

**THE IMPACT OF MARKETING MIX ELEMENTS ON CUSTOMER RE-VISIT INTENTION IN HOTEL INDUSTRY IN HATTON ZONE, NUWARA-ELIYA**



**BY**

**VINUSHA JAYARAM**

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## ABSTRACT

The purposes of this study is to analyze the impact of marketing mix (7P's) on the customer re-visit intention. Revisit intention has been a key focus in tourism research since it is critical in destination marketing. Studies reveals that in hotel industry, retaining a customer is ten times profitable than attracting a new customer. Maintaining a satisfied customer is pivotal to shape their revisit intention as literature proposes in this field. Marketing mix is critical in any form of attracting and retaining customers for a destination leading to a successful hospitality service. This research focuses on service marketing mix elements or the 7P s' including product, price, promotion, place, process, people and physical evidence and how the marketing mix impact on revisit intention of customers in hotel industry with special reference to the Hatton zone, Nuwara Eliya.

By identifying the most influencing marketing mix elements that impact on customer revisit intention, the stake holders, government, other responsible bodies and policies can be make effective change for attracting and retaining the visits. A conceptual framework has been developed based on the 7P's in service marketing. The stratified sampling method was used to collect the data from the 144 customers who were engaged with the hotels The Argyle, Capital O 281 Laa Adams and Dickoya by Jetwing. univariate analysis and bivariate analysis were used to analyze the data. To increase the revisit intention level in hotel industry, 7P's concept can be considered with proper strategic framework.

The analysis of this research implies that there was a positive relationship between all the marketing mix factors and customer revisit intention and the results revealed process, people and physical evidence are highly impact on the customer revisit intention in Hatton zone, Nuwara-Eliya. Implementing proper hospitality service along with process of the hotel management system, motivating friendly behavior of staffs towards customers', ensuring the pleasant environment, destination management system, standardized the quality of the destination and standard level of promotion should be done for retaining the existing visitors are the suggestions of this research.

Key words: Marketing Mix, Customer re-visit Intention, Hotel industry.

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