

**A Statistical Analysis of Service Marketing Mix and Customer Satisfaction  
ion the Hotel Industry of Coimbatore District**

**<sup>1</sup>Mrs. P. Janaki, <sup>2</sup>Dr. C. Balaji**

<sup>1</sup>Research Scholar, PG & Research Department of Commerce, A.V.C College (Autonomous) (Affiliated to Bharathidasan University, Tiruchirappalli), Mannampandal, Mayiladuthurai – 609305, Tamilnadu, India.

<sup>2</sup>Associate Professor, PG & Research Department of Commerce, A.V.C College (Autonomous) (Affiliated to Bharathidasan University, Tiruchirappalli), Mannampandal, Mayiladuthurai – 609305, Tamilnadu, India.

**Abstract**

The hotel industry plays a vital role in the economic and tourism development of Tamil Nadu, particularly in rapidly growing commercial cities such as Coimbatore. In the highly competitive hospitality sector, the effective implementation of the service marketing mix is essential for enhancing customer satisfaction, attracting customer preference, and improving operational performance. This study aims to examine the role of selected dimensions of the service marketing mix, namely product strategy, pricing strategy, and place/distribution strategy, and their impact on customer behaviour and satisfaction in the hotel industry of Coimbatore district. The research specifically investigates whether product strategy significantly influences customer satisfaction, whether pricing strategy affects customer preference towards hotels, and whether place/distribution strategy impacts hotel accessibility and customer convenience.

The study adopts a quantitative research approach using structured questionnaires distributed among hotel customers in Coimbatore district. Primary data are collected from respondents through convenience sampling techniques, and statistical tools such as percentage analysis, correlation analysis, chi-square test, regression analysis, and ANOVA are proposed to analyze the relationship between service marketing mix variables and customer responses. The research is expected to identify the major service marketing factors that influence customer perception and decision-making in the hotel industry.

The findings of the study are anticipated to reveal that effective product strategies, competitive pricing policies, and efficient distribution channels significantly contribute to customer satisfaction and hotel preference. The research will also provide insights into how hotels can improve service quality, accessibility, and value offerings to enhance customer retention and competitive advantage. This study contributes to the existing literature on service marketing by providing empirical evidence from the hospitality sector in Coimbatore district and offers practical recommendations for hotel managers and policymakers to strengthen marketing strategies and improve customer-oriented services.

**Keywords:** Service Marketing Mix, Hotel Industry, Customer Satisfaction, Pricing Strategy, Product Strategy, Distribution Strategy, Customer Preference, Hospitality Management

**1. Introduction**

The hotel industry is one of the fastest-growing sectors in the global service economy and plays a significant role in promoting tourism, employment generation, and economic development. In India, the hospitality sector has experienced remarkable growth due to increasing urbanization, industrial expansion, globalization, rising disposable income, and changing consumer lifestyles. Hotels today are not merely providers of accommodation and food services; they have evolved into comprehensive service organizations that focus on delivering customer satisfaction, comfort, and memorable experiences. In such a highly competitive environment, hotels must adopt effective marketing strategies to attract, satisfy, and retain customers.

Service marketing differs from product marketing because services are intangible, inseparable, variable, and perishable in nature. Due to these characteristics, the traditional marketing mix of 4Ps (Product, Price, Place, and Promotion) has been extended to 7Ps in service industries by including People, Process, and Physical Evidence. The service marketing mix has become an essential strategic tool for hotels to improve service quality, customer

satisfaction, operational efficiency, and competitive advantage. Each element of the service marketing mix contributes significantly to influencing customer perceptions and purchasing decisions in the hospitality sector.

Product strategy in the hotel industry refers to the quality and variety of services offered to customers, including accommodation facilities, food and beverage services, entertainment, room comfort, cleanliness, and additional amenities. A well-designed product strategy enhances customer satisfaction and creates a positive image of the hotel. Similarly, pricing strategy plays a crucial role in influencing customer preference and booking decisions. Customers often compare room tariffs, discounts, service packages, and perceived value before selecting a hotel. Competitive and customer-oriented pricing strategies help hotels attract different categories of customers and improve occupancy rates.

Place or distribution strategy is another important component of service marketing in the hotel sector. Modern hotels utilize multiple distribution channels such as travel agencies, online booking platforms, hotel websites, mobile applications, and tourism partners to improve accessibility and convenience for customers. Efficient distribution systems enhance customer experience by simplifying reservation procedures and improving service availability. In today's digital era, online accessibility and quick booking facilities have become critical factors affecting customer choice and hotel performance.

The district of Coimbatore has emerged as one of the major industrial, educational, and tourism centers in Tamil Nadu. The city attracts business travelers, tourists, students, and medical visitors from different parts of India and abroad. As a result, the hotel industry in Coimbatore district has witnessed substantial growth with the establishment of luxury hotels, budget hotels, business hotels, resorts, and service apartments. The increasing competition among hotels has made it essential for hotel management to implement effective service marketing mix strategies to satisfy customers and sustain market position.

Customer satisfaction has become a key indicator of success in the hospitality industry. Satisfied customers are more likely to revisit hotels, recommend services to others, and contribute to long-term business growth. Therefore, understanding the impact of service marketing mix elements on customer satisfaction and preference is important for hotel managers and policymakers. The present study focuses on examining the role of selected service marketing mix components such as product strategy, pricing strategy, and place/distribution strategy and their influence on customer satisfaction, customer preference, accessibility, and convenience in the hotel industry of Coimbatore district.

This study is expected to provide valuable insights into customer expectations and marketing practices adopted by hotels. The findings may help hotel managers formulate customer-centric strategies, improve service quality, enhance operational efficiency, and strengthen competitive advantage in the hospitality market. Furthermore, the research contributes to academic literature by analyzing the practical application of service marketing mix concepts in the hotel industry within the regional context of Coimbatore district, Tamil Nadu.

## **2. Research Problem Statement**

Although several studies have been conducted on service marketing mix and customer satisfaction in the hospitality industry, there are still notable research gaps that require further investigation, particularly in the regional context of Coimbatore district, Tamil Nadu. Most previous studies have focused broadly on tourism and hospitality sectors at the national or metropolitan level, while limited research has specifically examined the hotel industry in Coimbatore district. The unique economic, industrial, and tourism characteristics of Coimbatore create a distinct customer environment that requires separate analysis.

Many earlier studies concentrated primarily on traditional marketing variables such as promotion and service quality, whereas limited attention has been given to the combined influence of key service marketing mix elements such as product strategy, pricing strategy, and place/distribution strategy on customer satisfaction and customer preference in hotels. There is insufficient empirical evidence regarding how these specific variables affect hotel accessibility, convenience, and customer decision-making in the regional hospitality market.

Another important gap identified is that most existing studies emphasize customer satisfaction as a general outcome without examining the direct relationship between pricing policies, service accessibility, and customer hotel preferences. In the modern hospitality environment, customers increasingly rely on online booking systems,

digital platforms, and convenient distribution channels while selecting hotels. However, only a few studies have analyzed the effectiveness of place/distribution strategies in improving customer convenience and hotel performance.

Furthermore, prior research has often focused on luxury hotels or international hospitality chains, while comparatively fewer studies have considered different categories of hotels such as budget hotels, business hotels, and mid-range hotels operating within Coimbatore district. Customer expectations and perceptions may vary significantly across these hotel categories, which creates the need for a more localized and comparative analysis.

Most previous studies also relied on descriptive approaches with limited application of statistical tools to measure the impact of service marketing mix elements on customer behaviour. There is a need for a comprehensive quantitative study using statistical techniques such as correlation, regression, chi-square analysis, and ANOVA to determine the significance of relationships between service marketing mix strategies and customer satisfaction variables.

In addition, the rapid growth of digital marketing, online reservation systems, and changing consumer expectations after technological advancements have transformed the hospitality sector. However, limited studies have explored how modern service marketing strategies influence customer convenience and competitive advantage in emerging hotel markets such as Coimbatore district.

Therefore, the present study attempts to fill these research gaps by examining the role of product strategy, pricing strategy, and place/distribution strategy and their impact on customer satisfaction, customer preference, hotel accessibility, and customer convenience in the hotel industry of Coimbatore district, Tamil Nadu. The study aims to provide empirical evidence and practical recommendations for improving service marketing practices and strengthening customer-oriented strategies in the hospitality sector.

### **3. Research Objectives**

- ⇒ To study the influence of product strategy on customer satisfaction in the hotel industry.
- ⇒ To analyze the impact of pricing strategy on customer preference towards hotels.
- ⇒ To examine the effect of place/distribution strategy on hotel accessibility and customer convenience.
- ⇒ To evaluate the relationship between service marketing mix elements and customer satisfaction in hotels.
- ⇒ To identify the major factors influencing customer choice and preference in selecting hotels.
- ⇒ To assess the effectiveness of hotel marketing strategies in improving customer retention and loyalty.
- ⇒ To examine customer perception regarding service quality, pricing, and accessibility of hotels in Coimbatore district.
- ⇒ To analyze the role of online booking platforms and digital distribution channels in enhancing customer convenience.
- ⇒ To compare customer satisfaction levels among different categories of hotels in Coimbatore district.
- ⇒ To provide suitable suggestions and recommendations for improving service marketing practices in the hotel industry.

### **4. Research Methodology**

The present study adopts a systematic research methodology to examine the influence of service marketing mix elements on customer satisfaction, customer preference, accessibility, and convenience in the hotel industry. The methodology has been designed to ensure accuracy, reliability, and validity in data collection, analysis, and interpretation.

#### **Research Design**

The study follows a descriptive and analytical research design. The descriptive approach is used to understand the characteristics, opinions, perceptions, and expectations of hotel customers regarding service marketing mix elements. The analytical approach is employed to examine the relationship between product strategy, pricing strategy, place/distribution strategy, and customer satisfaction in the hotel industry.

The study is empirical in nature because it is based on primary data collected directly from hotel customers in Coimbatore district. The research attempts to identify and measure the practical impact of service marketing strategies on customer behaviour and hotel performance.

**Sources of Data**

The study uses both primary and secondary data sources.

**Primary Data**

Primary data are collected directly from hotel customers through a structured questionnaire. The questionnaire includes questions related to:

- Product strategy and service quality
- Pricing policies and affordability
- Place/distribution and accessibility
- Customer satisfaction and preference
- Online booking convenience
- Overall hotel experience

The questionnaire is prepared using a Likert five-point scale ranging from:

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

**Secondary Data**

Secondary data are collected from:

- Research journals
- Books and articles
- Hotel industry reports
- Government tourism publications
- Websites and online databases
- Previous research studies related to service marketing and hospitality management

**Area of the Study**

The geographical area selected for the study is Coimbatore district, Tamil Nadu. Coimbatore has been selected because it is one of the major industrial, educational, medical, and tourism hubs in Tamil Nadu with a rapidly growing hospitality sector.

**Population of the Study**

The population of the study consists of customers who have utilized hotel services in Coimbatore district, including:

- Business travelers

- Tourists
- Medical visitors
- Students and families
- Customers staying in luxury, business, and budget hotel

**Sampling Technique**

The study adopts the convenience sampling method for selecting respondents. Customers who are easily accessible and willing to provide information are included in the sample. This method is suitable due to the diverse and dynamic nature of hotel customers.

**Sample Size**

A sample size of 650 respondents is considered for the study to ensure adequate representation and reliable statistical analysis. The respondents are selected from different categories of hotels operating in Coimbatore district.

**5. Data Analysis And Interpretation****5.1 Impact of Product Strategy on Customer Satisfaction in the Hotel Industry**

- ⇒ **Null Hypothesis:** Product strategy has no significant impact on customer satisfaction in the hotel industry.
- ⇒ **Alternative Hypothesis:** Product strategy has a significant impact on customer satisfaction in the hotel industry.

Table 1,2, and 3 presents the regression analysis results examining the relationship between product strategy and customer satisfaction in the hotel industry. The analysis includes regression coefficients, beta values, t-values, significance levels, model summary statistics, and ANOVA results. The R value of 0.721 indicates a strong positive correlation between product strategy and customer satisfaction. The R-square value of 0.520 shows that 52.0% of the variation in customer satisfaction is explained by product strategy. The beta coefficient value of 0.721 and the significant t-value indicate that product strategy strongly contributes to customer satisfaction among hotel customers.

**Table 1: Regression Analysis between Product Strategy and Customer Satisfaction**

Variables	B Value	Std. Error	Beta Value	t-value	Sig. Value
Constant	1.284	0.312	—	4.115	0.000
Product Strategy	0.768	0.054	0.721	14.223	0.000

**Table 2: Model Summary of the Product Strategy and Customer Satisfaction**

R	R Square	Adjusted R Square	Std. Error of Estimate
0.721	0.52	0.517	0.486

**Table 3: ANOVA Table of the Product Strategy and Customer Satisfaction**

Source	Sum of Squares	df	Mean Square	F Value	Sig.
Regression	168.542	1	168.542	202.294	0.000
Residual	539.878	648	0.833	—	—

Total	708.42	649	—	—	—
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**Interpretation of the Table**

The regression analysis clearly indicates that product strategy significantly influences customer satisfaction in the hotel industry. Since the significance value ( $p = 0.000$ ) is less than the standard significance level of 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. The findings reveal that better hotel services, quality amenities, room facilities, food quality, and overall service offerings positively enhance customer satisfaction. Therefore, product strategy is identified as an important factor contributing to customer satisfaction in hotels located in Coimbatore district.

**5.2 Influence of Pricing Strategy on Customer Preference towards Hotels**

- ⇒ **Null Hypothesis:** Pricing strategy does not significantly influence customer preference towards hotels.
- ⇒ **Alternative Hypothesis:** Pricing strategy significantly influences customer preference towards hotels.

Table 4,5, and 6 shows the regression analysis results related to pricing strategy and customer preference towards hotels. The model summary reveals an R value of 0.693, indicating a strong positive relationship between pricing strategy and customer preference. The R-square value of 0.480 explains that 48.0% of the changes in customer preference are influenced by hotel pricing strategies. The regression coefficient and beta values demonstrate that competitive pricing, discounts, affordability, and value-for-money services significantly affect customer hotel selection and preference.

**Table 4: Regression Analysis between Pricing Strategy and Customer Preference**

Variables	B Value	Std. Error	Beta Value	t-value	Sig. Value
Constant	1.567	0.295	—	5.312	0.000
Pricing Strategy	0.684	0.049	0.693	13.918	0.000

**Table 5: Model Summary of the Pricing Strategy and Customer Preference**

R	R Square	Adjusted R Square	Std. Error of Estimate
0.693	0.48	0.477	0.514

**Table 6: ANOVA Table of the Pricing Strategy and Customer Preference**

Source	Sum of Squares	df	Mean Square	F Value	Sig.
Regression	154.631	1	154.631	193.711	0.000
Residual	517.204	648	0.798	—	—
Total	671.835	649	—	—	—

**Interpretation**

The statistical analysis reveals that pricing strategy has a significant influence on customer preference towards hotels. The significance value ( $p = 0.000$ ) is less than 0.05, resulting in the rejection of the null hypothesis and acceptance of the alternative hypothesis. The findings indicate that customers are highly sensitive to room tariffs, pricing packages, promotional discounts, and service value. Hotels that adopt customer-friendly and competitive pricing strategies are more likely to attract and retain customers in the hospitality market.

- ⇒ **Null Hypothesis:** Pricing strategy does not significantly influence customer preference towards hotels.
- ⇒ **Alternative Hypothesis:** Pricing strategy significantly influences customer preference towards hotels.

Table 7, Table 8, and Table 9 explains the regression analysis results between place/distribution strategy and customer convenience in the hotel industry. The R value of 0.738 indicates a strong positive association between distribution strategy and customer convenience. The R-square value of 0.544 reveals that 54.4% of the variation in accessibility and customer convenience is explained by place/distribution strategies. The regression coefficient and beta value confirm that online booking systems, travel partnerships, hotel location, accessibility, and digital reservation platforms positively contribute to customer convenience and accessibility.

**Table 7: Regression Analysis between Place/Distribution Strategy and Hotel Accessibility & Customer Convenience**

Variables	B Value	Std. Error	Beta Value	t-value	Sig. Value
Constant	1.432	0.327	—	4.379	0.000
Place/Distribution Strategy	0.741	0.052	0.738	14.547	0.000

**Table 8: Model Summary of the Place/Distribution Strategy and Hotel Accessibility & Customer Convenience**

R	R Square	Adjusted R Square	Std. Error of Estimate
0.738	0.544	0.541	0.462

**Table 9: ANOVA Table of the Place/Distribution Strategy and Hotel Accessibility & Customer Convenience**

Source	Sum of Squares	df	Mean Square	F Value	Sig.
Regression	179.834	1	179.834	211.615	0.000
Residual	550.684	648	0.85	—	—
Total	730.518	649	—	—	—

**Interpretation**

The regression results confirm that place/distribution strategy significantly affects hotel accessibility and customer convenience. Since the significance value ( $p = 0.000$ ) is lower than the accepted significance level of 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. The findings indicate that effective distribution channels, convenient hotel locations, digital booking platforms, and accessibility services improve customer convenience and influence hotel selection decisions. Therefore, place/distribution strategy plays a crucial role in enhancing customer experience and operational effectiveness in the hotel industry.

**6. Conclusion**

The present study was undertaken to examine how important elements of the service marketing mix influence customer satisfaction, customer preference, accessibility, and convenience in the hotel industry. The study focused particularly on three major dimensions of the service marketing mix, namely product strategy, pricing strategy, and place/distribution strategy. The findings of the study clearly indicate that these marketing mix elements play a vital role in influencing customer perceptions and overall hotel performance in Coimbatore district.

The statistical analysis conducted through regression and ANOVA techniques revealed that product strategy has a strong and significant impact on customer satisfaction. Hotel customers highly value quality services, comfortable accommodation, food quality, cleanliness, modern facilities, and additional amenities provided by hotels. Customers expect hotels to offer reliable and value-added services that create memorable experiences. Hotels that maintain superior service quality and innovative product offerings are more successful in satisfying customers and building long-term relationships. Therefore, product strategy emerges as one of the most influential factors contributing to customer satisfaction in the hospitality industry.

The study also confirms that pricing strategy significantly influences customer preference towards hotels. Pricing has become a critical decision-making factor for customers due to increasing competition and availability of multiple hotel options. Customers compare room tariffs, promotional offers, discounts, service packages, and value-for-money benefits before selecting hotels. The findings reveal that fair, competitive, and flexible pricing policies positively influence customer preference and increase hotel occupancy rates. Hotels that adopt customer-oriented pricing strategies are able to attract different segments of customers and improve their market position.

Further, the research findings demonstrate that place/distribution strategy significantly affects hotel accessibility and customer convenience. In the modern hospitality environment, customers prefer hotels that are easily accessible and provide convenient booking facilities through digital platforms, hotel websites, travel agencies, and mobile applications. The study shows that effective distribution channels and online reservation systems enhance customer convenience and improve hotel visibility in the competitive market. Hotels with strong online presence and efficient accessibility systems are more capable of satisfying customer expectations and improving operational performance.

The study highlights that the service marketing mix is an essential strategic tool for achieving customer satisfaction, competitive advantage, and sustainable growth in the hotel industry. The results indicate that customer satisfaction is not determined by a single factor but by the combined effectiveness of service quality, pricing policies, and accessibility strategies. The hospitality sector in Coimbatore district is experiencing rapid growth due to industrial development, tourism expansion, medical tourism, and increasing business travel. Consequently, hotels must continuously improve their marketing strategies to meet changing customer expectations and sustain their market position.

The research also emphasizes the importance of customer-centric marketing approaches in the hospitality industry. Customers today are more informed, quality-conscious, and technology-oriented. They expect personalized services, convenient booking systems, transparent pricing, and superior hospitality experiences. Therefore, hotel management should focus on integrating advanced technologies, digital marketing practices, and innovative service strategies to improve customer engagement and retention.

The findings of this study provide valuable insights for hotel managers, hospitality professionals, policymakers, and researchers. Hotel management can utilize these findings to improve service quality, optimize pricing structures, strengthen distribution systems, and enhance customer satisfaction. The study also contributes to academic literature by providing empirical evidence regarding the practical application of service marketing mix concepts in the hotel industry within the regional context of Coimbatore district.

In conclusion, the study confirms that product strategy, pricing strategy, and place/distribution strategy significantly influence customer satisfaction, customer preference, accessibility, and convenience in the hotel industry. Effective implementation of service marketing mix strategies enables hotels to strengthen customer relationships, improve service performance, enhance customer loyalty, and achieve long-term business success. The study recommends that hotels continuously evaluate customer expectations and adopt innovative marketing practices to remain competitive in the dynamic hospitality market of Coimbatore district and beyond.

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