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**THE IMPACT OF SERVICE MARKETING MIX  
7P'S ON CONSUMER BEHAVIOR**

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DAVRANIŞI ÜZERİNDEKİ ETKİSİ**

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## ÖNSÖZ

Bu çalışmada Hizmet Pazarlama Karması 7P's'nin Tüketici Davranışına Etkisi - 5 Yıldızlı Otel Rixos'ta Bir çok ölçütlü bir şekilde “Vaka Çalışması” incelenmiş ve nihai kararı etkileyen en önemli kriterler de belirlenmiştir. Tez çalışmalarımda üstün yardımlarından dolayı asistanlara, işçi ve personellere teşekkürlerimi sunarım.

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## ÖZET

Bu araştırma, DUHOK şehrindeki Otel Rixos'daki 7P's nin Otel Rixosu seçerken tüketicinin davranışını etkileyip etkilemediğini ve aynı zamanda özellikle servis pazarlama karmasının etkisinin büyüklüğünü belirlemeyi amaçlıyor. Modern oteller, mevcut tüketicileri muhafaza etmek ve diğer taraftan yeni müşteriler çekmek için 7P's hizmet pazarlama yaklaşımları ile uğraşmaktadırlar. Kullanılan araştırma yöntemi açıklayıcı bir yöntemdir. Örneklem yöntemi ile yapılan araştırmada, katılımcılara 180 anket formu dağıtıldı, ancak bunlardan 167'si geri döndü, bu nedenle araştırma örneği 167 anket katılımcısını içeriyor.. Daha sonra, veri analizi için SPSS tarafından faktör analizi kullanılmıştır. Araştırma çalışmalarının temel amacı, hizmet pazarlaması karmasının tüketici davranışı üzerindeki etkilerini ortaya çıkarmaktır. Çalışma, uygun hizmet pazarlama stratejisinin, imaj markası oluşturarak ve genel servis sürecini iyileştirerek tüketici davranışlarını geliştirmeye yardımcı olacağını önermektedir. Burada yapılan tezde, 7P's pazarlama karmasının beş yıldızlı otel markasının müşterileri üzerindeki etkisi tartışılmış ve daha sonra, hizmet pazarlamasına yönelik tüketici algısı üzerindeki etkisini anlamak üzere bir araştırma yürütülmüş ve beş yıldızlı Rixos Otelinin Markası, müşterinin gözünde imajını başarıyla geliştirdiği. Tez görülmüştür. araştırmasındaki hedef kitlenin, müşteriler ve hizmet sağlayıcılar, her iki perspektiften de hizmetin niteliğini ve kalitesini anlamalarını icap ettirdiği görülmüştür. Burada Araştırmacı, verileri daha iyi yorumlamak ve değerlendirmek üzere yapılandırılmış bir anket geliştirmiştir.

**Anahtar Kelimeler:** Pazarlama Karması, Hizmet Pazarlaması, Karması 7P's Tüketici Davranışı

## ABSTRACT

This research aims to know the services marketing mix 7P's in Hotel Rixos at DUHOK city influencing the consumer's behaviour in choosing a Hotel Rixos and know the magnitude of the influence of simultaneous and partial service marketing mix of Hotel Rixos. Hotels are engaging 7P's of service marketing approaches to retain existing consumers and also attract new customers. The research method used is descriptive and method. Research carried out by sampling method. I distributed 180 questionnaires on respondents but from this number I can return 167 questionnaires, so the research sample include of 167 respondents. Then for the data analysis used factor analysis by SPSS. The primary aim of the research work is to shed a light on the effects of service marketing mix on consumer behavior. The study suggests that appropriate service marketing strategy helps in improving consumer behavior through image branding and enhancement in overall servicing process. The dissertation here primarily discusses the impact of 7P's of marketing mix on the customers of the five star hotel brand and then engages into conducting an investigation to understand the impact of service marketing mixes on consumer perception towards service marketing and ways in which the five start hotel brand Rixos successfully enhances its image in the eyes of the customer. Target population in the dissertation research involves customers and service providers to understand the nature and quality of service from both perspectives. The researcher has developed structured questionnaire to collect and evaluate data for better understanding and evaluation.

**Keywords:** Marketing Mix, Service Marketing Mix 7P's Consumer Behavior

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction:

The contemporary business scenario demands the organizations to be active and efficient in order to deliver quality services to the customers and obtain customer satisfaction which is the key to gain success. Thus, the marketing strategies of an organization are the most important aspects that would help in determining success and growth of the organization in the competitive market. In the context of the evaluating marketing strategies the impact of 7P's of marketing mix on consumer behavior with special reference to Rixos Hotel in Duhok City can be discussed in the light of this study in order to deliver clear insight regarding the marketing practices of the hotel industry in respect to satisfy customers (Yelkur, 2000).

As tourism industry has been considered as the largest supplier of global economy, therefore, it is imperative for the hotel industry to implement effective and fruitful marketing strategies that would be able to draw customer's attention and deliver satisfaction in this context. Through the evaluation of the 7P's of marketing mix, the required action by the organizations to deliver information regarding the product or services can be accessed. In the hospitality industry customer satisfaction has been considered as the highest medium of gaining success and if the hotels have failed to deliver satisfied services to the customers, therefore, it will be difficult for the organization to maintain its position and sustainability in the market (Kucuk, 2005). As the Rixos Hotel has been situated in Iraq, therefore, the demographic requirements need to be considered as well as demand of the foreign customers. For this reason the organization needs to develop effective marketing strategies along with marketing mix that would help in placing the organization at the center of customer's attention and attraction. Moreover, the marketing practices of Rixos Hotel need to be concentrated in order to detect the scope of acquiring success while satisfying the demographic needs of

the respective region. Therefore, certain developments need to be incorporated in the context of the marketing mix and that would be able to deliver more and more customer loyalty and satisfaction to the organization (Gilaninia *et al.* 2013).

## **1.2 . Background of the Research**

Companies in the modern industrial scenario have become focused in relation to generate more customer centric services. In order to acquire more and more competitive advantage it is imperative that the organization would inculcate effective marketing strategies in order to deliver customers satisfaction and influence consumer's behavior. The 7P's of marketing mix has been determined as the most effective tool in relation to generate effectiveness in the context of the attracting more customers and influence consumer's behavior (Al-Azzam, 2016). The 7P's of marketing mix has been observed to be a collaborative set of marketing strategies that has helped organization to have the access to the requirements of the customer's demand and place product in accordance to that. Thus, the 7P's of marketing mix includes the seven aspects of the marketing strategies that are product, pricing, promotion, people, process, physical evidence. Therefore, the components of the marketing mix can be described in the following manner;

### **1.2.1. Product:**

Product refers to the goods and services provided by the organization to the customers. The product can be characterized in terms of quality, image, size and features. Products in the service sector are intangible and it cannot be measured like physical products in the service sectors (Ali *et al.* 2016).



### **1.2.2. Price:**

Price is the second most important aspect in the context of marketing mix as it refers to the amount charged by the organizations in relation to any product or services. Determining the price of a product is not an easy job as several factors like product demand; customer's ability to pay, involved cost and the price implemented by the competitors must be considered in this regard (Gilaninia *et al.* 2013).

### **1.2.3. Place:**

Place refers to the medium of access in which customers are able to products provided by the organizations. Place in relation to the marketing of the intended products has been considered as the source where the exhibition of the products are being performed. On the other hand, place include the concept of time and place consideration. Time has delivered the convenience to the customers in relation to decide the period of purchasing any product as per their convenience (Bhowal and Paul, 2014).

### **1.2.4. Promotion:**

Promotion has been determined by the marketing communication mix that includes advertisement, sales personal, direct marketing tools and public relation. Communication marketing is very vital in relation to provide information regarding the product, delivering information to the target market and so on. This has effectively helped in enhancing the sales and promotion of the products in the market.

### **1.2.5. People:**

People refer to the employees or the staff of the organizations that serves to promote the product in the market. The customer's perception can be gained while the employees and the customers encounter with each other.

### **1.2.6. Process:**

Process calls for the combination of the action and functions in relation to the product which also included low cost and high advantages to the customers. It also delivers the customer satisfaction factor with the every purchase of certain products (Bonney-Claudet and Ghantous, 2013).

### **1.2.7. Physical Evidence:**

As services could not be displayed like goods therefore, it is imperative for customers to get ensured by the organization to that the services are being delivered carries quality. This is called physical evidence need to be delivered to the customers in order to be satisfied.

Thus, in relation to the above discussed 7P's of marketing mix, it can be realized that the marketing strategies adopted by the organizations are able to influence the customers' buying decision and deliver satisfaction to both the company and the customers as well. In order to assess the impacts of 7P's of marketing mix on the customer's behaviors it can be asserted that through the effective implementation of the marketing strategies the customer's buying decision and behavior towards certain products can be identified and organizations would be able to react in accordance to the requirement of the customers (Chan *et al.* 2013). Apart from this, the concept of marketing can be delivered in terms of a social process between individuals or group through which they are able to acquire what they require by implementing, creating and exchanging means with each other through organizational structure. Therefore, the impact of 7P's of marketing mix in the context of Hotel Rixos 5 Stars, in Duhok city has been identified through the hotels 'long and flourishing history in the country. Thus, the services provided by the Rixos hotel can be identified through relation the marketing strategies of the hotel with the common frame of the 7P's of marketing mix. In relation to the marketing strategies a brief history of the respective hotel can be cited in this regard. Rixos hotel situated in Duhok City, Iraq has exhibited a long and golden history of the organization from almost last two decades. Introduced in 1953 the hotel Rixos5 star is situated in the heart of the city and provides its visitors opportunity to explore the beauty of the city (Chang

and Lai, 2009). The hotel has earned a notable popularity due to its services and products like hotel rooms, suits, location of the hotel all have co-coordinately influenced and impressed consumers that has also helps in gaining success in the competitive market. It has been realized that the hotel has evidently followed the all the required and pre-determined norms of the marketing mix that has influenced the customer's behavior and compelled them to considered its services again and again. Thus, it can be cited that the communication marketing strategies are able to attract the customer's attention and ensure that individuals consider the effort of the organization to satisfy its customers with effective and efficient communication marketing (Gilaninia *et al.* 2013).

### **1.3 . Aim and Objectives**

Aim and objective in the course of a study has been inculcated in order to generate the study with effectiveness and in a systematic manner. Aim is important in order to conduct the study with certain expectations and desire to meet those requirements (Rousan *et al.* 2012). Therefore, the aim of the research work can be cited in terms of assessing the impact of 7P's of marketing mix on the consumer's behavior. On the other hand, it also aims to evaluate the implementing process of marketing mix by hotel Rixos 5 stars in order to gain more competitive advantage. Apart from this, another purpose of the study can be identified in terms of assessing the practices related to 7P's of marketing mix by Rixos hotel in Duhok City. Objectives are able to deliver right direction and pre-determined target in the context of a study that would help in providing effective results along with valid and reliable information in relation to the topic of the research. Thus, the objectives of the study can be cited in the following manner.

- i. To evaluate the impact of 7P's of marketing mix in the hospitality industry.
- ii. To assess the impact of 7P's of marketing mix on consumer's behavior.
- iii. To discuss the effectiveness of the marketing practices by Rixos Hotel.
- iv. To assert the relationship between marketing mix and consumer's satisfaction.
- v. To deliver ways in order to improve service quality of Rixos Hotel.

#### **1.4 . Rationale**

Rationale is being added in the context of a study in order to provide insight regarding the purpose of the study and why it has been conducted. Thus, the rationale of this study can be realized in terms of assessing the impacts of 7P's of marketing mix in the context of Rixos Hotel on consumer behavior (Kucuk, 2005). On the other hand, it also intends to evaluate the relationship between the marketing mix strategies and consumer's behaviors and how customer satisfaction can be delivered by the organizations through effective practices of the marketing mix. Apart from this, as the hospitality industry has been considered as the most influential and beneficial aspect that is able to increase the economic status of the global market. Therefore, this study also aims to discuss the role of 7P's of marketing mix in the hospitality industry with special reference to Rixos Hotel in Duhok City. However, the demographic trends are considered as the major drivers of incorporating new business trends and meeting the requirements related to the demographic trends it can be said that the organization needs to implement more effective strategies and promotional activities in this context (LuckyEye, 2016). Therefore, another purpose is to assess the relation between the demographic trends and requirements and the marketing mix strategies.

#### **1.5 . Research Questions**

Research questions are one of the most important aspects in the context of a research work that provides certain direction and reason to conduct the research study. Through including proper research questions in a study right and relevant information and answer in relation to the questions can be delivered. Therefore, the research questions are being depicted in the following manner:

- i. What are the impacts of 7P's of marketing mix in the hospitality industry?
- ii. What are the impacts of 7P's of marketing mix on consumer's behavior?
- iii. Are the marketing practices by Rixos Hotel effective?
- iv. What is the relationship between marketing mix and consumer behavior?
- v. What are the ways to improve service quality of Rixos Hotel?

## **1.6 . Significance of the Study**

Marketing strategies are the most significant aspect in relation to the acquire success in the industrial scenario. Thus, the significance of the this study can be depicted in terms of assessing the impact of 7P's of marketing mix in relation to influence the customer's behavior. On the other hand, this study can be significant in order to evaluate the relationship between the customer's behavior and marketing mix (Gilaniniaet *al.* 2013). Apart from this, as the hospitality industry is able to deliver a strong support to the global economy, therefore, this research has significantly assessed the marketing strategies adopted by the Rixos Hotel in Duhok City in order deliver insight how the hotel has succeeded in influencing the customer's behavior through effective practices of marketing strategies. On the other hand, through this study the ways to satisfy the demographic trends in the Duhok city can be referred in this regard. Therefore, it can be cited that through this study the ways of implementing marketing mix strategies can be acquired.

## **1.7 . Problem Statement**

In the contemporary business scenario marketing strategies are the most important tools in order to gain success and growth along with customer's satisfaction and loyalty. But in relation to the study there are certain problems that have been detected in the course of the study. The first issue can be detected in relation to the study is that the marketing mix has not been implemented by the organization due to the lack of awareness regarding the target market and their requirements. Thus, in the hotel industry one of the major problems has been detected is the difficulty in delivering customer satisfaction and quality services. Thus, the marketing practice of the Rixos Hotel needs to be evaluated in order to deliver insight regarding the action needed in this context. Thus, as it is the most vulnerable topic, therefore, very few research studies have been recorded on the same topic and through presenting the evaluation in this piece of writing, an informative aspect can be delivered.

## **1.8 . Structure of the Research**

The structure of the research has been provided in the context of a research work in order to deliver insight regarding the intended action in each component of the study that would help in delivering a complete informative piece of writing. Thus, the structure off the research can be delivered in the following manner;

### **1.8.1. Chapter 1:**

The first chapter of the research work is known as the introduction chapter in which the researcher has provided an introduction to the topic of the research through incorporating a wide background of the research in which the related aspects are being discussed in details. Along with this, the objectives are also being depicted in this context in order to provide certain aim to the study and provide direction for conducting it with effectiveness. On the other hand, the rationale and significance has been cited in order to ensure the purpose of conducting the research work. At the end of this chapter the analyst has ascertained the structure of the study trough which brief description of each component can be gained.

### **1.8.2. Chapter 2:**

The second chapter of the study has been considered as the literature review chapter in which the analyst has provided an ample and rich source of relevant and reliable literature in relation to the research works. The literature has been depicted in order to provide information regarding the marketing practices and the impact of 7P's of marketing mix on consumer behavior.

### **1.8.3. Chapter 3:**

The third chapter of the dissertation is known as the methodology chapter in which the researcher has provided the methods and techniques through which the research work is being conducted. In the methodology chapter, the researcher has employed primary and secondary data collection process through which practical and empirical data have been collected. In the primary data collection process the researcher has selected a certain sample size of respondents and through distributing questionnaire practical data have been collected. On the other hand, through evaluating the empirical sources that is scholarly articles and journals are being analyzed. Therefore, the collected data are being analyzed in the succeeding chapter.

### **1.8.4. Chapter 4:**

The fourth chapter of the dissertation is known as the discussion and analysis chapter in which the researcher has provided the analysis of the collected data from the primary and secondary sources of data collection. Therefore, with the help of mathematical and analytical tools along with table, graphs, pie charts and so on the data are being presented in this chapter and the evaluation of the data would help in drawing a fruitful implication.

### **1.8.5. Chapter 5:**

The fifth chapter is known to be the final chapter of the dissertation in which the analyst has delivered implication regarding the topic of the research work through linking the objectives of the research work with the findings that have been accumulated through data collection. Along with delivering implication certain recommendations have also been delivered in relation to improve the marketing practices and services of Rixos Hotel.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

The progress and procedures of the organizations needs to be aligned with the current market trends in order to survive in the tough competition and also derive competitive advantage (Wijayanto, 2015). Customer satisfaction is the key to the success of a business organization. The rising role of marketing in a business each and every day is the source of customer satisfaction. In fact, marketing is considered as the prime role of an organization to meet the daily demands of customers which are dynamic in nature. Thus, in the context of the hotel industry it has been realized that the 7P's of marketing mix is the most effective tool in relation to influence the consumer's behaviour. In respect of Rixos 5 star hotel in Duhok city, Iraq the implementation of the seen 7P's of marketing mix has been discussed (Shoham and Gavish, 2016). On the other hand, the impact of the 7P's of marketing mix on consumer behaviour is also a significant factor to be assessed in details in the light of the study. Thus, the relationship between the marketing mix and the consumer's behaviour has been realized to be based on the service qualities provided by the service providers (Yelkur, 2000). Thus, the aspects related to the 7P's of marketing mix and the consumer behaviour and its impact on the hotel industry can be delivered in the following components.



## 2.2. Concept of 7P's of Marketing Mix

A long run customer satisfaction and survival of a business organization is possible if an organization understands its customers different needs in the form of **7P's** :-

**Figure 1** - The Marketing Mix 7P's



**Source:** (professionalacademy.com, 2016)

The **7P's** are **Product** i.e. what the customers want?

**Price** i.e. at which price the customers want?

**Time and Place:** when and where the customers want?

**Promotion:** How to convert potential customers into regular users?

**Process:** how to implement plans into actions?

**Physical Evidence:** Tangible evidence for evaluation of service.

**Consumer Perception** i.e. customers gather information from outside and apply it in the time of purchasing products.

**Product-** Products are tangible and intangible. Cars are examples of tangible product whereas banking services are considered as intangible products. Products can be divided into four types:-

**Formal Product** – the physical products that customers buy for their own use like mobile phones, computers etc.

**Core Product** – the core benefit that is related with the physical product bought by the customers like knowledge and status.

**Augmented Product** – It is the sum total of all the benefits like faster accessing and time saving.

**System Product** – it is the further expansion of augmented product i.e. manuals and training support.

The five principles of product which can bring customer satisfaction are price determination, cleanliness, lawfulness, purity and deliverability (Essawy, 2010). The post sales relationship is very important to turn a customer into a user which includes warranty, particular colors, scents, certain features and other services.

**Price** – In general, the amount which one pays for a product is called price. An organization decides price for revenue generation and its profitability. Price must be decided according to the target customers and the features should be developed afterwards which fits that price. This is called **target costing** (Gilaninia *et al.* 2013). Therefore, price of a product or service is based on economy, politics, spirituality, education and society.

**Time and Place** – Place can be physical like stores and virtual like online shopping. Distribution channel is the channel through which a product passes from the manufacturers to the customers. Inconvenience in timing can fail in the matter of customer satisfaction. It has a negative impact on the organization. Therefore, delivering products on time keeping the consumers in comfort zone is a good marketing strategy for customer satisfaction.

**Promotion**- Promotion of a product or service can be done in various ways like television, radio, print media, online advertisements, mails, billboards, coupons etc. So, promotional activities should have accuracy and honesty, truthfulness, transparency and sincerity. These will increase customer satisfaction (Ali *et al.* 2013).

**Process** – The implementation of functions and actions is called process. It is the way to increase the product's value with a low cost leading to customer satisfaction. The quality and availability of services like the modern and modified technologies through which banks and other sectors are working are creating value added services in a lower cost. This also secures employees' jobs and the option of customer's self-service improves (Bao and Shanygina, 2013).

**Physical Evidence** – Service is intangible and cannot be displayed. So the consumers rely on the tangible evidence before purchasing a service. For example, in a bank pass book, staffs, cheque book, furniture, information boards etc. gives the customers believe to buy services from that bank.

**Consumer Perception-** People receives much information from different sources about a particular product or service (Al-Azzam, 2016). They also use past experiences to buy a similar product later. It is tough to make customers notice or believe advertisements. Expectations of people are dynamic; therefore evaluation shifts from man to man, one culture to another culture over time.

### **2.3. Impact of 7 P's of Marketing Mix in the Hotel Industry**

The 7P's of marketing mix is one of the most crucial strategies in marketing that would enable the organisation to draw a huge number of competitive advantages. Thus, it is imperative to assess the application of marketing mixing the context of the hotel industry in order to deliver its impact on the services provided by the hotels. In this regard it can be asserted that the difference in the services of the hotel industry has compelled the managements of five star hotels to implement a different type of marketing mix developed from the 7P's of marketing mix (Bahman *et al.* 2013). It has been realized that the traditional form of marketing mix seems to be appeared less effective in relation to the services of the hotel industry. In order to assess the effective and efficient implementation of the marketing mix three components have been discovered. The segmentation of such marketing mix can be considered as product services mix, presentation mix and communication mix.

#### **2.3.1. Product Services Mix:**

The product services mix has been considered as an effective tool to deliver services to the target market while satisfying the consumers with quality services. This component of the marketing mix has been realized to be the combination of the product, people, place and promotion. Thus, the terms intends to capture the meaning of services provided by the hotel industry to its customers. As the services in the hotel industry is being considered as tangible services, the consumers have been observed to be judging the services by the hotel depending on their performance not on their proprietorship? The incorporation of the term services indicate the fact that the hotel industry needs to

include more effective marketing mix principles that would be able to deliver more customer centric outcomes (Homburg *et al.* 2002).

### **2.3.2. Presentation Mix:**

On the other hand, the presentation mix can be considered as the action adopted by the firms in order to provide tangible services to the customers and at the same time deliver satisfaction to the target market. The presentation mix can be described in terms of an offer that can be differentiated in the context of an organization in the hotel industry and the recognition of products in the target market is also included in it.

### **2.3.3. Communication Mix:**

the communication mix in the context of the marketing mix strategies can be realized in terms of the promotional activities P's of marketing that the hotel industries produces in order to communicate with the target market and other consumers. In other words the communication mix can be referred to the connection between the organization and the consumers that would help in enhancing the tangibility of products and service markets (Plaud and Urien, 2016).

Thus, the impact of the 7P's of marketing mix can be realized from the above mentioned components that have been identified as the effective segmentation of the marketing strategies in the hotel industry. Therefore, the impact of 7P's of marketing mix in the context of the hotel industry can be realized in terms of increased competitive advantages along with the profitability. With the implementation of the marketing mix strategies, the hotels have been able to deliver satisfaction to the target market as the services of the hospitality industry is tangible and could not be measured as the goods are being detected (Samanta, 2009). Therefore, it is imperative to implement optimization by the organization in the tourism industry in order to satisfy the customers and obtain perceptions of the consumers in this regard. Hence, it can be depicted that the marketing mix is effective for the service providers in the hotel industry and has been implemented in order to obtain the market objectives pre mentioned by the organizations

in the hotel industry. To conclude this point, it can be said that the 7P's of marketing mix is the most effective tool in generating customer satisfaction and influencing consumer's behavior (Sekulic and Mandaric, 2013).

#### **2.4. Relationships Between 7P's of Marketing Mix and Consumer's Behaviour**

In relation to the hotel industry, there are many new entrants have been realized as the biggest threats to other organisations acting in the same industry. In the context of the hotel industry it is not an exceptional case as proper marketing strategies should be implemented by the organisation to survive in the stiff competition in the contemporary world of business. The service providers in the hospitality industry must concentrate on the consumer's need and preference that would be able to influence the consumer's behaviour in this regard (Freiden and Takacs, 1996). Thus, in order to assess the relationship between the 7P's of marketing mix and the consumer's behaviour the detailed description of the marketing mix can be delivered in this context. The 7P's of marketing mix is being implemented by the organisation in the hospitality industry in order to acquire proper knowledge regarding the current market trends and the customer's preference in relation to the services provided by the hotel industry. The 7P's of marketing mix intends to evaluate the marketing mix activities like promoting the products and the services and the acquiring the demand of the customers. Thus, the marketing mix can be realized to have a strong relationship with the consumer's behaviour as it influences the demands and requirements of the customers (Gilaninia *et al.* 2013). Thus, the marketing mix is a set of services that would help in providing the customers their required services that can be remembered by the consumers and also helps in generating a cordial relationship between the firms and the consumers. On the other hand, it has also been realized that when an organisation in the hotel industry apply the marketing mix it is able to delivered the required achievements and profits to the organisations along with attaining the objectives of the organisations in accordance with the market level.

On the other hand, the proper identification of the elements of marketing mix such as, product, promotion, place, people, pricing, process and physical evidence is essential in

order to control the facts related to customer satisfaction. Customer satisfaction is the key to influence customer behaviour (Hanssens *et al.* 2014). If a customer is being satisfied with the services of the hotel industry therefore, it is quite natural that the customer would visit again and chances would be increased of getting preferred by the same customer to others. It can be said that the Rixos hotel can follow the marketing mix strategies that would be able to derive customer satisfaction along with influence customer's behaviour in a positive manner. Apart from this, the concept of customer's behaviour has been observed to be dependent on the relationship between customer satisfaction and customer loyalty. It is an evident fact that customer satisfaction is mostly related to the quality of services that a consumer receives from the service providers. Therefore, the core reason of the consumer's behaviour can be realized in terms of positive delivery of services by the organisations in the hotel industry. The most important thing in this regard is that Rixos hotel can practice certain strategies in the context of the marketing mix that would be able to deliver satisfying services to the customers and at the same time provide profitability to the organisation in the respective industry (Hocutt and Bowers, 2005). Thus, it can be realized that customer satisfaction can be used as the most effective tool in influencing customer's behaviour. On the other hand, it is also interconnected with the 7P's of marketing mix that generated an environment for the organisation to create the right scope for implementing intended strategies in the context of delivering services to the customers (Essawy, 2010). Thus, the relationship between 7P's of marketing mix and the consumer behaviour can be realized to be most effective and fruitful in delivering satisfaction to the customers and profitability to the hotel industry at the same time.

## **2.5. Impact of 7P's of Marketing Mix on Rixos Hotel**

Marketing strategies has become of the most essential aspects in the context of survival in the sheer competitive market. Thus, the 7P's of marketing mix is the effective tool in this regard that would help the organisations to acquire comprehension regarding the current market trends along with the requirement of the customers. The impacts of the implementation of the marketing mix can be realized from the increased rate of

competitive advantage that the organisation has gained in the Duhok City, Iraq (Boonpradub and Thechatakerng, 2015). Thus, it is also evident that the organisation has employed promotional strategies as a part of the marketing mix in order to make the services noticeable by the customers and on the other hand, in accordance with the demographic demands the Rixos hotel has tried to deliver their services, but as the elements of marketing mix depict the product must be placed at the right moment and at the right place it has been realized that Rixos hotel have utilized the geographic and demographic aspects in relation to generate a customer friendly atmosphere. Apart from this, the impact of 7 P's of marketing mix can be realized in terms of increased number of competitive advantage of the hotel in Duhok City (Chen *et al.* 2016). Therefore, it can be said that the organisation must produce an effective and efficient marketing mix strategies that would derive more customer's satisfaction and also would be able to influence customer's decision or behaviour. The customer behaviour can also be influenced through the impressing the consumers by the quality services and on the other hand, promoting the products properly (9th Congress of the European Academy of Paediatric Dentistry May 29th–June 1st, 2008 Hotel Rixos Libertas, Dubrovnik, Croatia, 2008).

## **2.6. Impact of 7 P's of Marketing Mix on Consumer Behavior**

Marketing mix can be defined as the combo of strategies and activities which various companies utilize to sell services and goods. Focusing on the targeted customers, company can set right price, necessary features, deliver products to proper distribution outlets and correct approaches for promoting the products. If the customers have beliefs and loyalty over the company, then that company can successfully sell their products (Khan *et al.* 2015). Managers control marketing mix. A marketer builds the marketing mix based on the characteristics of the target.

In today's world, successful companies focus on the targeted customers and they apply all the 7p's of marketing mix for long term survival. They understand customers' needs and situation and are committed to them. Marketing is directly dealing with the



customers. It always looks after the customer satisfaction by catering their dynamic demands (Maricic *et al.* 2012).. Hence, demand management along with marketing management adds up to customer relationship management.

Consumer behavior is dedicated towards achieving goals. It generally focuses on various activities. It is a process which involves selection, purchase and consumption, withdrawal of goods, pre purchasing activities, ongoing activities and post purchasing activities. But it is different regarding time and complexity. It needs more time to fix errors and take the right decision for achievement of goals (Purmehdi *et al.* 2016). It has variety of roles. In one hand it can combine all the roles. On the other hand, single person or more than one person may be involved for a particular purchase.

Again, it is also influenced by external forces. Consumer behavior is influenced by its surrounding environment and external forces like family, culture, society, reference groups etc. Varieties of people have variety of behavior. Marketers have to look after all the different segments.

Marketers can increase sale in non-member sectors by using marketing mix. **Products** with attractive package and reputed brands influence the customers' behavior and level of satisfaction. A marketer can easily differentiate their own products with the competitors' variety of products by their unique features (Seiler, 2012). 'Deposits' and 'Advances' are the core products offered by the banks which can be made unique by adding special features and value added services like mobile banking, net banking, information technology, ATM services, Bill Payment Machines etc.

The market share, increase in sale, profit achievement, company's development, customer's satisfaction depends on the pricing of products. **Pricing** should be set according to the customer's environment so that he can afford to buy the product.

Distribution channels like consumer cooperatives build a healthy relationship between manufacturers and consumers. It also helps in cost cutting and blocking unnecessary dealers. **Place** includes both place and time. It generally determines the address on the consumer's side regarding a particular service. Therefore a company should focus on how to deliver a product to the targeted customer at proper place and proper time.

Convenience of place is important for consumer behavior (Su, 2004). Consumers having higher knowledge of services are using ATM, Mobile Banking, and Internet Banking etc. Convenience of place may be uttered as the key of consumer satisfaction.

**Effective promotions** lead to a company's existence for a long term. Promotions like festive offers, new branch opening, gifts, difference in rate of interest etc. affect the consumer behavior. Banks generally use effective media for communication purposes about its service leading to customer satisfaction.

Employees' (**people**) behavior and face-to face meetings with the consumers have a big impact on consumer behavior. Smiling face, warm welcome, politeness, friendliness, understanding customers' different problems have positive effect on customers' behavior. A customer – centered organization's success depends on the personnel of that organization as they are the way to distinguish variables with image, channel, services and products.

Technology influences the growth of any organizations regarding its service delivery activities. **Process** ensures the consistency of better quality and availability of various services offered to the consumers. Customers are availing self-help services, value added services, net banking, ATM services. Thus reduction in costs and increase in employment have taken place affecting consumers' behavior heavily (Improving customer satisfaction, loyalty, and profit: an integrated measurement and management system, 2001).

**Physical evidences** influence consumer behaviors as they differentiate between service providers and their competitors. Servicescape i.e. the components of physical evidence which involves landscape, physical layout, parking, exterior design, signage, air quality, physical layout, temperature, staff's appearance, comfortable seats affects consumer behaviors in different ways.

People form **perception** by gathering various kinds of information about a product or service from other means through sensory organs like ears, eyes, nose, fingers, mouth etc. Marketers should take care of the exposure, selection and also interpretation, perception is relative to expectation. Expectations are different and dynamic, differs with

every person with different culture and environment. Perceptions help in consumers' service experience influencing the service quality of the organization (Su-Mei Lin, 2011).

## **2.7. The Effectiveness of Marketing Mix in Attracting Consumers**

Marketing mix is designed to achieve desired goals. Certain action plans are developed by the companies and work accordingly to receive customer satisfaction by deliver services or products to the customers on time. The companies use specific marketing strategy to analyze certain business factors and environmental competitiveness. All the combined marketing goals add up to a single comprehensive marketing plan through which a company can sell its products. Marketing mix is developed for long term company strategies and short term programmers. A company must make a combination of right product at the correct place on right time with affordable price and by using necessary promotions. Marketing mix tends to turn price into cost to the consumer and products into consumer's solution. It also converts place into consumer's convenience and promotions into valid communication (Al-Debi and Al-waely, 2015).

**Place** is one of the most important variable in attracting consumers. If a consumer can avail his/her products and services in a convenient place where he/she can reach easily through public transport or personal vehicle, it would be satisfactory for them to buy the company's products.

Next, is **product** in the matter of attracting customers? The variable features like the color, scent, added features, durability etc. attract customers. For example, in case of movies, the star cast, directors, publications, advertisements, awards, producer, songs etc., plays a significant role in consumer attraction (Bao and Shanygina, 2013).

Moreover, **promotions** like word of mouth, billboards, attractive banners, good commercials on television and radio, print media, website advertisements, press ads leads towards consumer attraction.

**Price** plays a major role in attracting targeted customers; a company should set a product's price according to its targeted customers. After all, price is that element of

marketing mix which produces revenue. A successful pricing should be decided in such a way that it is low or moderate to the buyers yet adequate for the service providers to meet financial goals. For example, there is no direct relationship between the total cost of a movie and its tickets prices like in Iranian movie industry (Bahman, *et al*, 2013). Special discounts are provided to the audiences in National holidays and other special days. There is a system of discount for the students. Again, once in a week the ticket prices are made half for the convenience of the movie watchers.

A consumer's **perception** may change from time to time based on the social networks and the pre perceived social facts. Change in prices and psychological effects caused by advertisements change a customer's behavior. Hence, a company should motivate its customers through various means like gifts, discounts, offers, brand name, informative documents, warranty, guarantee etc. which will influence the customers to buy their products.

Customers are attracted toward the products and services of the company's marketing people are loyal, friendly, ability to convince customers and keep promises (Constantinides, 2006). **People** in a company are the life-blood for securing the quality of services and have the talent to achieve a customer's trust. Front line sales executives, customer service executives have the direct contacts with the customers. The knowledge, skills and behavior of these staffs, their motivation ability and their investments in selling products and services attracts customers in a larger way.

**Physical evidence** as a strategy to marketing mix is an obvious element to attract customers. A company's logo, staffs clothing, annual reports, images, websites, brochures, signs, location of office and stores, symbols all render to the consumer's attraction to buy its service (Dominici, 2009). But, in case of bank where the products are intangible, attention is being paid to the decoration of offices, visual corporate, lighting, environment, facilitating goods in order to attract customers.

## **2.8. Ways to Improve Service Quality of Rixos Hotel**

Though the Rixos hotel has been able to deliver quality and satisfying services to the customers, still the in accordance with the management of the respective hotel the quality services could be enhanced with higher degree in order to deliver better services to the customers and on the other hand, promote the tangible services of the hotel in an effective manner (Al-Debi and Al-waely, 2015). Thus, it can be asserted that the Rixos hotel must ensure the target market at the first place in order to make the organisation and the brand noticeable to the customers. On the other hand, it has also been realized that the respective hotel has implemented the marketing strategies that would be able to draws more foreign visitors to the hotel as it is situated at the heart of the city of Duhok.

Another fact has also been realized in this regard is that the organisation has concentrated on the human capital that is recruiting efficient staff in every respect of the hotel business. Apart from this, it is also evident that the service quality is the most crucial aspect in relation to the deliver satisfaction to the customers (Evans, 2003). The concept of customer satisfaction has been considered as the key to generate intention for revisiting in the customers. In this context the managers of the hotel are the important aspect in assessing the consumer's perception regarding their service quality and this would help the management of the hotel to acquire the customer's preference and requirement in relation to the services. Thus, in the context of obtaining the customer's demand and act according to that, the managers should be provided with proper training in customer services (Ali *et al.* 2013). The demands and the requirements of the customers change time to time in accordance with the market trends and situation; therefore, it is imperative that the hotel industry should improve their service quality as well.

## **2.9. Measurement of Customer Satisfaction**

Customer satisfaction, a psychological law is based on individual's perception and degree. It is needed to be measured. It is through customer satisfaction that a company's success in providing services and products can be understood. It is an abstract and

equivocal concept. The degree of customer satisfaction varies from man to man and product to product. Customer satisfaction has two variables like psychological variable and physical variable. Comparisons and optional varieties of the same product manufactured by two different companies affect satisfaction level adversely (Al-Azzam, 2016). Efforts should be given on the quantitative measurements also.

Face to face dealing is the most important part of customer satisfaction. It is often seen that customer finds it authentic and easier if he/she deals with a person he can see live in front of him/her. Many times people don't believe voice records, messenger programs or mail related services. If a salesman is politely and humbly dealing with a customer, it often turns out to be positive in terms of sale. It is important to keep the customers well informed regarding any updates or new policies about the services (Al-Debi and Al-waely, 2015). Therefore, marketing personnel need to reply promptly to all the queries of the customers politely. Attention should be given to service and product details and a company should have a clear customer service policy. It is of utmost importance to keep promises to the customers by the company (Bahmanet *al.* 2013). If a service is delayed or a product is not delivered on time, company people must apologize to the customers and the matter should hence be taken care properly as soon as possible.

Measuring of customer satisfaction can be indicated in three ways.

Relationship Satisfaction – Continuous surveys, collaboration with research firms can count the performance of the marketers, promoters and other sales person in order to bring customer satisfaction. The information which is received through these measurements varies from time to time, place to place and person to person.

Transactional Satisfaction- Quick thorough surveys are conducted by visiting retail stores, maintenance service, service installation, customer care centers, online support in the form of texts, messages, mails, telephonic answer and direct interactions. The feedback which comes from these surveys can be utilized in trainings and promotional activities for improvement (Al-Debi and Al-waely, 2015).

Behavioral Outcomes – A successful organization tracks both incoming customers i.e. sales and outgoing customers i.e. churn. Primary and secondary market research surveys done by third parties are also taken into concern.

## **2.10. Summary**

To conclude this chapter of the dissertation it can be said that 7P's of marketing mix has been considered as the most effective tool in the context of gaining competitive advantage while influencing the customer's behaviour. The concept of 7P's of marketing mix has been observed to be comprised of place, product, promotion, process, people, pricing, physical evidence and these 7P's are able to generate effective scope for an organisation in the contemporary market to survive and at the same time to influence the consumer's satisfaction level. On the other hand, it has also been realized that the 7 P's of marketing mix has a great impact on the consumer's behaviour as the marketing mix is able to deliver customer satisfaction which would help in generating intention in customers to revisit the place and enjoy services provided by the hospitality industry. Apart from this, the marketing mix in the Rixos hotel has also been discussed in relation to the deliver the effectiveness of their services to the customers and also the ways in which the service quality could be improved have also been incorporated in this regard. Thus, it can be asserted that the 7P's of marketing mix is effective in generating consumer satisfaction and influencing the consumer's behaviour as well.

## CHAPTER 3

### METHODOLOGY

#### 3.1. Introduction

Methods are being considered as the most important aspect in the context of a study. The third chapter of the dissertation is known as the methodology chapter in which the researcher has delivered all the techniques and methods through which the research work would be conducted (Emmett and Biddle, 2010). In the context of the study in order to evaluate the impact of the 7 P's of marketing mix on the consumer behavior with special reference to Rixos hotel both primary and secondary data has been incorporated. Therefore, the detailed discussion of the methods can be delivered in the succeeding components of this chapter.

#### 3.2. Research Philosophy

Each study is being conducted based in certain philosophy that helps the research work to acquire the required intensity and value (Ketchen and Bergh, 2006). Research philosophy can be termed as the belief in the context of the gathering information regarding the phenomenon and use it in a proper and innovative way. The epistemology that has been included within the research philosophy can be observed to possess three different types of philosophies namely positivism, interpretivist and realism. Positivism philosophy is something that can be described in terms of a stable reality that can be studied without interfering in the phenomenon and through an objective view point. On the other hand, interpretivism can be termed as the concept that believes reality to be suited only in the subjective way and with interfering in the phenomenon (Jha, 2008). Apart from this, realism is something that exists individually within forming any relationship with the human mind. Thus, in the context of this study, positivism philosophy has been chosen in order to assess the accumulated information in an objective way and the



analyst would be able present and analyses the data with more effectiveness on the basis of this philosophy.

**Figure 2** - different types of research philosophy



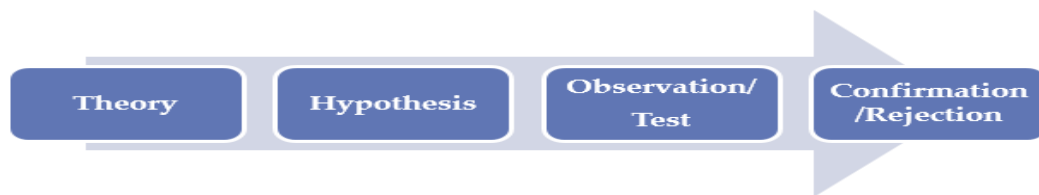
**Source:** (Ketchen and Bergh, 2006).

### 3.3. Research Approach

Research approaches are another important aspect in the context of a study as through proper approach effective outcomes in relation to the research work can be acquired. In relation to the dissertation which intends to evaluate the impact of 7 P's of marketing mix on the consumer's behavior there are two types of research approaches have been detected namely, inductive approach and deductive approach. The inductive approach is something that can be describe in terms of "bottoms up" approach in which results can be acquired through analyzing aspects from a specific to more generalize and the implication drawn from this approach is based on a degree of uncertainty (Welman *et al.* 2005). On the other hand, the deductive approach can be termed as the "top down"

approach in which the analysis of the aspects appeared from generalized to more specific ones. Thus, the result based on this approach would derivate positive outcomes after the completion of the study. Therefore, in the context of this study the deductive approach has been chosen as through such approach the researcher would be able to provide elaborative discussions in this regard. Along with this, the deductive approach is also effective in relation to analyses the accumulated data through statistical tool and graphs in a step by step manner. Thus, through the below figure the function of the deductive approach can be realized.

**Figure 3** - steps of deductive approach

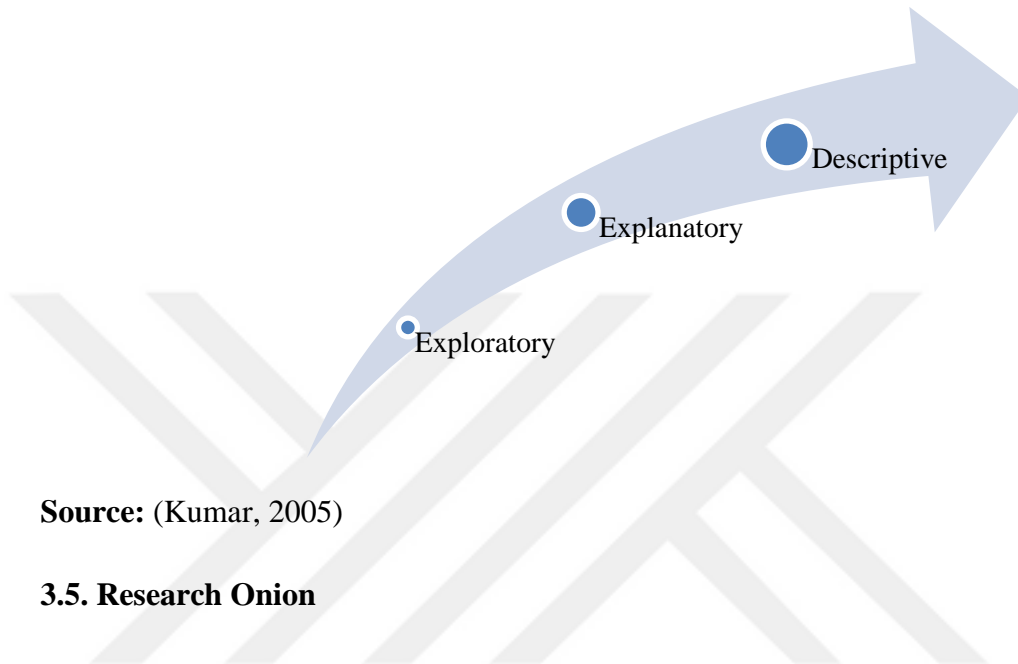


**Source:** (Scruggs and Mastropieri, 2006)

### **3.4. Research Design**

The research design in the context of a study has been adopted after determining the research questions and the objectives that would be able to provide the study a proper implication. There are mainly three types of research design that are exploratory, explanatory and descriptive. The explanatory research design is something that delivers the link between the factors and the variables (Kumar, 2005). Thus, it can be realized that the exploratory research design is able to evaluate the environment and the issues and possibilities in it while delivering the salient features identified in this context. On the other hand, the descriptive research design is something that intends to present the accurate interpretation of the variables that are linked with the factors. Thus, in relation to the study the descriptive design has been selected as the through this design the researcher would be able to assess the related variables with the help of statistical and mathematical tools. Therefore, the entire action in relation to the descriptive research design the can be acquired through the below figure.

**Figure 4** - types of research design



**Source:** (Kumar, 2005)

### **3.5. Research Onion**

With the application of research methodology the answer of the questions like how the research work would be conducted and in what methods would be chosen in this regard. Through research onion the structure of the research methodology can be realized in a better way and it also helps in understanding the pathways of the research work that intends to evaluate the impacts of 7 P's of marketing mix on consumer behavior with special reference to the Rixos hotel (Kumar, 2005). The research onion has been incorporated within the research structure in order to deliver the function of the research work in a step by step manner. Therefore, in the first layer of the research onion the positivism philosophy can be detected that delivers an overview regarding the intended philosophy in the context of the study. In the second layer of the onion the research approach has been determined along with the data collection method in the third layer. Thus, in the succeeding layers of the research onion the most important aspect is the sampling and data collection that helps in delivering proper implication to the study. Thus, from the below figure the layer of the research onion can be obtain in order to get a clear insight regarding the entire process.

### **3.6. Data Collection**

Data collection is the most crucial part of a research work as through accumulating data the researcher would be able to draw proper implication in this regard. Thus, in the course of this study the analyst has opted for two types of data collection namely the primary data and the secondary data. Therefore, the detailed descriptions of the two data collection process are being delivered in the following manner.

#### **3.6.1. Primary Data:**

The primary data can be described in terms of information gathered from the practical and reliable sources. In this respect the primary data collection can be divided into two sub sections that are quantitative data collection and qualitative data collection. Thus, the data has been collected from interviews and questionnaires while assessing the perspective of the participants in this method of data collection.

#### **3.6.2. Secondary Data:**

The secondary data has been collected based on the studies of empirical sources. The empirical sources can be described in terms of scholarly journals, articles and other academic sources. Therefore, data can be accumulated through evaluating the sources of secondary information in this regard.

### **3.7. Data Collection Method**

Along with the data collection, the data collection methods are also important in relation to deliver insight regarding the ways in which research data collection would be performed. In the context of the data collection process it can be asserted that there are two types of data collection as mentioned before. Under the primary data collection there are two sub sections called quantitative data and qualitative data collection. Thus, both types of data collection can be assessed in the following manner.

### **3.7.1. Quantitative Data Collection:**

The quantitative data collection can be described in terms of acquiring data from the practical source of information. Therefore, in this process the researcher would be providing the questionnaire to a certain number of respondents in order who belong to consumer's section and also the visitors, in order to obtain their perspective regarding the impact of 7P's of marketing mix on consumer behavior in the hotel industry.

### **3.7.2. Qualitative Data Collection:**

in the context of the qualitative data collection method, it can be said that the researcher has accumulated data from the qualitative data collection that includes focus group interviews or face to face interviews with the managers of the hotels in the hospitality industry in order to acquire comprehension regarding the effectiveness and the impact of the 7P's of marketing mix on consumer behavior in the hotel industry. Thus, in this manner the researcher would be able to accumulate practical source of information.

### **3.8. Sampling**

Another important fact in the context of the study is the sampling methods that help in determining the number of participant for the data collection methods and also helps in determining the data collection source. Therefore, in the context of the study different types of sampling methods are being recorded namely, random sampling, probability sampling, non-probability sampling, and so on. Here the analyst has selected random sampling in order to deliver the proper scope to the study to acquire sufficient amount of reliable information. Hence, the researcher has chosen 120 respondents from the customer's section who often travel and visit the hotels like Rixos hotel. A set of questionnaire has been provided to the determined section of respondents so that their perception regarding the impact of 7P's of marketing mix can be realized and assembled. On the other hand, the data collection through qualitative source of data has

been performed through face to face interview with a focus group that includes the managers of the Rixos hotel in order to acquire knowledge and perception regarding the impact of the marketing mix on consumer's behavior. Apart from this, the secondary source of data would be analyzed through accumulating a huge source of empirical sources of data like scholarly, journals, articles and other academic sources. Hence, it can be expected that through the sampling method the researcher would be able to deliver effective and fruitful results in relation to the study.

### **3.9. Hypothesis**

Research hypothesis is being incorporated in a study in order to analyze the issues that are related to the research work. Thus, the formal definition of hypothesis can be delivered in terms of a tentative explanation that intends to evaluate the facts and the problems that are related to the research work and it can only be resolved through further investigation. Therefore, in this context two hypotheses have been realized such as the null hypothesis (HO) and alternative hypothesis (H1).

HO: The 7 P's of marketing mix are unable to influence consumer's behavior.

H1: The 7 P's of marketing mix are able to influence consumer's behavior.

HO: The 7 P's of marketing mix is not effective in dominating the customer retention in the hotel industry.

H1: The 7 P's of marketing mix is effective in dominating the customer retention in the hotel industry.

### **3.10. Research Tools and Techniques**

Research tools and techniques are also very essential aspect in the context of a dissertation as it helps in assessing and analyzing the accumulated data systematically and chronologically. In this regard, the accumulated data that has been gathered from the primary source of information would be analyzed through incorporating statistical tools like table, graph, and pie chart and so on. Therefore, as the researcher intends to set a link between the pre mentioned literature regarding the impact of 7 P's of marketing mix on consumer behavior and the findings therefore the tools and the techniques needs to be implemented by the researcher in a proper manner and the right ones should be selected in order to deliver positive outcomes in this regard.

### **3.11. Accessibility Issues**

In the course of a research work the reliable and the relevant information regarding the topic have been considered with the utmost importance. It has been realized that the researcher has faced several difficulties in obtaining proper and relevant data in the context of evaluating the impacts of the marketing mix on the consumer's behavior. Firstly the researcher has faced difficulty in convincing the participants in order to deliver their perception in the context of the effectiveness and the impact of marketing mix. Consumer behavior that is related to the hotel industry. On the other<sup>4</sup> hand, issues have been detected in respect of convincing the managers of the respective hotel to conduct face to face interviews or focus group interviews through which the perception of the managers can be acquired. Therefore, in order to overcome the issues the researcher has assured the respondents that the information provided by them would not be used for any other purpose except the research purpose. Apart from this, the managers have also been assured that the responses provided by them would only be used for the purpose academic research paper. In relation to the secondary data, it has been realized that the researcher has also faced difficulties like the unavailability of the scholarly and reliable journals. Therefore, it can be asserted that instead of the issues in the context of the study, the researcher has managed to deliver an ample amount of information in relation to the topic of the research work.

### **3.12. Ethical Considerations**

Ethical consideration in the course of a research work has been considered as the most important tool in order to ensure the validity of a research work. Here it is imperative that the analyst must maintain some of the ethics that enable the study to be conducted in a systematic and chronological manner. Thus, at the first place the respondents should be assured that they would not be forced in any manner to participate in the data collection process or to provide their perception in relation to the research work. Secondly, all the respondents would be allowed to withdraw their participation from the data collection process any time if they wish. Thirdly, the ethics must be flowed in relation to deliver assurance to the respondents that their responses would not be used anywhere else except for the research purposes. On the other hand, the respondents have also been assured that the collected data would be destroyed under strict supervision after the completion of the research work. It is also important that the research would keep the fact in mind that the questionnaire should be construction without hurting any one's personal feelings or emotions. Finally, it can be said that the researcher should maintain the comfort level of all the respondents during the data collection process in order to generate fruitful and effective outcomes in this regard.

### **3.13. Summary**

To summarize this chapter of the dissertation it can be said that the researcher has provided an effective manner through which the methods related to the study can be realized. In the context of the study, the researcher has delivered the positive philosophy that has helped in accumulating and assessing information from the practical and reliable sources. On the other hand, the deductive approach is also effective in this manner as it help in constructing and assembling findings through evaluating the data from general to specific measures. On the other hand, the researcher has employed primary and secondary data that have helped the researcher in accumulating a rich source of data.



The primary data have been collected from the market survey that includes responses of the respondents who often travel and visits Rixos hotel and other hotel like it. Along with this, the managers of the Rixos hotel have also been interviewed in order to acquire perspective regarding the impact of marketing mix on consumer behavior. Along with hypothesis that would help in evaluating the truth of the objectives. Apart from this, in the context of the secondary source of data the researcher has employed and evaluated empirical sources in order to enrich the study with more reliable sources of information. Thus, in this regard, more valid and enriched study can be delivered in this manner.



## CHAPTER 4

### DATA AND FACTOR ANALYSIS

#### 4.1. Data Analysis:

A frequency table is built by arranging collected data values in ascending order of magnitude with their corresponding frequencies. It will give us a summarized grouping of data divided into mutually exclusive classes and the number of occurrences in a class. Frequency table can be used for both qualitative and quantitative data.

The uses of Frequency Distribution are as follows;

1. To help us for analyzing the data.
2. To estimate the frequencies of the population on the basis of the sample.
3. To easiness of computation of various statistical measures

To construct a frequency distribution table, one has to count the number of observations that fall into each category. The number of observation falling within a class interval is called class frequency of that class interval.

In this study about Hotel Rixos, we have 29 variables that are all categorical data except Age which has been divided into four classes. We have used frequency tables for all the data that will give us a visual display of the data and it is one way to organize data so that it makes more sense.

#### 4.1.1. Table 1 - Q1: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
V Male	111	66.5	66.5	66.5
Female	56	33.5	33.5	100.0
Total	167	100.0	100.0	

From the questionnaires that I had distributed to 167 respondents of my survey, it is shown that Male respondents were twice as likely as Female respondents (66.5% for Male and 33.5% for Female).

#### 4.1.2. Table 2 - Q2: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
V 18-25	37	22.2	22.2	22.2
25-35	64	38.3	38.3	60.5
35-45	56	33.5	33.5	94.0
45 above	10	6.0	6.0	100.0
Total	167	100.0	100.0	

From the frequency table, we have found that there are 38.3% respondent between 25-35 age group; 33.5% respondent between 35-45 age groups; 22.2% respondent between 18-25-year age, and 6.0% respondents are within the group of 45 and above.

**4.1.3. Table 3 - Q3: Are you a Regular Visitor of this Hotel?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	15	9.0	9.0	9.0
No	124	74.3	74.3	83.2
Sometimes	28	16.8	16.8	100.0
Total	167	100.0	100.0	

In this survey, first we have asked the participant's if they are a regular visitor of Rixos Hotel. It is found that the majority of participants of the study (74.3%) are non-visitors of the hotel, and 9.0% respondents are regular visitor, whereas 16.8% are sometimes visiting the hotel.

**4.1.4. Table 4 - Q4: Do you Enjoy Visiting the Hotel?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	137	82.0	82.0	82.0
No	8	4.8	4.8	86.8
Sometimes	22	13.2	13.2	100.0
Total	167	100.0	100.0	

Another question that we have asked the participants was if they enjoy visiting the hotel. Well, most of the respondents (82.0%) answered yes, and 13.2% said sometimes, while the other remaining 4.8% said they don't enjoy visiting this hotel.

**4.1.5. Table 5 - Q6: What is your Profession?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Corporate Professional	19	11.4	11.4	11.4
Business man	22	13.2	13.2	24.6
Tourist	126	75.4	75.4	100.0
Total	167	100.0	100.0	

From the above frequency table, we have found that 75.4 of the participants of our study are tourist, 13.2% respondents are business man, and 11.4 of them are Corporate Professional.

**4.1.6. Table 6 - Q7: How many Times in a Year do you Visit the Property?**

	Frequency	Percent	Valid Percent	Cumulative Percent
V Less than 10 times	2	1.2	1.2	1.2
Less than 6 times	15	9.0	9.0	10.2
Less than 4 times	48	28.7	28.7	38.9
Less than 2 time	102	61.1	61.1	100.0
Total	167	100.0	100.0	

We also asked the respondents that how many times in a year they visit the hotel. From above table we can quickly identify information such as 102 respondents (61.1% of all participants) are visiting the property Less than 2 times. If you look at Cumulative Percent column in the frequency table, you can see that All (100.0%) of the respondents are visiting the hotel at least less than 2 times a year. 28.7% of respondents are visiting less than 4 times to the property, and the remaining 10% of respondents are visiting less than 6 times.

**4.1.7. Table 7 - Q8: Do you Prefer Eating Continental, Middle Eastern & International Cuisine?**

	Frequency	Percent	Valid Percent	Cumulative Percent
V Yes	102	61.1	61.1	61.1
No	18	10.8	10.8	71.9
Sometimes	47	28.1	28.1	100.0
Total	167	100.0	100.0	

Another factor that encourages the hotel customer to visit this hotel is their favorites of eating Continental, Middle Eastern & International cuisine that the hotel will provide. From above table, it is shown that the majority of respondents (61.1%) they do prefer these kinds of food, and 28.1% of respondents said sometimes but not always they are enjoying eating Continental, Middle Eastern & International food, but 10.8% they don't prefer it at all.

**4.1.8. Table 8 - Q9: Do you Book the Hotel Rooms for Personal and Corporate Events?**

	Frequency	Percent	Valid Percent	Cumulative Percent
V I have never ordered	55	32.9	32.9	32.9
Have not given it a thought	25	15.0	15.0	47.9
Rarely	40	24.0	24.0	71.9
We often prefer customized services during events	47	28.1	28.1	100.0
Total	167	100.0	100.0	

From the questionnaire that I have distributed to the respondent, I have found that 32.9% respondent said they have never booked the hotel rooms for personal and corporate events, 24.0% respondents rarely book the hotel for events. Whereas 15.0% respondents even have not think about it, and the remaining 28.1% respondents often prefer customized services during events.

**4.1.9. Table 9 - Q10: Do you Recommend People to Visit the Rixos Hotels?**

	Frequency	Percent	Valid Percent	Cumulative Percent
V Yes	113	67.7	67.7	67.7
No	24	14.4	14.4	82.0
Sometimes	30	18.0	18.0	100.0
Total	167	100.0	100.0	

Another question that asked the respondents was, if they recommend people to visit the Rixos hotels. Frequency distribution table shows that, 67.7% respondents recommend people to visit the Rixos hotels, and 18.0% respondents not always recommend people, but 14.4 of the respondents refused to recommend people for visiting the Rixos hotels.

Hereafter, we asked different questions to the participants that will give us the information about Participants opinion on the hotel, in general. The questions so called Agree/Disagree survey questions that have five levels of agreements such as Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree.

**4.1.10. Table 10 - Q17: How far do The Reasonable Service Pricing and High Quality Food Products are Offered to the Customers to Create A Competitive Advantage in the Market?**

	Frequency	Percent	Valid Percent	Cumulative Percent
V Strongly Agree	66	39.5	39.5	39.5
Agree	61	36.5	36.5	76.0
Neutral	25	15.0	15.0	91.0
Disagree	13	7.8	7.8	98.8
Strongly Disagree	2	1.2	1.2	100.0
Total	167	100.0	100.0	

From the above frequency table we can see that 39.5% respondents strongly agreed and 36.5% respondents just agreed that the reasonable service pricing and high quality food products are offered to the customers to create a competitive advantage in the market. However, 15.0% respondents are neutral 7.8% respondents disagreed and 1.2% respondent strongly disagreed about it.

**4.1.11. Table 11 - Q26: Does the Hotel Management Pay Attention Towards the Green and Sustainability Issues, Which is one of the Most Popular Issues in key Hotels Around the World?**

	Frequency	Percent	Valid Percent	Cumulative Percent
V Strongly Agree	55	32.9	32.9	32.9
Agree	79	47.3	47.3	80.2
Neutral	28	16.8	16.8	97.0
Disagree	3	1.8	1.8	98.8
Strongly Disagree	2	1.2	1.2	100.0
Total	167	100.0	100.0	

Another factor that may encourages customer to stay in Rixon hotel is the Hotel management should pay more attention towards the green and sustainability issues, which is one of the most popular issues in key hotels around the world. It is shown that from above table, 37.7% respondents agreed, 32.9% strongly agreed, and 16.8% are neutral. While 3.0% of the respondents are against (Disagree or strongly agree) with the above idea.

**4.1.12. Table 12 - Q29: Does the Brand Employ Effective Means of Promotion and Advertising?**

	Frequency	Percent	Valid Percent	Cumulative Percent
V Strongly Agree	18	10.8	10.8	10.8
Agree	71	42.5	42.5	53.3
Neutral	47	28.1	28.1	81.4
Disagree	23	13.8	13.8	95.2
Strongly Disagree	8	4.8	4.8	100.0
Total	167	100.0	100.0	

The last question in our research study was, do you agree that the brand employ effective means of promotion and advertising. I have found that 42.5% respondent agreed, 10.8% strongly agreed, 28.1% were neutral, but 13.8 were disagreeing and 4.8% respondent disagreed.



## 4.2. Factor Analysis

Factor analysis is a technique of detecting patterns in data, and expressing the data in such a method as to highlight their similarities and differences. Also over factor analysis we can discover the most important variables impact on such a phoneme. Since patterns in data can be difficult to catch in data of high dimension, where the bonus of graphical representation is not presented, factor analyzing is a powerful method for analyzing data. There are numerous techniques to do so and Principal Components Analysis (PCA) is one of the most usage one.

The key benefit of PCA is that once you have found these patterns in the data, and you compress the data, i.e. by dropping the number of dimensions, without much loss of information. This procedure is used in image compression.

After conducting PCA on our data in SPSS program the following outcomes are formed as we will go through the foremost significant results. Table (13) shows as abridged style of the R-matrix and the top half of this table covers the Pearson correlation coefficients between all pairs of question whereas the bottom half contains the one-tailed significance of these coefficients. We can use this correlation matrix to check the pattern of relationships. First, examine the significance values and look for any variable for which the majority of values are greater than 0.05. Then seek the correlation coefficients themselves and check for any greater than 0.9. If any of them are found then we should be aware that a problem could arise because of singularity in the data. For that we need to check the determinant value of the correlation coefficients matrix listed at the bottom of the matrix. Here its value is (0.001) which is greater than the necessary value if 0.00001. Thus, multicollinearity is not a problem. In conclusion, all questions are correlated fairly well and there is no need to eliminate any questions at this stage.

**Table 13 - Correlation and Sig (1-tailed) Matrix .**

		Correlation Matrix <sup>a</sup>																												
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29
Correlation	Q1	1.00	-0.03	-0.11	-0.08	0.00	-0.05	0.04	0.09	0.02	-0.10	0.04	-0.05	-0.03	-0.02	-0.10	-0.04	-0.09	-0.07	-0.08	0.04	-0.06	-0.11	0.04	0.04	-0.08	0.02	-0.02	0.02	-0.02
	Q2	-0.03	1.00	0.00	0.14	0.00	-0.26	-0.24	0.09	0.19	-0.02	-0.11	-0.02	0.02	0.01	0.06	-0.09	0.13	0.06	0.01	0.02	-0.14	-0.19	-0.11	-0.02	-0.08	0.02	-0.08	-0.17	0.02
	Q3	-0.11	0.00	1.00	0.28	0.16	0.14	0.26	0.10	-0.25	0.07	0.14	0.05	0.27	0.12	0.18	-0.04	0.09	0.10	0.16	0.01	0.00	-0.02	0.04	0.12	0.03	0.08	0.01	0.13	0.05
	Q4	-0.08	0.14	0.28	1.00	0.40	-0.04	0.04	0.15	-0.10	0.06	0.12	0.00	0.17	0.04	0.10	0.04	0.11	0.13	0.05	0.07	0.00	0.01	0.07	0.13	0.21	0.00	0.13	0.08	0.17
	Q5	0.00	0.00	0.16	0.40	1.00	-0.06	-0.01	0.23	-0.11	0.04	0.12	0.12	0.21	0.05	0.13	0.12	0.03	0.22	-0.05	0.05	-0.06	-0.10	0.15	0.16	0.01	-0.05	0.08	0.07	0.12
	Q6	-0.05	-0.26	0.14	-0.04	-0.06	1.00	0.67	-0.01	-0.33	0.02	0.04	0.09	-0.04	-0.10	-0.10	-0.09	-0.11	-0.10	-0.04	-0.01	0.09	0.05	-0.13	0.00	0.07	0.05	0.07	0.17	-0.01
	Q7	0.04	-0.24	0.26	0.04	-0.01	0.67	1.00	0.08	-0.29	0.12	0.05	0.08	-0.04	-0.02	0.02	-0.11	-0.14	-0.06	-0.01	-0.02	0.08	0.07	0.01	0.08	0.03	0.04	0.01	0.03	-0.04
	Q8	0.09	0.09	0.10	0.15	0.23	-0.01	0.08	1.00	-0.09	0.22	0.12	0.16	0.14	0.09	0.11	0.02	-0.06	-0.07	0.06	-0.05	0.07	-0.09	0.07	0.05	0.07	-0.05	-0.02	0.08	-0.04
	Q9	0.02	0.19	-0.25	-0.10	-0.11	-0.33	-0.29	-0.09	1.00	-0.05	-0.10	-0.09	-0.06	0.08	-0.01	-0.04	0.08	0.10	-0.03	0.07	0.06	0.06	-0.04	-0.15	-0.11	-0.07	-0.03	-0.09	0.01
	Q10	-0.10	-0.02	0.07	0.06	0.04	0.02	0.12	0.22	-0.05	1.00	0.03	0.24	0.15	0.00	0.17	0.03	-0.03	0.05	-0.04	-0.16	-0.02	-0.07	0.01	0.01	0.06	0.00	0.07	-0.08	-0.05
	Q11	0.04	-0.11	0.14	0.12	0.12	0.04	0.05	0.12	-0.10	0.03	1.00	0.37	0.32	0.17	0.11	0.11	0.04	0.12	0.26	0.03	0.04	0.04	-0.01	0.17	0.08	0.02	0.00	-0.01	0.08
	Q12	-0.05	-0.02	0.05	0.00	0.12	0.09	0.08	0.16	-0.09	0.24	0.37	1.00	0.37	0.24	0.23	0.17	-0.04	0.20	0.25	-0.03	0.04	-0.19	-0.03	0.21	0.07	-0.04	0.02	-0.18	-0.14
	Q13	-0.03	0.02	0.27	0.17	0.21	-0.04	-0.04	0.14	-0.06	0.15	0.32	0.37	1.00	0.30	0.26	-0.04	0.04	0.20	0.24	0.06	0.14	-0.01	0.01	0.20	-0.09	-0.02	-0.07	-0.04	0.07
	Q14	-0.02	0.01	0.12	0.04	0.05	-0.10	-0.02	0.09	0.08	0.00	0.17	0.24	0.30	1.00	0.50	0.14	0.13	0.14	0.23	0.15	0.04	0.15	-0.05	0.12	-0.01	-0.05	0.09	-0.01	0.19
	Q15	-0.10	0.06	0.18	0.10	0.13	-0.10	0.02	0.11	-0.01	0.17	0.11	0.23	0.26	0.50	1.00	0.16	0.16	0.14	0.18	0.09	0.13	0.09	0.04	0.14	-0.04	-0.12	0.08	0.04	0.03
	Q16	-0.04	-0.09	-0.04	0.04	0.12	-0.09	-0.11	0.02	-0.04	0.03	0.11	0.17	-0.04	0.14	0.16	1.00	0.25	0.29	0.20	0.14	-0.08	0.12	0.05	0.10	0.07	-0.04	0.10	-0.09	0.05
	Q17	-0.09	0.13	0.09	0.11	0.03	-0.11	-0.14	-0.06	0.08	-0.03	0.04	-0.04	0.04	0.13	0.16	0.25	1.00	0.35	0.18	0.15	0.00	0.12	0.05	0.10	0.05	-0.09	0.09	0.09	0.20
	Q18	-0.07	0.06	0.10	0.13	0.22	-0.10	-0.06	-0.07	0.10	0.05	0.12	0.20	0.20	0.14	0.14	0.29	0.35	1.00	0.43	0.18	0.00	-0.02	0.06	0.24	0.17	0.00	0.13	0.04	0.20
	Q19	-0.08	0.01	0.16	0.05	-0.05	-0.04	-0.01	0.06	-0.03	-0.04	0.26	0.25	0.24	0.23	0.18	0.20	0.18	0.43	1.00	0.32	0.08	0.03	0.08	0.25	0.14	0.15	-0.01	-0.05	0.13
	Q20	0.04	0.02	0.01	0.07	0.05	-0.01	-0.02	-0.05	0.07	-0.16	0.03	-0.03	0.06	0.15	0.09	0.14	0.15	0.18	0.32	1.00	0.22	0.26	0.05	0.04	0.08	0.06	0.15	-0.07	0.20
	Q21	-0.06	-0.14	0.00	0.00	-0.06	0.09	0.08	0.07	0.06	-0.02	0.04	0.04	0.14	0.04	0.13	-0.08	0.00	0.00	0.08	0.22	1.00	0.40	0.25	0.12	0.05	0.01	-0.01	0.07	0.05
	Q22	-0.11	-0.19	-0.02	0.01	-0.10	0.05	0.07	-0.09	0.06	-0.07	0.04	-0.19	-0.01	0.15	0.09	0.12	0.12	-0.02	0.03	0.26	0.40	1.00	0.21	0.07	0.01	-0.04	0.24	0.09	0.22
	Q23	0.04	-0.11	0.04	0.07	0.15	-0.13	0.01	0.07	-0.04	0.01	-0.01	-0.03	0.01	-0.05	0.04	0.05	0.05	0.06	0.08	0.05	0.25	0.21	1.00	0.52	0.17	0.11	0.17	0.15	0.06
	Q24	0.04	-0.02	0.12	0.13	0.16	0.00	0.08	0.05	-0.15	0.01	0.17	0.21	0.20	0.12	0.14	0.10	0.10	0.24	0.25	0.04	0.12	0.07	0.52	1.00	0.32	0.13	0.09	0.12	0.19
	Q25	-0.08	-0.08	0.03	0.21	0.01	0.07	0.03	0.07	-0.11	0.06	0.08	0.07	-0.09	-0.01	-0.04	0.07	0.05	0.17	0.14	0.08	0.05	0.01	0.17	0.32	1.00	0.29	0.29	0.25	0.29
	Q26	0.02	0.02	0.08	0.00	-0.05	0.05	0.04	-0.05	-0.07	0.00	0.02	-0.04	-0.02	-0.05	-0.12	-0.04	-0.09	0.00	0.15	0.06	0.01	-0.04	0.11	0.13	0.29	1.00	0.12	0.10	0.12
	Q27	-0.02	-0.08	0.01	0.13	0.08	0.07	0.01	-0.02	-0.03	0.07	0.00	0.02	-0.07	0.09	0.08	0.10	0.09	0.13	-0.01	0.15	-0.01	0.24	0.17	0.09	0.29	0.12	1.00	0.44	0.38
	Q28	0.02	-0.17	0.13	0.08	0.07	0.17	0.03	0.08	-0.09	-0.08	-0.01	-0.18	-0.04	-0.01	0.04	-0.09	0.09	0.04	-0.05	-0.07	0.07	0.09	0.15	0.12	0.25	0.10	0.44	1.00	0.45
	Q29	-0.02	0.02	0.05	0.17	0.12	-0.01	-0.04	-0.04	0.01	-0.05	0.08	-0.14	0.07	0.19	0.03	0.05	0.20	0.20	0.13	0.20	0.05	0.22	0.06	0.19	0.29	0.12	0.38	0.45	1.00

Correlation Matrix<sup>a</sup>

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29
Q1		0.35	0.08	0.15	0.49	0.24	0.31	0.12	0.42	0.10	0.31	0.24	0.36	0.38	0.09	0.29	0.12	0.17	0.15	0.29	0.22	0.08	0.30	0.31	0.16	0.42	0.39	0.40	0.42
Q2	0.35		0.50	0.04	0.48	0.00	0.00	0.12	0.01	0.36	0.08	0.40	0.41	0.44	0.23	0.12	0.05	0.23	0.47	0.38	0.03	0.01	0.08	0.41	0.15	0.39	0.15	0.01	0.40
Q3	0.08	0.50		0.00	0.02	0.04	0.00	0.10	0.00	0.19	0.04	0.25	0.00	0.06	0.01	0.29	0.11	0.09	0.02	0.43	0.49	0.38	0.30	0.06	0.37	0.17	0.46	0.04	0.26
Q4	0.15	0.04	0.00		0.00	0.29	0.31	0.03	0.09	0.20	0.06	0.49	0.02	0.31	0.11	0.28	0.07	0.04	0.25	0.19	0.48	0.46	0.18	0.05	0.00	0.48	0.05	0.14	0.01
Q5	0.49	0.48	0.02	0.00		0.23	0.45	0.00	0.07	0.30	0.06	0.06	0.00	0.27	0.05	0.05	0.33	0.00	0.25	0.27	0.22	0.10	0.02	0.02	0.47	0.25	0.16	0.17	0.07
Q6	0.24	0.00	0.04	0.29	0.23		0.00	0.46	0.00	0.36	0.31	0.12	0.31	0.09	0.11	0.13	0.08	0.10	0.29	0.45	0.13	0.27	0.04	0.49	0.19	0.26	0.18	0.01	0.44
Q7	0.31	0.00	0.00	0.31	0.45	0.00		0.15	0.00	0.06	0.28	0.15	0.31	0.41	0.38	0.07	0.03	0.21	0.46	0.40	0.15	0.20	0.47	0.17	0.36	0.32	0.44	0.36	0.29
Q8	0.12	0.12	0.10	0.03	0.00	0.46	0.15		0.11	0.00	0.07	0.02	0.03	0.11	0.07	0.38	0.21	0.19	0.24	0.27	0.19	0.13	0.18	0.26	0.17	0.26	0.39	0.15	0.32
Q9	0.42	0.01	0.00	0.09	0.07	0.00	0.00	0.11		0.26	0.10	0.12	0.24	0.14	0.43	0.33	0.15	0.11	0.33	0.19	0.21	0.22	0.30	0.03	0.07	0.20	0.36	0.12	0.45
Q10	0.10	0.38	0.19	0.20	0.30	0.38	0.06	0.00	0.26		0.33	0.00	0.03	0.49	0.02	0.34	0.36	0.28	0.29	0.02	0.38	0.20	0.47	0.44	0.21	0.48	0.19	0.14	0.25
Q11	0.31	0.08	0.04	0.06	0.06	0.31	0.28	0.07	0.10	0.33		0.00	0.00	0.01	0.08	0.09	0.29	0.07	0.00	0.37	0.33	0.30	0.45	0.02	0.15	0.40	0.50	0.44	0.16
Q12	0.24	0.40	0.25	0.49	0.06	0.12	0.15	0.02	0.12	0.00	0.00		0.00	0.00	0.01	0.32	0.01	0.00	0.35	0.32	0.01	0.35	0.00	0.19	0.31	0.38	0.01	0.04	
Q13	0.36	0.41	0.00	0.02	0.00	0.31	0.31	0.03	0.24	0.03	0.00	0.00		0.00	0.30	0.29	0.01	0.00	0.20	0.03	0.44	0.47	0.01	0.13	0.42	0.17	0.31	0.18	
Q14	0.36	0.44	0.06	0.31	0.27	0.09	0.41	0.11	0.14	0.49	0.01	0.00	0.00		0.00	0.04	0.05	0.04	0.00	0.03	0.32	0.03	0.25	0.07	0.45	0.27	0.11	0.44	0.01
Q15	0.09	0.23	0.01	0.11	0.05	0.11	0.38	0.07	0.43	0.02	0.08	0.00	0.00	0.00		0.02	0.02	0.04	0.01	0.12	0.04	0.11	0.32	0.03	0.31	0.06	0.14	0.30	0.36
Q16	0.29	0.12	0.29	0.28	0.05	0.13	0.07	0.38	0.33	0.34	0.09	0.01	0.30	0.04	0.02		0.00	0.00	0.01	0.03	0.16	0.07	0.28	0.10	0.20	0.28	0.10	0.13	0.27
Q17	0.12	0.05	0.11	0.07	0.33	0.08	0.03	0.21	0.15	0.36	0.29	0.32	0.29	0.05	0.02	0.00		0.00	0.01	0.03	0.49	0.06	0.26	0.11	0.24	0.13	0.13	0.13	0.01
Q18	0.17	0.23	0.09	0.04	0.00	0.10	0.21	0.19	0.11	0.28	0.07	0.01	0.01	0.04	0.04	0.00	0.00		0.00	0.01	0.50	0.42	0.21	0.00	0.01	0.49	0.05	0.32	0.00
Q19	0.15	0.47	0.02	0.25	0.25	0.29	0.46	0.24	0.33	0.29	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.00		0.00	0.14	0.36	0.17	0.00	0.04	0.03	0.47	0.24	0.05
Q20	0.29	0.38	0.43	0.19	0.27	0.45	0.40	0.27	0.19	0.02	0.37	0.35	0.20	0.03	0.12	0.03	0.03	0.01	0.00		0.00	0.00	0.27	0.32	0.15	0.22	0.02	0.19	0.01
Q21	0.22	0.03	0.49	0.48	0.22	0.13	0.15	0.19	0.21	0.38	0.33	0.32	0.03	0.32	0.04	0.16	0.49	0.50	0.14	0.00		0.00	0.00	0.06	0.28	0.43	0.46	0.19	0.25
Q22	0.08	0.01	0.38	0.46	0.10	0.27	0.20	0.13	0.22	0.20	0.30	0.01	0.44	0.03	0.11	0.07	0.06	0.42	0.36	0.00	0.00		0.00	0.19	0.46	0.28	0.00	0.12	0.00
Q23	0.30	0.08	0.30	0.18	0.02	0.04	0.47	0.18	0.30	0.47	0.45	0.35	0.47	0.25	0.32	0.28	0.26	0.21	0.17	0.27	0.00	0.00		0.00	0.01	0.07	0.02	0.03	0.22
Q24	0.31	0.41	0.06	0.05	0.02	0.49	0.17	0.26	0.03	0.44	0.02	0.00	0.01	0.07	0.03	0.10	0.11	0.00	0.00	0.32	0.06	0.19	0.00		0.00	0.04	0.13	0.06	0.01
Q25	0.16	0.15	0.37	0.00	0.47	0.19	0.36	0.17	0.07	0.21	0.15	0.19	0.13	0.45	0.31	0.20	0.24	0.01	0.04	0.15	0.28	0.46	0.01	0.00		0.00	0.00	0.00	0.00
Q26	0.42	0.39	0.17	0.48	0.25	0.26	0.32	0.26	0.20	0.48	0.40	0.31	0.42	0.27	0.06	0.28	0.13	0.49	0.03	0.22	0.43	0.28	0.07	0.04	0.00		0.07	0.10	0.07
Q27	0.39	0.15	0.46	0.05	0.16	0.18	0.44	0.39	0.36	0.19	0.50	0.38	0.17	0.11	0.14	0.10	0.13	0.05	0.47	0.02	0.46	0.00	0.02	0.13	0.00	0.07		0.00	0.00
Q28	0.40	0.01	0.04	0.14	0.17	0.01	0.36	0.15	0.12	0.14	0.44	0.01	0.31	0.44	0.30	0.13	0.13	0.32	0.24	0.19	0.19	0.12	0.03	0.06	0.00	0.10	0.00		0.00
Q29	0.42	0.40	0.26	0.01	0.07	0.44	0.29	0.32	0.45	0.25	0.16	0.04	0.18	0.01	0.36	0.27	0.01	0.00	0.05	0.01	0.25	0.00	0.22	0.01	0.00	0.07	0.00	0.00	

a. Determinant = .001

Table (14) illustrates some vital parts of the result; the Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of Sphericity. The KMO statistic differs between 0 and 1. Since the value is greater than 0.5 which is (0.603), therefore using Factor Analysis is likely to be appropriate.

**Table 14 - Test of KMO and Bartlett's**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.603
Bartlett's Test of Sphericity	Approx. Chi-Square	1087.389
	df	406
	Sig.	0.000

Bartlett's measure exams the null hypothesis that the original correlation matrix is an identity matrix. For factor analysis to work we need some connections between variables and if the r-matrix were an identity matrix, then all correlation coefficients would be zero. Thus, we want this test is to be significant and it is indeed.

Table (15) exhibits the key outcomes of the factor analysis. As seen there are (11) factors which have been take out using PCA which clarifies the total variability of the data. We can sign that we have (11) extracted factors as selected automatically by the program and picked only those which have eigenvalues greater than **1**. % of Variance column shows how much of the variability in the data has been modeled by the extracted factors. All 11 factors are the foremost factors which impact on consumers to choose hotel Rixos and the total variability from those factors are (65.823%) and each factors describes (12.11%, 8.56%, 8.2%, 6.24%, 5.31%, 5.18%, 4.54%, 4.39%, 4.12%, 3.68%, 3.5%) respectively.

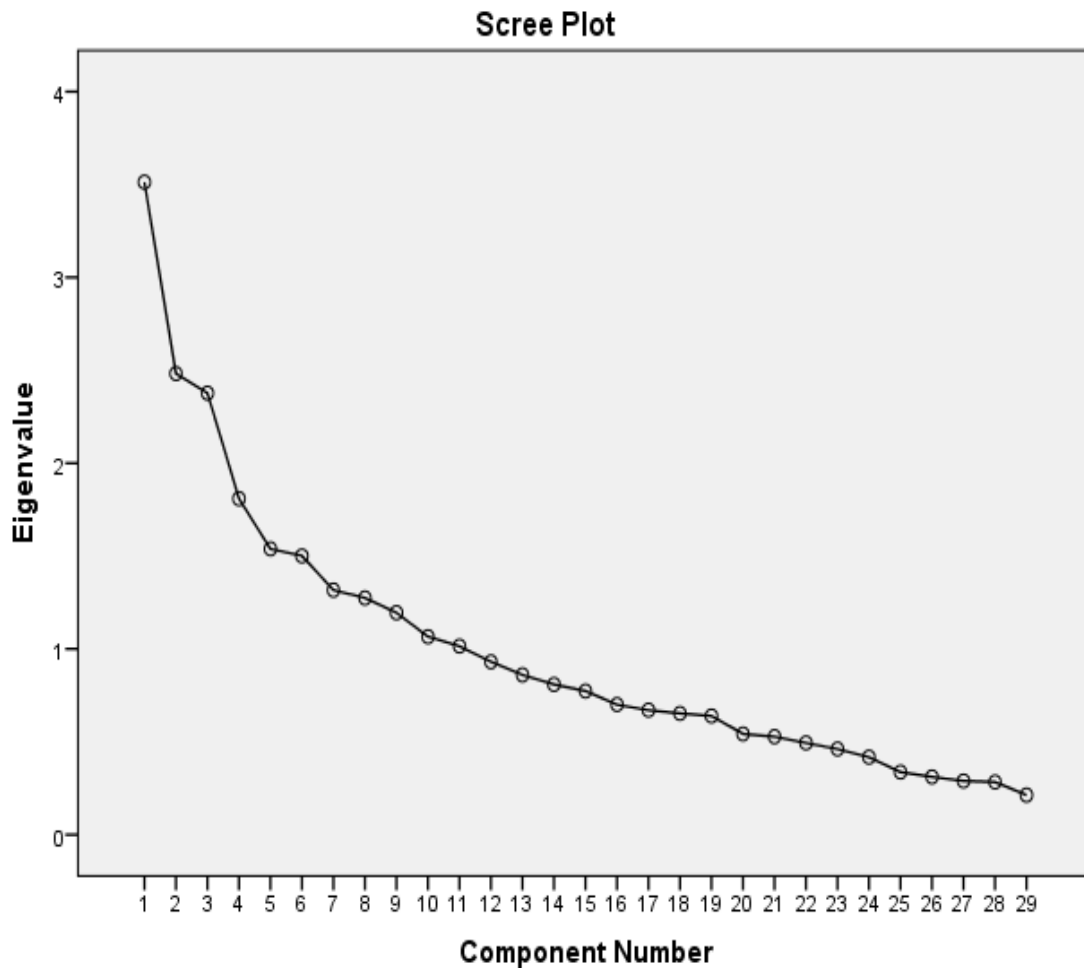
**Table 15 - Total Variance of Each Component**

<b>Total Variance Explained</b>			
Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.513	12.110	12.114
2	2.482	8.560	20.674
3	2.377	8.200	28.871
4	1.809	6.238	35.110
5	1.539	5.310	40.415
6	1.501	5.180	45.590
7	1.317	4.540	50.131
8	1.275	4.390	54.526
9	1.195	4.120	58.647
10	1.066	3.680	62.323
11	1.015	3.500	65.823
12	.931	3.209	69.032
13	.860	2.965	71.997
14	.809	2.788	74.785
15	.773	2.667	77.453
16	.700	2.415	79.868
17	.670	2.311	82.179
18	.653	2.250	84.429
19	.639	2.203	86.632
20	.543	1.871	88.503
21	.528	1.820	90.323
22	.494	1.703	92.026
23	.461	1.590	93.616
24	.417	1.439	95.055
25	.337	1.161	96.216

26	.311	1.073	97.289
27	.289	.998	98.287
28	.283	.978	99.265
29	.213	.735	100.000
Extraction Method: Principal Component Analysis.			

Considering the eigenvalue-one criteria and the scree plot in Fig. 5, it would be reasonable to retain the (11) PCs.

**Figure 5 - Plot of Eigenvalue Versus Number of Components**



**Table 16 - Component Matrix and Communalities of Variables**

Component Matrix <sup>a</sup>												Communalities
	Component											
	1	2	3	4	5	6	7	8	9	10	11	
Q1	.119	.036	.003	.075	.158	.217	.027	.166	.681	.096	.370	0.731
Q2	.056	.405	.197	.357	.086	.022	.283	.193	.270	.167	.271	0.633
Q3	.371	.078	.356	.112	.241	.136	.419	.004	.156	.236	.104	0.626
Q4	.400	.026	.064	.436	.283	.022	.311	.190	.051	.246	.176	0.662
Q5	.369	.081	.143	.441	.222	.160	.113	.338	.279	.118	.154	0.675
Q6	.003	.535	.515	.265	.036	.333	.042	.054	.010	.083	.053	0.748
Q7	.073	.455	.587	.252	.057	.168	.109	.110	.023	.092	.261	0.752
Q8	.206	.081	.320	.244	.155	.335	.111	.071	.072	.421	.216	0.594
Q9	.152	.333	.490	.093	.061	.138	.077	.188	.093	.115	.094	0.478
Q10	.135	.101	.348	.132	.088	.085	.461	.027	.425	.230	.005	0.628
Q11	.418	.151	.282	.088	.157	.020	.028	.174	.315	.023	.424	0.620
Q12	.383	.349	.457	.084	.258	.020	.319	.103	.006	.066	.130	0.685
Q13	.476	.338	.304	.064	.097	.165	.174	.256	.041	.142	.274	0.666
Q14	.461	.308	.017	.272	.280	.028	.145	.328	.104	.122	.259	0.682
Q15	.467	.301	.092	.202	.370	.090	.186	.074	.127	.151	.342	0.698
Q16	.327	.202	.164	.079	.151	.244	.339	.480	.173	.132	.101	0.666
Q17	.351	.163	.365	.001	.117	.287	.053	.281	.089	.178	.124	0.516
Q18	.543	.222	.203	.066	.205	.313	.018	.205	.023	.043	.034	0.576
Q19	.538	.211	.042	.220	.386	.225	.211	.120	.042	.046	.069	0.652
Q20	.325	.001	.321	.346	.038	.100	.330	.009	.146	.485	.110	0.717
Q21	.224	.186	.063	.503	.056	.470	.165	.001	.192	.172	.169	0.687
Q22	.228	.290	.322	.545	.249	.203	.007	.153	.055	.098	.132	0.693
Q23	.327	.273	.161	.057	.265	.612	.007	.277	.086	.197	.147	0.801
Q24	.556	.149	.016	.110	.394	.327	.030	.091	.039	.294	.172	0.734
Q25	.383	.395	.120	.272	.321	.084	.167	.133	.206	.187	.037	0.625
Q26	.119	.290	.050	.152	.432	.054	.153	.389	.215	.118	.071	0.553
Q27	.359	.426	.282	.120	.186	.118	.380	.119	.037	.130	.003	0.629
Q28	.258	.576	.179	.227	.278	.030	.152	.227	.126	.243	.034	0.712
Q29	.446	.329	.394	.138	.205	.159	.008	.274	.123	.008	.099	0.649

Table (16) illuminates the significant factors have influence on consumers of choosing Hotel Rixos and they are dependent on significant variables;

**Factor 1:** First factor always has the highest impact, so in selecting Hotel Rixos the first factor explains (12.110%) total variance. It means with this percentage has impact on deciding to choose Hotel Rixos and the variables which share their influences in these factors are as followings in order:

- 1: Do you think that this brand have a good ambience and service? (Q11)
- 2: Do you agree that the hotel rooms are spacious and comfortable? (Q13)
- 3: Does the hotel Rixos offers a variety of services to meet guest's expectations? (Q14)
- 4: Does the hotel offers specialized services during events or special occasion? (Q15)
- 5: Does the desired comfort level is provided by the staffs to the customers? (Q18)
- 6: Do you think that the new approaches of promotion incorporated by the company have helped you identify the brand as a refreshing and relaxing destination? (Q19)
- 7: Do you agree that the Hotel management should pay more attention to the guest safety as well as security? (Q24)
- 8: Does the brand employ effective means of promotion and advertising? (Q29)
- 9: How far do the reasonable service pricing and high quality food products are offered to the customers to create a competitive advantage in the market? (Q17)
- 10: Does the Rixos hotel should develop loyalty programmers to enhance services towards their guests? (Q25)



**Factor 2:** This factor is rank at second place and explicates (8.560%) of total variance. The variables contributable are set below;

1: Age (Q2)

2: What is your profession? (Q6)

3: How far does the brand make use of the best marketing and communication technology available in the present world? (Q27)

4: Do you agree that implementation of modern technology has improved service quality? (Q28)

**Factor 3:** This factor is rank at third place and clarifies (8.200%) of total variance. The variables contributable are provided as following;

1: How many times in a year do you visit the property? (Q7)

2: Do you book the hotel rooms for personal and corporate events? (Q9)

3: How far do you agree that the level of importance is provided by the employees to all the new customers? (Q12)

**Factor 4:** This factor is rank at fourth place and describes (6.238%) of total variance. The variables contributable are shown below;

1: Do you enjoy visiting the Hotel? (Q4)

2: Do you enjoy the nature of services offered? (Q5)

3: Do you agree that you enjoy similar quality of service in every hotel you have visited of the same brand? (Q21)

**Factor 5:** This factor is rank at fifth place and explains (5.310%) of total variance. The variables contributable are given below;

1: Does the Hotel management pay attention towards the green and sustainability issues, which is one of the most popular issues in key hotels around the world? (Q26)

**Factor 6:** This factor is rank at sixth place and explains (5.180%) of total variance. The variables contributable are given below;

1: Do you agree that the Hotel management should pay more attention to the service providers and train them to improve service quality? (Q23)

**Factor 7:** This factor is rank at seventh place and explains (4.540%) of total variance. The variables contributable are given below;

1: Are you a regular visitor of this hotel? (Q3)

2: Do you recommend people to visit the Rixos hotels? (Q10)

**Factor 8:** This factor is rank at eighth place and explains (4.390 %) of total variance. The variables contributable are given below;

1: Do you agree that the reliable behavior is provided by the company members to the customers? (Q16)

**Factor 9:** This factor is rank at ninth place and explains (4.120 %) of total variance. The variable contributable is given below;

1: Gender (Q1)

**Factor 10:** This factor is rank at tenth place and explains (3.680 %) of total variance. The variables contributable are given below;

1: Do you prefer eating Continental, Middle Eastern & International cuisine? (Q8)

2: Does the brand Rixos have improved its service quality with time? (Q20)

We can also specify the impact of every single variable on consumer decision of choosing the hotel by customers from all of the extracted factors. The Communalities column in Table (4) shares this information which is derived for each variable by taking the sum of the squared factor loading for each of the factors associated with the variable. Q24 which is loading in first component has 73.4% variability on deciding selecting Hotel Rixos. However, the percentage of variability of Q13, Q14 and Q15 is equal to 66.7 % and Q23 is 80.1%. Also Q1, Q6, Q7, Q20, Q28 have quite reasonable influence on consumers to choose hotel Rixos by 71% variability.

The findings clearly highlight specific issues as explained above that consumer behavior was heavily influenced by the marketing mix strategies.

#### **4.3. Discussion of the Findings and Observations:**

The findings and the discussion is reached at the end of the thesis when the researcher has enough evidence to infer a meaningful as well as logical conclusion. It is here the respective findings will culminate in a proper way and evaluate the results of the research in the given study. In this dissertation the researcher has conducted a thorough study on the issue that is impact of service marketing mix 7P's on consumer behavior with special focus on Hotel Rixos 5 star. The aspects related to the development of customer relationship and understanding ways of consumer engagement through the application of 7P's has been discussed in detail and understood that company adopts key strategies to attract consumer and improve business. The researcher studied from several perspective and explored customer behavior and perception of the service quality of the brand in detail.

The findings and analysis have brought forward a number of issues related to the customer behavior and also explored their perception of the brand and its services. It has been underpinned that since most customers of the five star brands are foreigners the management adopted unique approaches to meet their expectations in a unique manner. In the course of the study, through the quantitative research findings it has been underpinned that there are several factors which influence the consumer behavior, hence evaluation of ability through 7P's have successfully assisted in identifying the market demand of the present times and offer services to meet their demand. From the quantitative findings as evident from the data analysis chapter of the respective dissertation that the customer services have improved to help connect with the customers and engage them to the brand in a strategic way.

The aspects related to the status symbol or the elite image associated with the experience of spending time at five stars Hotel, as mentioned and discussed in the literature review section has also been found to be a major factor shaping the positive perception and desire to avail the services among the customers.

In the recent years there has been an increasing interest in the service marketing mix that helped in achieving maximum outcome of the business by ensuring customer satisfaction. Incorporation of 7P's has been identified as the key strategy for improving customer orientation and achieves sustainable competitive advantage. 7P's of services marketing in their marketing activities to retain existing customers as well as to attract potential ones, besides this recent issues and crisis in the hotel industry has further created a need for sustainable and effective service marketing mix strategies. It is also evident from the study that implementation of the successful marketing mix help in achieving enhanced customer service and support, advanced efficiency and cost reduction.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1. Conclusions

The study attempted for the identification of the relationship between the marketing mix and the customer perception. In the modern competitive world, a successful marketing strategy is an absolute necessity for the success of the organization. Tourism industry contributes the most in terms of national economy. In this dissertation a thorough research has been done on marketing strategies with special focus on ways in which service marketing model 7P's impact on consumer behavior of the customers of Hotel Rixos. It is a 5 star hotel that is situated in Duhok city. The 7P's of marketing used by the hotel effected its overall performance and resulted in attracting a large number of customers leading to their ultimate satisfaction. The aspects of 7ps like product, price, place, promotion, people, process and physical evidence helps Hotel Rixos to influence the buying decision of the customers (Managementstudyguide.com, 2016). This hotel has a reputation of having luxurious rooms and suites with all kinds of benefits. Moreover, the location of the hotel in the heart of the city has impacted the customer's decision to board this hotel conveniently. The research had been an attempt to understand impact of service marketing model on consumer behavior and it is evident from the evaluation that the 7P's of marketing mix has tremendous impact on influencing consumer behavior in the service industry.

Hotel Rixos has successfully used the marketing mix in order to indicate the various marketing variables applied by the sales team for the targeted customers and market segments like groups, conference, corporate, transient, leisure, etc. The director of the hotel has successfully prepared a proper marketing mix in order to have the right services and facilities and have offer good promotional services both online and offline.

Hotel Rixos has offered its guests the service or facilities of luxurious and comfortable guest rooms, banqueting rooms, food and beverage, recreational facilities, health and

wellness facilities, executive lounge, travel desk, express check-in and checkout services, business centers and parking facilities depending on the various needs of various types of customers like business travelers, tourists, families, couples, singles, children, etc. This analysis helps the top management level to identify the different and specific needs and work for improvements and accurate provision (LuckyEye, 2016). It has some extra facilities of villas, Yatch and private jets which attract a large number of rich business class customers in choosing this hotel for their individual purposes. It has special offers for kids in a form of kids club. In hotel industry, product does not travel to the customer; instead the customer comes to the products. Therefore, location plays an important part in customer satisfaction. Hotel Rixos's location in the city center is an important aspect for its success. Certain methods applied by this hotel are personal telephone calls, banner advertisements, online payment, printed media advertisements, Hotel website booking system, and global distribution system. They are using some indirect distribution methods like travel agents, event planners, online travel agents, online travel portals, independent hotel representative, etc.

The way to promote the hotel in an exclusive way is a key factor for its success. Certain promotions and communication channels used by the hotel to attract customers are television commercials, brochures, websites, social media like Facebook, Twitter, etc., pens with hotel name, pads with hotel logo, billboards, and TV advertisements.

Hotel Rixos has defined a correct pricing strategy. In present scenario, if the hotel products like food and beverage, rooms, etc. are not competitive in its pricing structure; potential guests may simply reject the use of the particular hotel services. Guests are strongly influenced by the packages and price. Hotel Rixos has concentrated on the rate codes and packages according to the customer's requirement. The room rates are prepared following certain important aspects like peak season, valley or off season, shoulder season, etc. Therefore, customers coming from different background with different needs and abilities can afford the hotel rooms and other facilities that result in overall satisfaction and its business growth (Setupmyhotel.com, 2016).

Alliance franchising is applied by the hotel in terms of distribution. The franchisers license their brand name, unique products, formats or process, reputation, services in

return for royalties and fees. Franchising works really well with the standardized and duplicated services through the service policies, delivery process, guarantees, warranties, branding and promotion. The franchisee becomes the part of the sales and reservation system ensuring a specific level of business. The franchisers of this hotel have got the benefit of their reflection of such a five star luxurious multipurpose hotel. They can improve their own image and efficacy through the hotel's image. The distribution system got expanded leading in the motivation for the franchiser to promote this hotel in an enlarged way. Various specialized channels those are available to this hotel for the effective outcomes of the marketing strategies (Thyagaraju and Venkateswarlu, 2014). These are transport organizations, direct mails, department of Tourism, franchises, alliances, travel agents, in-house selling, telemarketing, internet, tour wholesaler, etc. contributing the overall distribution process of the hotel. Moreover, the image, point of sales, distribution costs, marketing efforts effectiveness results in the proper utilization of the marketing mix.

In the current marketing ground, gaining good reputation is a difficult task as there are many competitions in the hotel industry. The real mission of a successful marketing is to understand the needs and demands of various types of customers (Slideshare.net, 2016). And thereby produce tailored products. Hotel Rixos is an extrovert organization that's looks for long term customer satisfaction. It provides top quality products along with regular and long term goals. Customers are the main aspect for a competitive market. Therefore, this hotel is working thoroughly to meet their needs by proper identification of expectations, desires, strengths and limitations. Thus, every kind of customer can buy their products. Its products are consistent with the benefits to the customer. It tends to understand the various dimensions of the tendencies of buyers and determines the relationship between the marketing mix and the customer is an absolute necessity which the hotel is performing successfully to firm its feet in the hospitality and hotel industry for life long (Gilaninia, *et al.* 2013).

## **5.2. Linking with Objectives:**

The following objectives are being set by the researcher in order to meet the objectives of the impact of service marketing mix on consumer behavior. In order to justify the research, the research has chosen Hotel Rixos, a five star hotel. He has clearly evaluated how the 7p's of marketing mix has impacted the consumer behavior in hospitality industry and how Hotel Rixos has used various marketing strategies to be consistently successful in this industry. Therefore, it will be further clarified that how far the researcher has appropriately linked the objectives with the study.

### **5.2.1. To Evaluate the Impact of 7P's of Marketing Mix in the Hospitality Industry.**

An evaluation has been done by asking the experience and ideas of several hotel owners and managers in order to know how far the marketing mix has affected the consumer behavior in this industry. In response to the matter, some have mentioned that it has a great impact on the customer satisfaction as several factors like price of the hotel rooms, food and beverage and other facilities affect the background of the customers. Moreover, the hotel owners have suggested that the location of the hotel attracts the consumer as many business travelers search for hotels which are near their working place, so that they can have an easy access to their desired destination at any point of time safely. Some tourists who have visited the place search for hotels near hill stations or theme park for getting access to the beautiful views and enjoy the scenic beauty. According to Wijayanto, (2015), 7ps of marketing mix is the necessary for the hotel industry in order to survive successfully in the competitive market. The relationship of marketing mix and the consumer behaviour is totally based on the service quality provided by the hoteliers or service providers. The management level of the hotel industry has focused on the price of the hotel rooms, food, beverages and others that is being set according to the industry criteria as well as the customer's needs and ability to afford them. Researcher has found out that the price of the hotel products are set focusing on two things. These are customer needs and industry profits. Certain promotional activities are done to get



into the view of global customers. Moreover, the researcher goes on by studying the report of Essawy, (2010) that there are five principles that brings customer satisfaction and they are deliverability, price determination, lawfulness, purity and cleanliness. A neat and clean environment attracts the customers and enhances their taste to buy the hotel products repeatedly. The researcher has clearly shown that the price should be decided according to the targeted customers in the form of target costing. The marketing team of many hotels have confirmed that their promotions are being done through online advertisements, print media, radio, billboards, mails, television, coupons, etc. with honesty, accuracy and truthfulness. Again certain tangible products like staffs, office, bill books, cheques, furniture, etc. Makes the customers believe in the industry. The past positive experience of the customers triggers repetition of buying the same products resulting in customer loyalty and industrial growth.

### **5.2.2. To Assess the Impact of 7 P's of Marketing Mix on Consumer's Behavior.**

In order to meet the desired objectives the researcher has undergone certain practices like surveys, questionnaires, data collection, studying reviews, secondary analysis through previous research work done by scholars, books, journals, websites, etc. According to the study, product service mix is an important tool to deliver good quality services to the target customers. By presentation mix, a firm can provide tangible services to the target customers and simultaneously satisfies the target market. According to the study of Plaud and Urien (2016), communication mix in the form of connection between the firm and the customers helps in enhancement of the tangible products as well as services leads to customer satisfaction. With the implementation of the strategies of marketing mix, the hotels can successfully deliver target market satisfaction because the hospitality industry has tangible services and thus cannot be measured as detectable goods. The researcher has found out that that industry applies 7P's of marketing mix in order to get accurate knowledge of the current trends of the markets as well as the preferences of the target consumers in relation to the products and

services provided by the hospitality industry. According to the response by the hoteliers, an effective marketing mix evaluates the promotion of products and services as per the demand of the customers. According to a study conducted by Hanssens *et al.* (2014), customer satisfaction is the main aspect for customer behaviour. The researcher has further found out through secondary analysis that Hotel Rixos is applying this strategy to serve both the purposes simultaneously like customer satisfaction and hotel profitability. It has taken advantage of the demographic situation to generate customer friendly atmosphere. Consumer behaviour can be regarded as a process that involves purchase, consumption, selection, pre and post purchasing activities, goods withdrawal, and, various on-going activities. Fixing errors takes time. It is influenced by certain external forces like background, culture, family, reference groups and society. It is clearly suggested that marketers can increase their sale in the non – member sector through marketing mix. Product, pricing, place, promotion, perception, people, and, process influence the organization's success for ever. It has been found out by the interviews conducted by the researcher with several hotel staffs that a warm and polite behaviour, friendliness, warm gesture, positive attitude of the employees adds up to the customer attraction towards a particular hotel. This results in good and positive perception of the customers about that particular hotel and thus they repeat their visits to that hotel that ends up in successful customer loyalty. Several tools and techniques have been used by the researcher in his dissertation in order to access and analyse the accumulated data in a systematic and chronological way. Qualitative as well as quantitative data collection by the researcher has further helped the project to be justified. Therefore, the researcher has shown justification to the dissertation through charts, diagrams, models, etc. so that we can understand the impact of the marketing mix on consumer behaviour in the hotel industry in a clear way.

### **5.2.3. To Discuss the Effectiveness of the Marketing Practices by Rixos Hotel.**

For this purpose the researcher has conducted an interview with the managerial employees of the Rixos Hotel and collected data about their decision on implementing service marketing approaches in modifying consumer behavior of the tourism and hospitality industry. It is during the course of the dissertation that the impact of service marketing mix 7p's on consumer behavior has been evaluated with the help of the case study in Hotel Rixos 5 Stars. Both primary and secondary data has been collected for the purpose of evaluation and analysis and it has been identified that introduction of such approaches of marketing strategy helped in business growth and enhancement. There are countless competitors whom the marketers have to face daily. Managers of the company mentioned that they have incorporated such service marketing mix to attract customers on regular basis. It has been further reflected from the research work that with the help of 7P's the company easily identified how successfully the strategy assisted in influencing consumer behavior. Thus, change in consumer perception play a pivotal role in consumer buying strategy which has helped the respective 5star hotel brand to frame unique concepts to improve the brand image.

### **5.2.4. To Assert the Relationship Between Marketing Mix and Consumer's Satisfaction**

In order explore and understand the respective objective and determine the relationship between marketing mix and consumer satisfaction the analyst went knee deep into several existing journals and also studied from academic books to understand and refer to several theories and models of consumer behavior and connected the model of 7P's with the respective topic to connect with the findings of the secondary data in the literature review section. Theories and models on consumer buying behavior and service marketing have been specifically examined as well as interpreted from several literary sources and analyze the same in the backdrop of the conceptual frame work the researcher has successfully conducted the review of various models and theories related to re- branding and customers perception in context of the given case.

### **5.2.5. To Deliver Ways in Order to Improve Service Quality of Rixos Hotel.**

In order to meet the particular objective of this study the researcher circulated two sets of questionnaire among the managers and the customers of Rixos hotel to explore the impact of service marketing strategy from two separate perspectives. Studies suggest that the hospitality service in Iraq was one of the leading crowd puller in the tourism domain. From the research conducted it has been inferred that the business experienced tremendous growth during the mid and late nineties which forced the owner to plan about adaptation of unique marketing strategies for business enhancement. It is further evident from the collected and collated primary data, that the consumers are happy with the respective service quality and also collected from manager's interview evaluation that implementation of the unique strategy 7P's of marketing helped in apt planning for improving customer satisfaction. Hence the respective objective has been achieved during the course of the study from both primary and secondary perspectives of data evaluation.

### **5.3. Implications of the Findings:**

The dissertation therefore successfully attempted to identify the impact of service marketing mix 7p's on consumer behavior and from the findings it is evident that primarily only four Ps were used for developing business strategy by identifying key internal issues. It is evident from the findings that these elements have a positive impact on the customers of the respective five star hotels. This clearly highlights the fact it is not only about attracting customers but also about offering improved services and also incorporation of effective promotional strategies for business development. Though place may not be a significant concern, since the hotel aims at attracting foreigner customers base and also attract corporate houses for meeting and events. From the study it could be underpinned that the brand performed exceptionally well in the respective sector and successfully enhanced business. Though there are challenges in the sector, which the brand faces from incessant changes in consumer preferences, long service hours, recession and changing travel destination preferences yet the hotel managed to gain profit since they adapted to the industry challenges in a defined manner.

#### **5.4. Limitation of the Research:**

Though in the final chapter it is evident that the respective research work remained successful in meeting with the aim and objectives established in the first part of the thesis, there are certain limitations which a student researcher has experienced during the course of the study. One of the key issues that affected the overall quality of the thesis is the allocation of insufficient time to the research work. An advanced research work of professional level demands time and commitment, however during the academic session students are allotted with fixed time of some three to six months are expected to complete their research work and present quality thesis within a short period. The limited time gap gives insufficient time to the researcher in accumulating information and data from respondents. Had there been sufficient time more in-depth analysis could be have been submitted.

Secondly, there was a budget constraint which further crippled the researching process. The researcher had to remain contained with limited resources such as available books from university library and local state library. He has used materials from academic books and journals and also collected information from the online sources. Thus, only those resources that are free for student usage could be considered during the course of the study. Additional books and journals could not be bought due to insufficient budget.

Thirdly, the researcher has collected information by circulating questionnaire among respondents. Thus respondents included customers and managers of the organization. The participants were involved in the survey and had to respond to the questions based on the questionnaire containing pre- set questions needed for the evaluation of the respective topic in the dissertation. Hence, it could be mentioned here that there are chances that some of the respondents may not have found comfortable or convenient to express exactly what they felt or unintentionally or intentionally hide some facts that may have had the negative effects on the findings and observations of the research. Moreover, the barriers in accessing the respondents have also been fundamental limitation of the present study.

## **5.5. Recommendations:**

Therefore after completing the research study it could be mentioned that there are ample scopes of incorporating changes in the rebranding strategies so as to impact on the consumer mind and help in business development. Few suggestions have been given by the researcher on the basis of secondary analysis that Rixos Hotel should ensure their target market for making the brand noticeable to the customers and cater to the ever changing needs of the customers in a fair manner. It is also found out that the following market strategy of the hotel and its current location will draw more foreign customers in near future.

Evaluating the condition of the market and the marketing strategy that could help in stimulating psychology of the customer, the following recommendations may be put forward;

Firstly, Rixos Hotel should ensure their target market for making the brand noticeable to the customers and cater to the ever changing needs of the customers in a fair manner. It is also found out that the following market strategy of the hotel and its current location will draw more foreign customers in near future.

Secondly, the managers of the hotel are important in the assessment of consumer's perception regarding the quality of the service offered to them. This would help the management level to acquire the preference of the customers in relation to the given services. Proper training should be provided to the managers in order to understand and cater the customers' needs and dynamic demands. The hotel is needed to improve and update its service quality as well as the demands of the customers that are changing from time to time due to the changing trends and situations.

Thirdly, proper training to the employees should be provided in order to teach them professional yet friendly behaviour and gestures with the customers. Many customers prefer repeat visits to some particular hotels due to its friendly staff behaviour. Staffs need to understand a customer well and serve accordingly.

Fourthly, the personal website of the hotel should be kept well informed and updated so that foreign customers can view the details and offers and other benefits of the hotel through internet from anywhere across the globe.

Fifthly, special offers and benefits should be provided to the repeated customers, children, senior citizens and specially-abled people. This will result in customer loyalty and these kinds of customers will visit the same hotel repeatedly and also suggest others to board it whenever they visit the place where this hotel is situated

### **5.6. Summary:**

Thus after completing the respective chapter it could be mentioned here that marketing mix is a model of creating as well as implementing marketing strategies for business growth and enhancement. Several Ps were considered while conducting business management. It is here the conclusion section clearly hints at the findings and after the overall exploration of the inference, the findings were linked with objectives for clear evaluation and successful completing of the research work. Finally the implication, limitations of the research has been discussed and the thesis culminates with gap identification and suggestion of recommendations for future research work.

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## APPENDICES

### Appendix 1

### Questionnaire English:

T.C  
Bingöl University-Turkey  
Faculty of Administration and Economics  
Business Administration Department



### Subject / Questionnaire Form

Dear sir and madam,

Good greeting...

I hope you focus part of your time, to answer questions, which is in your hands, thanking you for your cooperation, and the purpose of this questionnaire is to measure the Master's thesis entitled " **The Impact of Service Marketing Mix 7P's on Consumer Behavior: A case study in Hotel RIXOS 5 stars**" Analytical study of the consumer in DUHOK city. As a part of master's degree in business / management of the College of Management and Economics at the University of Bingöl - Bingöl-Turkey requirements. Please answer all questions, because leaving any of them means disqualification form for analysis. Please tick (✓) in the field that represents your point of view.

Thank you for your cooperation and willingness to answer questions.

From the God's reconciling

Supervisor

Researcher student

Prof. Dr. MUAMMER ERDOĞAN

SUHAIB RASHEED NABI ALDOSKI

1. Select your gender:

1. Male
2. Female

2. Select your Age:

1. 18-25
2. 26-35
3. 36-45
4. 45 above

3. Are you a regular visitor of this hotel?

1. Yes
2. No
3. Sometimes

4. Do you enjoy visiting the Hotel?

1. Yes
2. No
3. Sometimes

5. Do you enjoy the nature of services offered?

1. Yes
2. No
3. Sometimes

6. What is your profession?

- ✓ Corporate Professional
- ✓ Business man
- ✓ Tourist

7. How many times in a year do you visit the property?

- ✓ Less than 10 times
- ✓ Less than 5times
- ✓ Less than 2times
- ✓ Less than 1time

8. Do you prefer eating Continental, Middle Eastern & International cuisine?

1. Yes
2. No
3. Sometimes

9. Do you book the hotel rooms for personal and corporate events?

1. I have never ordered
2. Have not given it a thought
3. Rarely
4. We often prefer customized services during events



10. Do you recommend people to visit the Rixos hotels?

- 1. Yes
- 2. No
- 3. Sometimes

11. Do you think that this brand have a good ambience and service?

- 1. Strongly agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly disagree

12. How far do you agree that the level of importance is provided by the employees to all the new customers?

- 1. Strongly agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly disagree

13. Do you agree that the hotel rooms are spacious and comfortable?

- 1. Strongly agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly disagree

14. Does the hotel Rixon offers a variety of services to meet guest's expectations?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

15. Does the hotel offers specialized services during events or special occasion?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

16. Do you agree that the reliable behavior is provided by the company members to the customers?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

17. How far do the reasonable service pricing and high quality food products are offered to the customers to create a competitive advantage in the market?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

18. Does the desired comfort level is provided by the staffs to the customers?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

19. Do you think that the new approaches of promotion incorporated by the company have helped you identify the brand as a refreshing and relaxing destination?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

20. Does the brand Rixos have improved its service quality with time?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

21. Do you agree that you enjoy similar quality of service in every hotel you have visited of the same brand?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

22. Does the service quality could be compared with other brands like J W Marriott, Sheraton or Hyatt?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

23. Do you agree that the Hotel management should pay more attention to the service providers and train them to improve service quality?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

24. Do you agree that the Hotel management should pay more attention to the guest safety as well as security?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

25. Does the Rixos hotel should develop loyalty programs to enhance services towards their guests?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

26. Does the Hotel management pay attention towards the green and sustainability issues, which is one of the most popular issues in key hotels around the world?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

27. How far does the brand make use of the best marketing and communication technology available in the present world?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

28. Do you agree that implementation of modern technology has improved service quality?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

29. Does the brand employ effective means of promotion and advertising?

1. Strongly agree    2. Agree    3. Neutral    4. Disagree    5. Strongly disagree

## Appendix 2

## Factor Analysis

### Notes

Output Created		25-DEC-2016 10:42:30
Comments		
Input	Data	D:\Data Analysis\M. duhok\survey data project Hotel Rixos.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	167
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		<pre> FACTOR /VARIABLES Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24 Q25 Q26 Q27 Q28 Q29 /MISSING LISTWISE /ANALYSIS Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24 Q25 Q26 Q27 Q28 Q29 /PRINT INITIAL CORRELATION SIG DET KMO EXTRACTION ROTATION /PLOT EIGEN ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION. </pre>
Resources	Processor Time	00:00:02.34
	Elapsed Time	00:00:04.70
	Maximum Memory Required	98808 (96.492K) bytes

**Rotated Component Matrix<sup>a</sup>**

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Q1	.000	.003	-.086	.005	.002	-.047	-.113	.083	-.018	-.146	.824
Q2	-.395	-.208	-.043	-.296	.244	.294	-.204	-.155	.363	.028	-.019
Q3	.407	-.014	-.078	.071	.365	.421	-.108	.103	.128	-.184	-.258
Q4	.023	.136	.070	.038	-.021	.782	.043	.004	.071	.063	-.115
Q5	-.001	.081	.151	.177	-.050	.710	-.077	.147	-.239	.078	.134
Q6	.825	.089	-.064	.025	-.090	-.093	.087	-.161	.038	.031	-.041
Q7	.842	-.049	-.078	-.056	.072	.002	.107	-.014	.051	.098	.050
Q8	.042	-.026	-.136	.041	.169	.373	.026	.044	.041	.517	.363
Q9	-.617	-.026	-.012	-.088	.058	-.151	.182	-.170	.021	-.006	-.016
Q10	.061	-.011	-.013	.041	.099	.038	-.075	.006	-.013	.744	-.226
Q11	.058	.060	.077	.770	.012	.091	.027	-.006	.009	-.017	.062
Q12	.085	-.160	.192	.618	.168	-.073	-.117	.044	.071	.423	.001
Q13	-.056	-.091	-.122	.635	.377	.267	.059	.069	.041	-.020	-.115
Q14	-.078	.144	.128	.231	.744	-.082	.087	-.066	-.006	.028	.111
Q15	.000	.031	.138	.056	.771	.034	.082	.098	-.127	.211	-.057
Q16	-.013	.018	.771	.041	-.010	-.027	.019	.046	-.172	.164	.099
Q17	-.116	.113	.532	-.149	.256	.125	-.002	.056	-.027	-.213	-.232
Q18	-.088	.075	.636	.199	.109	.154	-.055	.107	.188	-.084	-.161
Q19	.035	-.104	.423	.342	.236	-.025	.124	.082	.497	-.133	-.023
Q20	-.015	.003	.354	-.022	.085	.145	.567	-.189	.331	-.173	.255
Q21	.017	-.045	-.180	.102	.058	-.005	.760	.220	.040	.045	-.095
Q22	.026	.232	.083	-.067	.071	-.088	.747	.078	-.179	-.082	-.111
Q23	-.050	.071	.023	-.094	-.050	.075	.231	.847	.006	.039	.059
Q24	.073	.093	.156	.177	.121	.068	-.010	.772	.217	-.008	.034
Q25	.065	.454	.154	.040	-.210	.037	-.011	.226	.476	.246	-.072
Q26	.054	.162	-.123	.015	-.140	-.089	-.046	.137	.678	.006	.006
Q27	.025	.740	.161	-.066	.022	.004	.111	.005	.038	.189	.029
Q28	.126	.784	-.163	-.047	.062	.063	-.057	.151	-.047	-.129	-.016
Q29	-.086	.714	.095	.057	.118	.157	.117	-.026	.178	-.189	-.005

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.

**Component Transformation Matrix**

Component	1	2	3	4	5	6	7	8	9	10	11
1	.097	.346	.429	.418	.413	.348	.207	.333	.231	.092	-.068
2	.546	.583	-.240	-.253	-.359	-.073	.210	.216	.094	-.087	.007
3	.664	-.353	-.293	.373	.077	.129	-.251	-.025	-.086	.339	.006
4	.225	-.232	.089	.145	.234	-.550	.671	-.131	-.124	-.154	-.039
5	.018	.275	-.248	-.244	.449	.378	.153	-.391	-.511	.016	-.145
6	-.317	-.157	-.480	.023	.014	.120	.352	.601	-.188	.222	.244
7	.115	-.365	-.189	-.076	.007	.482	.182	-.020	.358	-.645	-.037
8	-.198	.294	-.539	.280	.313	-.260	-.101	-.262	.490	-.024	.144
9	.048	.148	.115	.314	-.096	.058	-.088	-.100	-.344	-.359	.766
10	-.024	-.066	.120	-.102	-.267	.276	.413	-.445	.307	.494	.342
11	.211	-.129	.136	-.590	.510	-.129	-.175	.182	.193	.077	.433

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.



**Appendix 3****Another Frequencies****Q5: Do you enjoy the nature of services offered?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	137	82.0	82.0	82.0
No	6	3.6	3.6	85.6
Sometimes	24	14.4	14.4	100.0
Total	167	100.0	100.0	

From above table, we can identify that whether Rixos Hotel provides good services or not. 82.0% respondents said yes, they enjoy the nature of services offered by the hotel. Whereas 3.6% respondents chose No, that they don't enjoy it, followed by 14.4% of them they said sometimes they enjoy the service.

**Q11: Do you think that this brand has a good ambience and service?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	72	43.1	43.1	43.1
Agree	76	45.5	45.5	88.6
Neutral	9	5.4	5.4	94.0
Disagree	10	6.0	6.0	100.0
Total	167	100.0	100.0	

Frequency distribution table about this brand if it has a good ambience and service shows that out of 167 respondents, 10 are disagree, 9 are neutral, 76 are agree and 72 are strongly agree with this. Percent frequency shows 6.0% are disagree, 5.4% are neutral, 45.5% are agree and 43.1% are strongly agree.

**Q12: How far do you agree that the level of importance is provided by the employees to all the new customers?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	61	36.5	36.5	36.5
Agree	86	51.5	51.5	88.0
Neutral	18	10.8	10.8	98.8
Disagree	2	1.2	1.2	100.0
Total	167	100.0	100.0	

Another question that asked the respondents was, how far they agree that the level of importance is provided by the employees to all the new customers. Frequency distribution table shows that, 86 are agree with this, 61 are strongly agree, 18 are neutral, 2 are disagree with this. Percent frequency shows that 51.5% are agree, 36.5% are strongly agree, 10.8% are neutral, 1.2% are disagree.

**Q13: Do you agree that the hotel rooms are spacious and comfortable?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	38	22.8	22.8	22.8
Agree	92	55.1	55.1	77.8
Neutral	31	18.6	18.6	96.4
Disagree	6	3.6	3.6	100.0
Total	167	100.0	100.0	

In addition, more than 50% of the respondents are agree that the hotel rooms are spacious and comfortable and 22.8% respondents are even strongly agree with this. However, 3.6% of them are disagrees and 18.6% of them are neutral.

**Q14: Does the Hotel Rixos Offers a Variety of Services to Meet Guest's Expectations?**

	Frequency	Percent	Valid Percent	Cumulative
Strongly Agree	13	7.8	7.8	7.8
Agree	72	43.1	43.1	50.9
Neutral	63	37.7	37.7	88.6
Disagree	19	11.4	11.4	100.0
Total	167	100.0	100.0	

From the questionnaire that I have distributed to the respondent, I have found that 43.1% respondent agreed, 7.8% strongly agreed, 37.7% neutral but 11.4% respondent are disagreed that the hotel Rixos offers a variety of services to meet guest's expectations.

**Q15: Does the Hotel Offers Specialized Services During Events or Special Occasion?**

	Frequency	Percent	Valid Percent	Cumulative
Strongly Agree	18	10.8	10.8	10.8
Agree	59	35.3	35.3	46.1
Neutral	61	36.5	36.5	82.6
Disagree	23	13.8	13.8	96.4
Strongly Disagree	6	3.6	3.6	100.0
Total	167	100.0	100.0	

From the questionnaire that I have collected data for the survey I have found that 35.3% respondent agreed, 10.8% strongly agreed, 36.5% neutral but 13.8% respondent disagreed and 3.6% respondent strongly disagreed that the hotel offers specialized services during events or special occasion.

**Q16: Do you Agree that the Reliable Behavior is Provided by the Company Members to the Customers?**

	Frequency	Percent	Valid Percent	Cumulative Percent
V Strongly Agree	84	50.3	50.3	50.3
Agree	43	25.7	25.7	76.0
Neutral	29	17.4	17.4	93.4
Disagree	10	6.0	6.0	99.4
Strongly Disagree	1	.6	.6	100.0
Total	167	100.0	100.0	

From the survey of this study, I have found that 50.3% people are strongly agreed, 25.7% people are agreed, 17.4% people are neutral and 12% people are disagreed that the reliable behavior is provided by the company members to the customers.

**Q18: Does the Desired Comfort Level is Provided by the Staffs to the Customers?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	48	28.7	28.7	28.7
Agree	100	59.9	59.9	88.6
Neutral	14	8.4	8.4	97.0
Disagree	5	3.0	3.0	100.0
Total	167	100.0	100.0	

From the research survey I have found that 59.9% respondent agreed, 28.7% strongly agreed, 8.4% neutral but 3.0 % respondent disagreed that the desired comfort level is provided by the staffs to the customers.

**Q19: Do you Think that the New Approaches of Promotion Incorporated by the Company have Helped you Identify the Brand as a Refreshing and Relaxing Destination?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	86	51.5	51.5	51.5
Agree	63	37.7	37.7	89.2
Neutral	13	7.8	7.8	97.0
Disagree	5	3.0	3.0	100.0
Total	167	100.0	100.0	

From the above Frequency table we can see that 51.5% respondents strongly agreed and 37.7% respondents agreed that the new approaches of promotion incorporated by the company have helped them to identify the brand as a refreshing and relaxing destination, on the other hand, 7.8% respondents are neutral and 3.0% respondents disagreed with this.

**Q20: Does the Brand Rixos have Improved its Service Quality With Time?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	52	31.1	31.1	31.1
Agree	73	43.7	43.7	74.9
Neutral	33	19.8	19.8	94.6
Disagree	8	4.8	4.8	99.4
Strongly Disagree	1	.6	.6	100.0
Total	167	100.0	100.0	

From the questionnaire that I have distributed to the respondents, it is found that 43.7% of the respondents agreed 31.1% of the respondent strongly agreed 19.8% of them neutral, and 4.8% of them disagreed and other remaining 0.6% respondents are strongly disagreed that the brand Rixos have improved its service quality with time.

**Q21: Do you Agree that you Enjoy Similar Quality of Service in Every Hotel you have Visited of the Same Brand?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	65	38.9	38.9	38.9
Agree	64	38.3	38.3	77.2
Neutral	26	15.6	15.6	92.8
Disagree	11	6.6	6.6	99.4
Strongly Disagree	1	.6	.6	100.0
Total	167	100.0	100.0	

From our survey I have found that the majority of the respondent (77.2%) agreed and strongly agreed that they enjoy similar quality of service in every hotel they have visited of the same brand. On the other hand, the minority of the respondents (7.2%) is against about this, and 15.6 % are neutral.

**Q22: Does the Service Quality Could be Compared With Other Brands Like J W Marriott, Sheraton or Hyatt?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	35	21.0	21.0	21.0
Agree	54	32.3	32.3	53.3
Neutral	38	22.8	22.8	76.0
Disagree	27	16.2	16.2	92.2
Strongly Disagree	13	7.8	7.8	100.0
Total	167	100.0	100.0	

Furthermore, we have also asked the respondents if the service quality of the Rixos hotel could be compared with other brands like J W Marriott, Sheraton or Hyatt. it is found that 32.3% of the respondents agreed, 21.0% of the respondent strongly agreed, 22.8% of them neutral, and 16.2% of them disagreed and other remaining 7.8 % respondents are strongly disagreed.

**Q23: Do you Agree that the Hotel Management Should Pay More Attention to the Service Providers and Train Them to Improve Service Quality?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	49	29.3	29.3	29.3
Agree	93	55.7	55.7	85.0
Neutral	20	12.0	12.0	97.0
Disagree	5	3.0	3.0	100.0
Total	167	100.0	100.0	

From the above Frequency table we can see that the majority of 55.7% respondents agreed and 29.3% respondents strongly agreed that the Hotel management should pay more attention to the service providers and train them to improve service quality, on the other hand, 20% respondents are neutral and 3.0% respondents disagreed with this idea.

**Q24: Do you Agree that the Hotel Management Should Pay More Attention to the Guest Safety as well as Security?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	65	38.9	38.9	38.9
Agree	76	45.5	45.5	84.4
Neutral	21	12.6	12.6	97.0
Disagree	5	3.0	3.0	100.0
Total	167	100.0	100.0	

From the questionnaire that I have collected data for the survey I have found that 45.5% respondent agreed, 38.9% strongly agreed, 12.6% neutral but 3.0% respondent disagreed that the Hotel management should pay more attention to the guest safety as well as security.

**Q25: Does the Rixos Hotel Should Develop Loyalty Programs to Enhance Services Towards their Guests?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	35	21.0	21.0	21.0
Agree	88	52.7	52.7	73.7
Neutral	36	21.6	21.6	95.2
Disagree	8	4.8	4.8	100.0
Total	167	100.0	100.0	

Another question that asked the respondents was, if the Rixos hotel should develop loyalty programs to enhance services towards their guests. Frequency distribution table shows that, 88 are agree with this, 35 are strongly agree, 36 are neutral, and 8 are disagree with this. Similarly, percent frequency shows that 52.7% are agree, 21.0% are strongly agree, 21.6% are neutral, 4.8% are disagree.

**Q27: How far Does the Brand Make use of the Best Marketing and Communication Technology Available in the Present World?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	23	13.8	13.8	13.8
Agree	71	42.5	42.5	56.3
Neutral	56	33.5	33.5	89.8
Disagree	14	8.4	8.4	98.2
Strongly Disagree	3	1.8	1.8	100.0
Total	167	100.0	100.0	

Frequency distribution table about whether the brand makes use of the best marketing and communication technology available in the present world. It is shown that out of 167 respondents, 3 are strongly disagree, 14 are disagree, 56 are neutral, 71 are agree and 23 are strongly agree with this. Percent frequency shows 1.8% are strongly disagree, 8.4% are disagree, 33.5% are neutral, 42.5% are agree and 13.8% are strongly agree.



**Q28: Do you Agree that Implementation of Modern Technology has Improved Service Quality?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	18	10.8	10.8	10.8
Agree	81	48.5	48.5	59.3
Neutral	54	32.3	32.3	91.6
Disagree	13	7.8	7.8	99.4
Strongly Disagree	1	.6	.6	100.0
Total	167	100.0	100.0	

We also asked the respondents they agree that implementation of modern technology has improved service quality. It can be seen from above table that 48.5% respondents agreed, 10.8% strongly agreed, and 32.3% are neutral. While 8.4% of the respondents are against (Disagree or strongly agree) with the above idea.

# Resume/ CV

**Full Name:** Suhaib Rasheed Nabi Aldoski

**Address:** Duhok / kro

**Date of birth:** 1, July. 1988

**Nationality:** Kurdish

**Passport Number:** A2513577

**Tel:** 009647504546984

**E-mail:** [suhaibdoski1993@gmail.com](mailto:suhaibdoski1993@gmail.com)



## **Education History:**

- I studied and finished Kawe High school, in Duhok city.
- I have a bachelor degree in Business Administration from University of Duhok / College of Administration & Economics.
- I have a master degree in Business Administration from university of Bingol in Bingol city / Turkey.

## **Work Experience:**

- I had worked a special business in the Duhok Market for five years.
- I have been working as a Manager at Narin Company, since 2009.

## **Skills:**

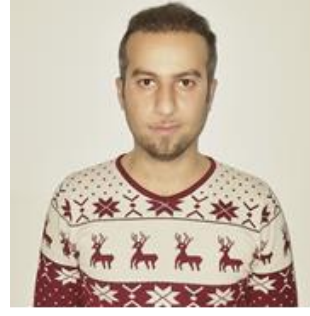
### ***- Languages:***

- English (Good) Listening, Reading, Writing and Speaking.
- Kurdish (Fluent) Listening, Reading, Writing and Speaking (mother tongue)
- Arabic (Good) Listening, Reading, Writing and Speaking.
- Turkish (Good) Listening, Reading and Speaking.

### ***- Computer experience:***

I know use word, excel, access, and PowerPoint.

## ÖZGEÇMİŞ



### KİŞİSEL BİLGİLER

<b>Adı Soyadı</b>	Suhaib Rasheed Nabi ALDOSKI
<b>Doğum Yeri</b>	IRAK
<b>Doğum Tarihi</b>	01.07.1988

### LİSANS EĞİTİM BİLGİLERİ

<b>Üniversite</b>	DUHOK ÜNİVERSİTESİ - IRAK
<b>Fakülte</b>	IDARE VE EKONOMİK
<b>Bölüm</b>	İŞLETME BÖLÜMÜ

### YABANCI DİL BİLGİSİ

<b>İngilizce</b>	KPDS (.....) ÜDS (....) TOEFL (....) EILTS (....)
...	Çok iyi

### İŞ DENEYİMİ

<b>Çalıştığı Kurum</b>	NARIN ŞİRKETİ
<b>Görevi/Pozisyonu</b>	Müdür
<b>Tecrübe Süresi</b>	9 Yıl

### KATILDIĞI

<b>Kurslar</b>	-
<b>Projeler</b>	-

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