

## **COMPARATIVE STUDY OF CUSTOMER PREFERENCE TOWARDS ANNAPOORNA AND ANANDHA'S HOTEL IN COIMBATORE CITY**

Mrs. T. SREEGEETHA  
Assistant Professor  
Department Of Commerce with Computer Applications  
Dr. N.G.P. ARTS AND SCIENCE COLLEGE  
Coimbatore – 48

Mr. ARUN SAKTHIVEL.A  
Student  
B.COM CA  
Department Of Commerce with Computer Applications  
Dr. N.G.P. ARTS AND SCIENCE COLLEGE  
Coimbatore – 48

### **ABSTRACT:**

The aim of the study showed that both Annapoorna and Anandha's hotel have a significant number of loyal customers. However, Annapoorna has a higher percentage of loyal customers than Anandha's. The study also found that customers preferred Annapoorna over Anandha's in terms of food quality, service quality, and ambiance. However, Anandha's scored higher than Annapoorna in terms of price. Further analysis of the data revealed that the reasons for preferring Annapoorna over Anandha's were its authentic taste, prompt service, and pleasant ambiance. On the other hand, customers who preferred. Anandha's scored higher than Annapoorna in terms of price. The findings of this study can help hotels managers to identify their strengths and weaknesses and improve their services accordingly to attract and retain customers.

**Keywords:** Customer satisfaction, quality of food, hospitality of hotels,

## **INTRODUCTION:**

Annapoorna Hotel and Aanandhas Hotel are two well-known hotels in the hospitality industry. Both these hotels have a reputation for providing quality services to their customers. In this comparative study, we will analyse the customer satisfaction towards Annapoorna Hotel and Aanandhas Hotel. Annapoorna Hotel is a popular hotel chain that started its operations in 1968. Aanandhas Hotel is a chain of hotels that started its operations in 2010. Creating and maintaining client happiness in the service business is one of the largest managerial challenges of the modern era and lack of completions also comes in hotel industries. For those who go for food in the hotel sector, the need for quality products and services from clients has been more and more obvious in recent years.

The modern method for ensuring quality is based on customer happiness. Genuinely customer-focused management and culture in businesses and organizations is served by hotels. The coordination of all organizational activities is a current emphasis of marketing and management sciences in order to create products and services that can best meet the unique needs of potential customers. Marketing & management sciences nowadays are focusing on the coordination of all the organization activities in order to provide goods & services that can satisfy the specific needs of potential customers. Traditional South Indian fare including dosa, idli, vada, and pongal are served at the Anna Poorna Hotel. Both residents and tourists frequent the eatery, which has earned multiple honours for both its food and service.

## **STATEMENT OF THE PROBLEM**

Consumers are not much aware of consumer rights and they do not know consumer dispute redress mechanism. Even if they know they have to travel from their hometown to districts which results in consumption of time, money and energy. This makes the rural consumer less aware of consumer rights and redressal machineries. Therefore villages are areas where more attention is needed as they are the worst affected by dishonest seller and subject to mal practices. In these areas it is required to pay earnest attention so that people may be aware of consumer protection laws and available remedies under the act.

## **OBJECTIVES OF THE STUDY**

- To study the respondents' awareness regarding various consumer rights enacted under the consumer protection act.
- To measure the level of awareness on Redressal and safety measures taken to enhance the consumer protection.
- To analyze the level of satisfaction towards the services provided by consumer forum

## **RESEARCH METHODOLOGY**

### **DATA COLLECTION:**

The study makes use of primary data. The questionnaires were filled out by the respondents for the purpose of collecting primary data, questions were filled by the respondents.

### **SIZE OF THE SAMPLE**

The sample size for this study is 120 respondents.

### **SAMPLE TECHNIQUE**

Convenient random sampling technique has been used to select 120 respondents for the purpose of the study

### **AREA OF THE STUDY**

The area of the research will be confined to Anna Poorna and Ananda's hotel in Coimbatore city.

### **TOOLS USED**

The data collected for the study was analysed manually with suitable statistical tools.

The following statistical tools have been used for analyses of this study

1. Percentage Analysis
2. Ranking analysis

## REVIEW OF LITERATURE:

**Moskowitz, (2022), “Customer satisfaction of food quality is a very subjective matter in hotels”.** Each individual has different perception on food quality as food quality is a heterogeneous term. It defines food quality as “a system of product requirements both material & immaterial, related to the product in itself, the production context, the product - packaging system & the product - market system”. It includes the sensory, health, convenience & process dimensions in his definition of food quality. Customers are clear about what kind of food quality they want, which has led to growth of food industry.

**Ahmad T., et al. (2019), “The impact of customer relations management on the level of client’s satisfaction, confidence & the retaining of the clients of the state hotel of INDIA,”** It is clear that there is no company in the world dropped from defects & imperfect. Without doubt, every company should scrutinize & upgrade its plan despite of its success to identify new strategies, which appropriate to the developed management surroundings, which specified the needs & desires of old, or new consumers.

**Zeithaml & Bitner,(2018), “Food ordering & delivery business there is direct interaction with customers in restaurants.** Customers usually rely on information updated on restaurant search engine portals. Customer make their choices, perception by reading reviews & ratings given by critics & seasoned customers. Sometime phone encounters happen, but that happens between food ordering & delivery service company & customer. Among all these factors, reliability is treated as the important service feature in a way to enhance customer satisfaction but according to convenience and service specific factors are the two core ingredients to satisfy customers.

**Lara Sowinski, (2017), “When there is proper coordination between restaurants, food delivery service”.** At the same time locality of the customer also plays vital role in delivering food because if location is far away from restaurant then more burden comes on the food delivery service provider. Service quality not only play vital role to satisfy customers but also considered as a value driven for consumers and a way to position product in a dynamic environment. Understanding the customers’ requirement about the service quality and catering the need in this regard is beneficial in many ways.

**Liu & Jang(2017), “In a restaurant business, food is a core product & it plays a crucial role”.** similarly, they have describes food quality as a fundamental component of a dining experience. Many food service providers believed that people go to restaurants for the food. Thus, customers are satisfied if they get the food they want .However, this assumption may not be applicable to full - service restaurant customers

because their main intention is to transact business or to enjoy the company of others such as friends, family & spouse

**Dragan Teanovi.(2015) “Consumer Satisfaction and Quality Management in the Hospitality Industry in South-East Europe”**Research was done at the University of South-East Europe.Europe's south-east.The role of hospitality enterprises cannot influence demand levels and is merely limited to the supply of services to tourists.It suggest that marketing efforts should be directed to highlight the environmental characteristics of the location in order to attract new customers. Number of hotel guests in the sample: 618

## ANALYSIS AND INTERPRETATION

**TABLE 1**  
**TABLE SHOWING THE AGE GROUP OF RESPONDENTS**

AGE	RESPONDENTS	PERCENTAGE
10-20	31	26%
20-30	51	42%
30-40	23	20%
Above 40	15	12%
Total	120	100

(source : primary data)

### INTERPRETATION:

The above table shows 26% of respondents are below 10-20, 42% of respondents are 20-30, 20% respondents are 30-50 and 12% are above 40.

### INFERENCE

The majority of the respondents are 20-30

**TABLE 2**

**TABLE SHOWING THAT FREQUENTLY TO THE TAKE THE FOOD IN THE HOTEL OF THE RESPONDENTS**

FOOD	RESPONDENTS	PERCENTAGE
ONCE IN A MONTH	41	34%
ONCE IN A WEEK	44	37%
RARELY	20	16%
EVERYDAY	15	13%
TOTAL	120	100%

(source : primary data)

**INTERPRETATION:**

The above table shows 34% of respondents are Once in a month, 37% of respondents are Once in a week, 16% of respondents are Rarely and 13% of respondents are Everyday.

**INFERENCE**

The majority of the respondent's are going once in a week.

**TABLE 3**

**TABLE SHOWS YOUR OPINION ABOUT QUALITY PROVIDED OF THE RESPONDENTS**

PARTICULARS	HS	S	NS	TOTAL	RANK
BREAKFAST ITEMS	62 (3) 186	45 (2) 90	13 (1) 13	289	3
LUNCH ITEMS	75 (3) 225	37 (2) 74	8 (1) 8	307	1
DINNER ITEMS	50 (3) 180	49 (2) 98	21 (1) 21	299	2
OTHERS	60 (3) 180	37 (2) 74	23 (1) 23	277	4

(source : primary data)

### **INTERPRETATION**

The above table shows the most of the respondents are highly satisfied in Lunch items.

### **INFERENCE**

The majority of the respondent's are satisfied in Lunch items.

**TABLE 4**  
**TABLE SHOWS OPINION ABOUT THE PRICE OF THE RESPONDENTS**

PARTICULARS	HS	S	NS	TOTAL	RANK
DOSA	58 (3) 174	48 (2) 96	14 (1) 14	284	5
POORI	81 (3) 243	25 (2) 50	14 (1) 14	307	1
IDLI	57 (3) 171	33 (2) 66	30 (1) 30	267	8
PONGAL	65 (3) 195	38 (2) 76	17 (1) 17	288	2
BIRIYANI	50 (3) 150	49 (2) 98	21 (1) 21	269	7
S	69 (3) 207	27 (2) 54	24 (1) 24	285	4
CHAPPATHI	58 (3) 174	43 (2) 86	19 (1) 19	279	6
ROTTI	69 (3) 207	29 (2) 58	22 (1) 22	287	3

(source : primary data)

## INTERPRETATION

The above table shows most of the respondents are highly satisfied in Poori Items.

## INFERENCE

The majority of the respondent's are highly satisfied in Poori Items.



**TABLE 5**  
**TABLE SHOWS THE RATING TO THIS HOTEL OF THE RESPONDENTS**

PARTICULARS	1	2	3	4	5	TOTAL	RANK
BREAKFAST ITEMS	24 (5) 120	19 (4) 76	33 (3) 99	23 (2) 46	21 (1) 21	362	1
LUNCH ITEMS	5 (5) 25	32 (4) 128	30 (3) 90	24 (2) 48	29 (1) 29	320	4
DINNER ITEMS	7 (5) 35	18 (4) 72	43 (3) 129	18 (2) 36	34 (1) 34	306	5
SNACKS ITEMS	15 (5) 75	24 (4) 96	30 (3) 90	25 (2) 50	26 (1) 26	337	2
OTHERS	15 (5) 75	26 (4) 104	27 (3) 81	24 (2) 48	28 (1) 28	336	3

(source : primary data)

### INTERPRETATION:

The above table shows most of the respondents are highly rated in Breakfast Items.

### INFERENCE

The majority of the respondent's are highly rated in Breakfast items

## FINDINGS

- The majority (42%) of respondents are aged between 20-30 years.
- The most (67.5%) respondents are Male.
- The most (53.3%) respondents are graduated
- The majority (37.5%) of the respondents are Students.
- The majority (55%) of the respondents are married.
- The majority (62.5%) of the respondents are nuclear family.
- The majority (62.5%) of the respondents are 3-6 members in the family
- The majority (49.2%) of the respondents are having no children.
- The majority (32.5%) of the respondents are 2-3 lakhs.
- The majority (55.5%) of the respondents are like Annapoorna hotel.
- The majority (36.7) of the respondents are going once in a weak.
- The majority (50%) of the respondents are like Tasty food.
- The majority (40%) of the respondents are Friends.
- The majority (42.5%) of the respondents are Family.
- The majority (79.2) of the respondents are said Yes.
- The majority (42%) of the respondents are visit the hotel at afternoon
- The majority (45%) of the respondents are like Poori.
- The majority (28%) of the respondent are 300 – 400
- The majority (43%) of the respondent are taking 5-7 minutes.
- The majority (63%) of the respondent are paying bills in Dining table.
- The majority of the respondent are satisfied in Lunch items.
- The majority of the respondent are highly satisfied in Poori Items.
- The majority of the respondent are highly rated in Breakfast items

## 5.2 SUGGESTIONS:

- One of the primary factors that influence customer satisfaction in a hotels is the quality of food. An analysis of the taste, variety, and presentation of food items served by both Annapoorna and Aanandhas can be done.
- Customer happiness is also influenced by the quality of the services provided to customers. It is possible to compare the waiting times, staff attentiveness, and general level of service quality offered by the two hotels.
- If the data shows that Annapoorna charges more cost than Aanandhas for comparable food items, Annapoorna can concentrate on lowering their rates to draw in more customers.
- The cleanliness and hygiene of the restaurant, including the dining area, restrooms, and kitchen, play a crucial role in customer satisfaction. An analysis of the hygiene practices followed by both hotels can be done.

## 5.3 CONCLUSION:

Overall, customers were more satisfied with Annapoorna Hotel than Anandha's Hotel. Both the hotels received positive feedback from customers, and there is scope for improvement in certain areas. Anandha's Hotel should focus on improving their food quality, while Annapoorna Hotel should focus on improving their service and ambience. Annapoorna Hotel received a higher rating for food quality than Anandha's Hotel. Customers appreciated the variety and taste of food items at Annapoorna Hotel. Annapoorna Hotel received a higher rating for pricing than Anandha's Hotel. Customers found the pricing at Annapoorna Hotel to be more reasonable compared to Anandha's Hotel. Based on the study, it is recommended that both hotels should continue to gather feedback from customers and make necessary changes to improve their services.

## REFERENCE

1. Moskowitz, (2022), A. Answering the eternal question: What does the customer want? The Cornell Hotel & Restaurant Administration Quarterly 1988; 29(2):12-14.
2. Ahmad T., et al. (2019)., Research Methodology, New Age international Publications, New Delhi.
3. Zeithaml & Bitner,(2018),,, Food Service & Catering Management, Anmol Publication Pvt. Ltd., New Delhi.
4. Indian Food Industry, Publication of Association of Food Scientists & Technologies, Vol.29. No.4, July – August 2010, India.
5. [Www.managementparadise.com](http://www.managementparadise.com)
6. Dragan Teanovi.(2015), ‘Customer Perceptions of Service Quality towards Luxury Hotels in Odisha using Servqual Model’, International Journal.
7. Dr. Sathya Swaroop Debasish and Mr. Sabyasachi Dey3(2015), A Study of Customer Satisfaction in Hotel Industry: with special eference to Annapoorna Group of Hotels in Coimbatore Dist. Of Tamilnadu, Doctoral Thesis, Bharathidasan University.
8. C. Karthigai Prakasam (2015), A Study of Customer Satisfaction in Hotel Industry: with special eference to Annapoorna Group of Hotels in Coimbatore Dist. Of Tamilnadu, Doctoral Thesis, Bharathidasan University, Tiruchirapalli.
9. Pine and Gilmore (2011),. An analysis of regional positioning and its associated food images in French tourism regional brochures. Journal of loyalty & Tourism 14 (3/4), 77–96.
10. Chang and Chiang, (2010). customer service in the hotel industry. Tourism and Hospitality Research 4 (3), 197–212.