

Proposed Framework for the Factors and Determinants of the Identification of Targeted Customers for Small and Medium Enterprises, Applying to Hotel and Restaurant Services

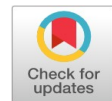
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Abstract: The aim of this research is to specify the contributions of determinations for identifying target customers in hotels and restaurants. The researcher seeks to point out and call attention to these enterprises' problems and develop some solutions related to the recent problems, specify what kind of marketing methods are used, and analyse targeting strategies for enhancing their activity as hospitality enterprises. The study depends on respondents from the entrepreneurs and managers of 10 hotels and restaurants; it uses survey questions to analyse their attitude towards the strategies for identifying target customers. The results of the study indicate some effective methods for identifying target customers. "Customization in administration" takes the primary spot (48%), "fulfilment in past visits" positions number two (46%). Consecutively, "high calibre of administration" (44%), "uncommon consideration regarding visitors" (38%) take part in the rundown. To meet the exclusive requirements of the visitors, hotels need to contend at a degree of the world models. In the tourism industry, the methodology, learning and capacity of the specialist co-op are very significant. .

Keywords: SMEs, Hotels and restaurants, Customers

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INTRODUCTION

Hospitality enterprises like hotels and restaurants lead the entire tourism industry in which a coordinated item offered that is made out of correlative and back to back administrations, regardless of whether each sub-industry connotes. Hospitality enterprises are the projects that pull in visitors who have high optional spending power. Consumptions of vacationers contribute straightforwardly and in a roundabout way to the national economy. Particularly in creating nations, outside money made through the tourism industry has a section in levelling the equalization of instalments.

Along these lines, to run these undertakings with limiting the issues experienced and accomplishing the target's matter for existing condition and eventual fate of the business. Applying increasingly effective promoting projects is the best way to do that. The marketing projects expressed above, characterize the suitable market for their administrations, accommodation undertakings fragment the whole the tourism industry advertise by utilizing the correct measures, from that point onward, by promoting the projects on most beneficial segmentations in which they fulfil the customers most. For cordiality enterprises, it is essential to characterize potential fragments from the intricate tourism industry market encapsulates various preferences, desires and optional spending power (Luangsa-Art, 2016; Yan & Chew, 2016).

What is a hotel target market?

A target market is a group of individuals who offer comparable needs and desires. They may have comparable demographics like middle age, race, or the level of income. Target markets are frequently sub bunches that organizations attempt to engage in advertising and deals since they are the individuals who are destined to be keen on the service or activity.

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A hotel target market alludes to the particular kind of individuals or group who entrepreneurs as of now to do business with. Or then again perhaps they're a kind of client entrepreneurs like to draw more. In any case, each restaurant must adjust their advertising and deals projects on the off chance that they need to draw in and book a greater amount of these perfect visitors (Bariscil, 2017; Yan & Chew, 2016)

Small and Medium-Sized Hospitality Enterprises (SMHES)

The explanation behind the presence of SMHES is raising the quantity of tourism relying upon the improvement of street haulage and satisfies the new need. SMHES have created after some time because of their adjustment capacity to the evolving requests. The undertakings which work together in the tourism industry were expected as an SME with a five-year improvement plan. By these methods, enterprises on convenience offices were taken into the extent of SMEs in authority explanation with respect to state enhancement (Hooley, Sounders, & Piercy, 2004; Sharma, 2011).

Hotels and restaurants as a SME in the hospitality industry

Hotels and restaurants, which run business in better places of the nation, give support in the expansion of the tourism industry. The visitors are facilitated in solace that doesn't make them search for it at home; in the meantime, they have a chance to discuss legitimately with chiefs and representatives. In the event that the visitors are fulfilled, they invest their energy in a similar hotel and make positive informal. As of late, little cordiality undertakings, characterized as hotels and restaurants, differentiate the tourism industry (Hooley et al., 2004). In this manner, the tourism industry starts to contribute more too national economy, and it smoothed to level the equalization of global instalments disequilibrium. Hotels and restaurants are characterized according to article 43 in Regulation on the Required of Ministry of Culture and Tourism as "a credible hotel regarding design, outfitting and beautification that offers high calibre of adaptable administration, within any event ten rooms and with experienced and instructed representatives (Morris & Basant, 2010). Then again, with its captivating feeling and client situated way of thinking, a hotel places accentuation on extravagance, quality and hospitality; additionally, it offers a thrilling occasion for the visitors. The hotel framework benefits the visitors either with its food, design and indoor class or hotel region and business completely. As such, hotels and restaurants characterized as likewise HIP (profoundly individual spots), carry a much-needed refresher too little and medium measured accommodation projects. Going through the night in hotels and restaurants diverts the visitors for experience in genuine terms (Luekveerawattana, 2016; Rajesh, Tripathi, & Ali, 2011).

Segmentation of SMEs (Hotels & restaurants)

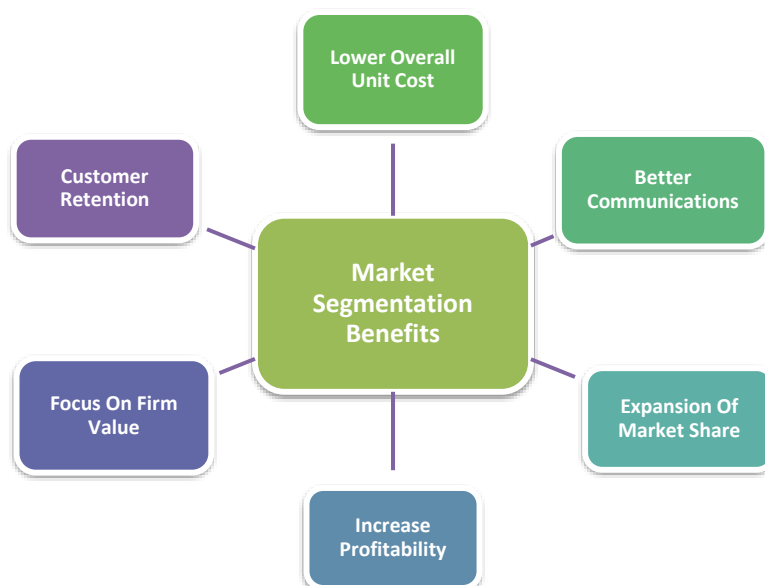


Figure 1. Benefits of Market Segmentation

Because of the impalpability of the service in the tourism industry, to complete marketing projects are more earnestly in cordiality enterprises in contrast with others. Seen qualities and fulfilment are impalpable. In addition observation and fulfilment are impacted by past encounters and condition of a potential customer. So marketing supervisors must examine and characterize the requirements of customers appropriately, and after that must arrangement how to play out the administrations (Rajesh et al., 2011). A portion of the segmentations targeted is not productive enough to make a fulfilling degree of profitability due to their short time. The principle point of segmentation methodology is to locate the most productive and long term one/ones. In this regard, while promoting administrators play out the segmentation techniques characterized, they should target growing long term relations with customers (Anderson, Sweeney, & Williams, 2007). Market segmentations offers four advantages: Firstly, it gives a base to targeting; besides it empowers to grow progressively effective marketing blend, along these lines, to fulfil the requirements of target market would be simpler; by broaden the products/administrations would be simpler; in conclusion, it serves for deciding the chances and dangers in the market (Bhetja, Tyagi, & Tyagi, 2013; Gajanayake, 2010). Marketing supervisors profit by differed criteria for market segmentation. At the end of the day, the all-out market is partitioned to homogeneous portions with comparative needs, needs, properties and practices (Mohan, 2015). The principle motivation behind market segmentation is to investigate the interest. Since the accommodation business incorporates differing request structure, convoluted advertising basic leadership is expected to fulfil the customers. Therefore, segmentations are the best way to dispose of unpredictability and to explain client needs. For example, city hotel showcase segmentations are identified with work excursions and retreat hotels advertise segmentations are identified with get-away outings. To put it plainly, the primary target of segmentation procedure is to build up an advertising blend that fits necessities of target segment.

Segmentation criteria

There four main factors for segmentation; some of them are based on consumer's description (preferences or demographics) and the others are based on consumer behavior towards the service.

Geographic segmentation

Geographic segmentations are the best stage for interest investigation in marketing. In this sort, hospitality projects section the entire market by concentrating on where the target market lives. By breaking down each geographic fragment, the venture gives its promoting projects to the portion that incorporates progressively potential customers. This sort of segmentation calls for isolating the market into topographical units, for example, nations, areas, states, and urban communities (Bhetja et al., 2013).

Demographic segmentation

Statistic segmentations isolates the market into group dependent on financial factors, for example, age, sex, family size, family life cycle, conjugal status, pay, occupation, instruction, religion, race, age and nationality (Vegholm, 2011). These are called financial factors too. Statistic segmentations come up in various ways. For instance, there is a profoundly positive connection between salary and excursion. At the point when salary level of visitors builds, they go for a vacation all the more habitually, spend longer length on siestas and they lean toward higher quality in hospitality enterprises (Vegholm, 2011).

Psychographic segmentation

Psychographic segmentations targets partitioning customers into various groups depending on the way of life, character attributes, and interests with respect to their recreation time and convenience inclinations. The design is to combine up customers with comparable psychographic cosmetics. Psychographic factors are expressive and logical in contrast with statistic factors because of the way that they accentuate on the reasons for customers behaviour. Subsequently, psychographic segmentations are talked about in two: Lifestyle and psychometric/all centric character (Barbu & Barbu, 2010).

Behavioural segmentation

Behaviour segmentation is a sort that partitions customers into group dependent on events; benefits looked for from accommodation undertaking and reliability status to the enterprise by dissecting past, current and anticipating future inclinations. Hence psychographic segmentation is talked about in three; recurrence of voyaging, recurrence of leaning toward that venture and dependability status.

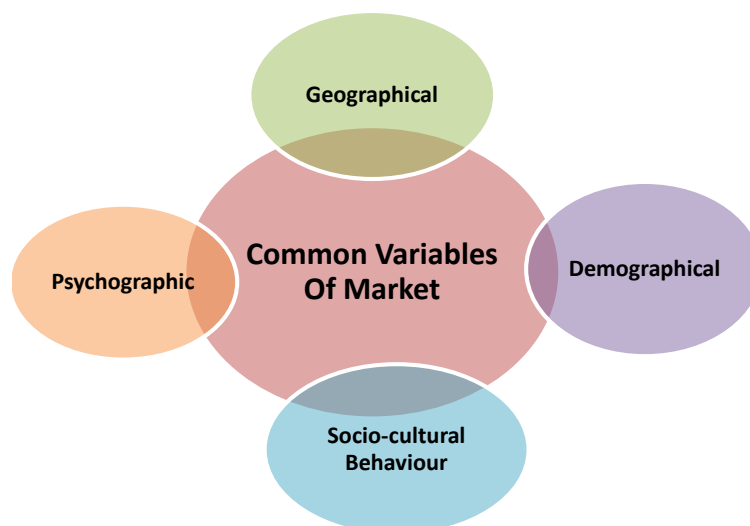


Figure 2. Variables of market

Market targeting in SMEs (Hotels & restaurants)

Target markets in SMEs are segments that perform the best effort, arrives at the most noteworthy benefit and thus, the most worthwhile market for the business. Choosing which and what number of fragments the undertaking will target one of the most is compelling and noteworthy choice on advertising blend (Barbu & Barbu, 2010).

Targeting strategies of SMEs (Hotels & restaurants)

In the wake of assessing various fragments, the enterprise should now choose which and what a number of portions to focus on compatibility of its own administration quality and toward this path, it must build up its marketing blend. Market targeting empowers to break down the market effectively and to characterize the potential challenges in performing promoting projects. The capacity to receive the changing client needs with existing ability establishes the most significant factor in prevailing with regards to targeting. Targeting systems depend on shifted factors, for example, the structure of rivalry in the market, aggressive intensity of the undertaking, openings in the market, and abilities of the enterprise, etc. (Othman, 2010). Market targeting can be done at three distinct levels: Undifferentiated promoting, differentiated marketing, and concentrated marketing strategies.

Undifferentiated marketing strategy

In this trend, an enterprise chooses to disregard market portion contrasts and focus in the general market. The undertaking structures an offer and a marketing program that will speak to the biggest number of customers. The undifferentiated methodology centres around what is regular in the requirements of customers as opposed to what is extraordinary. In this manner, the venture can't profit by the benefits of segmentation. An advertising system is arranged so as to speak to the biggest number of customers is arranged. Mass publicizing projects are connected for situating. The undifferentiated technique is drawn closer if there is a section, must be huge enough, that sees the administration in an equivalent manner.

Differentiated marketing strategy

In separated advertising technique, the venture chooses to focus on a few market segmentations and structures separate ideas for each. Then again, the enterprise must focus on the need for an item/administration separation in contrast with the contenders' offers. The separation procedures can be connected are item separation, administration separation, and picture separation.

Concentrated marketing strategy

Through the concentrated promoting procedure, the venture accomplishes a solid market position as a result of more prominent learning, background and specialization. On the off chance that the enterprise focuses on the correct fragment, by the assistance of specialization, it can showcase all the more effectively as far as generation, dissemination and advancement projects to contend beneficially. There are four, for the most part, acknowledged situating systems in writing: Positioning on rivalry, situating on product offering or item characteristics, situating on cost and quality, situating on the target market. In the wake of picking a situating procedure, the business must separate itself by utilizing physical separation, administration separation, worker separation, and area separation to increase the upper hand (Othman, 2010).

Investigate the targeting strategies of hotels and restaurants

In this study, changing structure of and new trends in hotels and restaurants is analysed. In this respect, the targeting strategies performed by hotels and restaurants are evaluated within the context of service marketing.

Hypotheses

H1: Entrepreneurs are satisfied with the demographic and geographic factors for increasing their targeted marketing.

H2: Entrepreneurs are satisfied with the psychographic and socio-cultural behaviour factors for increasing their targeted marketing.

H3: Customers are satisfied with their own market awareness and information provided by the SMEs (hotels & Restaurants).

RESEARCH METHODOLOGY

The subject of the study of Small and Medium-sized Hospitality Enterprises (SMHEs), so the scope of the research is chosen as hotels and restaurants due to the density of these enterprises.

Research purpose and importance

The paper targets characterizing the commitments of hotels and restaurants, which have ascended as SMEs, to the tourism industry, pointing out their issues and breaking down the promoting and targeting procedures of them. In addition, needs, desires and issues, directed the tourism industry type, properties of items/administrations offered, target market and its properties, choice about which nations to enter if global market is focused on, advertising channels and procedures, instruments utilized in marketing and deals advancement, situating techniques, breaking down the issues experienced in promoting and general issues of hotels and restaurants are researched.

Research population

50 of the entrepreneurs and supervisors at 10 hotels and restaurants.

Research method

Data was collected by using field study and a survey. The aim is particularly to analyse the targeting strategies of hotels and restaurants. In the questionnaire, the participants were asked some items appropriately to the research target. With the data obtained, frequency distribution and then test

of normality were applied on variables. Through the statistical tests mentioned above, in the study, target markets, marketing strategies and marketing tools of hotels and restaurants were analysed as well as the contributions of hotels and restaurants.

Data collection

The data was collected from the hotels and restaurants which run business. Questionnaires were answered by entrepreneurs and supervisors of the enterprises through direct interview

FINDINGS & DISCUSSION

The research indicates some specific procedures for identifying target marketing in hotels and restaurants. The respondents approve these effective ways to uncover and define the hotel's target market.



Figure 3. Target market principals

Survey customers

Surveys help entrepreneurs get data straight from the participant in a manner of speaking. It is a simple method to get customer opinion; surveys offer a look into the mind of current visitors. Having this data will enable entrepreneurs to characterize what sorts of individuals or group at present remain at the hotel. When entrepreneurs have that, entrepreneurs can make sense of what pulled in them to the business in any case just by inquiring.

Entrepreneurs can naturally study visitors utilizing SMS messaging, email, or verbally by coordinating it with the look at the procedure. The key is to make it quick and painless. Anything over five inquiries is pointless excess and not entirely obvious.

Famous target market study questions include:

- How did customers find out about us?
- What did customers appreciate most about the remain?
- Which of the accompanying most affected their choice to book with us?
- Would they prescribe our hotel to a companion?
- What was the reason for their latest visit?

These and other intriguing inquiries should accompany a lot of various decision answers and an “other” area with space to leave a remark. Monitor this data and use it to further characterize the hotels close to the home target market or markets.

Empower customers to make profiles

This is one of the most established marketing stunts in the book all things considered. Making a phoney profile of an individual who is destined to remain at the hotel is both an inventive and compelling

instrument for understanding the target market. It likewise shows a visual to support deals and marketing to improve the thought of who they ought to point please. Framework their identity, what they're similar to, their occupation, and whatever else entrepreneurs consider important.

Imagine customers' perspective

Entrepreneurs addressed this somewhat before when they referenced the explorer type. In any case, understanding target market socioeconomics is about something beyond posting training levels and leisure activities. It's tied in with going above and beyond and getting into the leaders of the individuals entrepreneurs most prefer to have remained at the hotel.

For instance, suppose the hotel is genuinely little and situated in a well-known zone where voyagers have numerous alternatives for cabin throughout the entire year. On the off chance that entrepreneurs arrived at the resolution that the target market incorporates conventional families with just a couple of little youngsters, they presently have a few decisions to make.

To start with, what individual contacts will entrepreneurs add to the hotel to settle on it the undeniable decision for unseasoned parents? Things like unwinding and private bosom sustaining stations in the anteroom could be the tipping point for some potential visitors who fit these socioeconomics.

The fact of the matter is to accomplish something beyond characterize socioeconomics use them to envision the visitors' each and every need.

Analyse online surveys

Not every single online survey is made similarly. Visitors will regularly expand on why they were remaining at the hotel, what they expected to involvement, and what they adored the most about the area. It's everything there; entrepreneurs simply need to set aside the effort to search for it. Add these subtleties to the notes and inquire for new surveys at normal interims to show signs of improvement comprehension of what the visitors need and need.

Understand website visitors demographics

Analytics is allowed to utilize and offers some mind-blowing data. This apparatus can demonstrate to entrepreneurs who visit the site, where each site guest is found, what they click on, to what extent they remained on each page, etc.

Essentially there is a great deal of helpful information here. It takes a touch of becoming accustomed to yet once entrepreneurs get the hang of translating the raw numbers entrepreneurs will show signs of improvement thought of who entrepreneurs are drawing into the site and whether they fit the perfect target market.

Decision-makers of marketing strategies

With a percentage of 68%, marketing techniques of hotels and restaurants are chosen by proprietors. This is on the grounds that hotels and restaurants are for the most part single ownership and little enterprises with a restricted limit. It is seen that promoting choices are made by experts, who are instructed and experienced in the advertising field, in just 6% of the hotels. Moreover, with a level of 8, general administrators choose advertising procedures and in 18% of hotels and restaurants, promoting techniques are chosen in like manner by the group referenced previously. Starting here of view, it tends to be arrived at that the presence of worker who has an absence of marketing information, capacity and experience lies at the core of the issues which SMEs face.

Target markets

90% of the respondents work together for both residential and outside business sectors. In addition, 6% of hotels and restaurants target simply remote market; though 4% of them target simply the residential market. It is seen that the greater part of the hotels and restaurants don't make a refinement among local and remote markets since they intend to pull in high pay visitors. The rareness of hotels and restaurants which target just residential market affirms it.

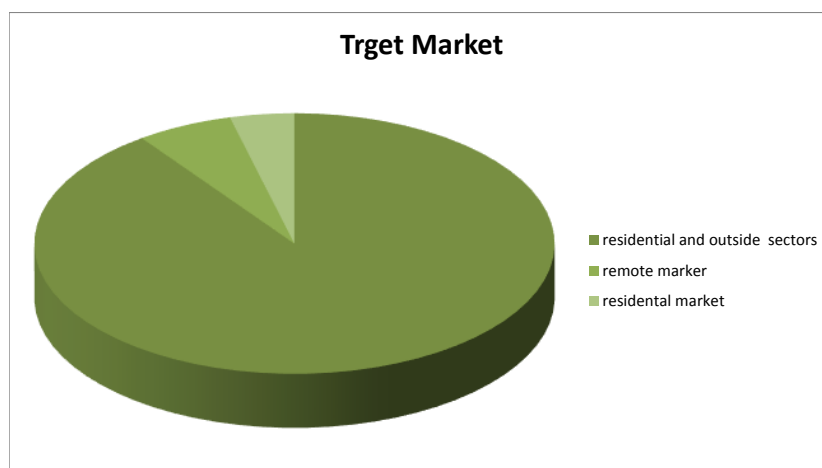


Figure 4. Identifying target markets

Level of customer loyalty

The respondents are solicited the number from faithful customers, and they are mentioned to pick a group that is made out of 10 individuals. A lot of respondents (36%) expressed that they have a stable number of customers. In addition, hotels and restaurants communicated that the number of faithful customers they have are more than these hotels and restaurants establish 14% of aggregate. At the point when the point of hotels and restaurants to make client steadfastness, to grow long haul association with customers and to make them visit over and over, to administration better at each visit is considered, it very well may be arrived at that half of the respondents prevailing along these lines.



Figure 5. Levels of customer's loyalty

The reasons for loyal customers' preferences

So as to investigate the reasons for faithful customers in leaning toward that hotels and restaurants, the respondents are offered 9 things, and they are requested prioritization these things. As indicated by the prioritization results, "customization in administration" takes the primary spot (48%), "fulfilment in past visits" positions number two (46%). Consecutively, "high calibre of administration" (44%), "uncommon consideration regarding visitors" (38%) take part in the rundown.

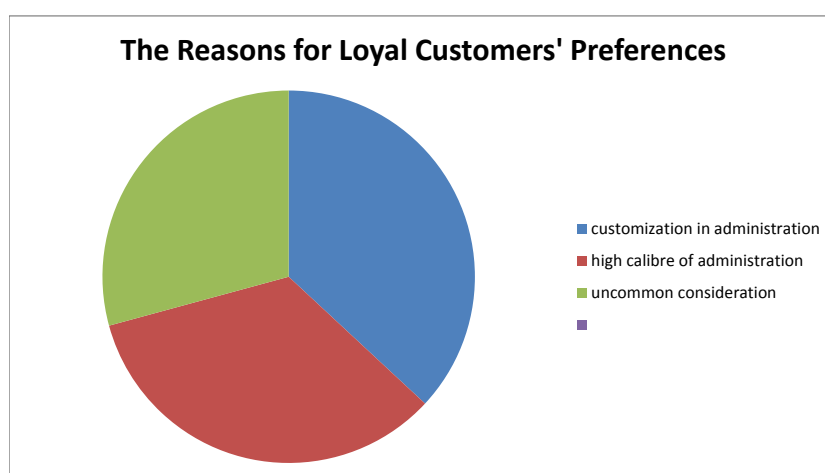


Figure 6. Responses for loyal customer's preferences

Positioning strategies of hotels and restaurants

72% of the respondents pick "situating on product offering or item properties" as a situating technique which relies upon separation in the market and permits customers to see the manner in which the undertaking contrasts from others. Individually, 26% of hotel hotels pick "situating on cost and quality"; just 2% of the respondents position themselves on "target advertises".

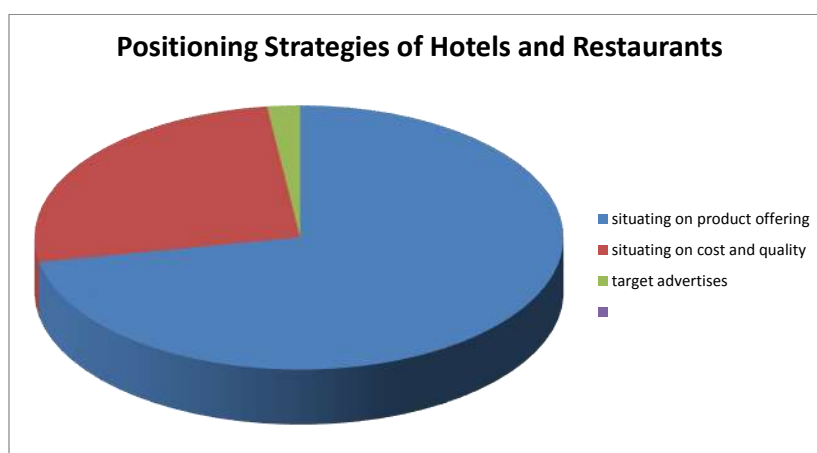


Figure 7. Positioning strategies of hotels and restaurants

Distribution of target markets

As indicated by segmentation strategies, the hotels, which use "behaviour segmentations", pick the customers who are "pursuing for home environment in excursion" as a target market; while the respondents, which apply "psychographic segmentations", focus available comprises of "high-rate visitors who are industrious in solace".

CONCLUSION AND RECOMMENDATIONS

In recent years, hotels and restaurants, which run business for a long time in the world, have been developing to address the needs of customers. They are bound to have a more elevated amount of faithful customers for the reason that the visitors will in general visit a similar undertaking for an occasion on the off chance that they are fulfilled with superb administration given. For market targeting, hotels and restaurants will in general incline toward amassed advertising system in which the undertaking dedicates its projects to just one market. Additionally, undifferentiated or entire market methodology isn't actualized in hotels and restaurants. Persistent market inquires about are directed in hotels, which target high pay visitors, to pursue the patterns in customers' needs and to build up the merchandise and

enterprises correspondingly required, developed through client inclinations and examining client requests and desire, matches with the administration included tasks of hotels and restaurants. Toward this path, they can keep their solid position in the market because of the way that they offer administration which surpasses the desires for visitors. Other than the cordiality enterprises that work together for mass the tourism industry, hotels and restaurants advance to the sightseers who are happy to pay more on account of the extraordinary administration they are advertised. Along these lines, the hotels and restaurants contribute more to run business and the nation as far as monetary, social, natural, and social guidelines. To meet the exclusive requirements of the visitors, hotels need to contend at a degree of the world models. In the tourism industry, the methodology, learning and capacity of the specialist co-op are very significant.

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