

An Examination of the Impact of Cultural Marketing on the Behavior of Customers Staying at Luxury Hotels: A Case Study of the ITC Narmada in Ahmedabad

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Abstract

This research investigates the impact of marketing strategies, emphasizing cultural marketing, on hotel consumer behaviour, focusing on ITC Narmada, a Luxury Collection Hotel in Ahmedabad. This study presents comprehensive findings by utilizing survey questionnaires distributed to the hotel's guests and achieving a high response rate across various hotels in Ahmedabad. Chapter four analyzes demographic characteristics and data aligned with the research objectives. The results provide insights into how marketing strategies, particularly those emphasizing traditional Indian hospitality practices like the Namaste welcome, affect consumer behaviour. This study contributes to understanding consumer preferences and behaviours in the hospitality sector and offers practical implications for India's marketing professionals and hotel managers.

Keywords: Marketing Strategies, Consumer Behavior, Hotel Industry, ITC Narmada, Ahmedabad, Luxury Hotels, Cultural Marketing, Traditional Welcome

Introduction

Efficacious marketing tactics are crucial to the success of the hotel business, and they play a significant role in worldwide travel. Understanding consumer behaviour within this context is essential for developing marketing efforts that resonate with target audiences. This research focuses on ITC Narmada, a Luxury Collection Hotel in Ahmedabad, examining how different marketing strategies, particularly those incorporating cultural elements like the traditional Namaste welcome, influence consumer behaviour. By leveraging survey data collected from hotel guests, this study aims to provide actionable insights for enhancing marketing effectiveness in the luxury hospitality sector.

Literature Review

Marketing strategies in the hospitality industry encompass a wide range of activities, including promotional campaigns, loyalty programs, online marketing, and personalized services. Previous studies have emphasized the importance of these strategies in shaping consumer perceptions and decision-making processes. In recent years, electronic advertising has become indispensable for connecting with consumers and fostering brand loyalty. However, there is a growing interest in how cultural marketing,

such as the traditional Indian Namaste welcome, can enhance guest experiences and influence consumer behaviour.

Methodology

The research employs a quantitative approach, utilizing survey questionnaires distributed to guests at ITC Narmada and other luxury hotels in Ahmedabad. The high response rate ensures a robust dataset for analysis. The survey includes questions designed to capture demographic information and consumer perceptions of various hotel marketing strategies, with a particular focus on traditional Indian hospitality practices. Data analysis is conducted using statistical tools to identify significant trends and correlations.

Findings and Analysis

Demographic Characteristics

The survey respondents represent a diverse demographic, including local and international guests. Key demographic variables include age, gender, nationality, and purpose of visit. Understanding these characteristics is crucial for interpreting the behavioural patterns observed in the study.

Impact of Marketing Strategies

The analysis reveals several key insights into the effectiveness of marketing strategies at ITC Narmada:

1. **Promotional Campaigns:** Seasonal promotions and special offers significantly influence booking decisions, particularly among younger guests and leisure travellers.
2. **Loyalty Programs:** Frequent visitors and business travellers strongly prefer loyalty programs, which enhance customer retention and repeat visits.
3. **Online Marketing:** The hotel's web pages and social network accounts are crucial for drawing in new clients and keeping in touch with current ones.
4. **Personalized Services:** Tailored services and personalized communication efforts are highly valued by guests, contributing to positive reviews and recommendations.
5. **Cultural Marketing (Namaste Welcome):** The traditional Namaste welcome is highly appreciated by both local and international guests, enhancing their overall experience and reflecting the hotel's commitment to cultural values and hospitality. This practice makes guests feel warmly welcomed and differentiates ITC Narmada from other luxury hotels by emphasizing a unique cultural touch.

Discussion

The findings underscore the critical role of targeted marketing strategies in influencing consumer behaviour within the hotel industry. Promotional campaigns and online marketing efforts are particularly effective in attracting new customers, while loyalty programs and personalized services help in retaining existing ones. Additionally, cultural marketing strategies, such as the Namaste welcome, significantly enhance the guest experience by incorporating traditional hospitality practices. These insights highlight specific preferences and behaviours of guests in the Indian context and offer practical implications for hotel managers aiming to enhance customer satisfaction and loyalty.

Conclusion

This study provides valuable insights into the influence of marketing strategies on consumer behaviours at ITC Narmada. The findings have practical implications for hotel managers and marketing professionals, offering guidance on optimizing marketing efforts to better meet consumer needs and preferences. Future research could expand on this study by exploring the impact of emerging marketing technologies and trends on consumer behaviour in the hospitality industry and further investigating the role of cultural elements in enhancing guest experiences.

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