

How Hotel design impact Chinese leisure traveller choose hotels online

[ name ]

[Submitted for]

[Glion Institute of Higher Education]

[Date ]

[Tutor]

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## SUMMARY PAGE

**Title:** How Hotel design impact Chinese leisure traveller choose hotels online

**Abstract:** In this present dissertation, researcher investigated the element of hotel design and its impact on the Chinese leisure traveller choose hotel online .The main objective is to research how various hotel design impact on the preference and satisfaction level of customers. Researcher used three servicescapes (residential room, hotel lobby and restaurant) as the most important aspect to create the first impression about the hotel among customers. Furthermore, researcher used atmospheric elements (color, layout, lighting furnishings) as the criteria to choose hotel online. The scope of study is that it can become beneficial for other companies who want to know whether the interior design of their hotel will have positive or negative impact on the preference and loyalty intension of customer. In the content of dissertation, introduction part consist of basic understanding of theoretical background, rationale and aims and objectives. Literature review part consist of the vast knowledge related to hotel designs and its interior , electronic word of mouth, servicescapes and atmospheric elements, design trends and technology implementation. Methodology consist of questionnaires, method of research, research design, data collection and sample, ethical consideration and limitation of research. Results and discussion consist of outcomes , Pearson analysis and Regression analysis. Conclusion and Recommendation consist of overall concept of researcher about method of research ,analysis and criteria..Researcher used scenario based quantitative method in which fifty students of “Glion Institute of Higher Education” participated from first and final year .All the participant is studying hospitality and tourism industry in their major. SPSS statistical software program used for the analysis of the present research.

**Keyword:** Servicescapes (residential room, lobby, restaurant), atmospheric elements (color, lighting, layout, furnishing).

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## CHAPTER 01

### INTRODUCTION

#### *Theoretical Background*

Psychologists have studied that the surrounding environment has its own influence on the behavior of human beings and particularly this area of study also known as the “environmental psychology” (Mehrabian & Russell, 1974, p.n.d; Ulrich et al., 1991, pp.201-300). Implementing the theoretical concept of environmental psychology, Kotler has investigated that if human behavior is affected with the environment of surrounding, it would also influence the customer behavior in the hospitality and tourism industry setting (Kotler, 1973, pp. 48-64 ; Cassidy, 2013, p.n.d ; Stokols, 1995, p.821). Bitner extended the findings of Kotler about the concept of surrounding atmosphere. Bitner produces the framework that explains the influence of surrounding environment on the customer behavior in the service settings (Bitner, 1992, pp.57-71). In order to define the similarity in between Kotler and his atmospheric concept, Bitner introduces the terminology of servicescapes. Servicescapes is defined as the particular setting of physical environment in which various services are given to the customer according to their requirements (Bitner, 1992, pp.57-71). All those hotels who fulfill and satisfy the basic needs and expectations are expected to gain the customer loyalty, positive impression and win the decision of customer in their favor (Knutson, 1988, pp.13-17). The main requirement of modern hotel design is that it should reflect the cleanness, simplicity, uniformity, rigor and impression in its architectural design and their well-designed functions (F. R. Lawson, 1995, p.n.d). Hotel designers should develop the functional environment and aesthetic comfort for their customers which will develop the positive attitude and emotional attachment of customers (Abercrombie, 1990, p.n.d ; Grimley & Love, 2007, p.n.d). This can be accomplished by

implementing the fine interior design into its clear and balanced representation (Grimley & Love, 2007, p.n.d ; Fisk, Brown, & Bitner, 1993, pp. 61-103; Rutkin, 2005, p.n.d ; Naqshbandi & Munir, 2011, pp. 785-792; Countryman & Jang, 2006, pp. 535-545; Tombs & McCollKennedy, 2004, p.n.d). There are five surrounding physical environment that is vital for hotel designing : color , layout ,furnishing , style and lighting.

The technological and online appearance of every business is represent the product and services as the absolute choice of costumers .In today world, business is restructuring itself to encounter the needs and requirements of up-to-date customers(Connolly et al., 1998, pp.42-54).Some of the tourist hotels is reconfiguring itself to face the active competitors and pursuing to take an advantage from the competitive market (Millman, 1998, p.78) .The fast implementation of e- marketing from the business perspective is continuously persistent and increasing the scope and chance of being pervasive (Sussmann & Baker, 1996, pp.99-102).The most leading services and product through internet for advertising and promotion is tourism and hospitality related services (Underwood, 1996, p.30). For the effective marketing and distribution, tourism and hotels industry is focusing on the easy accessible information of their services. In future, the well planned strategy enables the customers to observe the progressive view of purchasing. In past years , the traditional method such as letter , phone or fax was utilized for the reservation of product or services .Although all these processes are quite time consuming ,inefficient and disorganized. Hotel industry is acquiring great benefits from the information technology ,specifically from the service of online reservation, in improving revenue, in successfully executing the customer expectations and needs ,in increasing services and reducing overall costs (Siguaw, Enz, & Namasivayam, 2000, pp.192-201) .The method of electronic commerce facilitates unlimited opportunities for the suppliers of tourism preferably to

all those hoteliers who usually work in the volatile market. The advertising messages can be altered quickly on the web pages as compare to the printed document. It can remove the lagging time in between acquisition and practical implementation of policy. “Electronic commerce is excellent at handling clearance of perishable capacity close to the time of use and managing yields (Wolff, 1997, p.48). Choi and Kimes ( 2012) discussed distribution-channel management, which has become more sophisticated with the emergence of Internet-enabled distribution channels, on their current revenue-management practices” (Connolly et al., 1998, pp.42-54).

### ***Rationale***

The main objectives of this research is to bridge the research gap and develop the future understanding regarding the hotel design and hospitality industry. Specifically, this dissertation is identifying the effect of hotel design and its interior on Chinese leisure traveller to choose hotel online (Laurette & RENAGHAN, 2000, p.41) .Research is conducted by the Renaghan and Dube ,and it is concluded that the physical property of any hotel is very substantial and it has direct impact on the decision making of customer and their purchasing. They stated “It creates a value for the clients during their stay, thus it is of special importance for people involved in designing the hotel, to pay a closer attention on the effects that certain physical settings are having on customers”(Ariffin, Nameghi, & Zakaria, 2013, pp.127-137).There are variety of servicescapes present in the physical property of hotel such as residential room, hotel lobby and restaurant. All these servicescapes are the most important and create the first impression about the hotel among customers (Orth, Heinrich, & Malkewitz, 2012, pp. 194-203 ; Countryman & Jang, 2006, pp.534-545)

### ***The Aim And Objectives***

Following are the main aim and objective of this dissertation:

1. Examine the hotel restaurant interiors has a significant influence on customer's.
2. Identify the standard of beautiful design in Chinese customers (what are they looking for when they thinking something is beautiful) , and making research on whether a beautiful design will impact on Chinese customers' decision making.
3. Identify which aspect of architectural design (aspects of beauty, lighting, layout appearance, architecture , style, and furnishings and are they are willing to pay for "beautiful design?"...)

## CHAPTER 02

### LITERATURE REVIEW

This literature review focus on three major parts 1) Overview of China hotel industry according to characteristics, structure , size and various features. 2) Discussing five elements of hotel design 3) Electronic word of mouth for online customer.3)Hotel design trends and its aspects.

#### *Overview Of China's Hotel Industry*

China hotel industry are influencing the hospitality industry and tourism and directly impacting the world tourism .Research in the domain of hospitality education , hotel industry increasingly gaining international significance. Observing the period of 1981 to 2016, it is noticed Chinese hotel has remarkable antecedent. According to the observation of Xu in 2012 ,Tang( c618-907 AD) and Sui(c581–618 AD) empires in the ancient China noticed a great alteration in the development process of hotel industry running by private and government sectors, in various sizes and numbers. Previous generation is evident of changes in China hotel industry. The long history of China hotels is showing that there are long practice modes, traditional food practices and custom pattern of profitable hospitality that even being practiced during the dark years of Maoist period(1949–c. 1976).As the time passes, various practices are being modified and altered to encounter the requirement of 21<sup>st</sup> century. All the earliest traditional practices in the hotel industry of china is consistent with the issues of today's traditional practice.

### ***Elements Of Hotel Design***

In the elements of hotel design there are two parts .The first part is the discussion of commonly used hotel designs and the second part is consist of brief discussion about interior of hotel design.

### **Commonly Used Hotel Designs In China**

***Baroque Design*** : This design is based on the bright colors, emotional feature and fascinating decoration. Interior design of Baroque is quite complex and consist of thoughtful images ,mirror reflections, round sides ,colorful ceiling paintings , gold plated stuccos. The effect of clouds and space painted on the ceiling. The appearance and interior design is splendidly decorated with various sculptural designs, vases and flower paintings (Blakemore & Rabun, 1997, p.n.d).

***Rococo Design*** : Rococo design is arisen from the baroque design and it is completely feminine type boudoir design. In this design, the architectural technique of breaking the “constructive algorithms of the building” applied (Blakemore & Rabun, 1997, p.n.d). Smoothing walls, side mirrors and huge painting in between walls and ceiling are present in Rococo design. Elegant and fanciful furniture is used.

***Classic Design***: This design reflects the idea and the memory of golden years. In classical design, there is a touch of heroic law of nature and deep maintenance of human hierarchy. However, the most traditional aspect of classic design is its beautiful furniture and smooth geometric. The main principle of classic design is the element of rationalism in every object. It reflects the desire to accomplish the harmony and comfort because of its simplicity, clarity and fullness in design (Blakemore & Rabun, 1997, p.n.d).

***Empire Design*** : This design is inspired from the French Empire. This design was followed during the first three decades of 19<sup>th</sup> century. This design is at the peak level and the major cord of classical design and commonly used at the rule of Napoleon .It is based on the intense military style of triumphant and copied from the affluence of Roman Empire .The rich decoration elements is usually the precious stones and ornaments .Mainly sturdy material such as bronze , mahogany and silk use in the decoration. Egyptian elements are also present in Empire design. Egyptian element are full of heavy geometrical design of architecture and ornaments. The use of military theme such as eagles, military weapons and shields are very common in Empire design. Some of the countries were used Empire design as the symbol of independency. Furniture of Empire style is usually made from the walnut, Karelia birch and mahogany. The bottom portion of chairs, tables and sofas are designed with the pattern of ancient sphinxes , columns and lion paws which is quite resembled with the Pompeii and Rome archeological design .The furniture pattern is rectangular and heavy along with the profile of closed forms (Blakemore & Rabun, 1997, p.n.d).

***Minimalism Design*** : This design arose in the mid of the 20<sup>th</sup> century and specifically popular in the modern world. The main standard of this design is nothing extra. The space area is structured very concisely and exhibit with maximum functionality. The use of simple geometric design and its surface filled with different colors is common in minimalism design. With color proportion , the vertical lines can be notice in the designing of every object such as frames, ceilings, doors , terraces, columns and balconies. However, the style is simply monochromatic and uses high quality and expensive materials (Blakemore & Rabun, 1997, p.n.d).

***Neoclassicism Design*** : This design is inspired from the French Classicism. The art of Neoclassicism arose and appeared during the mid of the 19<sup>th</sup> and 20<sup>th</sup> century. It is constructed

and followed with the similar design as of classical tradition of ancient times (Qing-hui, 2008, p.n.d). This design is significant due to its clarity, consistency, and definite nobility. The area design with Neoclassicism consists of large and wide open rooms and expanded staircases. The interior design of neoclassical architecture utilizes the architecture of ancient time models.

***Eclectic Design*** : This design is considered as one of the most modern design and usually used in five star hotels as this design is quite expensive. The hotel design is always expected to be expensive when there is some relation in between any period of time and the anterior. As it might be possible that the interior design of ancient time does not always appropriate with the modern design and need some variation. This design actually reflects the demanding attitude in its basic features – selection of specific color, shaping, smooth texture and size. In Eclectic design, the architecture and furniture of various periods and origins is used (Blakemore & Rabun, 1997, p.n.d).

***Modernism Design*** : This design is inspired from the American and European art of hotels and is appeared in the end of 19<sup>th</sup> and 20<sup>th</sup> century and is defined as the most stylized and original design. Modernism design reflects the beauty of nature and it has particular complex design of various ornaments especially the swans, highly stylized plants and flowers. The symbolic representation of this design is Cyclamen flower.

***Art Deco design*** : This design is considered as the first hotel design introduced in the starting years of 20<sup>th</sup> century which is rooted from the aspiration of inspiration. This design is the combination of exotic and modern technical art principles of 20<sup>th</sup> century. The main feature of Art Deco design is the round corners, deep horizontal, vertical lines and the art of decoration in form of rectangle, circle, zigzag, lighting and elegance (Blakemore & Rabun, 1997, p.n.d).



**High-Tech Design :** This design is extensively used in hotel industry as this is the most favorable design of today's world. In this design, the use of modern glass , metal and polymeric materials are common. The interior of High-Tech design is significant due to its sharpness and clarity. The most prominent feature of this design is smoothness and cleanness in its ceiling, walls surfaces and floors. There is unique coordination in accessories of furniture , dining tables and fabrics .The basic need of this design is its feasibility ,usability and smooth geometrical shapes (Blakemore & Rabun, 1997, p.n.d).

**Eco Design :** This is the most advanced ecological design .The idea behind this style is to build the natural atmosphere through implementing the natural aspects such as fresh flowers, compositor wood work ,natural color combinations and clay .(Blakemore & Rabun, 1997, p.n.d).

**Fusion Design :** It is the combination of different style in which modern fashion trend are implemented .For example : “the classicism combined with the other styles, forms a unity of design harmony while the authentic antiques of national cultures can coexist with the high-tech cutting-edge accessories of hi-tech style” (Lu et.al, 2013, pp.570-580).

**Ethnic Design :** Ethnic design is inspired from the Japanese , Indian, Chinese ,Russian and Scandinavian and are specifically used in the area of several countries .This design is the reflection of culture and play the important role in the development of exclusive national atmosphere (Blakemore & Rabun, 1997, p.n.d).This design has its significance in the hotel and tourism industries as it is the reflection of credibility of any nation. (Mules, Faulkner, Moscardo, & T Laws, 2001, pp. 312-327).

**Scandinavian Design** : This design has gained the unusual popularity in the world of hospitality .In this design, designers are more emphasized to use light woods ,various shades of white color , light blue, sharp green and bright red (Donnelly, 1992, p.n.d). Mostly design is featured with soft colors, illumination of light and various functionalities .Scandinavian design has the comfortable interior without any unnecessary decoration and extravagance (Blakemore & Rabun, 1997, p.n.d).

### **Interior Of Hotel Design**

**Color** : Color is considered as one of the most important aspects in the interior designing of hotels as the wall painting, use of finishing material such as ceramic ,plastic and plasterboard are the main feature of hotel designing (Portillo, 2010, p.n.d).The color of interior designing in Chinese hotels is created using the basic principle of contrast shades .Research stated that the bright and contrast shades color develop the pleasant effect on the human behavior and their preferences (Guilford & Smith, 1959, pp. 487-502).Also there is variety of research that proof the suitability of color differs according to the function of rooms (Slatter & Whitfield, 1977, pp. 1068-1070).The various color combination help people to decide their choices regarding selecting hotels for leisure travels (Evans, Fellows, Zorn, & Doty, 1980,pp. 474).According to the online marketing aspects, it was examined that the color aspects can be used to draw the customers attention and develop positive attitude (Bellizzi, Crowley, & Hasty, 1983, p.n.d).As psychological various color combinations can strongly influence the human perspective and thought process and results positive differences in their behavior and their priorities of hotel design is crucial. Color plays dynamic role in the interior architecture of hotel design. The combination of contrast color and its illumination creates softness and three dimensional structure in the hotel design ( Bellizzi & Hite, 1992, pp.347-363 ; Robson, 1999, pp. 53-56). Although there are many factors in which color solution of hotel interior depends. Some of the

factors are : natural environment , architectural design of hotel building and its area , hotel specialization (orientation) (Portillo, 2010, p.n.d).

It completely depends on the architectural design to identify or disguise some particular interior elements. Interior colors provide strength to the graphical perception of hotel space and adjust the design of the every single part of hotel building. Since, it is necessary to choice the interior color according to the hygienic requirement. In Chinese hotels , premises is painted with bright color as the bright color are easier to clean and the horizontal surface of furniture is painted with dark color which makes it easier to notice the dust (Portillo, 2010, p.n.d). Furthermore, in Chinese hotels the use of grey color in furniture are completely excluded as the grey color represents lack of brightness and freshness. The interior designer of Chinese hotels are utilizing the bulk mixture of materials with varies texture and contrast .Hence , the Chinese hotels scheme of interior materials and colors are selected according to the instruction of designers. Chinese hotel designers not only examine the overall impression of particular color but also they notice the effect of combination of color on the interior design of hotel. The combinations of color have strong impact on the human perception, as some of the colors create tightness and tension while other can easily perceive (Portillo, 2010, p.n.d).

**Lighting** : No doubt, lighting is considered as the most important element in the hotel design and the perception of customer .As the light is the only element that can set the tone of the hotel architecture and interior. It can helps to develop virtuous mood and converts the most dull environment into the golden looking vision (Hill & Bruce, 1996, p.986).According to the studies conducted by the Russell and Mehrabian stated that the light sources attracts the attention of people. Another study in the similar area shows that the combination of using dark color in the bright environment is categorized and considered as the most unpleasant and glare (Mehrabian &

Russell, 1974, p.n.d).According to the perception of customers, the soft luminous light is associated with the most high quality environment .While the sharp glowing light is associated with the average quality environment (Baker, Grewal, & Parasuraman, 1994, pp.328-339 ; Sharma & Stafford, 2000, pp.183-191).

**Layout :** According to the various research ,one of the common error noticed in the Chinese hotel design, researcher stated “Concerning the layout of various objects within the hotel property, one of the most common errors is noticed in the design of a hotel lobby, where the front reception desk is not visible at once as the guests arrive to the hotel and also a lack of smooth traffic between the front desk and elevators. Due to crowd, the customers show unwillingness to wait and prefer the service of other hotels (Rutes & Penner, 1985, p.n.d). Therefore, it is necessary to design the layout in such way that it aims to minimize the crowd appearance for creating the remarkable impression among the customers. According to the study of architectural design, the layout depends on different factors .These factors are size of hotel building , stay period, method of booking , standard ,season , arrival and departure pattern and grading of hotel (Grossbart, Hampton, Rammohan, & Lapidus, 1990, pp.225-241 ; Wakefield & Blodgett, 1999, pp.67-76 ; F. Lawson, 1976, p.n.d ; Seifert, 1977, p.n.d)

**Furnishings :** The Chinese hotel furniture is divided according to its structure, designing and construction into three parts : “a stationary, combined multi-functional and transformable”(Abercrombie, 1990, p.n.d). All these furnishing requirement is set according to the specialization and luxury of hotel. The comfort level of hotel can be examined through the quality and quantity of hotel furniture. As furnishing is considered as one of the most important aspect in the interior designing of Chinese hotel .And it also included in these servicescapes and

atmospheric theoretical concepts (Baker, 1986, pp.79-84; Bitner, 1992, pp.57-71; Wakefield & Blodgett, 1994, 1996, 1999, pp.66-76 ,pp.45-61,pp.51-68) .

### ***Electronic Word Of Mouth For Online Customer***

Before understanding the concept of electronic word of mouth. It is necessary to understand and point out the simple concept of word of mouth( WOM) in the light of changes adapted by the hotel and hospitality industry (Buttle, 1998, pp. 241-254) .The development of progressive trend in the latest technologies are emphasized to discuss the electronic word of mouth concept (Breazeale, 2009,pp. 297-318).According to the Arndt(1967) and Koeing(1985) WOM define as “an oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as noncommercial, regarding a brand, product or service” (Arndt, 1967, pp. 291-295) .It involves the conversation or the exchange of spoken words or messages in between two contiguous resources and the receiver of that message interconnect it in their daily life. Although the customers is not forced to recreate, review and record the previously written conversations concerned to the services and products. Such type of conversation and communication became extinct as it is spoken, we can say it happen spontaneously and then vanishes (Buttle, 1998, pp.241-254). In 1994, Stern stated that word of mouth is completely different from the broadcasting or advertising as it is not effected and compensated by the company (Witz and Bateson , 1999, pp. 55-66) .This aspect enhance the trust and credibility of online customers (Ogden, 2001, p.17). It has noticed that the electronic word of mouth has added more and long term values to the company services and products as compare to the traditional methods of marketing through channel or publishing (Villanueva et al. ,2008,pp.48-59 ; Trusov et al. , 2009, pp-90-102).

These definition is identifying the main difference in between traditional meanings if word of mouth and the concept of electronic word of mouth .e-WOM is not the direct method as customer reviews the website and do not disappear suddenly (Breazeale, 2009, pp.297-318 ) .On the other hand , customers view the fascinating look of website for the long period (Buttle, 1998, pp.241-254). In the electronic word of mouth , the opionons of customers are viewed by the millions of other website visitors and customers and it is also present for the long period of time .Mainly all these opinion is post by the customer at the time of searching the information regarding services and products (Ward, Ostrom, 2002, pp.428-430).Secondly, all the communication related to products ,brands and services is just not limited to all that aspect but is related to the destination of organization (Buttle, 1998, pp.241-254) .Thirdly , e-WOM reflects about the reputation of company and it is different from the advertising and sometime , it is considered as the incentives and reward . Sometimes , it produce the situation of lack of credibility as the source of messages and the person is comltely strange ; no idea about the background of customers (Buttle, 1998, pp.241-254) . That is the reason ,the online booking of tourist hotels demands to show personal information such as name , area of residence ,visit date and gender (Xia, Bechwati, 2008, pp.3-13 ; Schindler, Bickart, 2005, p.32 ; Chatterjee, 2001, p.n.d ; Litvin et al., 2008). “Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet” (Hennig-Thurau et al. ,2004, pp.38-52 ) .

### ***China Hotel Design Trend***

According to the Xu (2012) ,the development in branding the hotel designs and signs everywhere had present during the period of Yuan dynasty(c1271–1368AD).However, during the period of the Ming(c1368–1644AD) and Qing (c1644–1911AD) dynasties, new ideas have

developed and introduced in the area of rooms, reception and restaurant. Generally, the raise of economic reform was established in 1978, this period is considered as the era of experiencing outstanding growth in the hospitality and Chinese tourism. “Feng Shui oriented in China about 3,000 years ago and has since spread to Japan, Malaysia, Singapore, Philippines, Vietnam, Laos, Thailand and Korea”, so Feng shui could be a common culture in Asia and “Lai Chuen Yan (1993) described Feng Shui as a mystical combination of Chinese philosophical, religious, astrological, cosmological, mathematical and geographical concept” (Perry, 1994, p.n.d). Generally, Feng Shui in Chinese mind is a magical connection in between mankind and nature. Natural responds to any changes and reflects on human beings (Perry, 1994, p.2). For example, a good place a Chinese businessman would consider a good business site is where mountains and water near because according to Feng Shui principles, mountains are balanced by water which means yin (mountains) and yang (water) in Chinese philosophy (Buzinde, Choi & Wang, 2012, p.n.d) and if yin and yang match a balanced stage, it will bring wealth and luck for owners (Perry, 1994, p.3). Feng Shui philosophy is one of main tools used in design in China, though it seems to be supernatural, Chinese people still believe Feng Shui has a huge power to influence mankind (Li Chang, 2009, p.n.d). And there is a trend that designers take advantage of this mystery philosophy in real design not only because of superstition but also used to cater for the logical custom of Chinese customers. Yu (2013) stated that the future for hotel design would be integrated with themes and topics and homeliness and the best way he noted based on investigation was culture-based design. Actually, the culture is always the important elements in design but in hotel industry, the culture seems to be more crucial than other industries since a hotel should offer customers a sense of homeliness, which can be a consideration for marketing and positioning of hotels.

Thus, for those hotels whose target markets are indigenous or regional tourists, the decoration and style of culture-based design should be planned and developed after researching the local cultures. For the global tourism mass market, most luxury hotels or boutiques has been moving from the European style to Eastern cultural style especially Chinese, Indian, Japanese and Thailand (Lu et.al, 2013, pp.570-580). The Aman Hotel Group, who is famous for its design has launched many hotels in Asia and the objectives of Aman's design is "peace and quiet" thus Aman select the natural locations for their business site; for example, Aman opened a hotel in Hangzhou, China where pervading with peace from the thousand-year temples. Thus, the design also permeated with Buddhism elements including the decoration, food, smell and staff. And Aman has been becoming one of the most expensive but popular hotels in Hangzhou. Many successful cases around world tell people the Asian components are becoming a new trend for hotel designs (Li and Li, 2013, pp.109-117).During the past 39 years ,the lodging sector of China has developed the economy and the global economy of China has incremented and accomplished as the second best economy in perspective of "Gross Domestic Product".

### **Design Trends Of Hotel And Hotel Rooms**

The highest economic growth has noticed since from three decades which has estimated as the double annual economic growth of this period and has elevated the life style of millions of people from poverty and shaped the new meaning of intermediate class with the similar aspiration as those of established countries (Zeng and Liang, 2013, p.n.d). At the starting of the growth period, there were few Chinese hotel and the travelling was primarily restricted and related with the political requirements (Hung, Zhang, Lam, Yang, Pang, Chen & Deng, 2013, pp.752-769).The formation of the system of star rating in 1988 was the key moment in the hotel development. In history, it was the first time China allowed the assessment and comparison of various hotels across nation. It allowed the improved system of statistics and data collection



specify the annual average percentage of increase in number of properties over the last 30 years. The highest percentage noticed in 1991,1994 and 2000 which was 36.34% ,31.2% and 57.99%.In the year of 2010, China faced the decrement of 6.15% in number of properties ,yet still became successful to maintain the star rating of 13,9991.However the quantity of rooms constantly increasing as according to figure 2. The data present in table 2 is partially explaining and representing structural reform of 2010 and strict regulations of Green Hotel reforms that helped to make the environment more efficient and improved quality of hotels (ChinaNationalTourismAdministration, 2011a, p.n.d). Table 2 is clearly examining in relation with the shares of the number of rooms in star positioning hotels .

**Table 1- Hotels in china**

<b>Year</b>	<b>Hotels</b>	<b>5 star</b>	<b>4 star</b>	<b>3 star</b>	<b>2 star</b>	<b>1 star</b>
<b>1991</b>	854	22	22	236	394	157
<b>1992</b>	1027	23	23	281	471	189
<b>1993</b>	1187	33	34	334	542	199
<b>1994</b>	1555	36	36	458	739	237
<b>1995</b>	1912	39	39	592	932	249
<b>1996</b>	2350	47	48	744	1147	286
<b>1997</b>	2725	58	59	897	1340	278
<b>1998</b>	3248	65	67	1086	1612	312
<b>1999</b>	3857	78	79	1293	18100	387
<b>2000</b>	6030	118	355	18100	3063	602
<b>2001</b>	7360	130	444	1293	3749	758
<b>2002</b>	8881	176	639	18100	4415	812
<b>2003</b>	9752	120	726	2289	4866	798
<b>2004</b>	10,889	243	973	2848	5099	668
<b>2005</b>	11,829	280	1147	3167	5494	612
<b>2006</b>	12,752	300	1370	3916	5697	601
<b>2007</b>	13,584	360	1594	4292	5719	594
<b>2008</b>	14,010	430	1820	4782	5619	519
<b>2009</b>	14,640	463	1967	5309	6707	678
<b>2010</b>	13,992	596	2214	5713	4614	292

**Source:** (“Annual Tourism Statistics of China National Tourism Administration(1992~2010),Beijing, China Travel & Tourism Press, 2011, p.n.d”)

It can observe during the period of 1991, the one star category achieved 9.3% of the hotel rooms stock .This figure decline and it was 1% by 2010.This figure clearly estimating that the initial resources obtainable in Chinese hotel in the background of inheritance of services and low investment of old business persons responding to the evolutionary growth in the international demand of hotel. Similarly, two star shares also has declined in the same period of time from 33% to 18%. However, the two star hotels is estimated for stock of one-third of hotel rooms and the share has drastically fallen since 2008 (China National Tourism Administration, 2011b, p.n.d).On the other hand, five star hotels constantly kept the 7% to 10% of the total rooms within the overall period of thirty nine years. Recently the share has incremented up to 12% .Similarly four star hotels also improved their shares of room , 13% in 1991 and 26% in 2011.In the end ,it can estimated the quality of China hotels in provision has not only improved in term of increase in number of hotels but also in number of rooms. In recent years, there is an accelerated development in quality of rooms. Due to which, china hotels is gaining the remarkable importance in international and domestic level among Chinese leisure travellers.

**Table 2- Hotel rooms in China**

<b>Year</b>	<b>Rooms</b>	<b>5 star</b>	<b>4 star</b>	<b>3 star</b>	<b>2 star</b>	<b>1star</b>
<b>1991</b>	167,194	14,992	21,377	58,987	56,230	15,612
<b>1992</b>	196,514	15,533	29956	67125	66771	17129
<b>1993</b>	232,002	19529	32511	81482	78293	20187
<b>1994</b>	269,106	21027	39938	94735	93923	19483
<b>1995</b>	308,587	21924	40975	116047	110227	19414
<b>1996</b>	364,059	24701	48160	138773	130450	21975
<b>1997</b>	403,570	29131	54036	157312	143656	19435
<b>1998</b>	450,872	30966	60536	176865	159865	23120
<b>1999</b>	524,894	36160	66689	206905	187899	27241
<b>2000</b>	594,678	45208	84890	231244	205110	28226

<b>2001</b>	816,260	50342	106063	327420	294694	37741
<b>2002</b>	897,206	64899	143478	346482	305984	36363
<b>2003</b>	992,804	69576	157610	377493	346903	41222
<b>2004</b>	1,237,851	87386	222161	495423	390823	42058
<b>2005</b>	1,332,100	106532	240448	542207	410982	31914
<b>2006</b>	1,459,836	116164	289983	598455	424143	32091
<b>2007</b>	1,573,784	137327	336910	647583	420399	31565
<b>2008</b>	1,591,379	156885	369597	646974	391511	26412
<b>2009</b>	1,673,475	181072	397049	689262	380438	22054
<b>2010</b>	1,709,966	218064	449207	714850	313871	13974

*Source:* (“Annual Tourism Statistics of China National Tourism Administration(1992~2010),Beijing, China Travel & Tourism Press, 2011, p.n.d”)

### **Technology Implementation In Hotels**

The business application of internet is growing and gaining popularity. Due to internet, it has drastically increased in customer who use technology as a medium to search about services or products and make decision online. According to the Lawton and Weaver(2009) : In 2000, only 7% of the online user made purchases decision and this percentage increased up to 30% in 2004. The noticeable changes in 2000 to 2004 is due to the increase in number of internet users and the presence of internet in our daily life (Internet World Stats, 2013, p.n.d). Various academic studies have conducted and noticed the popularity of inline shopping decision in the industry of hospitality and tourism. In 2010, Nielsen revealed in April 2010, almost 83% among 27,500 global users of internet emphasized to make the decision of online purchasing. Additionally ,25% of the surveyed research respondents identified that they had preferred to purchased air ticket and in 2009,almost 18% had preferred to make tour or hotel booking through online. According to the estimation of PhoCusWright, the sale of online travel in the region of Asia Pacific would expected to grow up to USD 102.2 billion in the year 2017 and 130.4 billion in the year 2018 (Tnooz, 2013, pp.46-54).

Desktop computers and mobile gadget are the heavily used product by the travelers to reserve the travelling services and products. Survey has conducted in 2012 with 1,531 travelers of Asia Pacific , Amadeus(2013) stated that 41% of the business travelers and 26% of the leisure travelers utilized their smartphones to reserve the seats and organize the arrangement related to travel in Asia Pacific countries. By considering the rapid growth of the use of mobile gadget and development in the infrastructure of the telecommunication sectors, another survey has forecasted by the e-Marketer(2012) about the total number of mobile users who reserved the seat for travelling product and services using laptop and smartphones would have two time growth from 15 million in 2012 to 32.4 million in 2016 (Liu and Law, 2013, pp.101-103) .The huge and prospective market size of mobile and electronic commerce , the suppliers of tourism have built the websites and play-store application to advertise and publicize services and products to their customers (Leung *et al.* , 2014, pp.841-854).All the mobile and internet technology facilitates the customers to obtain the traveling related information and acquire their required core services and purchase the accessory services directly from the suppliers of tourism (Morosan, 2014, pp.246-271).Some of the researchers have stated and raised the concerned related to uncertainty of the future of traditionally used intermediaries in the hotel and hospitality industry (Lawton and Weaver, 2009, pp.68-92) .While some of the scholars have suggested that the development in online based systems have derived the strong pressure and burden in the tourism industry ,although it has also lead to the progressive development in this industry (Law *et al.* , 2004, p.n.d).

### **Market Of Online Purchasing**

Chinese hotel industry has faced many challenges with their global competitors. For example: how significantly used the new hotel industry for achieving the benchmark compare to global practices. It has been noticed that such tourism policies should reconsider in the wider

frameworks and aligned with the social policies. These two areas are main concern and require extensive research (Gu & Ryan, 2011, pp. 875–885). Internet application and customer search behavior has accelerated and stimulated the hotel industry .Simultaneously, Internet is affecting the hotel business from reactive position to proactive position for fulfilling the increasing needs of customers and their demands. Various nature of services such as varieties, intangibilities and interdependence. (Law, Leung, and Wong, 2004, pp.100-107) .Since customers seems to be excited for knowing the information related to product and services . As customer wants to reduce the purchasing risk factor and bridge the gap in between claims and the real travelling experience (O’Connor & Frew, 2002, pp. 33–45).The search behavior of customers and searching activities over internet which involves various service providers ,facilities and cost. “Information intermediaries are able to profile consumers and provide a selection that reflects their needs. Further investigated consumer perceptions of hotel websites. The results indicated that potential online customers were only moderately satisfied with hotel websites. They found that website design, sufficient information, and customers’ perceptions of security for online transactions were crucial to increase the number of Internet sales” (Jeong, Oh, and Gregoire ,2001, p.n.d)

## **CHAPTER 03**

### **METHODOLOGY**

#### ***Research Method***

The study propose is to investigate “how hotel design impact Chinese leisure traveller choose hotels online”, this also includes the role of customer with the hotel design and its interior as well as the individual influence of servicescapes on to the preference and loyalty intension of customer. The three servicescapes which are under observation is residential room, lobby or reception area and the restaurant. According to the investigation of past studies ,there are five main atmospheric elements (style, color, layout, lighting and furnishing) that can consider to examine the customer satisfaction with the hotel design .In this research, two service quality are considered : high and low. High and low service quality indicate the likelihood of the customer to choose the hotel and recommend it to another friends/relatives.

#### ***Research Design***

In many research related to hospitality industry similar approach for research design was used (Bitner, 1990, p.n.d ; Countryman & Jang, 2006, p.n.d ; Ritterfeld & Cupchik, 1996,pp. 349-360; Perez-Rivera, 1998,p.n.d ; Tombs & McColl Kennedy, 2004, p.n.d). In this research dissertation, scenario based quantitative method was chosen .The color photographs of Chinese hotel design of the three servicescapes ( hotel lobby, restaurant and residential room) was arranged by the researcher and used as the scenario as shown in figure 1, 2, 3.Researcher told to participant to imagine that they are enjoying the conference with an overnight stay in the hotels whose pictures are shown to them. It is necessary to mention that the researcher hide the name and identification of hotel on the photographs to minimize the error due to influence of branding. All the participant were asked to carefully view the given pictures and on the basis of their

observation indicate their satisfaction level with the hotel design and its servicescapes using five pre-specified atmospheric elements (Likert, 1932, p.n.d ; McLeod, 2008, p.n.d).The 5 point based Likert scale is considered for the measurement of opinion .Researcher define the following points:

- 5 means “very satisfied”
- 4 means “satisfied”
- 3 means “neutral( neither satisfied nor dissatisfied”
- 2 means “dissatisfied”
- 1 means “very dissatisfied

The preference level of participant under high and low quality of services was constructed according to the likelihood of the participant to choose or recommend hotel, The 5 point based Likert scale is considered for the measurement of likelihood opinion .Similarly, researcher define the following points:

- 5 means “very likely ”
- 4 means “somewhat likely”
- 3 means “neutral( neither likely nor unlikely”
- 2 means “somewhat unlikely”
- 1 means “very unlikely”

However ,there are different purposes of people in a physical environment which can observe through various perspectives. Another benefit of this research is that this scenario based research method have possess practical significance as the given photographs can be replaced with the original design of hotel for evaluating the interior architecture of the physical

environment .Furthermore, it can become beneficial for other companies who want to know whether the interior design of their hotel will have positive or negative impact on the preference and loyalty intension of customer. According to the Baker(1986) “As for the other elements that can be considered as a part of physical environment, such as temperature or noise, these factors tend to be unnoticed or not even considered while evaluating the physical environment, unless they are significant (for instance the temperature is too hot or too cold)” (Baker, 1986, p.n.d).



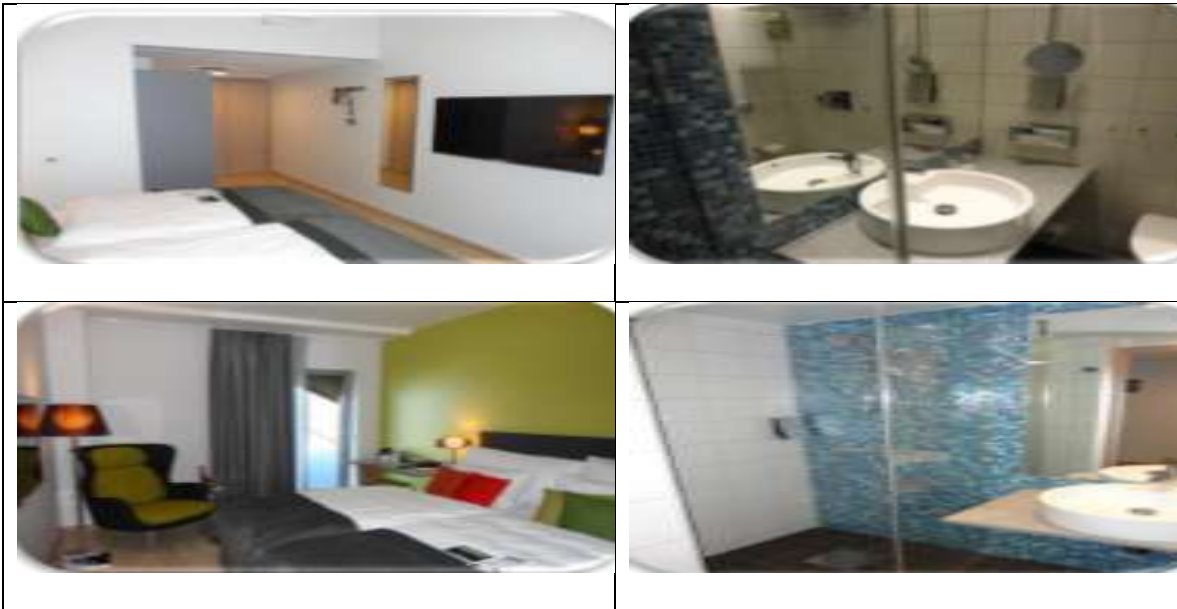
**Figure 1-Hotel lobby design**







**Figure 2-Hotel restaurant design**



**Figure 3-Hotel residential room design**

### ***Data Collection And Sample***

The sample of this research dissertation consists of 50 students of “Glion Institute of Higher Education” from first and final year .All the participant is studying hospitality and tourism industry in their major and minor subjects, it can say all participants have some background related to hospitality industry and all are belonged to 18+ age and had the hotel stay experience .This estimation of samples set is quite appropriate and very close to the required population (similar like real guest in hotel experienced the overnight stay for conference). According to the

requirement of research , the particular demographic questions such as religion, location of participant did not have any significant effect on the result of this research (Ariffin et al., 2013, 214-240 ; Bitner, 1992,p.n.d ; Harris & Ezeh, 2008, pp.390-422; Countryman & Jang, 2006; Tombs & McColl-Kennedy, 2004, p.n.d ; Lucas, 2012, p.1; Orth et al., 2012; Reimer & Kuehn, 2005, pp.785-808).Therefore ,that kind of demographic question were not considered in this research. Researcher used individual approach for data collection, which is the reason of taken small sample size. However, it is true belief among researchers that the creation of big sample size results to increase the data quality .Some of the studies discuss that in particular situation it is quite better to enhance the quality of data collection rather the sample size (Jain & Zongker, 1997, pp.153-158 ; Raudys & Jain, 1991,p.n.d).

The hotel which design is used in this research was selected randomly by the author. The mentioned photography is of newly build Chinese hotel name “Chinese Clarion hotel” which have more than 400 rooms and the primary aim of this hotel is to provide stay to the customers that are coming nearby to attend big conferences and events. “Chinese Clarion hotel” is located Stavanger city. Hotel is occupies an impressive area where there are many large events and conference centers and can be easily views from the hotel balcony. Lobby of “Chinese Clarison hotel” is very large and is connected with the wide restaurant .While author noticed there are less furniture and too much free space present in the lobby section. This setup do not contribute to develop luxury view of hotel. While the hotel restaurant is a part of lobby but completely opposite from the lobby area. The interior are very nice such that it creates the feeling of home decoration .Hotel is painted with bright colors. The furniture of hotel is very harmonic and balanced. The area of standard room is small somewhat 16 meters square in which the major space is covered with the large double bad. In the room, some good facilities are present such as

coffee and tea making facility, beautiful balcony, extra chairs , Smart TV ,minibar and a bedside table. The decoration is fairly minimal and simple. Walls are painted with the white color and bedside wall is green

### *Questionnaires*

Following are the layout of questionnaire given to the participant of this research dissertation.

These particular questionnaires are also supported with aims and objectives.

1. How the level of customer satisfaction with residential room, hotel lobby and restaurant has the strong influence on the customer decision under the high and low quality services?
2. How the interior designing of hotel has the significant effect on the customer decision under the high and low quality services?
3. Under the high and low quality services ,how the interior designing of hotel has the significant effect on the customer decision?
4. How the level of customer satisfaction with the designing of hotel has the direct impact on the customer decision making and their loyalty intension?
5. Please show your satisfaction level with the designing of three servicescapes (residential room, restaurant and lobby) by considering the five atmospheric element in Chinese hotel design (color, layout, lighting, style and furniture) .Rate it using 5 point scale, where 5 means “very satisfied” , 4 means “satisfied”, 3 means “neutral( neither satisfied nor dissatisfied” and 2 means “dissatisfied” and 1 means “very dissatisfied”.
6. Please show your loyalty and preference intension towards Chinese hotel by observing the quality of service (high and low) Rate it using 5 point scale, where 5 means “very

likely ” , 4 means “somewhat likely”, 3 means “neutral( neither likely nor unlikely” and 2 means “somewhat unlikely” and 1 means “very unlikely”.

7. How satisfied you are with the color ,lighting ,layout and residential room in lobby?
8. How satisfied you are with the color ,lighting ,layout and residential room in restaurant ?
9. How satisfied you are with the color ,lighting ,layout and residential room in residential room?
10. How likely you would prefer the hotel it to others if the service is of high quality?
11. How likely you would recommend the hotel to others if the service is of high quality?
12. How likely you would prefer the hotel it to others if the service is of low quality?
13. How likely you would recommend the hotel to others if the service is of low quality?

***Demographic Question***

1. What is your gender?
  - Male
  - Female
2. What is your age ?
  - Under 25
  - Under 30
  - Under 35
  - More than 35
3. How many years you attained education?
  - More than 10 years
  - More than 13 years
  - 15 years or above

4. How many times you used any websites to search the online services or products ?
- This is my first experience and I never used any website to search the services of hotel .
  - I am the leisure traveller and it is my hobby to search for hotel services.
  - Only one time.
  - Two or more than two times.
5. Some of the websites asked you to first register with them to see their offered services and products, when they asked for such things ,how many time you gave falsify information?
- I always give correct information
  - Mostly 25% of time
  - Mostly 50% of time
  - Mostly 75% % of time
  - I always give falsify information
6. Which of the following are best describe your industry and its major subject ?
- Publishing
  - Broadcasting
  - Art and Entertainment
  - Hospitality and tourism
  - Technical Industry
  - Information technology
  - Software

**Questionnaire given to participants**

1. Please show your satisfaction level with the designing of three servicescapes (residential room, restaurant and lobby) by considering the five atmospheric element in Chinese hotel design (color, layout, lighting, style and furniture) .Rate it using 5 point scale, where 5 means “very satisfied” , 4 means “satisfied”, 3 means “neutral( neither satisfied nor dissatisfied” and 2 means “dissatisfied” and 1 means “very dissatisfied”.

Servicescapes	Color	Layout	Style	Lighting
Lobby				
Restaurant				
Residential room				

2. Please show your loyalty and preference intension towards Chinese hotel by observing the quality of service (high and low) Rate it using 5 point scale, where 5 means “very likely ” , 4 means “somewhat likely”, 3 means “neutral( neither likely nor unlikely” and 2 means “somewhat unlikely” and 1 means “very unlikely”.

Quality level of services	How likely are you come in this hotel	How likely are you recommend to friends to come in this hotel
High		
Low		

### ***Ethical Consideration***

It is expected that some may argue about the scenario based approach of the present research and may consider it as an inappropriate method for measuring the servicescapes and atmospheric elements of Chinese hotel design. Still this method has many unique advantages with respect to ethical consideration. As if this research was investigated in the original physical environment of hotel then it might disturb the environment of hotel as there were fifty research participants. And it could become difficult for researcher to control the disturb environment. The second ethical consideration is that researcher did not want the interruption of hotel branding.

### ***Research Limitation***

This dissertation is also not free from the limitations. As far as the limitation is concerned, following are the limitation of our research:

1. Here the physical property of hotel designs is represented by the reception, residential room and lobby. Although all these physical property is very essential to develop the positive impression among customer, but still there are some other properties in the Chinese hotel design that can effect on the intension and preference of customer. For example : gyms, spa, saloon, conference halls, small movie theatre.
2. The other limitation is sample size which is relatively small. That lead to the decrease in precision of research as the value of probability is small and can truly effects the statistical analyses. Statistical analysis is necessary for better analysis of data or factor analysis or data reduction. Furthermore, for improving the data quality it is necessary to involve the experienced hotel guests and develop the same study in the varies hotel.

3. This research dissertation is also does not involve the other influencing elements of interior view such as use of technology and electronic equipment , clean environment of hotel or living comfort. All these mentioned scale can be used to measure the level of customer satisfaction and can be utilized to improve the studies as this research is just gives scores and not represents the atmospheric element of each features. This research dissertation develops the basic for the futures studies of the Chinese hotel designs and its effect on the behavior of customer. This study is also very helpful from the managerial point of view of the hotel management who want to improve and investigate about the customer satisfaction based on the hotel design and its interior architecture.



## Chapter 4

### RESULTS AND DISCUSSION

#### *Results*

For analyzing the data obtained from the participants ,”SPSS Statistics Standard” was used for the current research. Table 12 is representing the descriptive statistics. The summary of descriptive statistics is that, it consists of almost 19 questions asked to the participant .15 questions is related to the satisfaction of customer on the Chinese hotel design ( including interior and five atmospheric element for all servicescapes).4 questions are related to the preference and loyalty intension of customer under the condition of high and low quality services. There are total 50 valid cases. Preference and loyalty intension score the lowest value (120 scores).Choose the same hotel to visit again (123 scores).Although both these values are lowest enough and have the minimum mean scores that is 2.4 and 2.45.Partcipant show highest scores to the preference and loyalty intension under high quality of services: likelihood for recommending the hotel to friends and relatives (230 scores) and choosing hotel to visit under high quality of services (229 scores). Among the all servicescapes related to the satisfaction of customer with the interior of the Chinese hotel , furnishing and restaurant scores the highest (230 scores) .

#### **Reliability**

For testing the efficiency of customer satisfaction, preference and loyalty intension scores, researcher was used Cronbach’s analysis. This analysis indicates about the features of internal consistency of the current research. The Cronbach’s analysis is considered as the most important analysis related to the reliability of research used in the field of psychology ,sociology

and other industrial research (Santos, 1999). In this research, the “general Cronbach’s alpha coefficient scale” measures the response of participant related to the satisfaction with each servicescapes that is among 15 items. “According to the commonly accepted rule for describing the internal consistency where  $\alpha \geq 0.9$  is excellent,  $0.7 \leq \alpha < 0.9$  is good,  $0.6 \leq \alpha < 0.7$  is acceptable,  $0.5 \leq \alpha < 0.6$  is poor and finally,  $\alpha < 0.5$  is treated as unacceptable” (Mallery, 1999). Researcher obtained  $\alpha = 0.537$  which is considered as the poor value but still it is acceptable according to the rules of internal consistency. The reliability analysis indicated that any deletion in items will not increase the significant value of  $\alpha$ . Low value of  $\alpha$ -coefficient of the satisfaction of hotel design is directly related to the low correlation between all items. According to the formula used for calculating the standardized alpha coefficient, a low average inter-item correlation results in low alpha coefficient, a low average inter-item correlation results in low alpha” (Mallery, 1999). The presence of low correlation between all items can be explained easily that researcher considered five atmospheric elements to investigate the response of customer satisfaction with all three servicescapes, and all servicescapes have different feature of interior thus results researcher obtain different satisfaction level from the participants.

### **Correlation Analysis**

Researcher was chosen to use Pearson correlation analysis for examine the constructs validity. Before analysis of Pearson correlation, the average mean of all constructs were measured. The following outcomes were received:

**“Mean Total Lobby”**: It is the average of participant satisfaction with the hotel lobby and scores 3.81

**“Mean Total Restaurant”**: It is the average of participant satisfaction with the hotel restaurant and scores 4.37

**“Mean Total Residential Room”**: It is the average of participant satisfaction with the hotel residential rooms and scores 4.04.

**“Mean Total Satisfaction With The Interiors”**: It is the participant satisfaction with the hotel design consists of mean scores of “Mean Total Restaurant” ,“Mean Total Lobby”, “Mean Total Residential Room” and the scores if 4.08

**“Mean Total Loyalty Under The High Service Quality”**: It is the average of participant preferences and loyalty in high quality of services and scores is 4.59.

**“Mean Total Loyalty Under The Low Service Quality”** : It is the average of participant preferences and loyalty in low quality of services and scores is 2.43.

**“Mean Total Overall Loyalty”** : It is the preference and loyalty of participant which consists of “Mean Total Loyalty Under The High Service Quality” and “Mean Total Loyalty Under The Low Service Quality” and scores is 3.51

### Regression Analysis

The regression analysis is performed using SPSS statistics program:

**Table 3- “Regression 1 (R1) Coefficient : Mean Total Overall Loyalty is dependent variable”**

Model	Unstandardized. Coefficient B	Std error	Std. Coefficient beta	t	Sig
Constant	-3.52	0.746	-	-4.73	0.0000
Mean Total Satisfaction With Interior	1.72	0.182	0.807	9.451	0.000

**Table 4-“Regression 1 (R1) Model Summary : constant and Mean Total Satisfaction With Interior is predictor”**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Standard error
1	0.80	0.65	0.64	0.2940

**Table 5-“Regression 1 (R1) Analysis of variance: Constant, Mean Total Residential Room, Mean Total Restaurant, Mean Total Lobby is predictor and Mean Total Loyalty Under The High Service Quality is dependent variable and constant, Mean Total Satisfaction”**

Model	Sum <sup>2</sup>	df	Meansquare	F	Sig
Regresssion	7.72	1	7.72	89.32	0.00 <sup>2</sup>
Residue	4.14	48	0.08	-	-
Total	11.87	49	-	-	-

**Table 6- “Regression 2 (R2) Coefficient : Mean Total Loyalty Under The High Service Quality is dependent variable ”**

Model	Unstandardized. Coefficient B	Std error	Std. Coefficient beta	t	Sig
Constant	-1.256	0.761	-	-4.73	0.0000
Mean Total Lobby	0.176	0.091	0.181	9.451	0.0000
Mean Total Restaurant	0.653	0.151	0.412	4.37	0.0000
Mean Total Residential Room	0.572	0.094	0.574	6.156	0.0000

**Table 7-“Regression 2 (R2) Model Summary : (Constant), Mean Total Residential Room Mean Total Restaurant, Mean Total Lobby is predictor and Mean Total Loyalty Under The High Service Quality is dependent variable”**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Standard error
1	0.77	0.60	0.57	0.259

**Table 8- “Regression 2 (R2) Analysis of variance : Mean Total Loyalty Under The High Service Quality is dependent variable and (Constant), Mean Total Residential Room, Mean Total Restaurant, Mean Total Lobby is predictor”**

Model	Sum <sup>2</sup>	df	Meansquare	F	Sig
Regression	4.74	3	1.58	23.46	0.00 <sup>2</sup>
Residue	3.10	46	0.06	-	-
Total	7.84	49	-	-	-

**Table 9- “Regression 3 (R3) Coefficient : Mean Total Loyalty Under The Low Service Quality is dependent variable ”**

Model	Unstandardized. Coefficient B	Std error	Std. Coefficient beta	T	Sig
Constant	-7.313	1.365	-	-5.342	0.0000
Mean Total Lobby	0.564	0.164	0.340	3.436	0.001
Mean Total Restaurant	0.991	0.268	0.363	3.6810	0.001
Mean Total Residential Room	0.7100	0.164	0.472	4.792	0.0000

**Table 10-“Regression 3 (R3) Model Summary : (Constant), Mean Total Residential Room, Mean Total Restaurant, Mean Total Lobby is predictor and Mean Total Loyalty Under The Low Service Quality Is dependent variable”**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Standard error
1	0.751	0.562	0.532	0.46723

**Table 11-“Regression 3 (R3) Analysis of variance : Mean Total Loyalty Under The Low Service Quality is dependent variable and constant , Mean Total Residential Room, Mean Total Restaurant, Mean Total Lobby is predictor”**

Model	Sum <sup>2</sup>	df	Meansquare	F	Sig
Regression	12.963	3	4.321	19.815	0.00 <sup>^2</sup>
Residue	10.034	46	0.213	-	-
Total	23.004	49	-	-	-

**Table 12-“SPSS software Output (Statistical data)”**

Questions	N	Min.	Max.	Sum	Mean	Standard Deviation
Rate your satisfaction with the color in lobby?	50	2	5	189	3.78	.737
Rate your satisfied with the lighting in lobby?	50	2	5	164	3.28	.784
Rate your satisfaction with the layout in lobby	50	3	5	202	4.04	.699

Rate your satisfaction with the style in lobby	50	3	5	201	4.02	.654
Rate your satisfaction with the furniture in lobby	50	3	5	198	3.96	.638
Rate your satisfaction with the color in restaurant ?	50	3	5	212	4.24	.555
Rate your satisfied with the lighting in restaurant?	50	4	5	218	4.36	.485
Rate your satisfaction with the layout in restaurant	50	3	5	216	4.32	.513
Rate your satisfaction with the style in restaurant	50	3	5	218	4.36	.525
Rate your satisfaction with the furniture in restaurant	50	4	5	230	4.60	.495
Rate your satisfaction with the color in residential room?	50	3	5	198	3.96	.669
Rate your satisfied with the lighting in residential room?	50	3	5	218	4.36	.563
Rate your satisfaction with the layout in residential room	50	3	5	184	3.68	.683
Rate your satisfaction with the style in residential room	50	3	5	205	4.10	.735
Rate your satisfaction with the furniture in residential room	50	3	5	207	4.14	.606
Rate how likely you would prefer the hotel it to others if the service is of high quality?	50	4	5	229	4.58	.499
Rate how likely you would recommend the hotel to others if the service is of high quality?	50	4	5	230	4.60	.495
Rate how likely you would prefer the hotel it to others if the service is of low quality?	50	1	4	123	2.46	.813
Rate how likely you would recommend the hotel to others if the service is of low quality?	50	1	4	120	2.40	.700

## Chapter 4

### CONCLUSION AND RECOMMENDATION

For getting answer of questionnaires ,the scenario based research was conducted. This was quantitative study in which fifty students from the “Glion Institute of Higher Education” were participated and the researcher was presented the various websites of Chinese hotel designs of almost three servicescapes .Participators were asked to shown their satisfaction level with the presented website keeping the physical property and five atmospheric elements or to say five interior perception of Chinese hotels ( color, layout, style, lighting and furnishings) in their mind. Then the researcher asked the participant to show their satisfaction level towards Chinese hotel design by virtually imagining that the recognized service quality of Chinese hotel was high/low. The researcher divided it into five points based on two different idea. Researcher used Likert’s scales for examining and estimating the customer level of satisfaction with the Chinese hotel design and its interior. The reliability and consistency were confirmed with Cronbach alpha. The validity and authenticity was examined using linear regression technique and through analyzing Person correlation. Furthermore, all the examined items further analyzed regardless the fact that the satisfaction level with the interior of Chinese hotel design acquired very low value of alpha coefficient that is 0.53.This figure of  $\alpha=0.53$  is clearly explaining about the low value of inter-item correlation in between all these items, the main reason was the presence of heterogeneity in the atmospheric elements in which the interior of hotel servicescapes are also included. The outcome of satisfaction level got the satisfactory alpha coefficient that is 0.76. For performing the regression and correlation analysis , the overall scores for each constructs were calculated with the scores of customer satisfaction level. The main reason to calculate the correlation analysis is to observe where there is some connection between the scores of constructs before

performing regression analysis which is very essential for our research .As its outcome can indicate whether the customer satisfaction with the hotel design specify the loyalty and preference intension.

As according to the expectation, a strong correlation was present between the overall items. That constructs who were measuring the satisfaction of customer with interior property of Chinese hotel design were not correlated with each other as they indicating another physical property of hotel. Satisfaction constructs and loyalty constructs , both is showing the significant relationship. The most important and interesting point is that remarkable correlation was present between the preference and the customer satisfaction with the Chinese hotel design and its interior that is  $r=0.80$ .In this way, the calculation of regression analysis gave the answer of questionnaires introduced at the beginning of methodology section .It is necessary to mention that the exceptional point is lobby case which presented a very low value as compare to the other items .It means lobby case have very low power to influence the loyalty of customer not only low but also high service quality. The calculation of regression analysis indicated that the satisfaction of customer with the Chinese hotel design interior can describes 65% ( $R^2=0.65$ ) of the overall preference and loyalty intension of customer. This value is quite high. And the remaining 44% portion is belonged to that particular factor that were not under study as it was not according to the current research and may be examined in the future research by some other researcher.



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## Appendices

### *Appendix A* Conceptual framework

*Appendix B*

Literature Review Table

*Appendix C*  
Objective Table

	<b>Objectives</b>	<b>Reference</b>	<b>Extract</b>
<b>Objective 1</b>	Examine the hotel restaurant interiors has a significant influence on customer's.	Kotler, P. (1973). Atmospherics as a marketing tool. <i>Journal of retailing</i> , 49(4), 48-64. Kotler, P. (2012). <i>Kotler on marketing</i> : Simon and Schuster.	In order to define the similarity in between Kotler and his atmospheric concept ,Bitner introduces the terminology of servicescapes. Servicescapes is defined as the particular setting of physical environment in which various services are given to the customer according to their requirements
		Cassidy, T. (2013). Environmental psychology: Behaviour and experience in context: Psychology Press	Implementing the theoretical concept of environmental psychology, Kotler have investigated that if the human behavior is effected with the environment of surrounding ,it would also influence the customer behavior in the hospitality and



			tourism industry setting
<b>Objective 2</b>	Identify the standard of beautiful design in Chinese customers (what are they looking for when they thinking something is beautiful) , and making research on whether a beautiful design will impact on Chinese customers' decision making	Bitner, M. J. (1992). Servicescapes: the impact of physical surroundings on customers and employees. The Journal of Marketing, 57-71	Bitner produces the framework that explains the influence of surrounding environment on the customer behavior in the service settings In order to define the similarity in between Kotler and his atmospheric concept ,Bitner introduces the terminology of servicescapes. Servicescapes is defined as the particular setting of physical environment in which various services are given to the customer according to their requirements
		Bitner, M. J. (1990). Evaluating service encounters: the effects of physical surroundings and employee responses.	In many research related to hospitality industry similar approach for research design was used

		The Journal of Marketing, 69-82.	
<b>Objective 3</b>	Identify which aspect of architectural design (aspects of beauty, lighting, layout appearance, architecture , style, and furnishings and are they are willing to pay for "beautiful design?"...)	Laurette, D., & RENAGHAN, L. M. (2000). Creating Visible Customer Value. Cornell Hotel and Restaurant Administration Quarterly, 41.	Research stated that the bright and contrast shades color develop the pleasant effect on the human behavior and their preferences No doubt, lighting is considered as the most important element in the hotel design and the perception of customer .As the light is the only element that can set the tone of the hotel architecture and interior
		Ariffin, A. A. M., Nameghi, E. N., & Zakaria, N. I. (2013). The effect of hospitableness and servicescape on guest satisfaction in the hotel industry. <i>Canadian Journal of Administrative</i>	

		<p><i>Sciences/Revue Canadienne des Sciences de l'Administration, 30(2), 127-137.</i></p>	
		<p>Orth, U. R., Heinrich, F., &amp; Malkewitz, K. (2012). Servicescape interior design and consumers' personality impressions. <i>Journal of Services Marketing, 26(3), 194-203.</i></p>	<p>As furnishing is considered as one of the most important aspect in the interior designing of Chinese hotel .And it also included in these servicescapes and atmospheric theoretical concepts The technological and online appearance of every business is represent the product and services as the absolute choice of costumers .In today world, business is restructuring itself to encounter the needs and requirements of up-to-date customers(</p>