19 pandemic.

GJMBR-F Classification: JEL:Code: L83



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COVID-19's Devastating Effects on the Hotel Industry: An Analysis

Mukul Bisht [α], Jyoti [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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I. Introduction

The global hospitality industry has seen extraordinary disruptions as a result of the COVID-19 epidemic, particularly the hotel sector.

The implementation of travel restrictions, social segregation policies, and health guidelines by various nations has made it difficult for hotels to continue operating and satisfying consumer requests. An overview of the literature and research on the effects of COVID-19 on the hotel business is given in this review, with particular attention paid to customer behavior changes, operational difficulties, financial implications, and recovery tactics.

As countries around the world implemented travel restrictions, social distancing measures, and health protocols, hotels have faced significant challenges in maintaining operations and meeting customer demands.

The impact of COVID-19 on the hotel business is discussed in this review of the research, with a focus on consumer behaviour changes, operational difficulties, financial consequences, and recovery strategies.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: mukul.20gsoh1010001@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: jyoti@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

By examining the current state of research in these areas, this literature review sets the stage for the research project to further provide insights and advice for hotels and stakeholders to help them navigate the challenges presented by the pandemic by analysing the effects of COVID-19 on the hotel industry.

a) Objectives

The objectives of this research are:

- The primary objectives of this project are as follows:
- To analyse people preferences for staying in hotels have changed after covid 19.
- To identify the challenges faced by hotels after covid 19 like keeping things clean, hiring employees and getting supplies
- To analysecovid 19 pandemic effect on hotels finance management
- Cloud technology in hotel front office operations.
- Literature Review

The hotel industry has been greatly affected by the COVID-19 pandemic, causing a significant impact on the global hospitality industry. The World Travel and Tourism Council (WTTC) has reported that over 62 million jobs have been lost due to the pandemic. and $4.5 trillion in revenue in the global tourism industry (WTTC, 2020). One of the sectors hardest hit has been the hospitality sector, with hotels experiencing significant declines in occupancy rates and revenue (Acharya & Porwal, 2020).

One of the key challenges faced by hotels during the pandemic has been the need to implement strict hygiene and cleanliness protocols to ensure the safety of guests and employees. Several studies have highlighted the importance of such protocols in restoring consumer confidence and improving hotel occupancy rates (Kwon et al., 2020; Sönmez & Graefe, 2020). Contactless services, such as digital check-in and online payments, have also become increasingly popular as a way to reduce physical contact and minimize the risk of virus transmission (Kim et al., 2021).

The pandemic has also led to changes in consumer behavior and preferences, with many travelers now seeking out hotels that offer outdoor or open-air spaces, such as patios or rooftop terraces, as a way to reduce the risk of infection (Altinay & Paraskevas, 2020; Zhang et al., 2021). Flexible cancellation policies and lower rates and promotions

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have also become important factors for many consumers when choosing a hotel during the pandemic (Koens et al., 2021).

Hotels have also faced operational challenges during the pandemic, including staffing issues, supply chain disruptions, and changes in hygiene and safety protocols (Cai et al., 2021; Yeoh& Zhang, 2020). The financial implications of the pandemic have been significant, with many hotels experiencing significant revenue losses and struggling to manage costs and cash flow (Kwok et al., 2020). Government support has been critical for many hotels, with many countries offering financial assistance and stimulus packages to help the hospitality industry recover (Gössling et al., 2021).

Recovery strategies and best practices adopted by hotels have included adapting to new market demands, such as offering long-stay packages, promoting local tourism, and adopting sustainable practices (Gössling et al., 2021; Sönmez & Graefe, 2020). Technology has also played a critical role in helping hotels adapt to the pandemic, with many hotels investing in contactless technologies and digital marketing to reach new customers (Kim et al., 2021).

II. Methodology

This paper contains genuine information that was acquired using this medium tool known as Google Forms. I gathered feedback from more than 60 individuals for this case study.

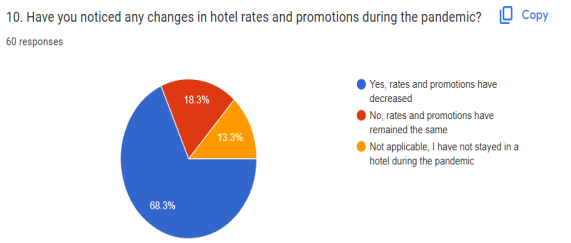
The questionnaire in Google Forms will be a valuable tool for collecting data on the impact of COVID-19 on the hotel industry, providing insights into the challenges faced by hotels and potential strategies to adapt to the new normal. The findings from the questionnaire will be integrated with other data sources, such as literature review, case studies, and expert interviews, to provide a comprehensive analysis of the impact of COVID-19 on the hotel industry in the final project report. In order to obtain information for the same, I have also personally met with people. The majority of the persons whose reviews I used were between the ages of 18 and 50.

The data I obtained for my research is thorough and has undergone cross-checking.

Primary Data Sources: My primary data source will be my observations and information I gathered from the hospitality students, educator respondents.

Secondary Data Sources: My secondary data sources will be the online platforms and through various books and newspapers, where I can gather information about waste management system.

III. Data Analysis



As per the result when it is asked to respondent about their experience on I impact of sales and promotional activity in hotel operation 63.3% mention that there is in decrease in the above activity.18.3% satated that the above activity remain same inspite of copvid 19 impact on it.

IV. Conclusion

The COVID-19 pandemic has left an enormous impact on the hotel industry, with changes observed in various aspects of hotel operations, guest behavior, and customer preferences. The results of this questionnaire provide valuable insights into the perceptions and experiences of hotel guests during the pandemic.

The findings indicate that guests have become more concerned about safety and hygiene protocols, with a preference for hotels that offer strict cleanliness measures and contactless services. Flexible cancellation policies and competitive rates and promotions are also important factors influencing guests' decision-making during the pandemic. Operational challenges, such as closure of common areas and reduced services, have been reported by some guests.

The pandemic has also resulted in changes in travel behavior, with increased domestic travel, avoidance of international travel, and shorter stays. Virtual events and conferences hosted by hotels have gained some participation, indicating a shift towards digital engagement.

However, despite the challenges faced by the hotel industry, hotels have been effective in communicating their safety measures to guests. The recovery strategies for hotels should prioritize hygiene protocols, contactless technologies, and flexible cancellation policies.

It is anticipated that the long-term impacts of the pandemic on travel behavior and hotel preferences may continue to evolve as the situation progresses. Further research and continuous monitoring of the hotel industry's response to the pandemic will be valuable for shaping strategies and policies for the future.

In conclusion, the hotel industry has been significantly impacted by the COVID-19 pandemic with changes observed in guest behavior, preferences, and

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hotel operations. Hotels need to adapt to the evolving situation and prioritize safety measures, technology adoption, and flexible policies to meet the changing needs and expectations of guests in the post-pandemic era.

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A Case Study on the Impact of Digital Marketing on Consumer Retention and Satisfaction in the Grand Hotel, New Delhi

By Neha Yadav, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- In this study we are going to identify this case study examines how digital marketing has affected customer happiness and retention at the Grand Hotel New Delhi. The study is based on a survey of hotel guests who have stayed there over the last few months. A total of 100 visitors were surveyed during the online and offline surveys.

According to the survey's findings, the Grand Hotel New Delhi's digital marketing strategy significantly affects customer happiness and retention. The majority of respondents claimed that they were drawn to the hotel by means of online marketing initiatives like social media, email campaigns, and the hotel's website. In addition, of the respondents said they made their reservations online or through the hotel's website.

The survey also revealed that visitors who were exposed to the hotel's digital marketing initiatives expressed greater satisfaction with their overall stay. Compared to only of those who were not exposed to the hotel's digital marketing activities, of those who were exposed to such ads said they were extremely satisfied with their stay.

Keywords: digital marketing, hotels, customer, online, offline. etc.

GJMBR-F Classification: LCC: HE7601-8700.9



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A Case Study on the Impact of Digital Marketing on Consumer Retention and Satisfaction in the Grand Hotel, New Delhi

Neha Yadav [α], Himanshu Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- In this study we are going to identify this case study examines how digital marketing has affected customer happiness and retention at the Grand Hotel New Delhi. The study is based on a survey of hotel guests who have stayed there over the last few months. A total of 100 visitors were surveyed during the online and offline surveys.

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The survey also revealed that visitors who were exposed to the hotel's digital marketing initiatives expressed greater satisfaction with their overall stay. Compared to only of those who were not exposed to the hotel's digital marketing activities, of those who were exposed to such ads said they were extremely satisfied with their stay.

The survey also showed that digital marketing was quite important in enticing visitors to return to the hotel. Compared to only of those who were not exposed to the hotel's digital marketing initiatives, of those who had experience with those ads said they were more likely to return to the establishment.

The study's findings reveal that digital marketing significantly affects customer happiness and retention at the Grand Hotel New Delhi. The hotel can draw more visitors, raise their satisfaction levels, and entice them to stay there again in the future by investing in digital marketing channels.

Keywords: digital marketing, hotels, customer, online, offline. Etc.

Chapter-1 Introduction

A luxurious hotel in the centre of the city is called the Grand Hotel New Delhi. Digital marketing has become an essential tool for companies in the modern digital age to draw in and keep customers. To advertise its services and attract a larger audience in this regard, the hotel has also implemented a number of digital marketing methods. Social media campaigns, email marketing, and website optimisation are just a few hotels' digital marketing initiatives.



Fig.1.1 (The Grand New Delhi)

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: neha_yadav.gsohbhm@galgotiasuniversity.edu.in
Author σ: Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: Himanshu.sharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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Analysing the effects of digital marketing on customer satisfaction and retention at the Grand Hotel New Delhi is the goal of this case study. The report is based on a survey that was given to hotel guests who had recently been there. The survey was done offline and online.

The goal of the study is to comprehend how digital marketing affects hotel patron happiness and customer retention. The study also looks at how the visitors' tastes and expectations for digital marketing channels affect their ability to make decisions.



Fig.1.2 (D.K.K Restaurant)

The results of the study will assist hotel management in determining the efficiency of digital marketing in attracting new customers and raising satisfaction levels. Additionally, it will give the hotel information on what needs to be improved, enabling it to create more successful digital marketing plans that will increase client engagement and retention.

Because of the intense competition in the hotel sector, hotels are always seeking for new strategies to draw in and keep customers. To reach their target demographic and build their brand, hotels now depend heavily on digital marketing. To draw and keep customers, The Grand Hotel New Delhi has made significant investments in digital marketing.

Digital marketing is now an essential tool for companies in a wide range of industries. In order to reach their target audience and improve their marketing tactics, businesses are using digital platforms as a result of technological advancements and the increasing usage of the internet. Digital marketing is now widely used by the hospitality sector, particularly hotels, to draw in more clients, keep them around longer, and raise client satisfaction levels.

In the setting of the Grand Hotel in New Delhi, this case study focuses on examining the effect of digital marketing on customer retention and satisfaction. A well-known luxury hotel that welcomes both domestic and foreign visitors is The Grand Hotel. The Grand Hotel understands the need of implementing digital marketing strategies to engage customers and deliver great experiences in light of the fiercer competition in the hotel industry.

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Fig.1.3 (Sample of Advertisement)

This case study examines how digital marketing has affected customer happiness and retention at the Grand Hotel New Delhi. The study will concentrate on how the hotel's digital marketing initiatives have influenced visitors' choices regarding where to stay, how satisfied they were overall, and whether they were likely to return in the future.

The report is based on a survey that was given to hotel guests who had recently been there. A total of 50 visitors were surveyed in the survey, which was done both online and offline. The study will shed light on how well the hotel's digital marketing efforts work and how they affect customer behaviour.

Other hotels intending to invest in digital marketing to draw and keep customers will find the conclusions of this case study to be helpful. Hotels may make wise judgements about their marketing strategy and enhance their entire guest experience by examining the effects of digital marketing on customer retention and satisfaction.

The research techniques used for this case study will be both qualitative and quantitative. Surveys, interviews with hotel personnel and visitors, and analyses of digital marketing initiatives and customer feedback will all be used to collect data. The results of this study will offer insightful information about the function of digital marketing in the hotel sector and provide actionable advice for the Grand Hotel to enhance its marketing initiatives.

The literature review, research methodology, data analysis, conclusions, and suggestions will all be covered in detail in the following sections of this case study. This study seeks to add to the body of information about the use of digital marketing in the hospitality industry by analysing how it affects customer retention and satisfaction at the Grand Hotel.

a) Objective of the case study

The objectives of this research of:

- To understand new advertising strategies used by hotel.
- To evaluate the impact of digital marketing on consumer retention and satisfaction.
- To evaluate opinion and feedback of consumers.
- To evaluate the decent work and economic growth.

b) Impact of digital marketing on customers

Analyzing various data and spotting significant patterns and insights are necessary to assess how well digital marketing affects customer retention and satisfaction. By doing this, companies can create tactics that are more likely to attract and keep customers while also enhancing general satisfaction. Businesses may monitor and maximise the impact of their digital marketing efforts in this situation by using a number of data sources and analytical tools.

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Fig.1.4 (Digital Marketing)

c) Decent work and economic growth

A good job is one that respects workers' rights and provides social protections while also offering fair compensation, secure working conditions, and possibilities for professional progression. On the other hand, economic growth describes the gradual rise in a country's production and consumption of products and services. Economic growth and decent employment are linked and can reinforce one another. When the economy expands, more quality jobs can be created as a result of increased employment options and better working conditions. The availability of respectable employment opportunities can therefore result in higher consumer expenditure and economic expansion.



However, economic expansion on its own does not always result in the development of respectable jobs. For instance, economic expansion may result in a rise in low-wage positions without benefits or job security. To ensure that economic growth benefits all members of the public, governments should work to encourage both economic growth and the creation of quality. Investing in education and training programmed to prepare workers for high-skill, high-wage jobs, supporting small and medium-sized businesses that can provide decent jobs, and making sure that labour laws and regulations protect workers' rights and

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guarantee fair wages and working conditions are some strategies that can be used to promote both decent jobs and economic growth.

This study tries to investigate the idea of respectable economic growth and its ramifications for a particular nation or region. It will look at the elements that support or inhibit reasonable economic growth and evaluate the strategies and laws put in place to advance inclusive and sustainable development. Policymakers, companies, and stakeholders may make defensible decisions to promote economic prosperity and well-being for all by understanding the dynamics of reasonable economic growth.

A thorough literature review, research methodology, data analysis, conclusions, and policy recommendations are covered in the study's later sections. Through this in-depth examination, the study aims to offer insightful explanations of the factors that influence and pose obstacles to reasonable economic growth as well as suggestions for fostering equitable and sustainable development in the context.

Chapter-2 Litreature Review

- Lin, C. C., Wu, H. Y., & Chang, Y. F. (2011). The critical factors impact on online customer satisfaction. *Procedia Computer Science*, *3*, 276-281.
- Consumer loyalty and maintenance have become more significant thoughts in both on the web and disconnected endeavors. The significant objective of this exploration is to decide the components that impact online buyer satisfaction in Taiwan. It distinguishes and thinks about data quality, framework quality, administration quality, item quality, conveyance quality, and saw estimating as precursors of client joy.
- Gerpott, T. J., Rams, W., & Schindler, A. (2001). Customer retention, loyalty, and satisfaction in the German mobile cellular telecommunications market. *Telecommunications policy*, *25*(4), 249-269.
- Client maintenance (CR), steadfastness (CL), and fulfillment (CS) are fundamental (middle) objectives for telecom network suppliers in the changed German market. Subsequently, this study utilizes an example of 684 private clients of computerized cell network transporters in Germany to explore theories that CR, CL, and CS ought to be seen as unmistakable factors that are causally related.
- Simanjuntak, M., Putri, N. E., Yuliati, L. N., & Sabri, M. F. (2020). Enhancing customer retention using customer relationship management approach in car loan bussiness. *Cogent Business & Management*, 7(1), 1738200.

The objective of this study was to take a gander at the effects of buyer view of significant worth, corporate picture, and administration quality on consumer loyalty, as well as the immediate and aberrant impacts of turning hindrances on client maintenance and consumer loyalty on client maintenance.

- Mishra, S., Malhotra, G., Chatterjee, R., & Shukla, Y. (2021). Consumer retention through phygital experience in omnichannel retailing: role of consumer empowerment and satisfaction. *Journal of Strategic Marketing*, 1-18.

The inspiration driving this study is to appreciate the framework through which cross-channel fuse (i.e., both physical and mechanized) influences buyer upkeep. The survey uses the lift life structure response model framework, which conceptualizes how cross-channel blend affects customers' impressions of fortifying and satisfaction that energize their support lead. The concentrate in like manner examines the impact of a retailer's irregularity on a purchaser's phygital experience in retailing.

- Yearly Hawaii worldwide meeting on framework sciences (pp. 171a-171a). IEEE.

The far reaching utilization of eCRM and its stressing disappointment rate requires a more profound comprehension of the connection among eCRM and its essential objective: client delight. We plan, operationalize, and experimentally test a worldly model portraying the connection between three kinds of eCRM (pre-buy, at-buy, and post-buy eCRM) and online consumer loyalty at two phases of the client lifecycle, to be specific fascination and maintenance, in this review.

Chapter 3: Research Style / Methodology

a) Definition

This white paper builds on previous work to demonstrate the use of IOT in the hotel industry. Scholarly indexed websites like: Google Scholar are used to search for relevant terms. We collect information by accessing the service provider's IOT project website and media. Browse related operations by grouping them into the main categories of hospitality.

b) Research Design

The thesis explores the infrastructure of IOT and its implementation in hotel industry. This paper seeks to reveal the major part of Internet of Things through a case-study analysis of properly-manufactured IOT technology and innovation. It also facilitates a viewpoint on the present state of infrastructure and the future developments that are assumed. Examination configuration is an end-all strategy determining the strategies and methods for assortment and investigating the required data. It is a structure that designs the activity for the exploration project, just as to manage us in taking care of issues. Quantitative exploration has been utilized to direct this examination concentrate

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because of the enormous number of respondents who took an interest and where proof is assessed, and speculations are created. As a quantitative report, analysts required to appropriate the poll to respondents to make end. Information is gathered by utilizing structure, easy-going examination structure and results which are even-handed, and less specialist notice included. What is more, the inception covered more extensive popular in this way quantitative technique is more appropriate instead of subjective strategy where a little example is utilized and includes meet. Along these lines, itwill be additional tedious.

c) Data Collection Methods

Information collection is a significant part of an exploration study. Wrong information assortment can act on the consequences of an examination and at last lead to invalid outcomes. Information can be detailed as the quantitative or subjective upsides of a variable. Data can be anything like: numbers, pictures, words, figures, tables, realities, or thoughts. Information cannot be perceived and to get data from the information one should decipher it into significant data. There are various techniques for interpreting information. Information sources are extensively grouped into necessary and auxiliary data.

i. *Primary information*

Primary information is the information gathered straightforwardly from direct insight. It includes that information which is gathered for a particular reason from the field of request and are unique in nature and are more solid, bone-fide a goal. For the travel essential information were gathered basically through study strategy, utilizing the device poll. Subsequently, it is more lawfulness prominent than auxiliary information.

ii. *Secondary information*

Secondary information is the information gathered from a source that has effectively been distributed in any structure. It is used data on the occasion that has not been expected, saw by the analysts. Survey of writing in any examination depends on auxiliary information for the most part from books, Google, research papers, diaries and periodicals, the intention is to expand the exactness of investigation.

Graphical Representation

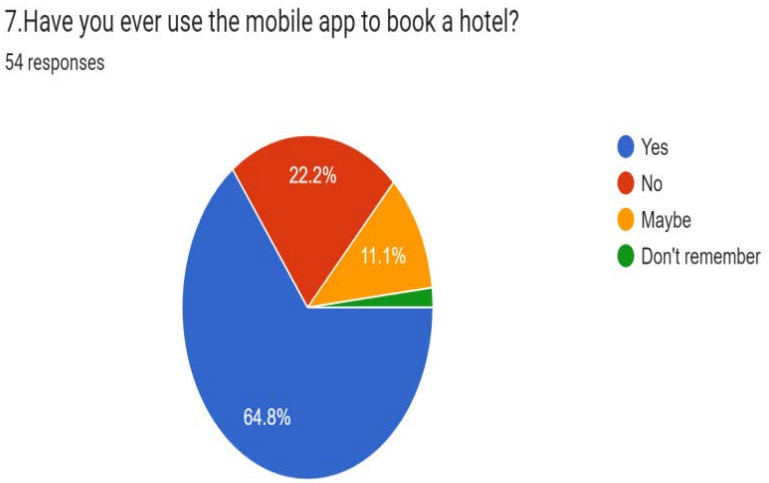


41.5% customers said 0-5in a year.
34% customers said 6-12 in a year.
22.6% customers said 13-20 in a year

As per pie chart represents; Most of the customers visited hotel 5 times in a year. So, according to that at peak season the sale of the hotel is increases. Hotel need to do more advertisement

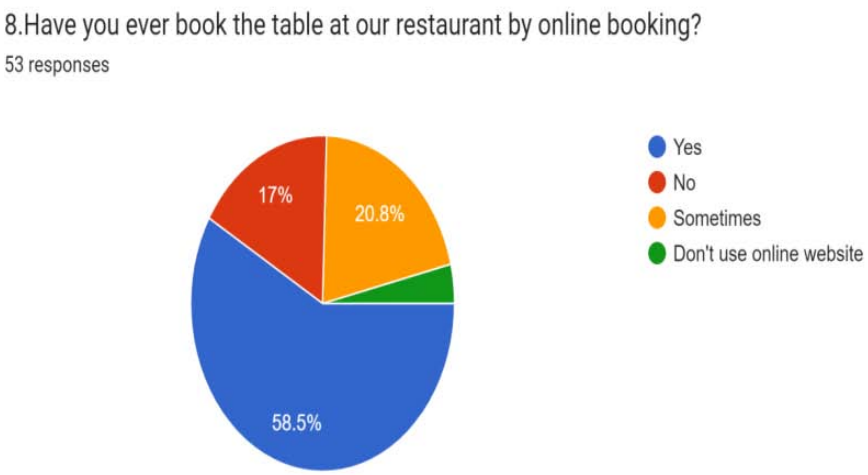
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64.8% customers said yes they use the mobile app.
22.2% customers said No they don't use mobile app to book a hotel.
11.1% customers said may be sometimes they use mobile app to book a hotel.

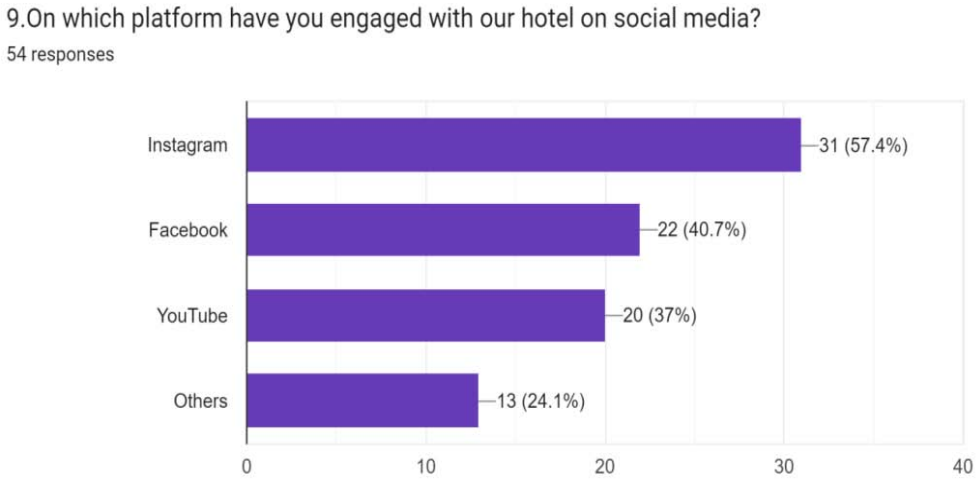
As per the graph represents; Most of the customers are engaged with their mobiles they trust online websites for booking their hotels. So we need to build others trust so that they should also try to book online.



58.5% customers said yes they booked table online.
20.8% customers said No they don't book table online.
17% customers said sometimes they used to book the tale online.

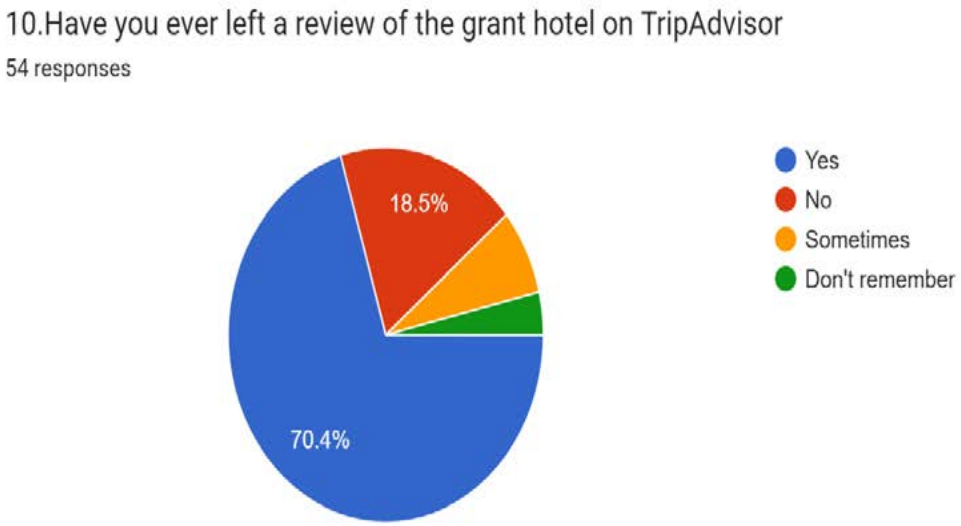
As per graph represents; Most of the customer is try to understand the new technology and them also giving chance to them. Some glitches need to be fixing from the online booking websites for more convenience of the customers.

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57.4% which is 31 responses sad they engaged ads on Instagram.
40.7% which is 22 responses said they engaged with ads on Facebook.
37% which is 20 responses said they engaged with our ads on you tube.
24.1% which is 13 responses said they engaged with our ads on other social media platforms.

As per graph represents; Customers are getting engaged with our ads that is good thing our management are doing their work properly that's why people gets notify up to date. Continuously engaged with our hotel new launched events, offers and discount.



70.4% customers said yes they left comments on trip advisor.
18.5% costumes said no they don't left comments on trip advisor.

As per graph represents; Customers are showing their interest in giving feedback about hotel and there service. Hotel is doing good service that's the only reason why customers are interested in giving feedback.

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79.6% customers said that they would like to recommend our hotel.
11.1% customers said that they would not like to recommend the hotel.

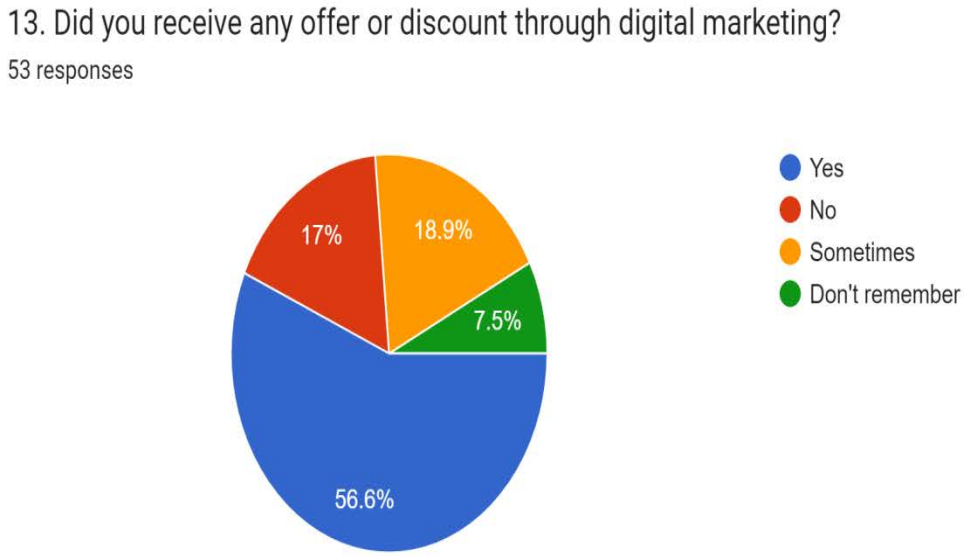
As per the pie chart represents that; Customers likes to visit our hotel and they would also recommends our hotel to others just because of the great service and great stay they wanted to recommends the hotel to others . But some of the customers are not happy and they wouldn't recommends our hotel to others may be we need to show concerned about their problem and give them solution.



51.9% customers said that the review is very much impactful.
35.2% customers said that the review is sometimes matter.
9.3% customers said reviews are doesn't matter for dine/stay.

As per pie chart represents; The feedback is very important for the selection of the stay/dine at any new place/hotel. So we need to request guest to give feedback on the social media platform or the website of the hotel.

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56.6% of customers said yes they receive offer or discount through digital marketing.
18.9% customers said sometimes they receives offer or discounts.
17% customers said no they don't receive any offers or discount.
7.5% customers said they don't remember about that.

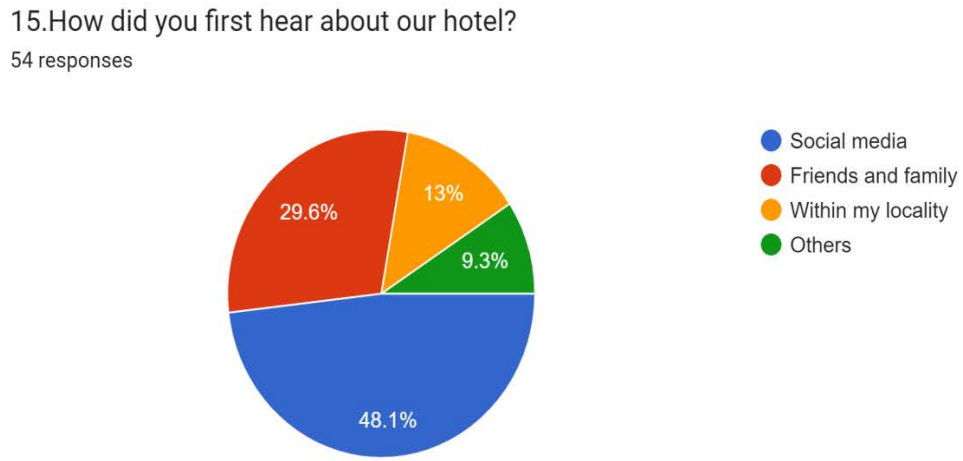
As per graph represents; Most of the customers are getting discounts and offers or dine/stay in our hotel through digital marketing ads. We need to figure out that some of the customers are not getting any discounts or offer and some are getting it sometimes. We need to improve so that very gets offers and discounts.



31.5% customers said that they influenced by the videos on social media.
25.9% customers said that they influenced by the reviews.
24.1% customers said that they are influenced by the discounts and offers.
18.5% customers said that they are influenced by the facilities and amenities.

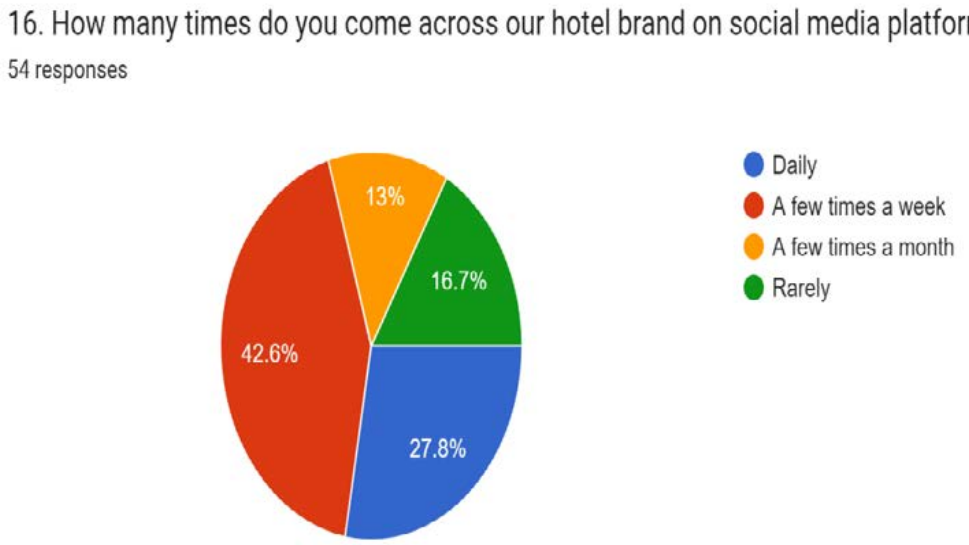
As the graph represents; Customers get affected by the ideas more so that we need to give them more interesting videos of the hotel and also rives re important and the discount and offers are also affect the customers.

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48.1% customers said that they first hear about our hotel from social media.
29.6% customers said that they first hear about the hotel from friends and family.
13% customers said that they first hear about the hotel within their locality.
48.1% customers said from others.

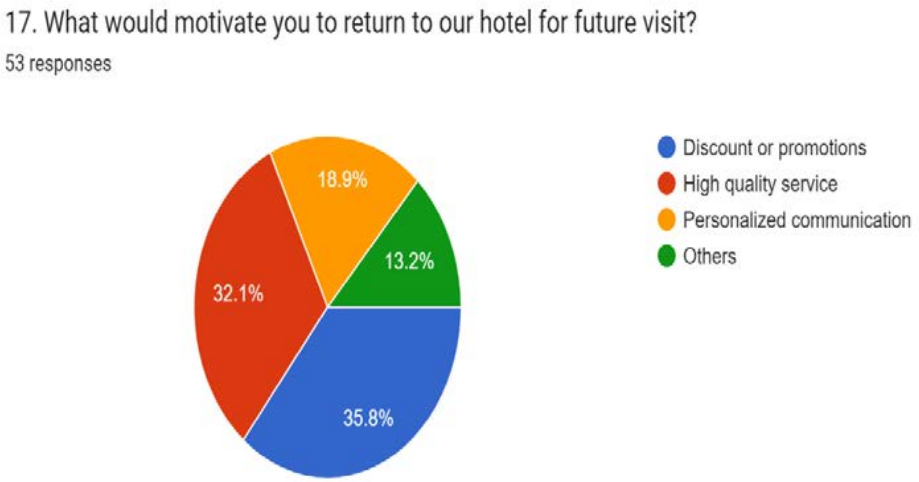
As the pie chart shows; Our digit marketing doing their work properly because most of the customers are first hear about the hotel form the social media platform. And customers are also happy with the hotel so that's the reason they recommends our ht to their friend and family.



27.8% customer said that come across with our hotel daily basis on social media.
42.6% customers said that they come across a few times a week with the hotel on social media.
13% customers said that they come across a few times in a month with our hotel on social media.
16.7% Customers said that they come across rarely on social media with our hotel.

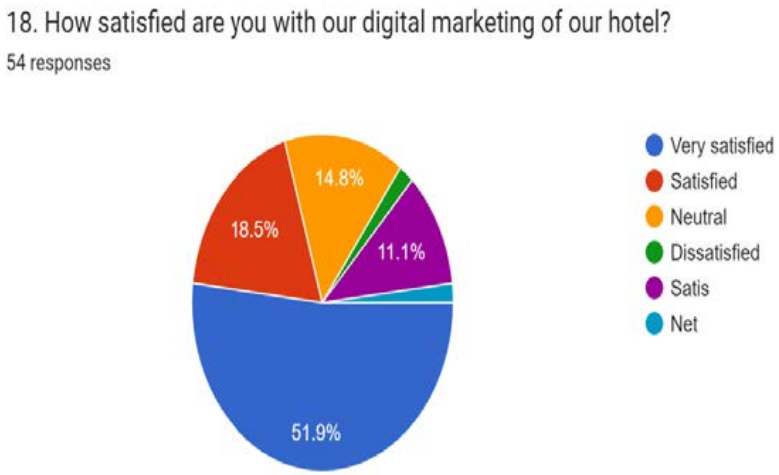
As per the pie chart represents; our hotel doing there promotion in a week they post as per the promotions happening in the hotel in a week so that the customers interact with our website on social media weekly.

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35.8% customers said that discounts or promotions are motivates them to return to the hotel for future visit.
32.1% customers sad that high quality service motivate them to return to the hotel for their future visit.
18.9% customers said that personalized communication motivate them to return to our hotel for future visit.
13.2% customer said there are other reasons which motivate them to return to the hotel in future.

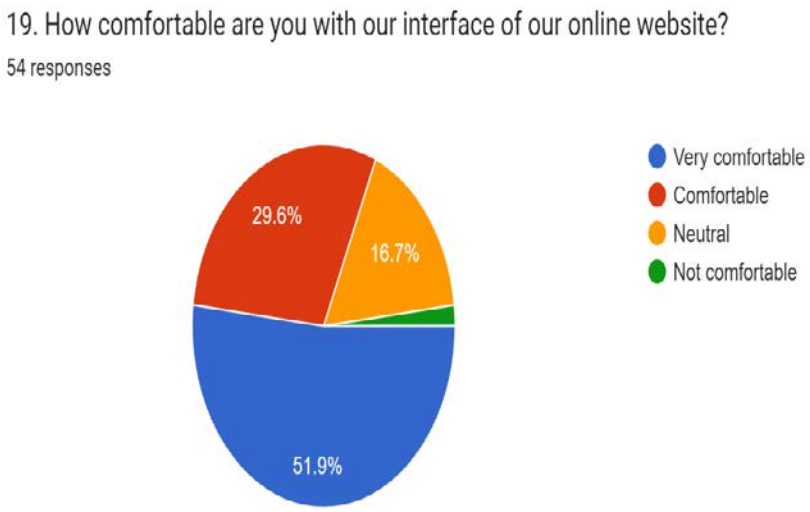
As per the pie chart represents; Our customers are wanted to visit again in the hotel because of the discounts or promotions, qualities service, personalized communication and some other reasons. They are happy with the services provided by the hotel.



51.9% customers are very satisfied with our digital marketing.
18.5% customers are satisfied with our digital marketing.
14.8% customers are neutral they satisfied or this satisfied both with our digital marketing.
11.1% customers are dissatisfied with our digital marketing.

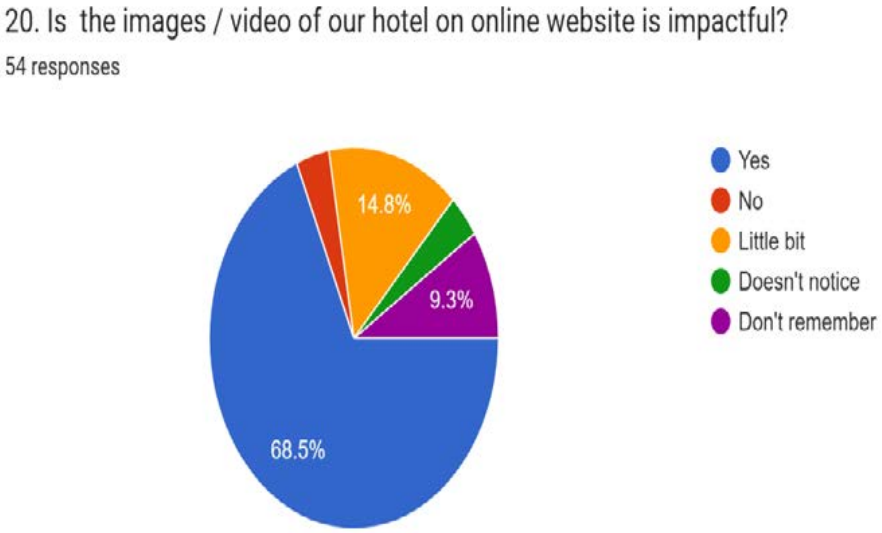
As per graph represent; Most of the customers said that they are satisfied with a digital marketing so that the promotions which happened in the hotel is delivered to dam properly and on time and the promotions and discounts are also profitable for them. Digital marketing also keeping eyes on customers which are dissatisfied and send them promotions on time and give them some discount for inconvenience.

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51.9% customers are very comfortable with our interface of our online website.
29.6% customers are comfortable with our interface of our website.
16.7% they said they like are interface of our website.

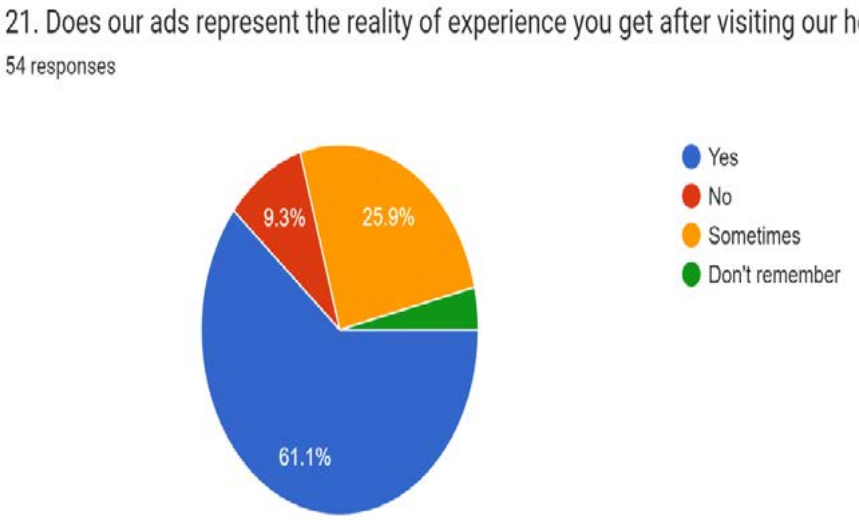
As graph represents; The interface of our online website is working gold and people also like our interface in short they are liking our system of digital marketing so they can trust our brand and visit hotel on their important days.



68.5% customer said yes, images / videos of a hotel on online website are impact full for them.
14.8% customers said the photos / videos of our hotel on online website is little bit impact full for them.
9.3% customers said they don't remember are website.

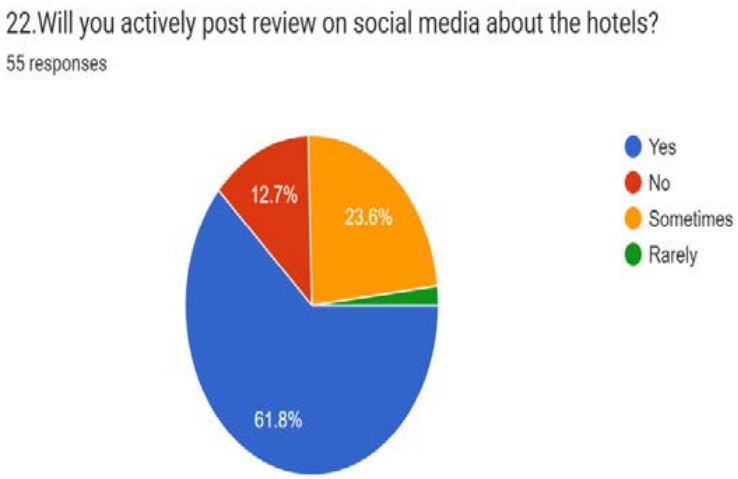
As per the pie chart represents; The images / videos of our hotel which is uploaded on online website are very beautiful on the customers they are motivated to visit in our hotel by seeing the images and videos of our hotel rooms and restaurants and some promotions and parties.

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61.1% customers said yes, the ads of the hotel represent the reality of their experiences after visiting the hotel.
25.9% customers said sometimes the experience is match with the expectation.
9.3% customers sad no their experience is not good with our hotel and they would not expect this.

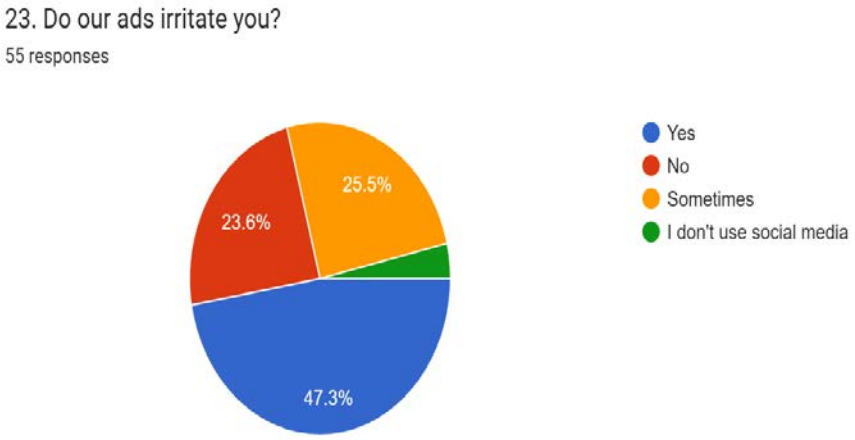
As per graph represent; Most of the customers are having their good experience with our brand and ads of our brands are representing the reality of their experience and their experience are good with our hotel but some customers said that the experience would not match with the expectation. So, hotel needs to do as per the requirements of the customers.



61.8% customers said yes they actively post the reviews on social media.
23.6% Customer said they post review sometimes only.
12.7% customers said no they do not post reviews on social media.

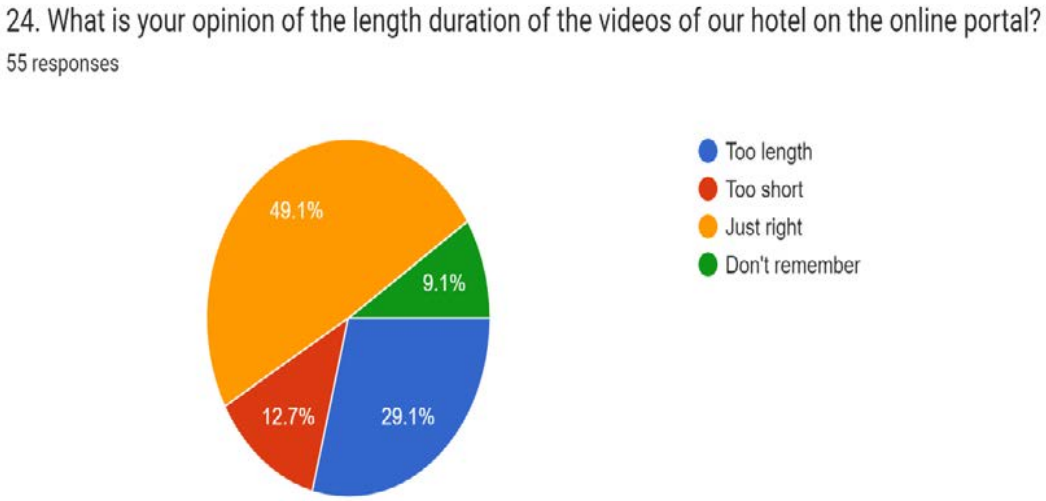
As per pie chart represents; Most of the customers are like to post reviews on social media about their experience with the hotel and some customers are uploading the reviews on social media according to their experience and sum of the customers which are not even interested to fill the feedback or review about the hotel maybe there experience is not good.

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47.3% customers said yes they get irritated with our ads.
25.5% customers said sometimes they get irritated with our ads.
23.6% customers said no they don't get irritated with our ads.

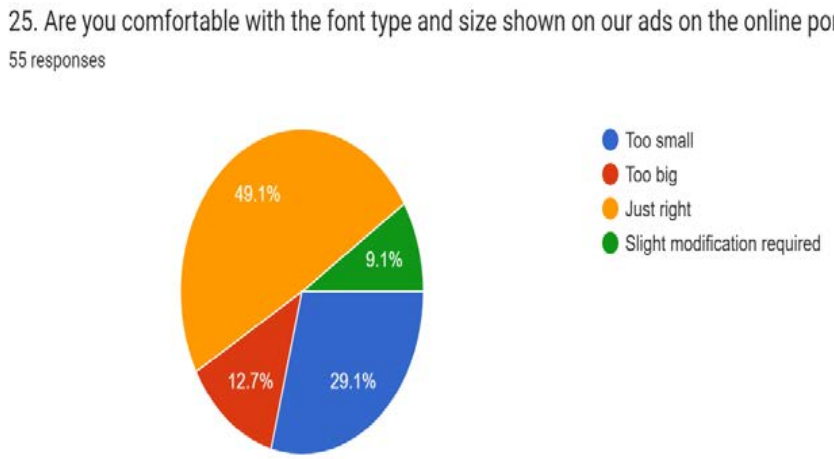
As per graph represents; The management should work on the ads which are showing to the guest because they get irritated. Maybe the advertisement is boring so that they get board of seeing it again and again the management should style the ads accordingly.



49.1% customers said the length of duration of video is just right as needed.
29.1% customer said the length of duration of the video is too lengthy.
12.7% customers said length of duration of the video is too short.
9.1 customers don't remember the length of the video.

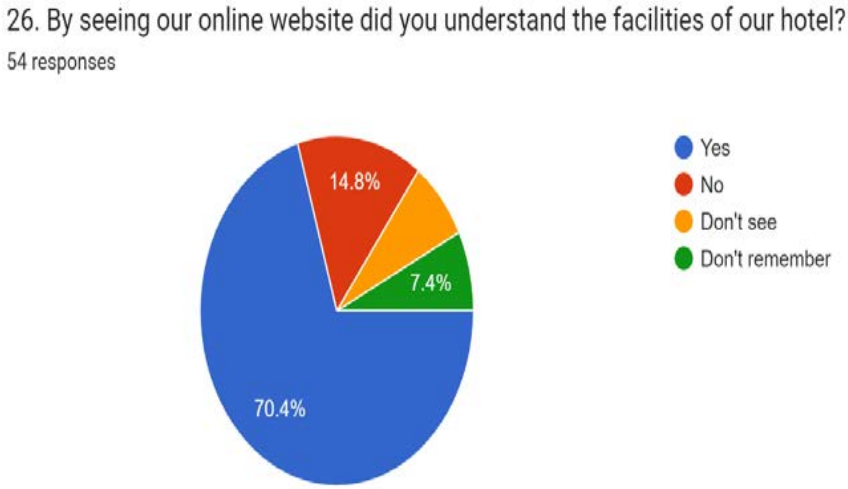
As per the pie chart represents; The duration of the video of our hotel on online portal is just right but some of the customer said the video is too landing maybe they get bored by seeing same video on daily basis so management should change the videos weekly.

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49.1% customers are said that the font type and size are just right.
29.1% customers said the font type and size are two small for them.
12.7% customers said that that font type and size are too be for them.
9.1% customers said they need slide modification in the font type and size.

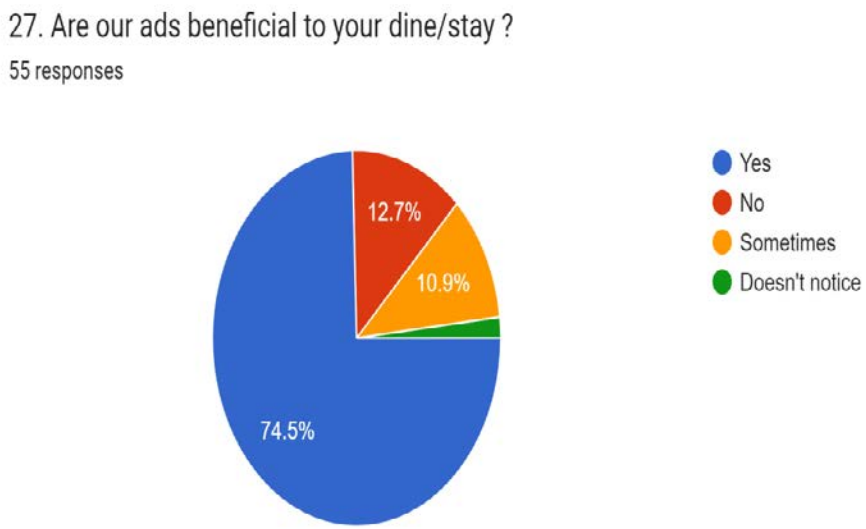
So, as per the graph represents; Most of the customers are comfortable with the font type and size shown on our ads on the online portal is just right but some customer said that this is too small to see so maybe they are aged people so according to their age management should prepare the ads for 50 above age group in different font and size and images of the hotel on online portal.



74.4% customer said yes they understand the facilities of the hotel.
14.8% customer said no they don't understand the facilities of the hotel by the help of online website.
7.4% customers don't remember.

As per the pie chart represents; The facilities which are shown on the website are as same as the facilities which are provided by the hotel so they can understand the facilities. Also because the information of the facilities are given in the details and in clear words so that the customers are understand the facilities easily.

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74.5% customers said that yes the ads are beneficial to their dine/stay.
12.7% customers that no the ads are not beneficial for them.
10.9% customer said sometimes the ads are beneficial to their dine/ stay.

As per the pie chart represents; Most of the customers are get benefits from our ads so that are ads are doing good and influencing customers to come at our hotel for dyne or stay and the services which are provided by our hotel is also good. Are ads are give benefit to the customers and also give business to the hotel.

Challenges Faced

1. *Problem choosing a subject:* Anyone who writes a research paper will encounter this problem first. It is an important step in writing a study, as there is a need to overcome it before anything else. Choosing a topic that is right for your research can be a challenge until you consider such factors as these; Is it a topic that interests you? Do you have enough information on the topic?

   Do you have the resources available to write about such a topic?
2. *Lack of confidence:* Lack of self-confidence is one of the maximum common problems among researchers. Researchers with low experience less motivated hence affecting fine of work. As when we are doing this research paper I am facing lack of self confidence many time .we don't know the reason why is this happened but know we are confident on what we have done.
3. *Insufficient data:* Loss of information is a capability trouble. Many commercial enterprise facilities are of the opinion that researchers may misuse their facts. This affects the cause of the studies where that specific statistics may be most essential. As my topic is not so common so we are facing some issue to collect the data about this.
4. *Lack of Scientific Training:* The research technique is informal. Many researchers do studies while not having any real know-how of studies techniques. Even directors do now not have a radical know-how of the diverse techniques. Before project studies initiatives, researchers must be well-ready with all aspects of the system. As we are doing research.
5. *Time management:* Spending enough time learning skills and applying them is time consuming. In such a situation, taking the time for in-depth research and writing high quality research paper becomes impossible. Time management is a biggest challenge because as we are doing research first time So we are not able to manage time properly.

Conclusion

In summary, digital marketing significantly affects consumer satisfaction and retention. Adopting digital marketing methods has transformed how companies interact with their clients, offering a number of advantages that boost client loyalty and happiness in general.

Out of 60 responses sent on mails shared among the customers of the restaurant whom 60 out of 60 responses were given. Out of 60 responses 60% of the response is coming from male and 40% of the responses are from female. Mostly whose age is 21-30

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that is 90% and 41-50 that is 10% are participated in the survey.

As I asked to the customers that how many times they have visited in our tell most of the customer said that they are visited in hotel five times in a year and some customers are visited in our hotel 6 to 12 time and year. Then I ask that are they use mobile app to book a hotel most of the customers which is 64.8% of the customers said yes they use the mobile app to book the hotel and 22.2% customer said no they don't use mobile app to book a hotel.

I asked customers that would they ever book the table at a restaurant by online booking 58.5% customer said yes they book the table by online booking 20.8% customer said no they don't book a table by online and 17% customer set sometimes they use online platform for booking a table.

I ask them on which online platform the engaged with our hotel on social media 57.4% peoples are engaged with a hotel on Instagram and 40.7% customers are engage with our hotel on Facebook and 37% customers are engaged with the hotel on YouTube and other than that 24.1% customers are engaged with our hotel on other platform of online.

I asked to the customer that they ever left review on Trip Advisor of our hotel 70.4% customer said yes they left the comment on Trip Advisor 18.5% customer said no they don't left comment on Trip Advisor. Then I ask to the customer that have their ever hotel to others 79.6% customer said that they would like to recommend our hotel to others and 11.1% customer said no they don't recommended to others.

I I also asked that food online reviews is impactful for on their decision to dine / stay at hotel 51.9% customers said that the reviews are very much important and impact full for them. 35.2% customer said that the reviews are important or impact full sometimes 9.3% customer said reviews doesn't matter for them. I put one question in my questionnaire is that did they receive any offer or discount through digital marketing 56.6% customer said yes there received offer or discount through digital marketing and 18.9% customer said sometimes the receives the offers and 17% customer said no they don't get any offers or discount from digital marketing 7.5% customer said they don't remember about that.

I asked what factors influenced their decision to stay at any hotel most of the customers which is 31.5% are said videos on social media influenced they are decision to stay at any hotel 25.9% customer said the reviews are influenced them to stay at hotel 24.1% customer sets discount offered on social media influence them to stay at any hotel at last 18.5% customer say the facilities and amenities shown on social media platform are influenced their decision to stay at hotels.

I asked to the customers from where they here about our hotel first time 48.1% customer said that they first year about our hotel from social media 29.6% customers said that the first year about the hotel from friends and family and 13% of customer said that within the locality they hear about our hotel 9.3% customers said from other platform they first year about our hotel.

I asked to the customers that how many times they come across our tell brand on social media platform 42.6% customer said a few times a week they are interacted with our hotel on social media and 27.6% customers said that they interact with our hotel on daily basis on social media 16.7% customer said they really a few times in a month.

I asked to the customers that what motivates them to return to the hotel for their future visit 35.8% customers said that the high quality service influence or motivate them for their future visit In our hotel. 32.1% customer said discount or promotions motivate them to return to our hotel for their future visit 18.9% customers said personalized communication motivates dam to return to our hotel for their future visit.

I ask that is this satisfied with a digital marketing customers are satisfied with a digital marketing even most of the customers are very satisfied with our digital marketing but some of them are not satisfied with a digital marketing maybe the reason behind this is that they are not interested with our promotions or advertisement on social media. Then I asked is the interface of our online website is comfortable most of the customers are very comfortable with our interface of online website but some of them are neutral may be they are comfortable some time but sometimes the interface of our website is not work as per their needs.

I also ask that is the image / video of our hotel on social media is impactful most of the customer said yes the videos and images is very impactful for them but some of them said that they need slide modification in images and videos. I ask that the ads represents per reality of their experience when they visit to the hotel most of the customers which is 61.1% said yes the ads of the hotel represent the reality of their experience after visiting the hotel.

I put up one question that would they actively post review on social media about our hotel 61.8% customer said yes they actively post the reviews on social media. 23.6% customer said they post review sometimes only 12.7% customer said no they don't post review on social media. I also put up the question which is very important that is our ads irritates them 47.3% customer said yes they get irritated with our at sometimes 23.6% customer said no they don't get irritate with our ads.

I ask that what is the their opinion of the land duration of the videos of a hotel on online portal 49.1% customer said the length of duration of video is just right

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as needed 29.1% customer said the length of duration of the video is to lengthy 12.7% customer said length of duration of video is too short 9.1% customers don't remember the length of the video. Then I ask that by seeing are online website did they understand the facilities of a hotel 74.4% customer said yes they understand the facilities of the hotel 14.8% customer said no they don't understand the facilities of the hotel by the help of online website 7.4% customer don't remember the facility which are shown on the website are same as the facilities which are provided by the hotel so they can understand the facilities also because the information of facilities are given in details and in clear words so that the customer are understand the easily.

In last I ask that are ads is beneficial to their dine / stay 74.5% customer said yes the ads are beneficial to their stay / dine 12.7% customer said no the ads are not beneficial to them 10.9% customer said sometimes the ads are beneficial but sometimes are not.

In conclusion, a healthy economy is a key factor in prosperity and happiness. Numerous advantages are provided, such as a decrease in poverty, the development of jobs, better service accessibility, and increased production. But establishing and maintaining respectable economic growth calls for a multifaceted strategy that takes into account economic, social, and environmental concerns. To construct a path for inclusive and sustainable growth, governments, corporations, civil society, and international organizations must work together.

Policymakers and stakeholders should priorities measures and approaches that support respectable economic growth going forward. This could entail supporting sustainable practices, fostering innovation and entrepreneurship, enhancing social safety nets, and investing in education and skill development. Countries may unleash the full potential of their economy and build a more just and prosperous future for everybody by adopting these strategies.

In conclusion to that customers are showing interest in the digital marketing. The results of the study will assist hotel management in determining the efficiency of digital marketing in attracting new customers and raising satisfaction levels. Additionally, it will give the hotel information on what needs to be improved, enabling it to create more successful digital marketing plans that will increase client engagement and retention. Because of the intense competition in the hotel sector, hotels are always seeking for new strategies to draw in and keep customers. To reach their target demographic and build their brand, hotels now depend heavily on digital marketing. To draw and keep customers, The Grand Hotel New Delhi has made significant investments in digital marketing.

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A Comparative Study on Preference and Consumption of Indian Brands and Imported Liquor by Customer in the Grand Hotel, New Delhi

By Prashant Sharma, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- In Delhi's five-star hotels, alcohol consumption is currently very high. Visitors also have preferences for alcohol, such as whether they favor Indian brands or imported spirits from elsewhere. According to this study, visitors from the local community in Delhi favor Indian brands of alcohol whereas tourists from other nations ask for and prefer foreign brands. Indian brands are substantially less expensive than imported goods, which is the physiological explanation for the guests' choices. While Indian businesses tend to make tourists happier than their counterparts elsewhere, imported spirits also makes tourists happy, albeit at a somewhat higher cost. Both middle-class and wealthy guests are separated into two groups at the same time. Both groups buy the alcoholic beverage of their choice. Alcohol is one of the main sources of revenue for hotels due to its high cost. Hotels simultaneously offer both types of alcohol in their bars, so guests can choose any type of alcoholic beverage based on price. In addition to the preferences of visitors, the study also found that the type of alcohol consumed varied based on the occasion.

Keywords: alcohol, preference, consumption, imported, indian, sustainable development goal, responsible consumption and production.

GJMBR-F Classification: LCC: HE7601-8700.9



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Prashant Sharma [α], Rohit Jaswal [σ] & Prof. (Dr.) Rajiv Mishra [ρ 3]

Abstract- In Delhi's five-star hotels, alcohol consumption is currently very high. Visitors also have preferences for alcohol, such as whether they favor Indian brands or imported spirits from elsewhere. According to this study, visitors from the local community in Delhi favor Indian brands of alcohol whereas tourists from other nations ask for and prefer foreign brands. Indian brands are substantially less expensive than imported goods, which is the physiological explanation for the guests' choices. While Indian businesses tend to make tourists happier than their counterparts elsewhere, imported spirits also makes tourists happy, albeit at a somewhat higher cost. Both middle-class and wealthy guests are separated into two groups at the same time. Both groups buy the alcoholic beverage of their choice. Alcohol is one of the main sources of revenue for hotels due to its high cost. Hotels simultaneously offer both types of alcohol in their bars, so guests can choose any type of alcoholic beverage based on price.

In addition to the preferences of visitors, the study also found that the type of alcohol consumed varied based on the occasion. For example, during business meetings or events, guests tended to consume more wine and beer, while hard liquor was preferred during leisure time or late-night parties. The study also highlighted the importance of hotel bars and their role in promoting and marketing alcohol brands to guests. Hotel bars often showcase a wide range of brands and offer unique cocktails and beverages, creating a diverse and exciting drinking experience for guests.

This comparative study examines the preference and consumption patterns of Indian brands and imported liquor, with a focus on their implications for Sustainable Development Goal 12 (SDG 12) - Responsible Consumption and Production. It explores the factors influencing consumer choices, analyzes the environmental and socio-economic impacts of these preferences, and highlights the importance of promoting sustainable and responsible alcohol consumption to achieve SDG 12.

Keywords: alcohol, preference, consumption, imported, indian, sustainable development goal, responsible consumption and production.

Chapter-1: Introduction

Delhi has emerged as a budding market for the hospitality sector. Hotels like the grand, Radisson have their properties well established now. Alcohol has been a vital part of the Indian Culture. What was once supposed to be bane is now being socially accepted in a better way. Hotels in Delhi generally have specific bars in them catering to the masses. These hotels serve a variety of alcohols, both foreign as well as Indian brands. As per recent reports, alcohol consumption in Delhi has increased several folds.



Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: Prashant_sharma.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: rohit.jaswal@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

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People have started to not only spend huge sums of money on Alcohol, but also now prefer to consume drinks in a relax environment in Hotels .The Bars of 5 Star hotels are designed in such a way that they improve the mood of the customers. These hotels serve drinks that may start from as low as INR 350 and going all the way up to and over Lakhs PER SERVE.

a) Objective of study

The objective of this research is:

- To underst and the consumption habit sof hotel guests in Delhi.
- To identify the key factors in fluencingalcoholp reference.
- To analyze & evaluate the effects of alcohol in people of Delhi.

b) The key factors influencing alcohol preference.

- *Brand recognition:* Consumers may be more inclined to select an alcoholic beverage brand that they are familiar with and confident in, particularly if that brand has a solid reputation.
- *Price:* Alcohol's price is a significant consideration for many buyers when making purchases. Greater-end or imported brands may command a greater price from some consumers, while cheaper brands may be preferred by others.
- *Taste:* Consumer preferences can also be significantly influenced by the flavor and taste of certain alcoholic beverages. Customers may prefer certain drinks to have been sweeter or fruitier, while others may favor bitterer or smokier flavors.
- *Nation of origin:* For some consumers, a brand's nation of origin can be a significant deciding factor when making a purchase. Customers may have preferences for domestic brands or imported brands from nations known for producing high-quality alcoholic beverages.
- *Occasion:* A customer's taste for alcohol may also depend on the occasion or environment. Customers might, for instance, choose lighter drinks at events that take place during the day or might be more likely to select a certain sort of drink when commemorating a special occasion.

c) Sample of the study

- The Sample size for collecting data is 50 counting people, guests who consume alcohol in Five Star hotels of Delhi.

d) Limitations of the study

- The current study cannot be said totally decisive as it has a limited sample size and from only one region of India. The people find it difficult to find time and fill questionnaire or link due to busy demanding nature.

Chapter-2: Literature Review

Zacharia Joseph: practices and policies of five-star hotels to evaluate the service of alcohol responsibly in Karnataka

India has a cultural tradition of refraining from certain activities, including alcohol consumption. However, over time, attitudes towards alcohol have shifted and a growing number of people are now consuming it. In Karnataka, a state in India, the number of establishments selling alcohol has greatly increased, particularly in the state's capital city, Bangalore. While this expansion has been profitable, it has also resulted in a significant rise in alcohol-related issues, which is a major concern for society. Due to an emerging nightlife, increasing disposable income, and changing attitudes towards alcohol, Karnataka has developed a strong and increasing fondness for alcohol. It is currently one of India's top consumers of alcohol.

Mimoza Zhubi: Alcohol Consumption Habits and Perceptions among Students

India has traditionally been a country where alcohol consumption is not prevalent among the majority of the population. However, there has been a shift in attitudes towards alcohol in recent years, resulting in an increase in the number of people who consume it, particularly in Karnataka where the number of establishments selling alcohol has significantly increased. This increase has brought economic benefits but also raised concerns about alcohol-related problems. Karnataka's relationship with alcohol has a long and growing history, attributed to factors such as increasing disposable income, a developing nightlife, and changing attitudes. As a result, the state is now among the largest alcohol consumers in India. In contrast, alcohol consumption among students varies across different countries, with higher-income countries having a wider range of consumption despite stricter restrictions. Research on alcohol consumption among students in low-income countries is limited, but the unique circumstances in such countries could offer valuable insights into alcohol policies and regulations

Thomas F. Babor: Alcohol research and the alcoholic beverage industry: issues, concerns and conflicts of interest

The alcoholic beverage industry, which includes major producers, trade associations, and organizations focused on social aspects, provides financial support for scientific activities that may overlap with those of independent scientists. This support is often presented as "corporate social responsibility" or partnerships with the public health community. The objective of this study is to evaluate the ethical, professional, and scientific concerns that have emerged due to the industry's participation in alcohol science.

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Mentesnot, Sahlu: Factors affecting consumers brand preference of beer products a case of selected hotels operating in Addis Ababa

The study aimed to identify the factors that affect customers' preferences for different beer brands and focused exclusively on beer products. The research approach employed for this study was a descriptive and explanatory research design. The results indicate that there is a strong and positive correlation between the brand preferences for beer products and four key determinants, namely quality, price, emotional benefit, and advertisement.

Svetlana Popova, Norman Giesbrecht: Hours and Days of Sale and Density of Alcohol Outlets: Impacts on Alcohol Consumption and Damage

A comprehensive search of literature found 44 studies on alcohol outlet density and 15 studies on alcohol sales hours and days. The majority of the research reviewed revealed that alcohol outlet density and sales hours and days had an impact on overall alcohol consumption, drinking habits, and alcohol-related harm. It can be concluded that limiting access to alcohol is an effective strategy to prevent harm caused by alcohol.

Chapter-3: Research Methodology

a) *Introduction*

This discusses the method and procedure for data collection to achieve the objectives of this study. Topics covered in this chapter include research design, data collection methods, and sample design.

b) *Research design*

Test configuration is an end-all strategy that determines the strategies and methods for diversification and investigates the required data. It is a structure that designs the work of a pilot project, just as it manages to take care of matters. Qualitative exploration has been used to guide this focus this study due to the large number of respondents who were interested in where the evidence was tested, and speculation was created. As for the volume report, analysts need to adapt the survey to respondents in order to complete it. Information is collected using a structure, a simple test framework and results given equally, with a small expert notice included. In addition, testing involves many people in a way that the measurement method is more appropriate than a hypothetical strategy when using a small model and involves integration.

c) *Data Collection Methods*

The assortment of information is an important part of exploratory research. Incorrect information assortment may influence test results and ultimately lead to invalid results. Information can be seen as an increase in volume or material dynamics. Information can be numbers, pictures, words, figures, real objects, or thoughts. Information cannot be seen and to obtain data from the information one has to interpret it as important data. There are different strategies for interpreting information. Sources of information have been extensively collected into useful and useful information.

i. *Primary information:* Primary information is information that is recognized or collected directly with a direct understanding. References to that information collected for a specific reason in the application field and unique in nature and solid, are a definite goal. Important business information was basic ally collected through a learning strategy, using a machine survey. Later, legitimacy is more prominent than helpful information.

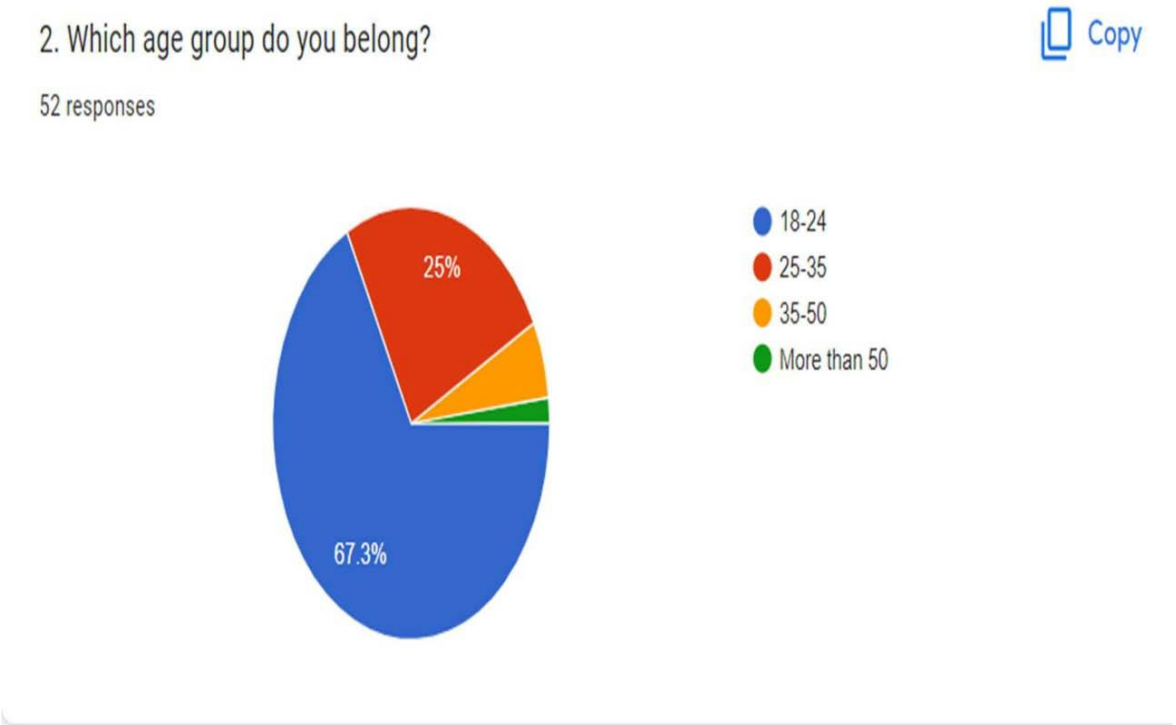
ii. *Secondary information:* The second information is information collected from a source that has been successfully distributed in any building. Itisdatausedaboutaneventthatdidnotturnoutasexpectedbyanalysts.The writing test for any exam relies on helpful information for the most part from textbooks, Google, research papers, diaries and periodicals, the purpose of which is to increase the accuracy of the research.

Chapter-4: Data Analysis and Interpretation

This is the result of data collected from a study taken from Delhi residents. Is urveyed 50 people in Delhi. The reare a few questions in my list of question sImentioned below like Demogra phicanalys is where I talked about name, email address, and age group. Then I focused on the frequency of drinking, spending habits, reviews, etc. The following is a description of the data I collected that created the residents of Delhi.

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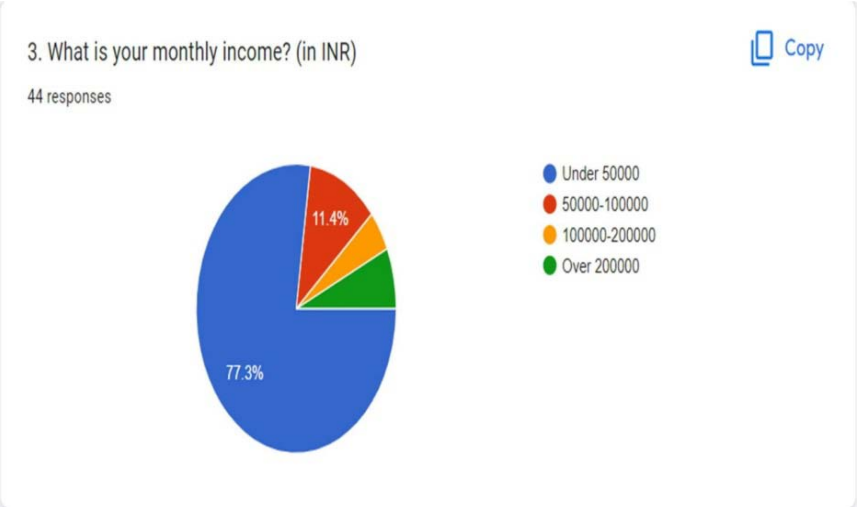




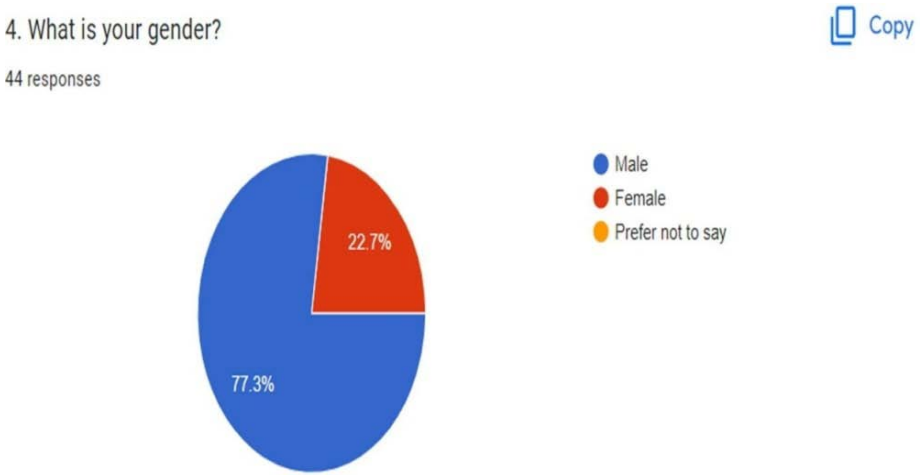
Graphi cal Presentation

As per the survey, 67.3% of responders fall between 18-24 years of age 25% are between 25-35, Rest fall above 35 above because alcohol consumption is more in new generation now a days and few people is more than 50 years of age. I think they stop consuming alcohol because of health issues.

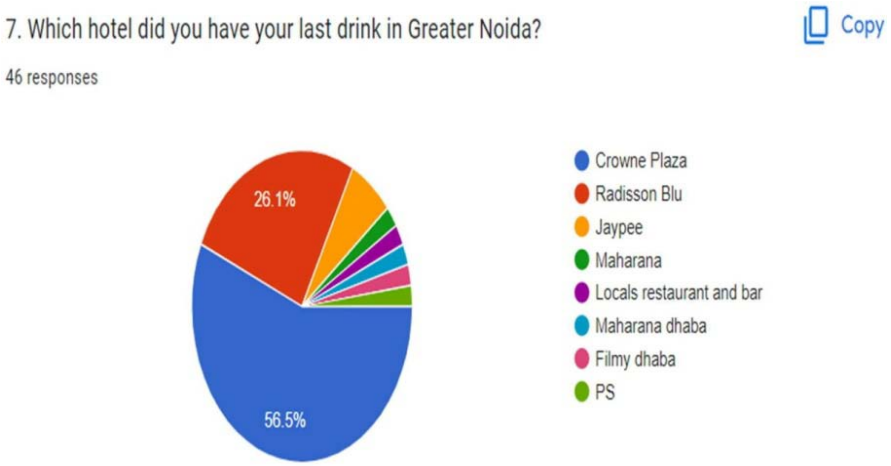
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As per the survey, 77.3% of responders have their Monthly salary under of INR50000. 11.4% come between INR 50000-100000.The rest are over 10000. Remaining people are having the income of more then 1 lac rupees because everyone is having different kind of job and profession or business and everyone is paid accordingly.

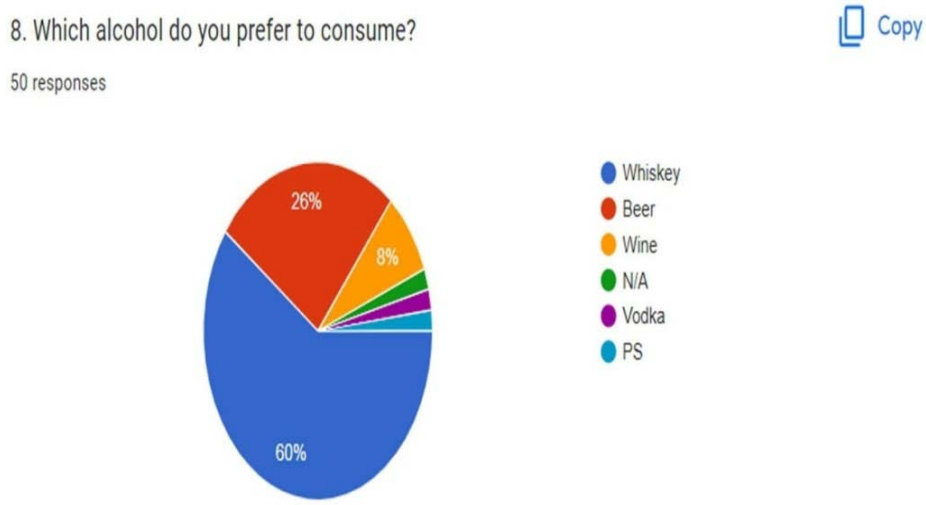


As per the survey,44 responses of my survey77.3% are male and 22.7% are female respectively.

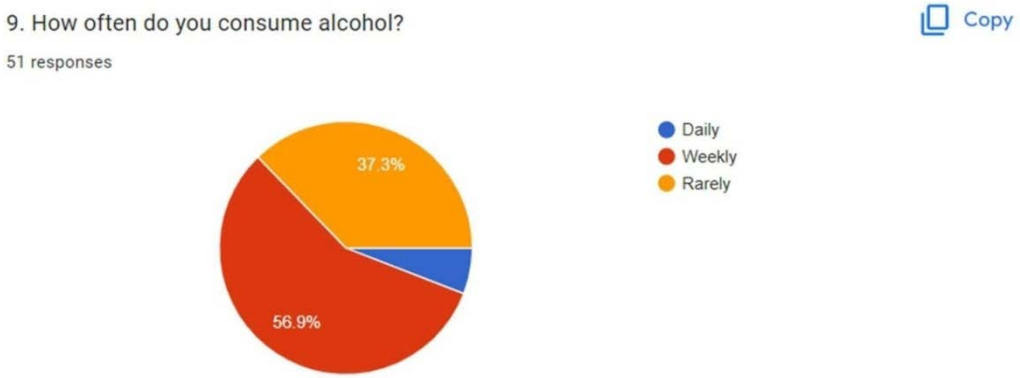


As per the survey, 56.5% respondents they had their last drink in Crowne Plaza while 26.1% had in Radisson Blu and other people had there last drink in different local hotels or dhabas because of their budget is less than the people who are consuming there drink in 5 star hotel.

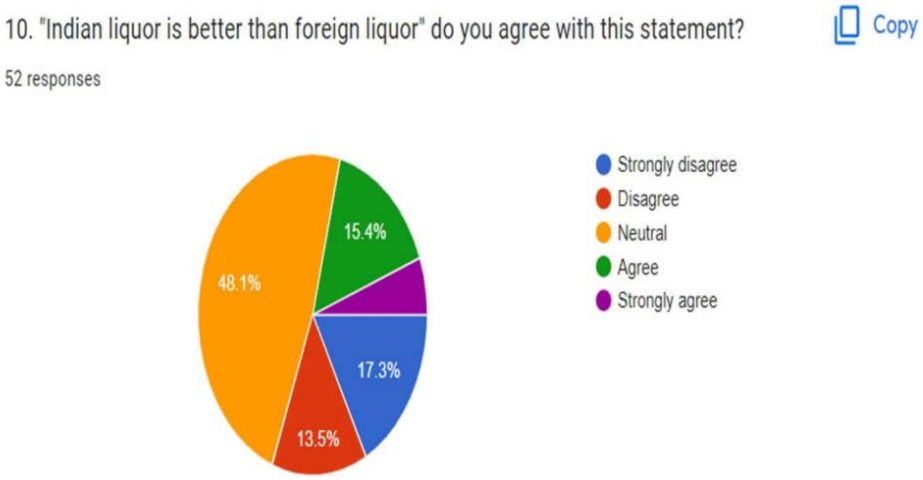
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As per the above graph it represent that 60% of the consume whiskey because they like the taste of it or may be the alcoholic percentage can be there as on of consuming whiskey,26%of the people are like to consume beer because of the less alcoholic % or the low price ,8% of the people consuming wine because of the taste of it and remaining people likes to consume other dirnk or they don't consume any alcoholic beverages.

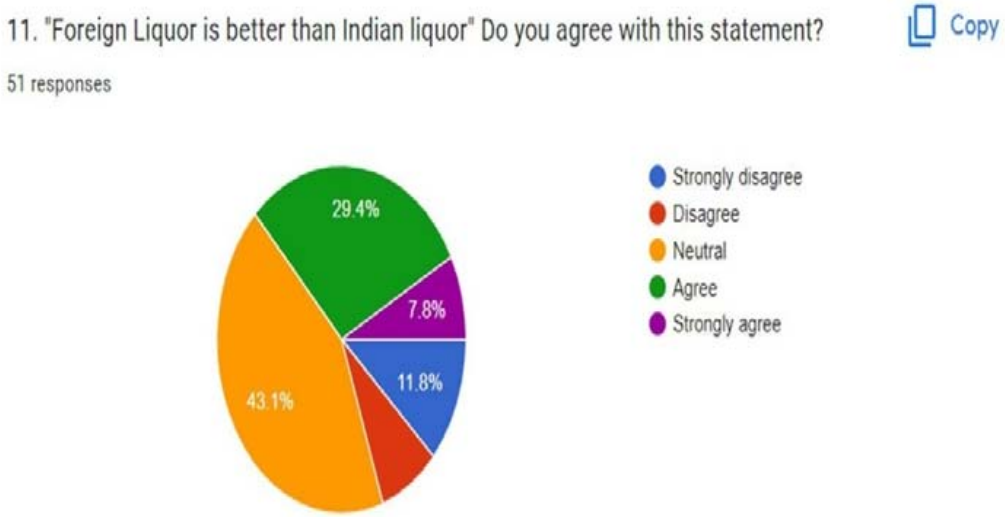


According to this survey this graph shows that 56.9% people like to consume alcohol weekly because they love to try new drinks and cocktail, 37.3% people consume alcohol rarely maybe they don't have time for that and they are working professionally and remaining people consume alcohol daily maybe because they are addict to it, or they are in habit to drink alcohol daily.

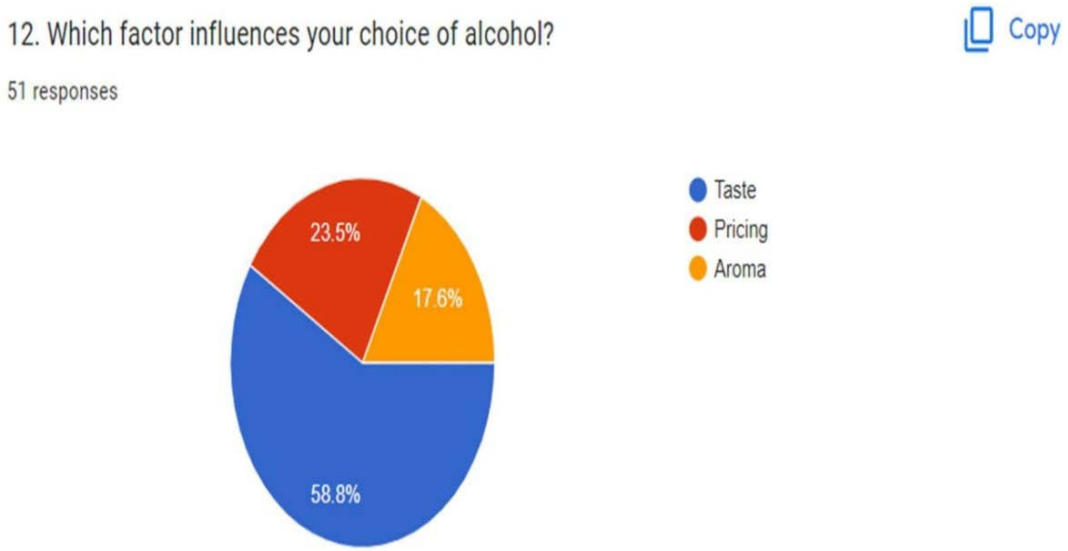


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As per this survey this graph represent that 15.4% people are agree with the statement that Indian liquor is better then foreign liquor, maybe they like the taste of Indian brand or because of the low price and the availability in the market, 17.3%/13.5% are disagree /strongly disagree with the statement. may be because the high alcoholic percentage in Indian brand and the remaining people respond neutral , may be they don't consume alcoholic beverages or because of some other reasons.

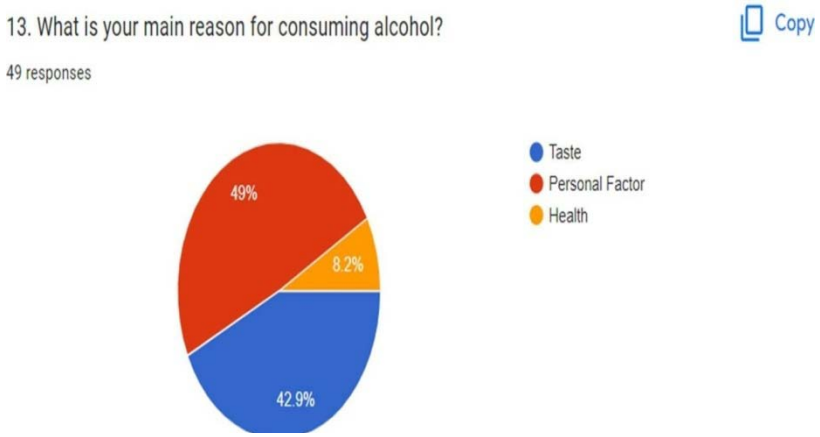


As per this survey this graph represents that 29.4% people are agree with the statement that foreign liquor is better than Indian liquor, maybe they like the taste of Indian brand or because of the low price and the availability in the market,11.8% are strongly disagree with the statement. may be because the high alcoholic percentage in Indian brand and the remaining 43.1% people respond neutral, may be they don't consume alcoholic beverages or because of some other reasons.

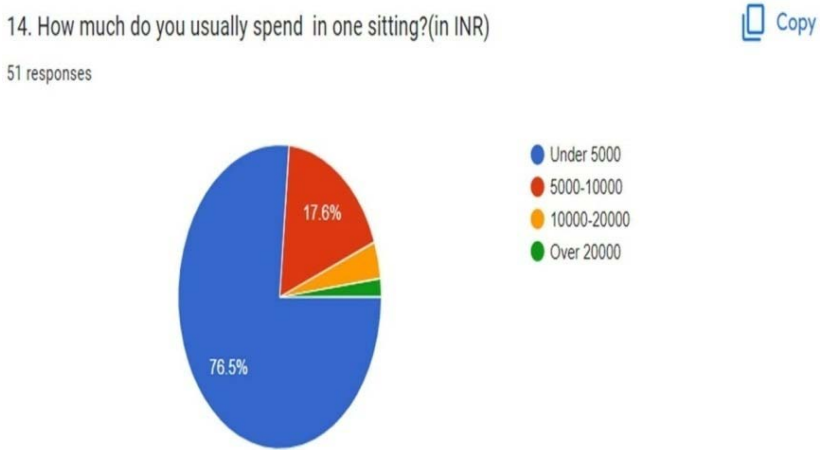


As per this survey, 58.8 % influenced by the taste of alcohol because the different brand have there different taste and people are like to taste it, 23.5% people choose alcoholic beverages by looking at the price because everyone are having different budget and remaining people are like to have alcohol because of their aroma because aroma give the first impression of the alcohol and people first smell and then drink it.

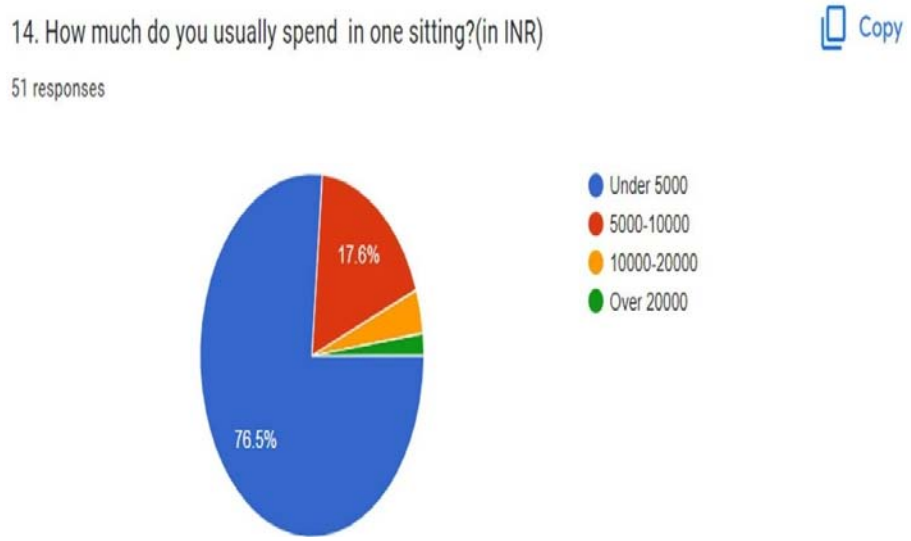
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As per this survey, reason of consuming alcohol of49% people is there own personal factor maybe addiction or job demand , 42.9% people consume because the taste and the remaining 8.2% people consume because of the health reason may be they know the health benefit of the alcohol if consumed in limit.

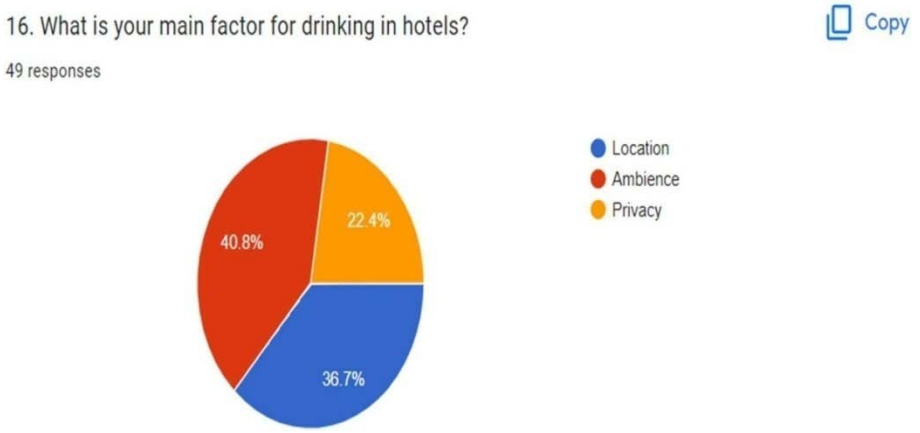


This graph represent that 76.5% people spend under 5000 Rs in one sitting of 5 star hotel because they like to have less alcohol , 17.6% people spend 5000to 10000 because they like to have imported brands or they consume more alcohol, and reaming people spend more than 10000 rupees because there budget is more or they are earning more.

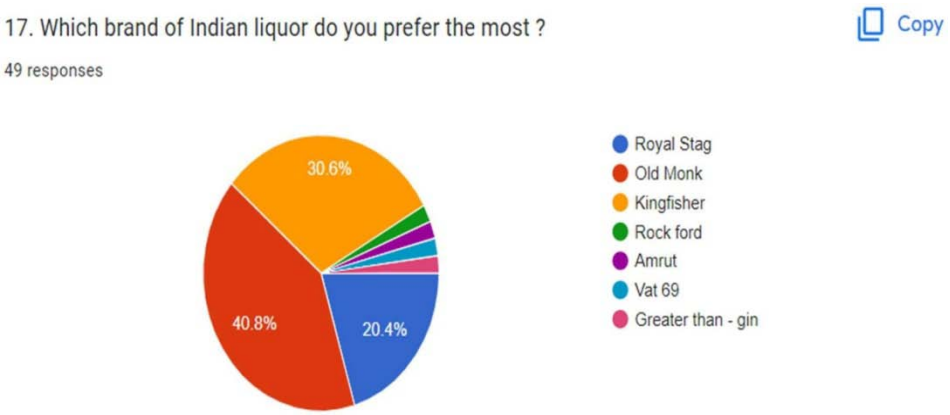


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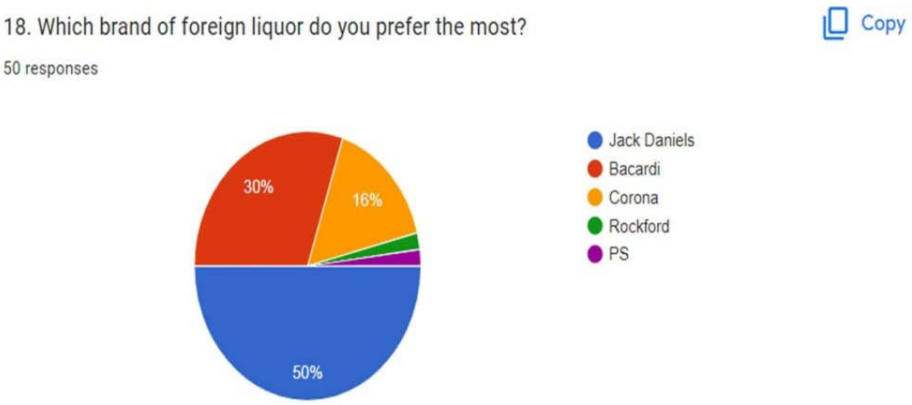
As per this survey, 41.2% people consume 1-2 drinks in one sitting 33.3% people consume 3-5 drinks in one sitting 17.6% people consume 6-10 drinks in one sitting And 7.8 % of people drinks over 10 drinks in one sitting, because of every individual have different capacity of consuming alcohol and everyone spent different amount of money on consuming alcohol.



Ambience is the reason of 40.8 % of people for drinking in hotels .While 36.7% of people prefer location for drinking in hotels and privacy is the reason of 22.4% of people for drinking in hotels because they don't want that anyone judge them for drinking alcohol.

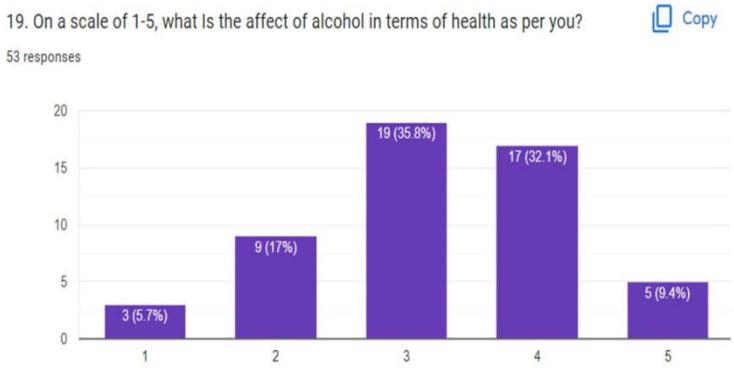


As per the survey , 40.8 % of people prefer old monk the most because it is the only Indian rum brand which is exported outside the India , and 30.6% of people prefer kingfisher because it is a first Indian brand of beer and it is very cheap in price and available everywhere in India and 20.4 % of people prefer royal stag the most because it is an Indian blended whiskey which taste very good and the experience after consuming this is very good and remaining people consume different brands of Indian liquors because of their preference.

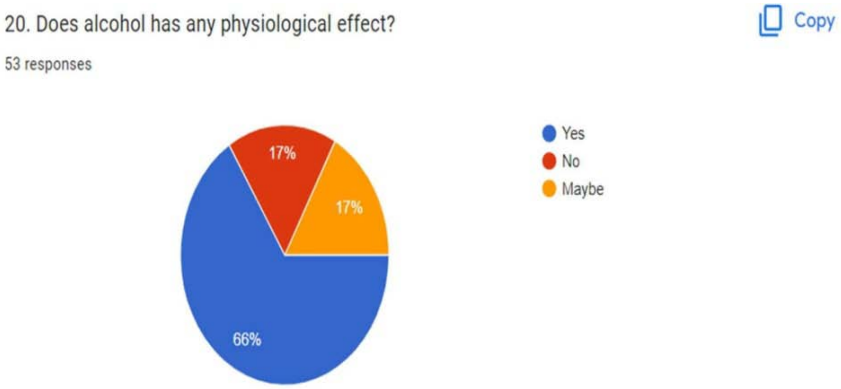


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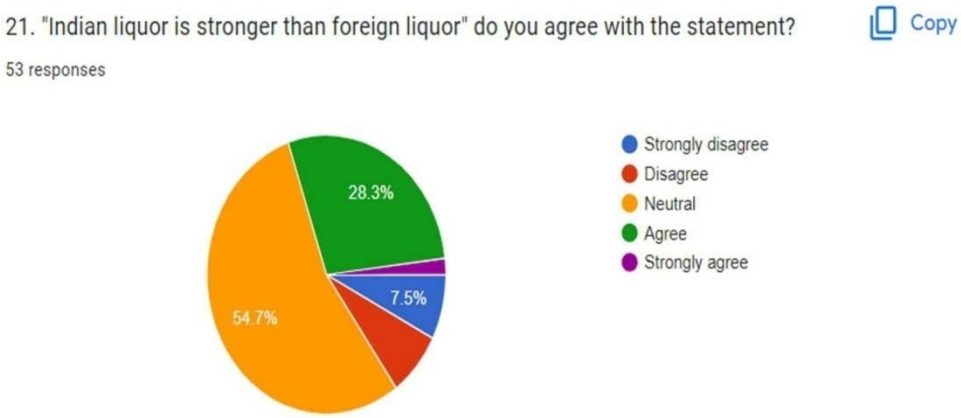
As per the survey Jack Daniels is the most preferred foreign liquor 50% of people prefer jack Daniels the most because it is very good in taste and having reasonable price and 30% of people prefer Bacardi because it is available in different flavor and it taste good and 16% of people prefer corona extra because it is most preferred beer worldwide and taste good.



As per the survey, on the scale of 1-5, 35.8% of people were neutral as they give 3 and 32.2% people gave 4 and the 17% gave 2 and only 9.4 % people gave 5, on the scale of 1-5 about affects of alcohol in terms of heath. Every person having own health reason few people just started consuming alcohol and don't have any health issues and few people drinking from a long time and having health issues.



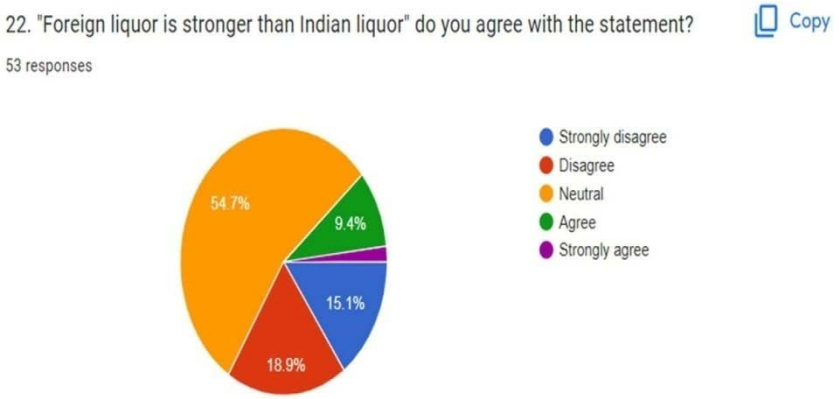
As per the survey, 66% of people said yes because it effect very much on body like obesity, lever problem, fast aging for the physiological effect of alcohol . 17% people said no for it because they just sarted alcohol, they consume in limit prescribed by the government. While the other 17% said maybe for it because they don't consume any type of alcoholic beverages.



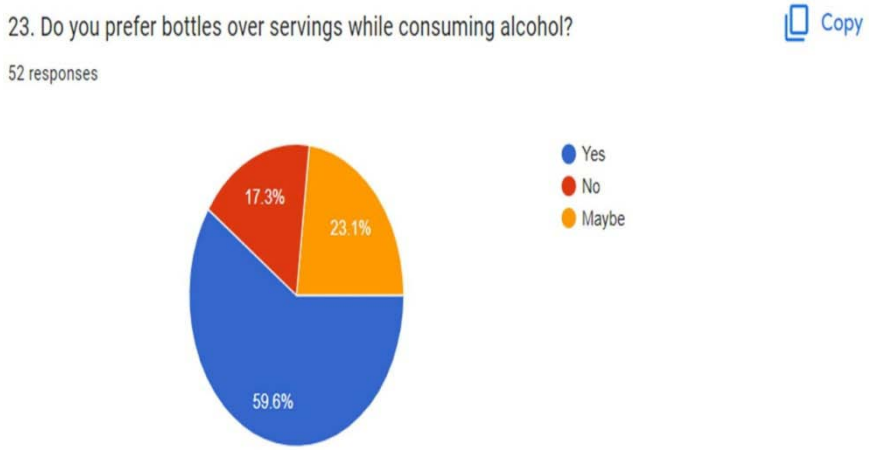
As per the survey, 54.7%people are neutral while asking about, which is stronger, Indian or foreign, While 28.3%people thinks that Indian liquor is stronger than the foreign liquor. While the 7.5% of people are strongly

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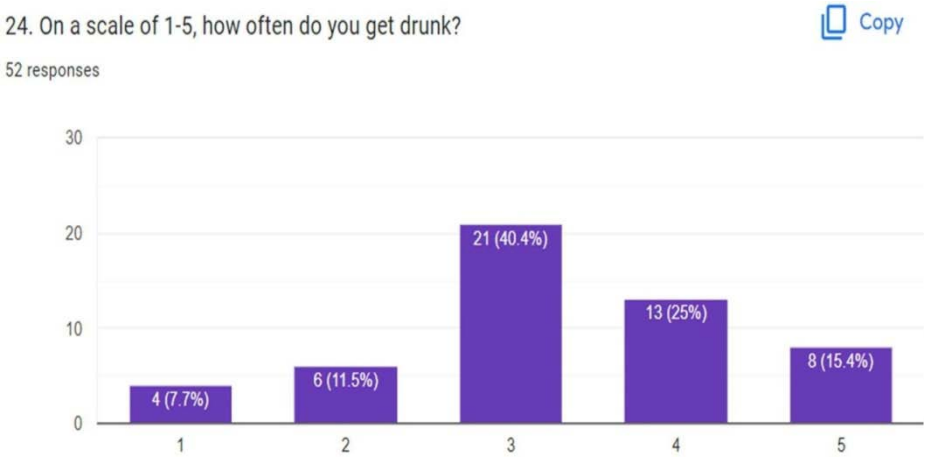
disagreed Indian liquors are stronger because they add very less additives and try to make it stronger by distilling the spirit more.



As per the survey, 54.7% of people are neutral, while asking "foreign liquor is stronger thantheindianliquor''And18.9%of people said that they are disagree on this statement .15.1% of people are strongly disagree on this statement. While the 9.4% of people are agree with the statement . foreign liquor are stronger because they add additives and cream which make it more smooth to consume because of which people consume it more.

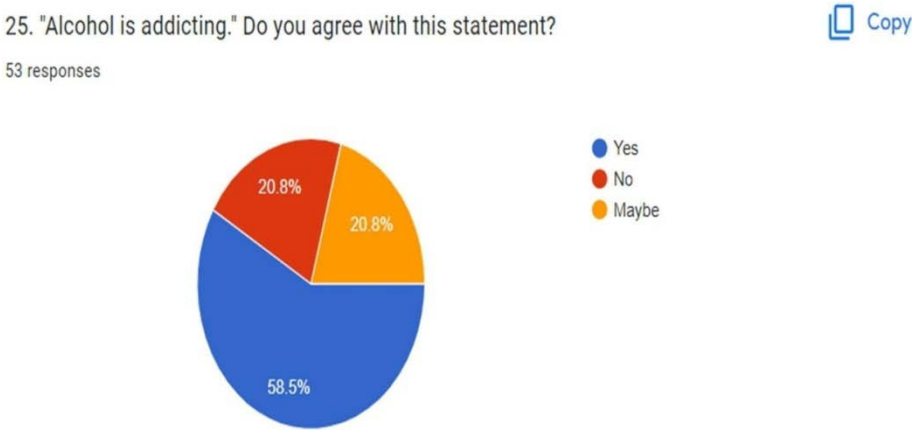


As per the survey, 59.6% of people said yes for preferring bottles over servings while consuming alcohol because it became cheaper by consuming by bottle. And 17.3% 0f people said no because they want to consume less alcohol and bottle maybe so much for them. While the 23.1% of people said maybe for it because they don't consume alcohol.

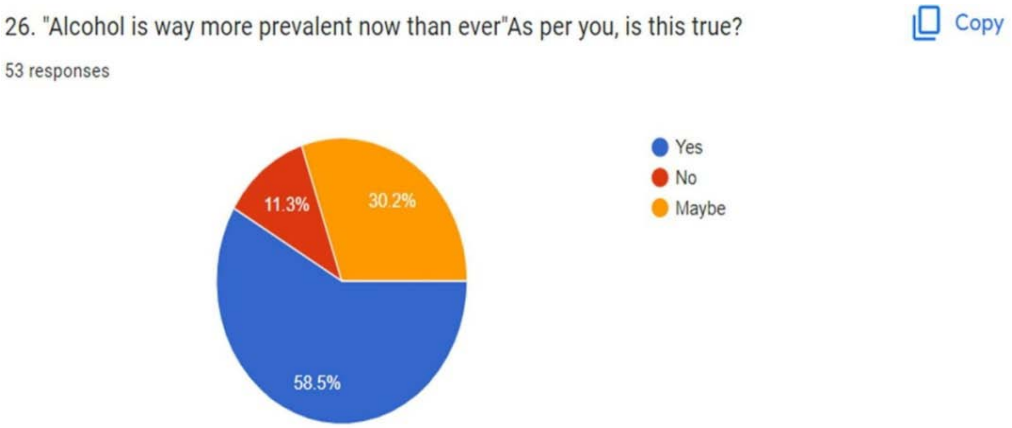


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As per the survey, on the scale of 1-5, 40.4 % of people said 3 time they get drunk. And 25% people said 4 as must be very weak in drinking or they must have not the habit of drinking. And 15.4 % people said that they got drunk each time when they drink alcohol. Everyone is having different alcohol tolerance that is why the graph is look like this.



As per the survey , 58.5% of people are agreed that the alcohol is addicting, yes, because when you consume It your body became numb and you feel relaxing because of which you start consuming alcohol more often And 20.8% of people disagreed with the statement .While the 20.8% people said may be for it.



As per the survey, 58.5 % of people said yes for the prevalence of alcohol than ever because it is available everywhere in the world and easy to purchase. And 30.2% said maybe and11.3% said no for the prevalence of alcohol because where they live.

Chapter-5: Conclusion

This research concludes that the preferences and the consumption ability of the people in the grand hotel new Delhi. In this, as per the survey we get to that most of the responders who like to drink alcohol earn the salary under 50000INR .and in the responders 77.3% are the male responders and 22.7% are female responders. And around the half of the responders went to the grand new delhi when they had their last drink in Delhi. Later asking about the frequency of consuming alcohol, around 55%of people consumed alcohol weekly, and there used to drink rarely in the Delhi.

As per the people of new Delhi, only 8% of people agree that the foreign liquoris better than the Indian liquor while rest of the people thinks that the Indian liquor is way much better than the foreign liquor.

And as per the reports the drinking ability of the people in Delhi is very high, most of the ones who fill our survey love to consume 6-10 drinks in one sitting and they also felt drunk only 2-3 times only, as their capability is quite high in the reports. And in Indian brands people prefer beer and whiskey. And the jack Daniels is most preferred foreign liquor in the survey. And there are also some physiological effects of consuming alcohol. Like people finds that they are getting addicted to it and the frequency of them is regularly increasing day by day. and most of the people does not think about which one is better or which one stronger they just know the alcohol. As they were neutral while asking about which one is better or stronger between Indian brand liquor and foreign liquor.

The Grand Hotel in New Delhi's comparative study of customers' preferences for and consumption of

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Indian Brands and Imported Liquor offers important insights into the preferences and drinking behaviors of hotel guests in India. According to the report, consumers favour both Indian and international spirits brands, albeit their preferences can change depending on a number of different conditions.

The study's findings show that in order to give guests a more individualized experience, hotels must have a thorough awareness of their preferences and the variables influencing their drinking habits. The results can help alcohol brands, particularly Indian brands, in the hospitality sector make informed marketing decisions.

By examining the preference and consumption of Indian brands and imported liquor, this study aims to shed light on the environmental and socio-economic implications of consumer choices. It underscores the need for promoting sustainable and responsible alcohol consumption to achieve SDG 12 - Responsible Consumption and Production. The study calls for collaborative efforts from consumers, industry, and policymakers to create a more sustainable and ethical alcohol industry.

Case Study Analysis

- Examination of consumer preferences and consumption habits in a specific region or demographic.
- Survey or market research data on the consumption of Indian brands and imported liquor.
- Analysis of the environmental and socio-economic consequences within the selected context.

Success Stories and Best Practices:

- Highlighting organizations or countries that have successfully promoted sustainable alcohol consumption.
- Case studies of brands adopting sustainable production practices.
- Evaluation of the impact and scalability of these initiatives.
- *Policy Recommendations*
- Developing and enforcing regulations on alcohol production and advertising.
- Providing incentives for sustainable alcohol production and consumption.
- Promoting responsible drinking through educational programs.
- Encouraging transparency in the supply chain and labeling.

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A Case Study on the Importance of Standard Operating Procedures for Guest Satisfaction and Retention in Hotel Jaypee Siddharth, Delhi

By Priyanshu Ranjan, Rohit Jaswal & Prof.(Dr.) Rajiv Mishra
Galgotias University

Abstract- This report focusing on the SOP will be beneficial in providing a deep insight into what exactly are SOPs and why they should be followed along with main highlight on the SOPs of Hotel Industry. This research will provide an analysis on how following the SOPs will actually help in guest satisfaction which will lead to a growth in the hotel's profits, reputation and business. To understand the key features of luxury hotel services in Malaysia, the study analysed big data in the form of online reviews such as those available on Trip Advisor. Content analysis conducted using word frequency analysis revealed that the main themes of luxury hotel service quality included hotel-related attributes, room-related attributes, staff-related attributes, travel-related attributes, and potential It became clear that the results were included. Critical incident techniques were also performed to examine hotel guest satisfaction and dissatisfaction history and results. The study identified room quality and staff interaction as key factors in customer reviews and return intent.

Keywords: SOP, hotel, nature, attributes, research, satisfaction, service, understand, customer, approach, hospitality, sustainable development goal.

GJMBR-F Classification: LCC: TX901-946.5



Strictly as per the compliance and regulations of:

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A Case Study on the Importance of Standard Operating Procedures for Guest Satisfaction and Retention in Hotel Jaypee Siddharth, Delhi

Priyanshu Ranjan [α], Rohit Jaswal [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- This report focusing on the SOP will be beneficial in providing a deep insight into what exactly are SOPs and why they should be followed along with main highlight on the SOPs of Hotel Industry. This research will provide an analysis on how following the SOPs will actually help in guest satisfaction which will lead to a growth in the hotel's profits, reputation and business. To understand the key features of luxury hotel services in Malaysia, the study analysed big data in the form of online reviews such as those available on Trip Advisor. Content analysis conducted using word frequency analysis revealed that the main themes of luxury hotel service quality included hotel-related attributes, room-related attributes, staff-related attributes, travel-related attributes, and potential It became clear that the results were included. Critical incident techniques were also performed to examine hotel guest satisfaction and dissatisfaction history and results. The study identified room quality and staff interaction as key factors in customer reviews and return intent. This work contributes to an empirical analysis of the contextual details of texts, and debates about the concept of luxury services in developing countries have been largely ignored. Thus, the main objective of this research is to understand the luxury hotel attributes which contribute to Malaysian guests' satisfaction and their dissatisfaction by using big data. In order to achieve the objectives, the authors used qualitative content analysis and revealed the important attributes of luxury hotel customers' satisfaction and dissatisfaction. The proposed approach also provides useful guidelines for the effective use of social media. The major contribution of the present study is related to understanding the changing nature of hospitality and tourism industry in the developing countries. The paper provides a comprehensive review of customers' behaviour in the luxury hotel context, along with reviews of literature in this domain.

In the hospitality industry, providing excellent service and ensuring guest satisfaction are crucial for retaining customers and building a positive reputation. This case study explores the significance of implementing standard operating procedures (SOPs) in achieving guest satisfaction and retention. Additionally, it examines how this aligns with Sustainable Development Goal 9 (SDG 9), which focuses on building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation.

Keywords: SOP, hotel, nature, attributes, research, satisfaction, service, understand, customer, approach, hospitality, sustainable development goal.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: priyanshu_ranjan.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: rohit.jaswal@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in

Chapter-1: Introduction

a) *What do we understand by SOPs?*

SOP, or known generally by its full form Standard Operating Procedures is a procedure that is specific to an operation and describes the activities that are necessary to complete the task according to the industry standards, laws or one's own standards. Any document depicting a "how to" falls under this category.

SOPs main aim is to achieve efficiency, quality output and uniformity of performance, while decreasing the chances of discrepancy and miscommunication and failure to follow industry regulations.

b) *Definition of Standard Operating Procedures in the Hotel Industry*

Most of the SOPs in the hotel industry comprises of emergency situations, regulatory issues and guest experience. There are two main categories of SOPs found in the hotel industry.
They are as follows;

Operational SOPs: These include the procedures regarding the daily tasks of the hotel that may be part of regulations.

Some of the examples include:

- Late check-out procedure
- Early check-in procedure
- Extra cot in a room
- Guest complaints
- Handling overbooking
- Handling the case of payment charged twice
- In case guest does not pay
- Dealing with an angry guest
- Requesting a guest review

Emergency SOPs: These include the SOPs that are to be followed in case of extraordinary emergency situations that may occur without warning. These situations are ones that require SOPs to refer to in case

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they occur because very few staff members would have faced them before.

Some of the examples include:

- What to do in case of injury
- Handling guest sickness
- Handling fire situations
- How to handle intoxicated guests
- Damage to room caused by guest
- Special assistance needed by guest
- Handling the situation of power outage
- Evacuation in case of fire
- Handling the situation of natural disasters
- Handling robbery and terrorist situations

Having SOPs for each task is not just important but ensures effective, consistent, high quality and timely services to the guests which helps maintain the standard of the organisation.

c) Benefits of following SOPs

SOPs are procedures and standards that are needed in the operations within a business to ensure success. It can benefit an industry or a business in the following ways:

- Ensures efficiency thus, leading to profitability
- Consistency and reliability in production and service
- Less errors in all areas
- Acts as a way to resolve issues between partners and creates a safe working environment
- Acts as a first line of defence in any inspection

Developing an SOP is all about systemizing the processes and documenting them.

They help improve communication throughout an organisation. If a task changes, the SOPs are updated accordingly and distributed among the people using them. This helps the organization efficiently communicate the change to anyone who is affected by it. SOPs also ensure a reduction in miscommunication since the detailed steps and instructions leave little room for debate or questioning.

A better understanding at the Standard Operating Procedures in the Hotel Industry

d) Need for Standard Operating Procedure in a Hotel

Standard Operating Procedure, these three words can make or break a hotel. The bigger the hotel, the more important SOPs become. Even individual boutique hotels are required to opt for SOPs to perform at optimal efficiency. Chains and brands that have hotels running without SOPs are unlikely to succeed.
Similar to how children structure in daily lives in order to mature into better adults, hotels need Standard Operating Procedures in order to function at maximum efficiency. SOPs not only affect the organisation but the whole team.

A lack of structure results in frequent chaos, which results in stressed team members who are then unhappy to work because of the high amount of added stress.

SOPs are more than just a checklist. They document the flow of work that reaches across departments and often involves high-visibility and high-impact procedure routines. Just like a recipe, they detail each step to achieve the desired outcome.

e) Various hotel departments that need Standard Operating Procedures (SOP)

All the departments require Standard Operating Procedures in order to perform effectively and efficiently. Below are some of the departments mentioned along with their tasks that require SOPs.

Front office

- Check-in and check-out procedures
- Guest reservation
- Registration
- Lost and found items
- Concierge service
- Escorting the luggage
- Mail delivery
- Guest paging

Housekeeping

- Making the beds
- Childcare
- Entering guest rooms
- Turndown service
- Cleaning of the guest rooms
- Cleaning and maintenance of public and back areas

Maintenance and Engineering

- Preventive maintenance for each area
- Handling requests from housekeeping
- Emergency breakdown situations
- Water treatment and distribution
- External and common area lighting
- Sewage treatment

Food and Beverage

- Opening and closing routines
- beverage service
- entertainment checks
- greeting guests
- serving alcohol etc.

Kitchen food production

- Proper handling of chemicals when around food
- plate presentation
- proper equipment usage
- safe food handling
- dishwashing
- sanitation

Sales and Marketing

- Setting room rates
- Hotel inspection

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- Booking entertainment
- Marketing plan
- Conventions and group sales/bookings
- Advertising
- Incentive planning

Accounts and credit departments

- Invoicing customers
- Accounts receivable and payable monitoring
- Account reconciliations
- Handling audits
- Budgeting

Security

- Providing security to in-house guests and overall employees in the hotel

Human Resources

- Training and hiring the employees
- Handling employee complaints

Here is why SOPs are important in a hotel

- Consistency

Introducing a better structure with the help of Standard Operating Procedures can reduce costs and boosts efficiency and productivity. SOPs provide consistency to the hotel in the way an individual performs a certain task or activity. SOPs make sure that the process is carried out timely and on schedule without any discrepancies. A more structured SOP can help rectify the errors caused by facility damage, equipment failure, or absence of staff etc.

- Growth

Growth goes hand-in-hand with consistency. When a hotel property has reached its maximum efficiency utilizing SOPs, the growth can then be assessed and the entire process can be duplicated towards other properties of the chain. When a hotel runs smoothly following the procedures, it shows out in front of the guests. A calm, well organised and efficiently working hotel leaves a good impression in front of the guest making them a potential returning customer.

- SOPs simplify managing performance

It makes grading and rating the performance of the employees easy for the managers. Using the framework of Standard Operating Procedures responsible authorities can make assessment of each individual's performance. When all the workers in the organisation/ department follow the same SOP, it is easy to compare and judge them against the same standards. From the employee's side of benefit, SOPs can help employees from uncertainty by guiding them towards the standard then are expected from them to be achieved and meeting their goals withing time.

- Protects from knowledge loss

SOPs reduce the risk of knowledge loss by the means of documenting each thing properly and in a way that it can be utilised and followed by others for the betterment and growth of the organisation as well as the individual. Absence of SOPs means no manual record to run the hotel which can be disastrous.

- Quality control

When an hotel is launched into the market, it is expected to grow and become a successful organisation. Quality control plays a crucial role in maintaining the reputation of the hotel in the industry and help it grow. Formulating a standard procedure and then following it ensures that the quality of the service is according to the expectations of the guests and he/she can expect the same level of high-level services every time they return. Maintaining a 5- star level service quality will give the feeling to the guest that the hotel values their money.

- Helps in training the staff

In an industry with high turnover, these procedures help keep the staff aligned with the hotel's ideal service qualities and safety standards. SOPs make training the staff much easier as the fixed set of SOPs serve as a path to follow to help the staff in learning to maintain the quality of services to be performed effectively and efficiently.

- Time saving

Formulating an SOP for every little hotel procedure may seem chaotic and hectic at first but once done, it can save a lot of time in the long run. The SOPs ensure an efficient and effective working which saves both time and money. These resources can be utilized in other areas where required.

f) Role of SOPs in guest satisfaction and retention

i. *Guest Satisfaction*

Guest satisfaction in the hotel industry is the measurement of how happy and satisfied the customers are with the services being provided to them. It depends on the 3 Qs:

- Quality
- Quantity
- Quickness

ii. *How is the guest satisfaction measured in hotels*

Measuring the guest satisfaction can mainly be done in two ways:

- Using the Guest Satisfaction Survey form
- Looking online for reviews

For the survey forms, pen and paper method was used earlier but nowadays almost all the hotels have adopted the digital way wherein the guest is provided with a link where they can share their feedback.

The surveys and reviews are all clubbed together to form an average rating. Alternatively Online Travel Agent websites can be used to look at the ratings and asses the area where improvement is needed.

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iii. *Why is guest satisfaction so important for hotels*

An industry with such a huge turnover that solely depends on its customers like any other, should keep in mind that it is very crucial to satisfy a guest in order to start climbing the stairs of success and growth. No organisation will ever be able to see the light of success if its customers are not satisfied and do not find that their money is being valued for the services they are provided.

Whereas, following proper SOPs, treating the guest with respect and providing high class services leads to a higher guest satisfaction percentage which results in a repeating guest hence improving the retention rate of the particular hotel.

g) Relation between Guest satisfaction and Guest retention

Guest retention is referred to as the process of engaging the guests so that they repeat their purchasing patterns and continue their association with the organisation.

Although not the case every time but surveys and research suggest that a satisfied guest is a lot more likely to put their trust to return again to the hotel. Guest satisfaction is subjective but it offers higher probability of guest retention. The relation between guest satisfaction and guest retention depends on many factors like quality of service, price fluctuations, market situation, target group and demographic.

Achieving optimal guest satisfaction requires excelling in all the departments, along with offering exceptional service along all points throughout the hotel stay. Only then will the guest satisfaction have a direct impact on guest retention.

A guest that is satisfied with the services of the hotel will be likely to return for the same quality of services in the future and may become a loyal customer increasing the retention rate. This in turn will bring in good publicity for the hotel and bring in more sales for them.

Whereas a dissatisfied guest will leave the hotel with a bad impression and bad memory of the stay which tends to remain in the mind for a long time. This bad impression will at first convince the guest to never come back to that particular hotel and also forward this feedback to friends and family decreasing the chances of them ever visiting the hotel.

As much as guest retention is important, it is the first and foremost priority to satisfy the guest during the hotel stay because guest satisfaction is the first step towards retention.

h) Advantages of improving guest satisfaction and retention

Reduction in Marketing costs- marketing to new guests can be expensive and time consuming as compared to marketing to existing guests. Retained guests are already known to the brand and even satisfied with it, so engaging them to turn into returning guests becomes much easier and profitable.

Help in customer acquisition: more than 90% of the guests while booking a hotel refer to their family and friends for recommendation. A happy customer will positively influence their social circle. They bring in organic publicity through word of mouth which has a higher conversion rate into potential sales.

Boosts brand loyalty: loyal customers are the stepping stones of any growing organisation. The first step towards increasing customer loyalty is to satisfy the in-house guests during and even after the stay. When a guest is satisfied, he/she/they are likely to return and it becomes easier to understand their buying patterns to create sales and marketing strategies for the future.

i) SOPs playing an important role in Guest satisfaction and retention

From the research data above, it is clear that Standard Operating Procedure play a very important role in the hotel industry. Whether to save time and expenditure, quality control, or maintaining industry standards, SOPs are a key to growth of the organisation.

Similar to the above factors, SOPs also play a very important role in guest satisfaction and retention. A guest looks for services that not only meet the expectations but exceeds them. An ideal situation for a guest is when they get timely services, quick response, easy to do procedures and value for the money they are paying. All of this can be easily achieved through following the necessary standard operating procedures while performing various tasks.

SOPs make sure that the guest receives at par quality of services every time they visit. The quality is consistent, response time is quick and effective hence making the guest satisfied and more likely to return to the same hotel for future visits.

This means high rate of guest retention meaning more business for the hotel leading to effective growth.

j) Objectives of this project

- Basic understanding of SOPs.
- A deep insight into the SOPs of the hospitality industry.
- How does following the SOPs help in better guest satisfaction and retention.

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Chapter-2: Literature Review

1. According to the research conducted by Amekewa Y. 2013 among hospitality workers employed in the territory of the city of Novi Sad, along with the previously consulted relevant literature in the subject of gastronomy and hospitality, we reached the conclusion that hospitality workers in the production sector (in the kitchen) are acquainted with the standard operating procedures. However, a problem arises in the very implementation, because unfortunately, they are not adequately implemented regardless of possessing the required paperwork and defined aspects of business operation. This situation on the market significantly reflects the quality of work and calls into question the medical safety of food. The quality which is not constant, along with safety and regularity of food which are not adequate for business operations of hospitality facilities, call into question business efficiency and, of course, probability. therefore, for successful business operations of each hospitality facility, in addition to the defend SOP, it is necessary to strive for them to be fully applicable, which is the main task of all employees in the production and ser-vice chain within each hospitality facility.
2. According to Isin Aykar 2012, Eventually, SOPs serve as a fundamental means of communication for all levels of the organization. Not only do they include employees departmentally, but they also allow management and employees to gain a cross-functional view of the organization This attitude encourages employees to think about how process change may affect other functional areas. A good system forces employee to think through processes and examine how procedure might influence product, personnel, production, and equipment. It should not be forgotten that the "Best written SOPs will fail if they are not followed" (Hattamer-Apostel, R. 2001), (Jain, SK. 2008)
3. According to Luca Petrigna 2021, In conclusion, the creation of SOPs in the PF field, especially in a health promotion context, is necessary and these procedures standardized should be systematically adopted in future investigations. Only in this way, it will be possible to generalize easily the findings and contextualize the results with the existing literature.
4. According to Amekewa Y. 2013 In theory, work procedure is a stage in work procedures that must be passed a job starting from the stage before the work starts (planning), the implementation stage and the stage of work completion (termination and evaluation) which contains a series of work procedures, relationships between tasks and personnel, the method adopted and the sequence of steps in an objective, transparent, effective and efficient manner. An absolute procedure is needed to be used as a guide and lead to the completion of the task. A good procedure must be suitable for the needs and the organization or institution that uses it. In physical ability tests, the availability of good procedures, which can be understood by all personnel involved (testers and testes), which regulate all matters relating to tests such as administration, personnel relations, equipment and so on will be very helpful for the smooth implementation of tests and obtaining results valid and reliable test.
5. According to" (Hattamer-Apostel, R. 2001), identify physical ability test procedures to produce valid and

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reliable tests. The test procedure governs the steps or procedures, relationships between people involved in the work system and assessment. Test procedures generally contain how the planning of a test will be carried out, what and how the activities carried out by testers and testes during carrying out physical ability tests and how to conduct a final assessment or evaluation to decide on a test result.

6. The results of the literature review indicate that in each completion of the work including the physical abilities test it is necessary to have a standard test procedure to be used as a guide for testers and testes in carrying out physical ability tests.

a) Methodology Adopted

This project explains the benefits of following the standard procedures while performing the tasks in a hotel. The research involved various methods and ways by which we can satisfy our guests and help in better guest retention which will lead to the success and growth of the hotel. A 20-question survey was conducted with 35 employees of various hotels which provided us with the quantitative analysis of how does following a standard procedure while doing a task benefits the employees as well as the guests instead of using any random method.

b) Research Design

The examination configuration is an end-all strategy determining the strategies and methods for assortment and investigating the required data. It is a structure that designs the activity for the exploration project, just as to manage us in taking care of issues. Quantitative exploration has been utilized to direct this examination concentrate because of the enormous number of respondents who took an interest and where proof is assessed, and speculations are created. As a quantitative report, analysts need to appropriate the poll to respondents to make end. Information is gathered by utilizing structure, easy-going examination structure and Results which are even-handed, and less specialist notice included. What is more, the examination covered more extensive populace in this way quantitative technique is more appropriate instead of subjective strategy where a little example is utilized and includes meet. Along these lines, it will be additional tedious.

c) Data Collection Methods

Information diversity is a significant part of an exploration study. Wrong information diversity can affect the consequences of an examination and at last lead to invalid outcomes. Information can be described in terms of quantitative or subjective benefits of a variable. Information can be numbers, images, words, figures, facts or thoughts. Information cannot be perceived and in order to get data from information, it must be decoded into significant data. There are many different techniques for interpreting information. Information sources are often grouped into essential and complementary information.

Primary data collection: Primary information is the information noticed or gathered straightforwardly from direct insight. It alludes to that information which is gathered for a particular reason from the field of request and are unique in nature and are more solid, bona fide a goal. For the venture essential information were gathered basically through study strategy, utilizing the apparatus poll. Subsequently, it is legitimacy is more prominent than auxiliary information.

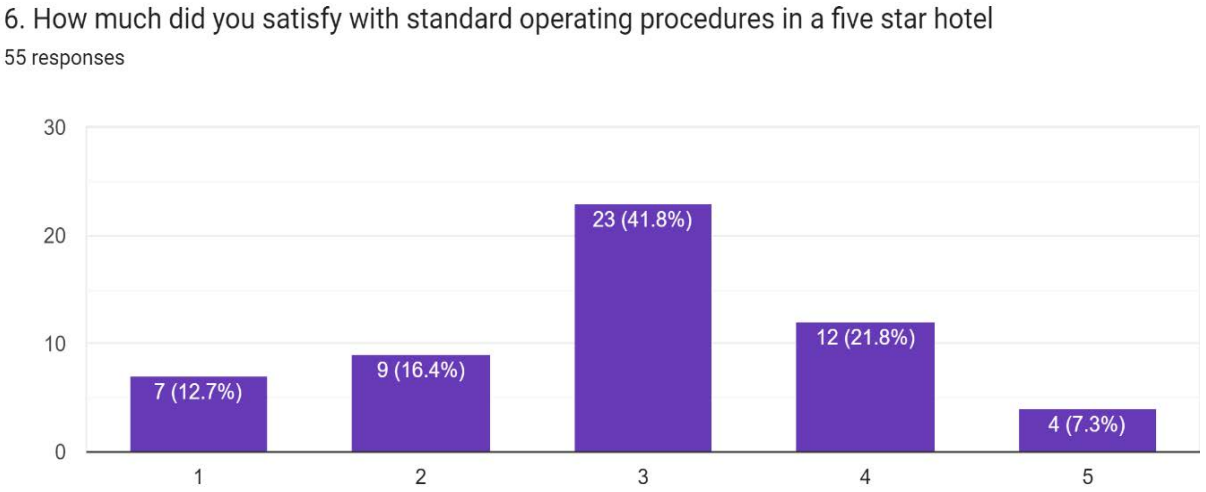
Secondary data collection: Secondary data collection is the information gathered from a source that has effectively been distributed in any structure. It is the used information about an occasion that has not been as expected saw by the analysts. Survey of writing in any examination depends on auxiliary information for the most part from books, Google, research papers, diaries and periodicals, the intention is to expand the exactness of investigation.

d) Graphical Presentation

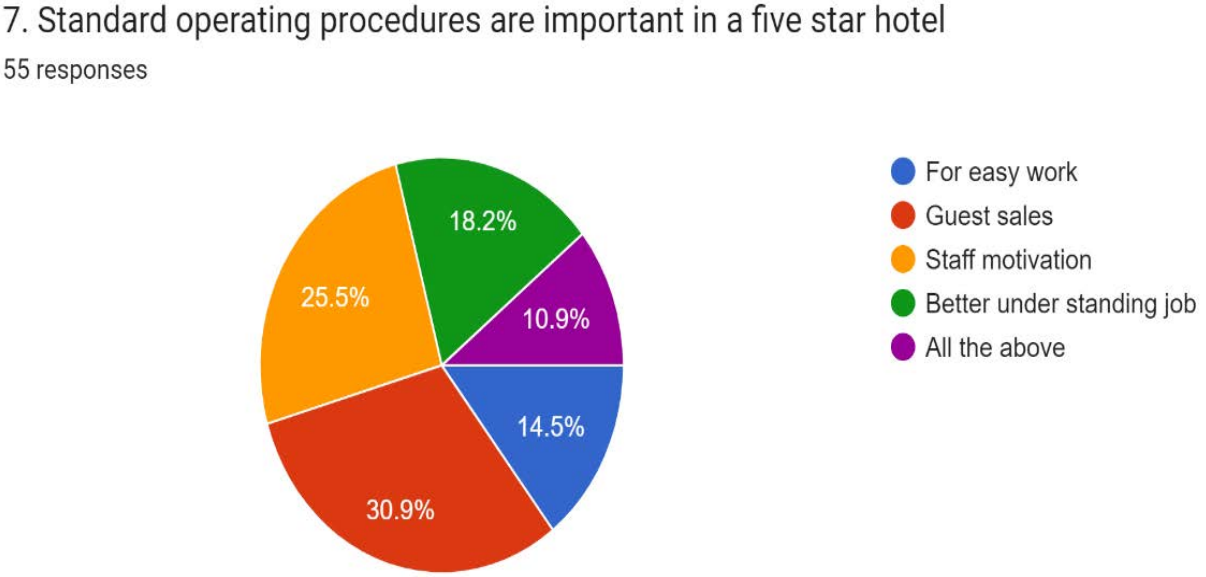
The data for this survey has been derived to 100 respondents and I receive only 55 responses belonging to different departments of the five-star hotel The interpretation of each chart has been written below the respective representations.

As per graph we get to know that the hotel staff do not proper follow the instruction of standard operating producer and they are not satisfied with that and maximum employee are neutral with the standard operating procedure in a five-star hotel and if the staff follow the procedure so how much customer satisfy with our Stop.

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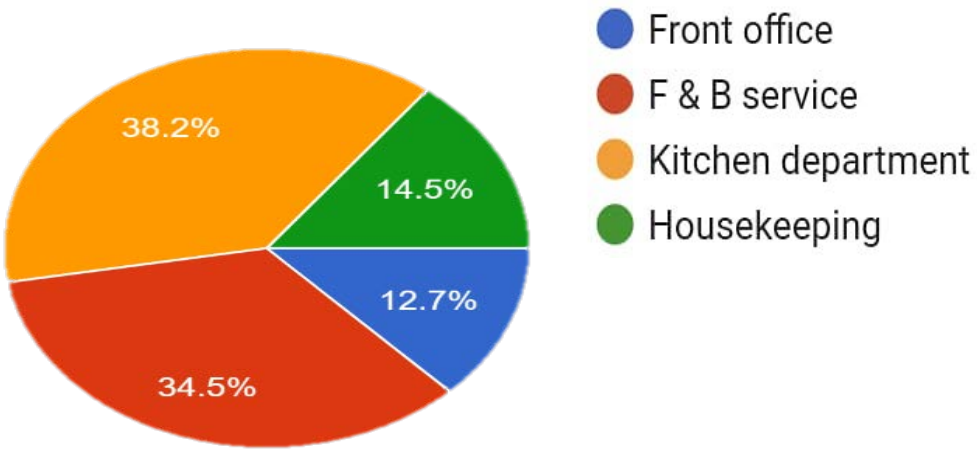


As per the graph, 30.9% employee for easy work,25.5% employee guest sale,14.5% employee staff motivation,18.2% employee better understanding job and 10.9% employee all the above.



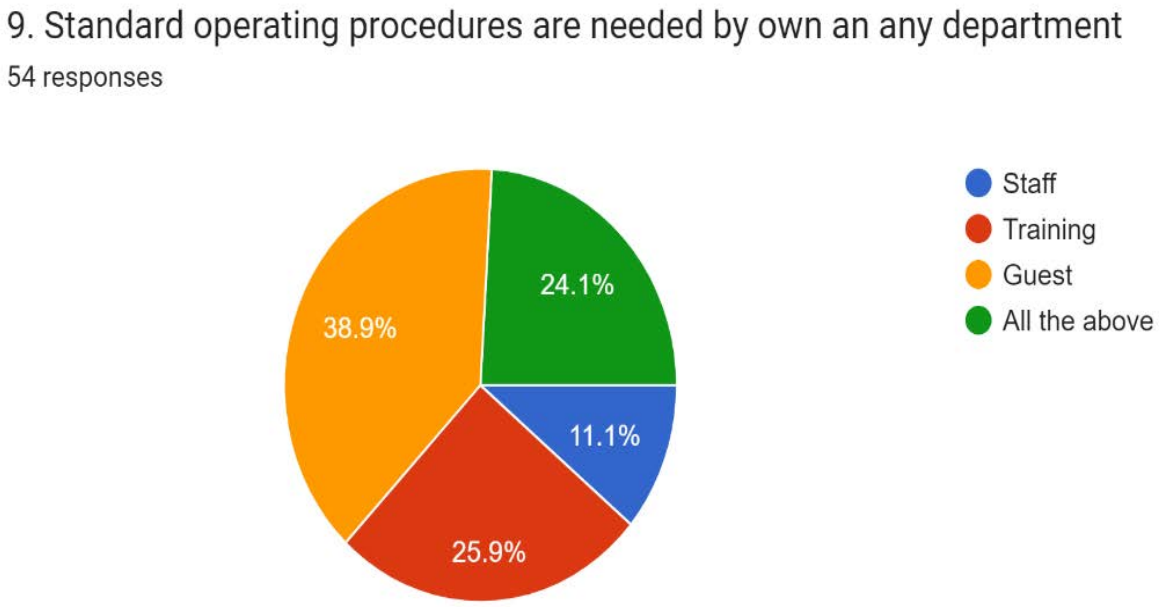
From which graph we know about the market and how much the sop is important so the sop is more important for guest satisfaction.

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As per the graph representation,38.8% employee to work speed,34.4% for the guest satisfaction,12.7% to do same work, and 14.5% all of the above.

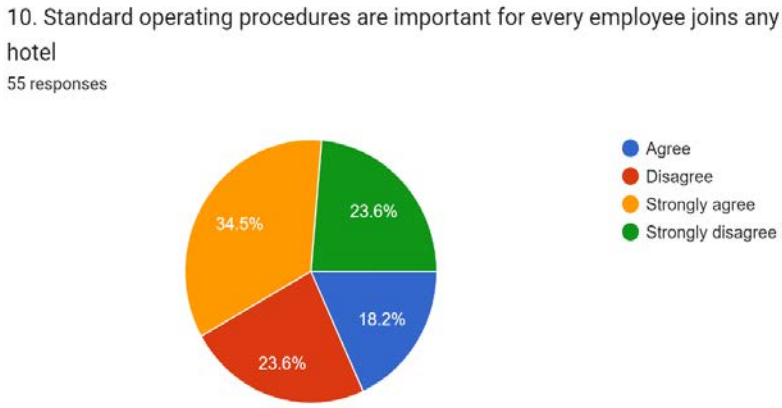
SOP is important for every department but it is most important for F&B service because most of the will come for service.



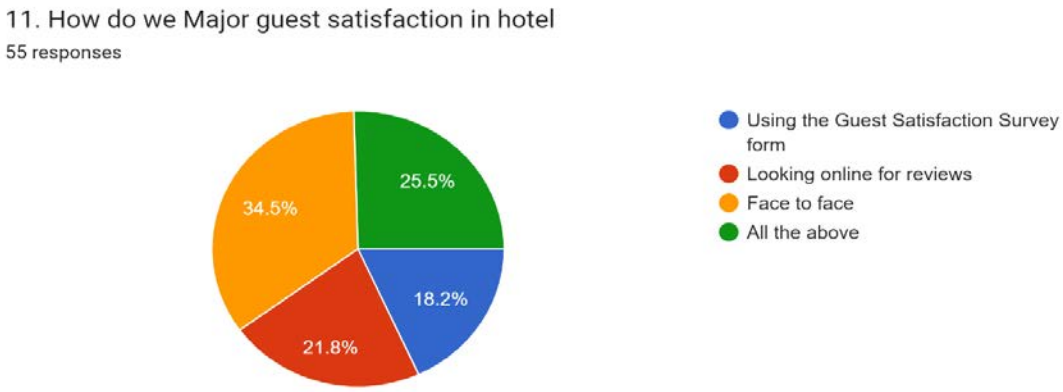
As per the graph, 38.9% guest says that the Kitchen department has need of standard operating procedures,25.9% trainee, 24.1% all the above.

SOP is more important for kitchen because guest will come for same taste in our hotel if the taste of the food will change so guest will not come.

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SOP is important for every employees joins any departments an any hotel because employee join the hotel they don't know the service of the hotel so if they read the SOP so they provide service like same as every staff. As per the graph shows,34.4% strongly agree, 23.6% disagree, 18.2% agree and 23.6% employee disagree.

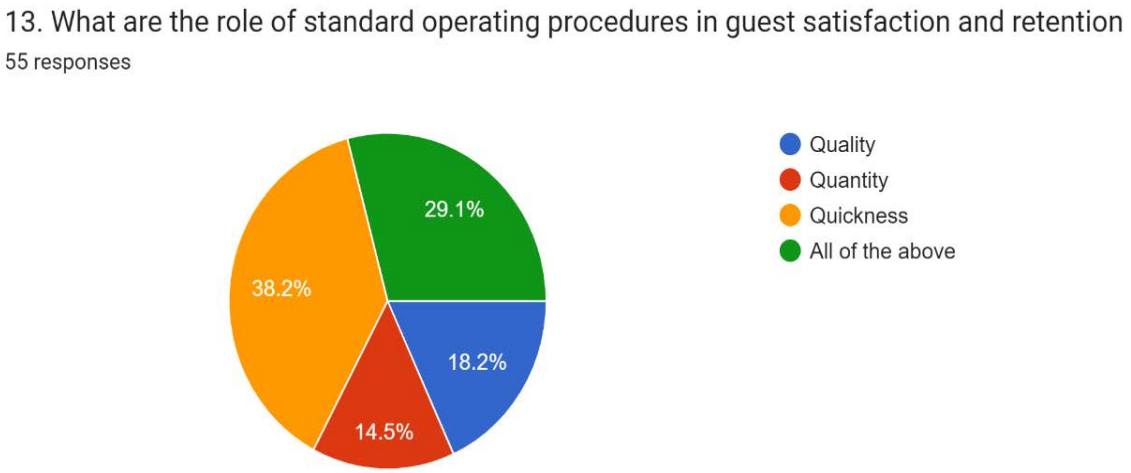


According to the chart, 34.5% face to face, 21.8% looking online for reviews, 18.2% using the guest satisfaction and 25.5% employee all the above. we know guest satisfaction from many types like face to face communication from guest , check online reviews etc.



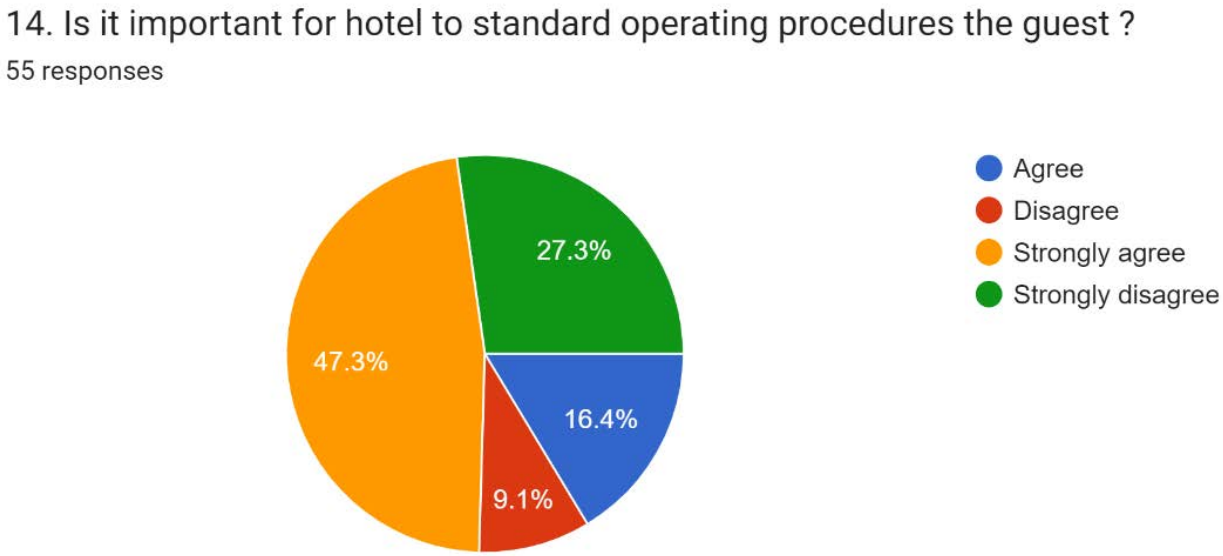
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As per the bar graph, 9.1% people have given their very bad experince, 16.4% have given bad experience, 25.5% have netural, 25.5% employee have share their good experience, 23.6% have share their very good experience for standard opertaing experince



As per the chart, 38.2% quickness of standard operating procedures in guest satisfaction, 14.5% quantity, 18.2% quality and 29.1% all of the above.

It is very important because we know about quality, quantity and speed of service.



According to this chart, 47.3% employee strongly agree, 27.3% strongly disagree, 16.4% agree, and 9.1% disagree.

yes SOP is very important because the help of SOP every staff give service same way and any new staff work easily.

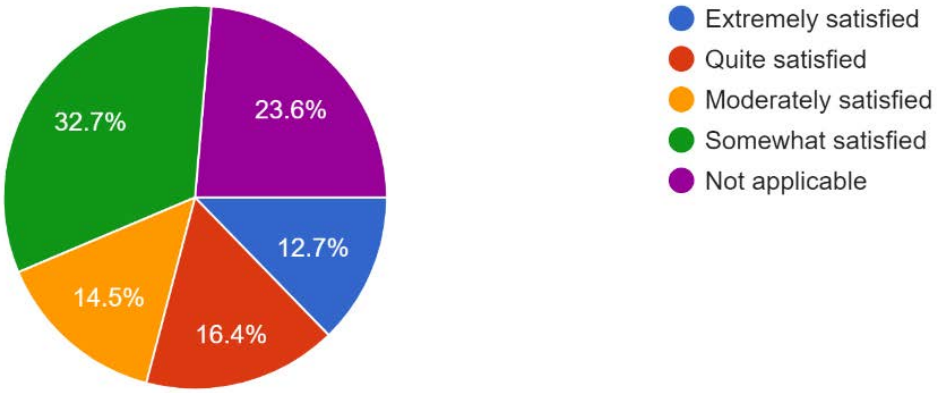
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As per the data of this chart, 34.5% boots brand loyalty, 36.4% all of the above, 18.2% reduction in marketing costs, and 10.9% help in customer acquisition.

Due to the help of SOP we work on reduction in market costs, help in customer acquisition, and boosts brand loyalty.

16. Overall, at what level were you satisfied with our hotel?

55 responses

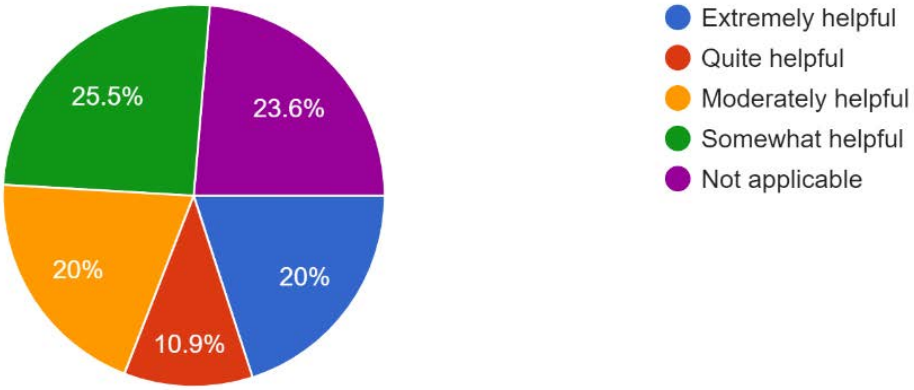


According to the chart, 32.7% somewhat satisfied, 23.6% not applicable, 14.5% moderately satisfied, 16.4% quite satisfied, 12.7% extremely satisfied,

due to SOP we satisfy our guest more and we work on it.

17. How helpful was the Food and beverage throughout your stay?

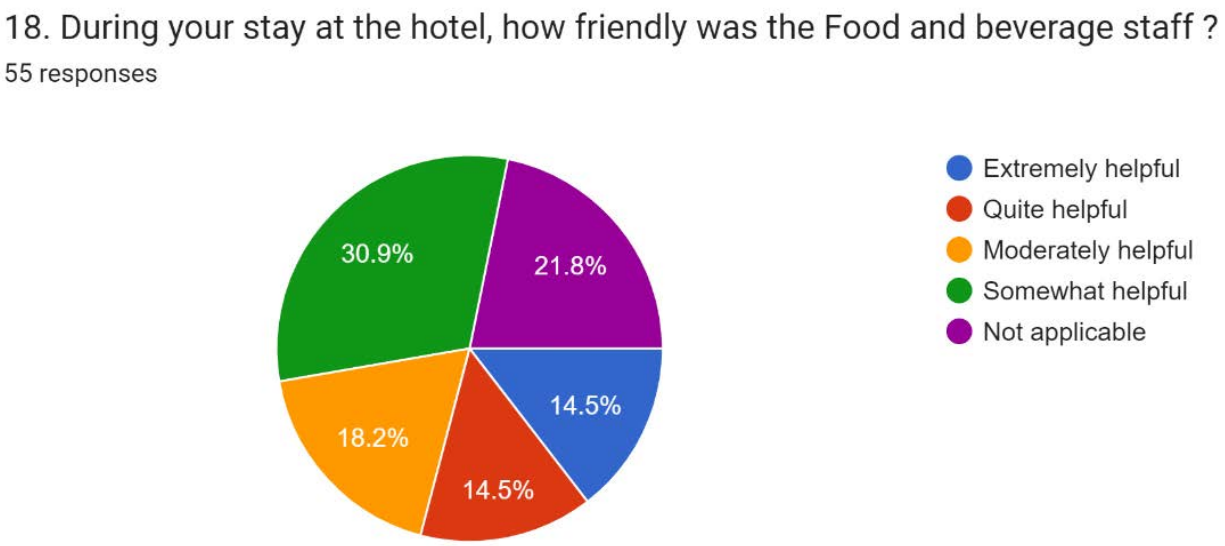
55 responses



As per the data of this chart, 25.5% somewhat helpful,23.6% not applicable, 20% extremely helpful, 20 % moderately helpful, and 10.9 % quite helpful.

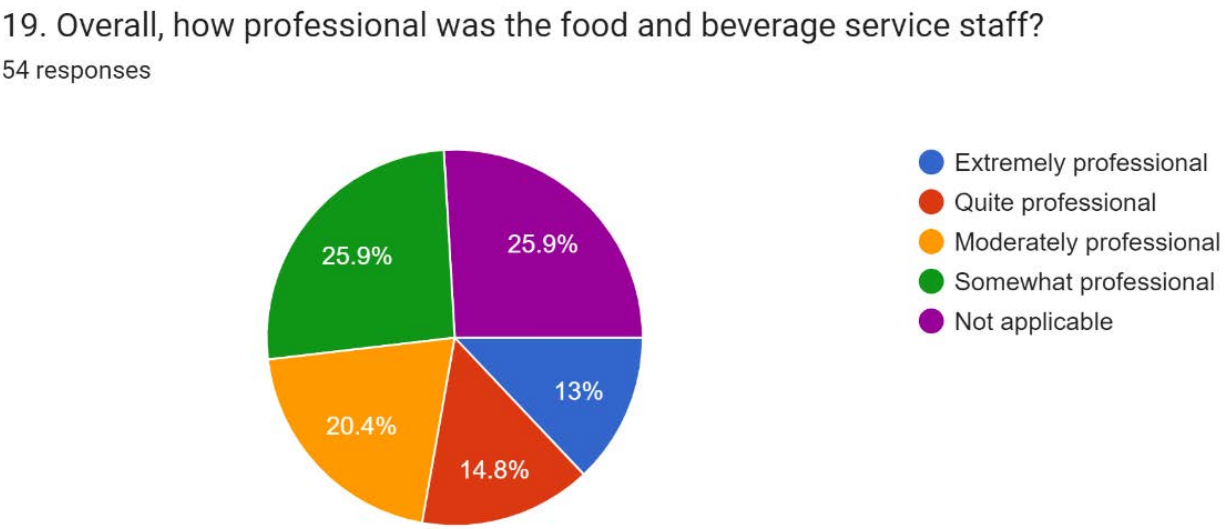
It is extremely helpful for food and beverage service because we served the quest from the same procedure every time and in bar we make drinks same way.

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As per the chart, 30.9% somewhat helpful ,21.8% not applicable, 18.2% moderately helpful, 14.5% extremely helpful, 14.55 quite helpful.

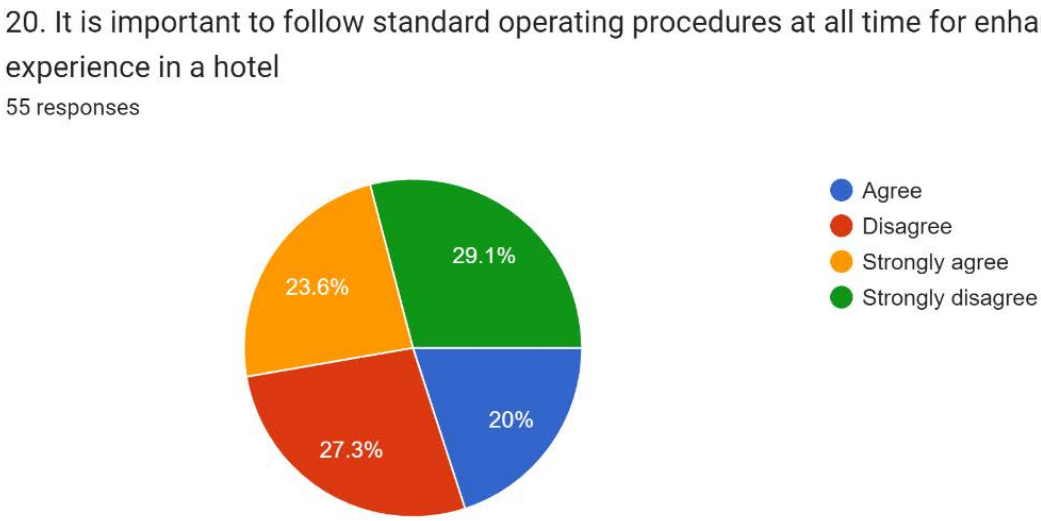
Food and beverage staff is very good and friendly nature and behave like a gentleman.



As per the graph, 25.9% some what professional, 25.9% not applicable ,20.4% moderately professional, 14.8% quite professional, and 13% extremely professional.

According to graph food and beverage staff will behave like professionally

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As per the graph, 23.6% strongly disagree, 29.1% strongly disagree, 20% agree, and 27.3% disagree.

According to this graph it is important to follow SOP every time because guest will come for same taste and service .

Conclusion

SOP, or known generally by its full form Standard Operating Procedures is a procedure that is specific to an operation and describes the activities that are necessary to complete the task according to the industry standards, laws or one's own standards. Most of the SOPs in the hotel industry comprises of emergency situations, regulatory issues and guest experience. Emergency SOPs – These include the SOPs that are to be followed in case of extraordinary emergency situations that may occur without warning. These situations are ones that require SOPs to refer to in case they occur because very few staff members would have faced them before. SOPs are procedures and standards that are needed in the operations within a business to ensure success. If a task changes, the SOPs are updated accordingly and distributed among the people using them. This helps the organization efficiently communicate the change to anyone who is affected by it. The bigger the hotel, the more important SOPs become. Similar to how children structure in daily lives in order to mature into better adults, hotels need Standard Operating Procedures in order to function at maximum efficiency. SOPs not only affect the organisation but the whole team. A lack of structure results in frequent chaos, which results in stressed team members who are then unhappy to work because of the high amount of added stress. SOPs are more than just a checklist. They document the flow of work that reaches across departments and often involves high-visibility and high-impact procedure routines. All the departments require Standard Operating Procedures in order to perform effectively and efficiently. SOPs provide consistency to the hotel in the way an individual performs a certain task or activity. SOPs make sure that the process is carried out timely and on schedule without any discrepancies. Growth goes hand-in-hand with consistency. When a hotel runs smoothly following the procedures, it shows out in front of the guests. It makes grading and rating the performance of the employees easy for the managers. SOPs reduce the risk of knowledge loss by the means of documenting each thing properly and in a way that it can be utilised and followed by others for the betterment and growth of the organisation as well as the individual. Absence of SOPs means no manual record to run the hotel which can be disastrous. When an hotel is launched into the market, it is expected to grow and become a successful organisation. In an industry with high turnover, these procedures help keep the staff aligned with the hotel's ideal service qualities and safety standards. Formulating an SOP for every little hotel procedure may seem chaotic and hectic at first but once done, it can save a lot of time in the long run. Guest satisfaction in the hotel industry is the measurement of how happy and satisfied the customers are with the services being provided to them. It depends on the 3 Qs: The surveys and reviews are all clubbed together to form an average rating. Guest retention is referred to as the process of engaging the guests so that they repeat their purchasing patterns and continue their association with the organisation. Although not the case every time but surveys and research suggest that a satisfied guest is a lot more likely to put their trust to return again to the hotel. Achieving optimal guest satisfaction requires excelling in all the departments, along with offering exceptional service along all points throughout the hotel stay. A

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guest that is satisfied with the services of the hotel will be likely to return for the same quality of services in the future and may become a loyal customer increasing the retention rate. Whereas a dissatisfied guest will leave the hotel with a bad impression and bad memory of the stay which tends to remain in the mind for a long time. Reduction in Marketing costs - marketing to new guests can be expensive and time consuming as compared to marketing to existing guests. Retained guests are already known to the brand and even satisfied with it, so engaging them to turn into returning guests becomes much easier and profitable. Help in customer acquisition – more than 90% of the guests while booking a hotel refer to their family and friends for recommendation. A happy customer will positively influence their social circle. Boosts brand loyalty- loyal customers are the stepping stones of any growing organisation. From the research data above it is clear that Standard Operating Procedure play a very important role in the hotel industry. Similar to the above factors, SOPs also play a very important role in guest satisfaction and retention. A guest looks for services that not only meet the expectations but exceeds them. SOPs make sure that the guest receives at par quality of services every time they visit.

Implementing standard operating procedures (SOPs) is crucial for achieving guest satisfaction and retention in the hospitality industry. By providing consistency in service, promoting efficient operations, supporting staff training and development, and enabling effective problem resolution, SOPs contribute to guest satisfaction and loyalty. Furthermore, the implementtation of SOPs aligns with SDG 9 by fostering resilient infrastructure, promoting sustainable industrialization, and encouraging innovation within the hospitality sector. It is essential for hospitality establishments to prioritize the development and implementation of SOPs to enhance guest satisfaction, retention, and contribute to the overall objectives of SDG 9.

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An Empirical Study on Fast Food Preferences among Guests in Hilton Garden INN, Saket

By Puneet Sharma, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Fast food dishes are mass-produced food designed for quick and efficient preparation. Fast food is a type of food designed for sale with fast service. The fastest form of "snack" has pre-made food that cuts wait time down to just seconds. These fast food dishes combines different elements of different culinary traditions from different regions, In this study we are going to identify the taste and preferences of the customers on fast food dishes and the impacts of fast foods dishes on guest health On the basis of information collected various reasons and ways which may lead to obtain knowledge about the preferences of the guest as in the hospitality industry food plays an important role in the menu.In this, a questionnaire is given to the guest and we received 50 response. In the conclusion we get to know about more cuisine and guest preference about fusion foods. This research is limited to Delhi-NCR region.

Keywords: fast food, food mixing, sales, quice service, menu, guest, health etc.

GJMBR-F Classification: LCC: TX945-946.5



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Puneet Sharma [α], Monalisha Dash [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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I. Introduction

Fast food dishes are mass-produced food designed for quick and efficient preparation. Fast food is a type of food designed for sale with fast service. The fastest form of "snack" has pre-made food that cuts wait time down to just seconds. Fast food dishes are high in calories and high in salt and sugar content.



Fig1.1: Noodles

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: puneet_sharma.gsohbhm@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mails: dean.soh@galgotiasuniversity.edu.in, call.rajiv@yahoo.co.in



Fig. 1.2: Pasta

Pasta is made from refined wheat flour And turned into different shapes. Noodles is also made refined wheat flour. Pizza is also made from refined wheat flour. Served in round shape. Pav and kulcha is also made from refined wheat flour.

The use of refined wheat flour is very high in these dishes that is not good for daily eat. These dishes are easy to make and take less time to serve, found in low budget but they slows down digestion which creates a sluggish metabolism and we gain weight and other stomach problems can started. many fast foods tend to be high in saturated fat, sugar, salt and calories. This has been increased the risk off obesity, high cholesterol, insulin resistance conditions and depression.

This types of food is very use full for traveler and wage workers.

A street vendor sells ready-to-eat food or beverages on the street or in another public location, such as a market or an exposition. It's frequently sold from a mobile restaurant, a food cart, or a food truck, and it's ready to eat right away. Some street food is regional, but most of it has expanded well beyond its origins. Most street food is both finger food and quick food, and it is usually less expensive than restaurant cuisine.

a) Objectives

The objectives of this research are

- To Identify various dishes comes under fast food.
- To identify the reasons on guest fast food preference.
- To assess the impact of fast food preference on guest health.

II. Literature Review

Kalakumari, T., Mustafa, S. A., & Salindo, R. V. N. (2020).Emotional Experience of Consumption of Fast Food—A Study of College Students in Sultanate of

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Oman. Open Journal of Business and Management, 8(2), 452-466.

The majority of individuals eat fast food to avoid the dangers of cooking. Smart people of all ages, including children, adults, young and old, eat these quick food items to eat tasty meals. The fast food industry is dominated by McDonald's, Pizza Hut, and KFC. People nowadays consume a wide range of quick cuisine. Small coffee shops and other restaurants are the greatest places to buy fast food. Consumers have a difficult time selecting a fast food item. As a result, consumers are more selective in their fast food purchases. In short, the majority of consumers are looking for high-quality, fresh fast meals. To suit their demands, most students rely on fast breakfast, lunch, and dinner.

Wani, P. H., & Sarode, N. (2018). Impact of Fast Food Consumption on Health. International Journal on Recent Trends in Business and Tourism (IJRTBT), 2(3), 79-83.

Fast food is defined as food that is easily digestible, canned, frozen, and prepared in a short amount of time. Fast food is often known as unhealthy food because it is devoid of nutrition. Despite the so-called malnutrition, there is a significant increase in foreign and international items from diverse chains. Fast food is unhealthy since it is high in fat and calories. It has a high level of protein and sugar imbalances, which can lead to cancer, obesity, diabetes, indigestion, and other health problems.

Mohamed, A. K., Dakrory, M. I., &Taher, M. H.The factouniversitstudentsdecision on choosing fast-food restaurants.

The main reasons leading to the increase of popularity of fast food may be due to busier lifestyle, more disposable income, and more working women outside the home.

Bondoc, A. F., Florendo, H. F., Taguiwalo, E. J., &Eustaquio, J. (2019). Life in the fast food lane: Understanding the factors affecting fast food consumption among students in the Philippines. The Philippine Statistician, 68, 75-101.

One of the most common topics related to health is the nutritional aspect of food eaten by humans. Fast food usually contains saturated fats, sugars, salt, and calorie content. High fat foods acids linked to heart disease, or CVDs. while those with more diabetes are disgusted by dietitians because of them to weight gain, as well as their ability to deliver “empty calories can be accompanied by other nutrients such as fiber and vitamins.

Rojekar, N. P., Sajjanar, A., Chavan, P., Shukla, H., & Bhattad, D. (2019). Assessment of Knowledge, Attitude and Factors affecting consumption of fast food in 8-12 years of Children: A Cross Sectional Study. Journal of Advanced Medical and Dental Sciences Research, 7(8), 100-105.

Fast food is low in vitamins, minerals, fibre, and amino acids, yet it is high in energy. The purpose of this study was to determine the knowledge, attitude, and factors that influence fast food consumption. The majority of fast food is sticky, which contributes to dental cavities.

Onurlubaş, E., & Yilmaz, N. (2013). Fast food consumption habits of university students. J Food Agric Environ, 12-4.

Eating habits have evolved as a result of technology advancements, changes in life circumstances, women's participation in the workforce, and time constraints for office workers.

III. Methodology

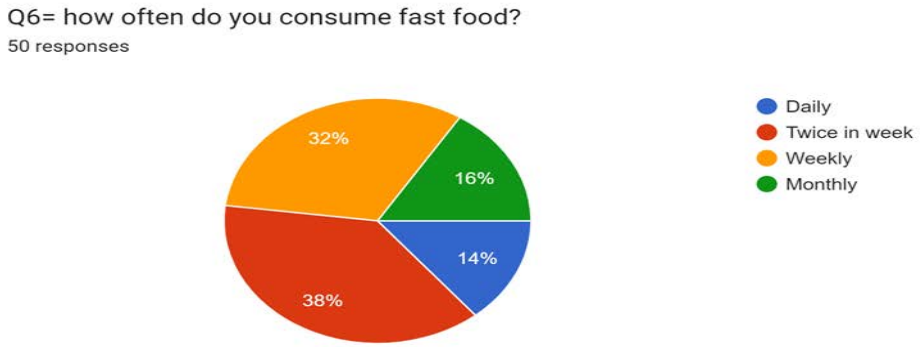
The examination configuration is an end-all strategy determining the strategies and methods for assortment and investigating the required data. It is a structure that designs the activity for the exploration project, just as to manage us in taking care of issues. Quantitative exploration has been utilized to direct this examination concentrate because of the enormous number of respondents who took an interest and where proof is assessed, and speculations are created. As a quantitative report, analysts need to appropriate the poll to respondents to make end. Information is gathered by utilizing structure, easy-going examination structure and Results which are even-handed, and less specialist notice included.

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Secondary information: Secondary information is the information gathered from a source that has effectively been distributed in any structure. It is used data on the occasion that has not been expected, saw by the analysts. Survey of writing in any examination depends on auxiliary information for the most part from books, Google, research papers, diaries and periodicals, the intention is to expand the exactness of investigation. The open-ended qualitative techniques have been implied.

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IV. Data Analysis



The pie chart shows that guest feedback about eating of fast food

14% people eat daily

38% people eat twice in week

32% people eat weekly

16% people eat monthly

According to this we can say at good % people prefer fast food.

V. Conclusion

The fast food is the most valuable part at the time of dining in a restaurant means if a guest come to restaurant the guest first see the menu of the restaurant then first see the varity of dishes which should be given in the menu so it get a positive impact on the guest. Then the food is served which is having an impact. Then food taste and presentation comes later.

So in this research paper I take 50+ responses which is sent on mail and shared among the customer of the restaurant whom out of 50+ out of 50+ were given. Out of 50+ responses 74% are male and 26% of the responses are from female. So all the responses comes from the age of 18-32 which is 100% who are participated in the survey.

My topic of this research in "An Empirical Study On Fast Food Preferences Among Guests In Hilton Garden Inn , Saket". I am taking a survey from the customer on food and I mention questions related to the fast food.

So one of the question from my survey is regarding which fast they like to eat in other cuisine so I give 4 options i.e. burger, pasta, pizza and noodles. So guest says they like noodle the most to eat and pasta is the second they like to eat most and then other two. And we have a similar question like above what they like to eat most in indian cuisine so I give 4 options i.epavbhaji, matterkulcha, rolls and dosa. So get guest like pavbhaji to eat most and rollson second most preferable food and then other two.

Here we have a question with which drink they like to eat fast food. So I give 4 options i.e soft drink, juice, coffee and energy drink. So we find soft drink is the most preferable drink and coffee is the second most like drink and the other two.

One question is how much you spend for eating in fast food so most of says they spent 100-500(56%) to eat fast food and some spent 500-1000(20%) on eating fast food and some are spent less then 100(16%) and more then 1000(8%).

One question is Did they follow all the rules to maintain hygiene? So most of the guest says they maintain hygiene 84% and only 16% guest think they don't follow the rules to maintain hygiene.

In this research paper I got to know the fast food dishes is very popular and consume at good selling rate and some most like food is pizza , noodles, pavbhaji, rolls etc. In this we see how much they spent on the food. Got To know about the impact of fusion cuisine on guest health. The foods is not containing too much fat. the foods is not contain any chemicals product. They may cause lots of lifestyle diseases like obesity, high cholesterol, insulin resistance conditions and depression.

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Techniques for writing a good quality management and business research paper:

1. Choosing the topic: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

2. Think like evaluators: If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

3. Ask your guides: If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

4. Use of computer is recommended: As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

5. Use the internet for help: An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.



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6. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



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Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

The Administration Rules

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection.

Segment draft and final research paper: You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

Written material: You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.

Criterion for Grading a Research Paper (Compilation) by Global Journals

Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals.

Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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