Demographic or Psychographic Hotel Segmentation? The Emerging Market of Domestic Women Business Travellers

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Abstract

Market segmentation is a key marketing strategy practised by hotels. Adoption of a combination approach where demographic variables are amalgamated with the psychographic constructs can be utilized to segment the women on a domestic business trip. This will yield enlightening results for the hospitality marketers which will eventually enable them to design marketing mixes and products suited to fulfil the requirements and preferences of this particular segment of women. Using online surveys along with qualitative techniques for collecting data and analysing them through multivariate statistical techniques may take the hospitality industry to the next level of success.

Keywords: Market segmentation, Domestic women business travellers, Demographic variables, Psychographic constructs, hospitality industry

1. Introduction

Market segmentation is a crucial process in the hospitality industry to categorize guests into smaller groups representing similarities in

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behaviour and preferences. Designing market strategies is essential as the hotel industry needs to forecast in advance to get a deeper understanding of the requirements of guests. Innovations and novelty in product designing and positioning to create experiences and delightful moments for guests from diverse cultures and economic backgrounds is an ongoing process for managers.

For fulfilling work allied corporate responsibilities, business travel has become crucial in the modern-day scenario (Doyle & Nathan, 2001). Business travellers utilize accommodation services on a recurrent basis. Managers need to have in-depth knowledge about the needs of business travellers so that products and services can be tailored to satisfy their wants (Weaver & Oh, 1993).

Brownell (2011) postulated that the women's business travel segment has been greater than before, therefore hotel managers should have an understanding of their needs. The author also stated that connecting with women business travellers to spawn optimistic emotional responses necessitates offering products, services, and amenities in a collective manner. Gumaste (2019) revealed that hoteliers can augment their market share by catering to this leading segment of independent women. Whilst demographic segmentation has been used by marketing managers, the concept of psychographic segmentation still needs to be explored by hotel managers. Hassan & Craft (2012) postulated that segmentation variables chosen should be multidimensional which when clubbed with appropriate brand positioning strategies help the firm in being successful amongst the market rivals.

The objective of this study is to facilitate the hotel management to understand how the amalgamation of demographic as well as psychographic segmentation approaches to categorising female business travellers on a domestic trip is beneficial to the hospitality sector.

2. Methodology

The exploratory study is based on a review of literature wherein the authors have analyzed 45 research papers utilising key terms like market segmentation, demographic, psychographic segmentation, hotels, hospitality, business travellers, and female

business travellers from English-speaking and peer-reviewed journals. Furunes(2019) advocated that the main idea behind pursuing a systematic review of literature is to generate and create awareness about a specific topic of research or a research question being addressed. Incorporating a narrative review of literature need not essentially reveal the rules for the decisions regarding the significance of the articles included or their validity. The study incorporates a narrative systematic review as it exclusively focuses on the market segmentation process followed in the hospitality industry.The review elucidates existing awareness and knowledge on the subject of demographic and psychographic segmentation in the hospitality sector, providing an expansion of the same concerning female business travellers.The 45 articles reviewed have also been placed in a tabular form for a quick understanding of which statistical tools were used, the significance of the study, gaps, and other key remarks are enumerated against the research title and authors, which makes the interpretation easier at a glance.

3. Market Segmentation in the Hospitality Industry

The hospitality industry accredited market segmentation as a practicable approach for strategic planning in the era of 1980 (Crawford-Welch, 1990). Market segmentation in the hospitality sector will always be pursued with full force as hotels need to profile their guests, to have a sustainable market share throughout. The process also helps in overcoming saturation by integrating approaches for product development for niche market segments (Bowie, Buttle, Brookes, & Mariussen, 2016)

Wong & Chi-Yung (2002) argued that hoteliers to date rely on analyzing guest information obtained through the process of registration and guest comment cards. Productive results cannot be obtained from information gathered by these sources. Practising novel market segmenting techniques like the hierarchical self-organizing model that functions on envisioning the outcomes of market segmentation in a step-wise manner, in the form of graphic assessment (Hung & Tsai, 2008) can help managers gather a plethora of guest information for product marketing (Bowen, 1988). Women business travellers pursuing work-related travel are identified to be an expanding market. Hotels seem to make

tremendous efforts for catering to this segment of women to gain their loyalty and trust (Hao & Har, 2014).

Hotels need to direct their time, money, and effort to construct reliable and stable market segmentation programmes that not only help to reach and fulfil the needs of the target market but also gain leverage over the market competitors. Keeping pace with the latest market trends also needs to be considered while segmenting the market. The following table highlights general studies based on market segmentation.

Table 1. A Primary Study of Universal Market Segmentation-Based Articles

Research Paper	Author/s	Survey Instrument & Data Analysis Tools	Gaps	Remarks
The Relevance & Utility of Market Segmentation for the International Hospitality Industry.	Khare, A., & Bhagwat, J. (2019)	Review Based Paper	Secondary data-based study.	Importance of segmenting in hotels by adopting sole/combination variables.
Creating Value for Women Business Travelers: Focusing on Emotional Outcomes.	Brownell, J. (2011)	Review-based study.	Emotions as a construct for hotel choice are not included.	A holistic combination of services, facilities & amenities should be offered to women guests.

Segmentation: A Tourism Stakeholder View.	Tkaczynski, A., Rundle-Thiele, S., & Beaumont, N. (2009)	Case Study-Based Research	Conducted at one regional destination.	Combination of segmentation variables to develop tourism profiles.
Market Segmentation Based on Hierarchical Self-Organizing Map for Markets of Multimedia on Demand.	Hung, C., & Tsai, C.-F. (2008)	The questionnaire, Agglomerative Cluster Analysis	The model provided to be empirically investigated for major consumer-based products & services.	Hierarchical self-organizing segmentation provides managers to visualize market segmentation with this decision-making tool.
Meaningful Travel: Women, Independent Travel and the Search for Self and Meaning.	Wilson, E., & Harris, C. (2006)	Combined analysis of 2 qualitative, interpretive studies.	Inductive reasoning through grounded analysis, demographics & psychographics is not analyzed.	Meaningful travel experiences of solo women travellers divulge 3 themes-self-identification, self-empowerment, and connectivity with others.
Market Segmentation in Hospitality Research: No Longer	Bowen, J. T. (1998)	Review Based	Communication strategies for target market segments	Market segmentation, targeting, & positioning trends in hospitality &

A Sequential Process. Internation al			were not discussed.	tourism reviewed.
Market Segmentati on in the Hospitality Industry.	Crawford -Welch, S. (1990)	Review Based	Segmentati on models are not related to the hotel guest category.	Market segmentation practiced in the hospitality industry.
Product Differentiat ion and Market Segmentati on as Alternative Marketing Strategies.	Smith, W. R. (1956)	Review Based	Market segmentati on typologies were not discussed.	Marketing Strategies to focus on both market segmentation & product differentiatio n.

Source: The Researchers

4. Demographic Segmentation in the Hospitality industry

The major purpose of using demographic market segmentation is the ease with which demographic variables can be analyzed. Segmenting the market based on demographics is found to be most relevant and is practiced even in the international hotel industry (Khare & Bhagwat, 2019). Income (Smith & Costello, 2009) and age (Oh, Parks, & Demicco, 2002) have been identified as the most accepted variables to segment the tourism and hospitality market for long. Age and gender have also been adopted to segregate hotel guests based on their customer satisfaction (Martin, Sánchez-Rebull, & Rudchenko, 2018).

Gender, level of education, and income of the users of sharing economy services were found to have a significant association with consumer typologies (Lutz & Newlands, 2018). Perceptions of

service quality in the hospitality industry are also impacted by the demographic traits of guests (Hagan, 2015). Gursoy, McCleary, & Lepsito (2003) revealed that marital status and rate of dining out were the key constructs associated with the complaining nature of guests visiting restaurants. Demographics have also been opted for exploring and segmentingthe female travel market by numerous researchers (Pennington-Gray & Kerstetter, 2001; Oh, Parks, & Demicco, 2002; Chiang & Jogaratnam, 2006; Khoo- Lattimore & Prayag, 2015).

Implementing and being dependent merely on the assessment of descriptive variables for segmentation in the hospitality industry may not be beneficial since these variables do not offer information regarding guest behavior and penchants (Crawford-Welch, 1990). Many authors have criticized the usage of single demographic factors for the process of market segmentation (Tkaczynski, Rundle-Thiele, & Beaumont, 2009; Kotler & Armstrong, 1999)

Table 2 presents segmentation studies based on demographic constructs.

Table 2. A Summary of Demographic Market Segmentation-Based Studies

Research Paper	Author/s	Survey Instrument & Data Analysis Tools	Gaps	Remarks
Meal Identity as Practice - Towards an Understanding of Business Travellers' Meal. International Journal of Gastronomy and Food Science.	Sundqvist, J., Walter, U., & Hörnell, A. (2020).	Web-based Questionnaire, Kruskal-Wallis, Mann-Whitney U, and Fisher's exact test.	The sample included Swedish business travellers.	Women guests were more price conscious, needed more technical help than males, and preferred eating at home, whereas

				male business guests preferred dining with others when travelling alone.
Consumer Segmentation Within the Sharing Economy: The Case of Airbnb.	Lutz, C., & Newlands, G. (2018)	The questionnaire, Content analysis, Linear Regression	Sample not a true representative of the population, Culture not discussed.	Guest segmentation in Air BnB is associated with demographics & travel groups.
Hotel Guests' Satisfaction: A Segmentation Based on Age and Gender Using Topsis Fuzzy Methodology.	Martin, J., Sánchez-Rebull, M.,& Rudchenko, V. (2018)	The questionnaire, Fuzzy theory	Hotel category, and guest culture not analyzed. Psychographic constructs not included.	Guest satisfaction is linked with age & gender.
Segmenting Customers by Participation: An Innovative Path To Service Excellence.	Chen, S. C., Raab, C., & Tanford, S. (2017).	Online survey, Factor & cluster analysis, MANOVA	The sample included only restaurant customers, an online survey for data collection	4 groups of restaurant customers participate in service encounters -active, timid, rational, and passive.
The	Khoo-	A	Travel	Women on

Girlfriend Getaway Market: Segmenting Accommodation and Service Preferences.	Lattimore, C., & Prayag, C. (2015)	questionnaire, Cluster analysis, discriminant analysis, ANOVA	motivations & characteristics/behaviour are not included. Data were collected from a single hotel.	a girlfriend getaway have the same demographics but different accommodation preferences.
Service Quality Perceptions and Socio-demographic Characteristics of Hotel Guests in the Western Region of Ghana.	Hagan, E. (2015)	Questionnaire, chi-square test of independence, ANOVA	Hotel type, travel motivations, and type of guests were not discussed.	Socio-demographic traits impact guests' quality perception.
A Study of Preferences of Business Female Travelers on the Selection of Accommodation.	Hao, J. S., & Har, C. O. (2014)	Multiple choice questions, percentages calculated based on data obtained.	Only 6 factors were studied for requirements of female business travellers -safety & security, hotel location, price, cleanliness, and amenities provided.	Security & safety are the prime concern for women business travellers. Efficient guest room door locking system & female-only car park are two major issues for women hotel guests.

How do Guests Choose a Hotel?	Baruca, P. Z., & Civre, Z. (2012)	Questionnaire, Descriptive analysis, hierarchical cluster analysis, ANOVA	Leisure travellers and Slovene guests dominated the sample.	4 hotel guests' segments, discussed important hotel selection factors for guests.
Creating Value for Women Business Travelers: Focusing on Emotional Outcomes.	Brownell, J. (2011)	Review-based study.	Emotions as a construct for hotel choice are not included.	A holistic combination of services, facilities & amenities should be worked upon by hotels for women guests.
Are Lodging Customers Ready To Go Green? An Examination Of Attitudes, Demographics, And Eco-Friendly Intentions.	Han, H., Hsu, L.-T. J., Lee, J.-S., & Sheu, C. (2011).	Questionnaire, Multiple Regression, ANOVA	In the web-based survey, the Star rating of a hotel is not considered	Demographics were studied about revisiting intention, willingness to pay more and word-of-mouth promotion.
Exploring the Use of the Abbreviated Technology Readiness Index for Hotel	Victorino, L., Karniouchina, E., & Verma, R. (2009)	Questionnaire, factor analysis	Data not collected from actual hotel guests, longitudinal research proposed for result validation.	The technology readiness index is used as a segmentation tool.

Customer Segmentation.				
Segmentation Of Tourist Market – Women As Consumers.	Curcic, N., Zakic, L., & Galantic, M. (2009)	Questionnaire, percentage calculation only	Gender is the only variable considered, and statistical analysis was not performed.	Women have experienced tourism consumers, and spend more money.
Hotel Business Travellers Satisfaction Based on Service Quality: A Segmentation Approach in Inner City Five-Star Hotels.	Kamenidou, I., Balkoulis, N., & Priporas, C.-V. (2009).	Questionnaire, Descriptive statistics, factor & cluster analysis,	Only 2 five star hotels were considered for the study	Clusters – satisfied, indifferent, moderately & quite Satisfied business travellers identified socio-economic characteristics and revealed a similar satisfaction rate.
Characteristics of Members of Hotel Frequent-Guest Programs: Implications For The Hospitality Industry.	Toh, R. S., Dekay, F., & Raven, P.(2008)	Questionnaire, Independent sample t-tests, Chi-square, Discriminant analysis	Personality & characteristics are not discussed as part of the behavioural profile.	Frequent guest programs help hotels earn brand loyalty & market share. Women business travellers are important for hotels.

Domestic Business Travel in Canada with a Focus on the Female Market.	Smith, W. W., & Carmichael, B. A. (2007)	The telephone survey, Bivariate analysis, chi-square, cluster analysis	Data availed from Canadian travel survey.	Segmented domestic female business travellers in 3 clusters.
CHAID-based Segmentation: International Visitors' Trip Characteristics and Perceptions.	Hsu, C. H., & Kang, S. K. (2007).	Questionnaire, CHAID segmentation, chi square, ANOVA, MANOVA	Selected demographic variables were used, and psychological factors for guest return were not used in the study.	Based on age and income 6 traveller segments were identified.
Meaningful Travel: Women, Independent Travel and the Search for Self and Meaning.	Wilson, E., & Harris, C. (2006)	Combined analysis of 2 qualitative, interpretive studies.	Inductive reasoning through grounded analysis. Meaningful travel in the study is based only on the experiences of women, demographics & psychographics not analyzed.	Meaningful travel experiences of solo women travellers divulge 3 themes-self-identification, self-empowerment, and connectivity with others.
Understanding Resort Visitors through Segmentation.	Inbakaran, R., & Jackson, M. (2005)	Questionnaire, Cluster analysis, chi-square, ANOVA	The sample belonged to resort visitors from Australia only.	4 clusters of resort visitors- Romantics, Immersers, Tasters and Veterans.
Segmenting	Gursoy,	Data were	Data was not	Restaurant

Dissatisfied Restaurant Customers Based on Their Complaining Response Styles.	G., McCleary, K., & Lepsito, L. (2003)	obtained from an Adult longitudinal panel survey. cluster analysis, chi-square	collected from actual restaurant guests, negative word of mouth is the only dimension studied.	guests grouped on complaining response styles, dining out frequency, and marital status were found significant.
Perpetuating the Male Gaze as the Norm: Challenges for "Her" Participation in Business Travel.	Harris, C., & Atlejevic, I. (2003)	In-depth interviews, focus groups, questionnaires, discourse analysis of business travel advertisements	The needs and roles played by women business travellers are not discussed.	Women business travellers want to market services designed as per their needs.
Age and Gender Based Market Segmentation: A Structural Understanding.	Oh, H., Parks, S. C., & Demicco, F. J. (2002)	Questionnaire, Variance & covariance matrices, Multi-sample analysis for models. Chi-square (Goodness of fit), MANOVA	Travel purpose not included, data taken from only 2 luxury hotels.	Gender-based segmentation significant differences in the expectations & perceptions whereas the level of satisfaction, and disconfirmation remained the same.
What do University-	Pennington-Gray,	Questionnaire, Factor	Variables like gender, travel	Leisure women

Educated Women Want from Their Pleasure Travel Experiences ?	L., & Kerstetter, D. (2001)	analysis, Ward's hierarchical cluster method, descriptive statistics	motivation, and travel behaviour was not evaluated.	travellers clustered in 3 groups having different Employability status.
Segmenting The Business Traveler Market.	Weaver, P. A., McCleary, K. W., & Jinlin, Z. (1993)	Questionnaire, Factor analysis, Cluster analysis, Discriminant analysis, frequency distribution, cross-tabulations. ANOVA.	Sample dominated by male business travellers. Gender-based preferences of business travellers not revealed.	3 clusters of business travellers based on 55 factors associated with hotel selection criteria.

Source: The Researchers

5. Psychographic Segmentation in Hospitality Industry

Psychographic segmentation helps the marketer to get a clearer picture of the markets targeted. Psychographic studies aid in developing user profiles by exploring their lifestyles, values, and personality (Barry & Weinstein, 2009; Zins, 1998). Tam & Tai (1998) stated that this segmentation approach aids to forecast the guest prerequisites in a better mode, consequently aiding in designing elaborate marketing strategies.

Wilson & Harris (2006) in their study on female travellers projected a set of three themes originating from their meaningful travel experiences namely self-identification, self-empowerment, and connectivity with others. Khoo-Lattimore & Prayag (2015) segmented women on a girlfriend getaway clearly stating that these women were homogeneous in their demographic makeup still differing in their accommodation preferences as self-image is also linked with the products consumed by a person. Identification

of the exact attitudinal dimension to be considered for segmenting the market is of utmost importance.

Table 3. A Summary of Psychographic Market Segmentation-Based Studies

Research Paper	Author/s	Survey Instrument and Data Analysis Tools	Gaps	Remarks
Me, My Girls, and the Ideal Hotel: Segmenting Motivations of the Girlfriend Getaway Market Using Fuzzy C-Medoids for Fuzzy Data.	Khoo-Lattimore, C., Prayag, G., & Disegna, M. (2018).	Questionnaire, Fuzzy C-Medoids clustering for fuzzy data (FCM-FD), multinomial fractional model	The sample includes English-speaking women only; Motivation is the single variable studied	3 segments of Girlfriend getaway women-rejoicers, socializers, and enjoyers based on the push &pull theory identified.
Segmenting Customers by Participation: An Innovative Path To Service Excellence	Chen, S. C., Raab, C., & Tanford, S. (2017).	Online survey, Factor & cluster analysis, MANOVA	The sample included only restaurant customers, an online survey for data collection	4 groups of restaurant customers participating in service encounters in hospitality-active, timid, rational, and passive.
Segmentatio	Srihadi,	Questionna	In	4 clusters of

n Of The Tourism Market For Jakarta: Classificatio n Of Foreign Visitors' Lifestyle Typologies.	T. F., Dadang Sukandar , H., & Soehadi, A. (2016).	ire, factor & cluster analysis,	convenienc e sampling, the sample included English-speaking internationa l visitors,	internationa l visitors to Jakarta were revealed using AIO variables.
Segmentatio n of Reward Program Members to Increase Customer Loyalty: The Role of Attitudes Towards Green Hotel Practices.	Sarah, T., & Krisitn, M. (2015).	Online e-survey, factor analysis, multiple correlation s, cluster analysis, ANOVA	Active reward programme members were included, attitude is the only psychograp hics measure used.	Customer segments were identified based on attitudes towards green hotel practices.
Lifestyle Segmentatio n of Spa Users: A Study of Inbound Travelers to Hong Kong.	Kucukust a, D., & Guillet, B. D. (2016).	A structured questionna ire, factor & cluster analysis, ANOVA	Sample majorly includes business travellers	Spa-goers in Hongkong prefer day and hotel spas, 5 clusters revealed - health conscious and intellectual, average, family-focused, pleasure-oriented, and carefree.

Profiling the Potential "Green" Hotel Guest: Who Are They and What Do They Want?	Barber, N. A. (2014).	Questionna ire, Descriptive statistics, cluster analysis, MANOVA, ANOVA	U.S.-based sample; environmen tal attitude is the single variable used.	4 clusters were identified for the green hotel guests- hunter green, green, light green & not at all green.
Consumer Behaviour in Tourism: Concepts, Influences and Opportuniti es.	Cohen, S. A., Prayag, G., & Moital, M. (2014)	Review Based Paper	Longitudin al researches & quantitative approaches in consumer behaviour literature need to be addressed.	Decision- making, values, motivations , self- concept, personality, expectation s, attitudes, perceptions, satisfaction, trust and loyalty - are key concepts impacting consumer behaviour in the context of tourism.
Segmenting Business Travellers in the Yangtze River Delta Urban Agglomerati	Dong, Z., Zhao, X., Wu, B., & Li, L. (2014)	Questionna ire, Cluster analysis	The geographica l location of the sample and travel demands of business	Segmentati on of business travellers (relaxed, adapting, demanding)

on Based on Individual Attitudes.			travellers are not included in the model construction.	done based on travel & life-based attitude.
Are Lodging Customers Ready To Go Green? An Examination Of Attitudes, Demographics, And Eco-Friendly Intentions.	Han, H., Hsu, L.-T. J., Lee, J.-S., & Sheu, C. (2011).	Questionnaire, Multiple Regression, ANOVA	In the web-based survey, the Star rating of a hotel is not considered	The eco-friendly attitude of hotel guests was studied concerning word of mouth, revisit intention and willingness to pay more.
Understanding the Consumer Experience: An Exploratory Study of Luxury Hotels.	Walls, A. R., Okumus, F., Wang, Y., & Kwun, D. J.-W. (2011)	In-depth interviews	Needs & experiences of different travellers not mentioned, personal &trip characteristics not mentioned.	Tangible & humanitarian aspects are important for the guest experience.
Segmenting Visitors to a Culinary Event: Motivations, Travel Behavior, and	Smith, S., & Costello, C. (2009)	Questionnaire, Factor Analysis, Cluster Analysis, chi-square	Single geographic location and a single culinary event were studied.	Segmentation of visitors based on push motivations.

Expenditures.				
The New Strategic Imperative: Understanding the Female Business Traveler.	Newth, F. (2009)	Web link shared with participants, Correlation analysis, factor & cluster analysis, descriptive statistics, correlation matrix	Web-based survey for data collection.	3 categories of business women travellers- the connective, empowered and the productive.
Business Psychographics Revisited: From Segmentation Theory To Successful Marketing Practice.	Barry, J., & Weinstein, A. (2009)	Case Study based research	Monitoring organization performance is not incorporated.	The importance of micro-segmentation is revealed using psychographic constructs.
Why Do Women Travel Solo For Purposes Of Leisure?	Chiang, C.-Y., & Jogaratnam, G. (2006)	An online questionnaire, factor analysis, ANOVA	The sample includes leisure women travellers only, a web-based survey.	5 motivational constructs were revealed for solo leisure women travellers who differed in demographics &tripograp

				hics.
Understanding Resort Visitors through Segmentation.	Inbakaran, R., & Jackson, M. (2005)	Questionnaire, Cluster analysis, chi-square, ANOVA	The sample belonged to resort visitors from Australia only.	4 clusters of resort visitors- Romantics, Immersers, Tasters and Veterans.
Predicting Hotel Choice Decisions and Segmenting Hotel Consumers: A Comparative Assessment of a Recent Consumer Based Approach.	Wong, K. K., & Chi-Yung, L. (2002)	Questionnaire, Conjoint Analysis, t-tests, cluster analysis	Convenience sampling, hotel stay-based study only, a managerial aspect not included.	Room rate-an important aspect of hotel selection by international travellers.
The Australian and Croatian Youth Travel Markets: Are They Different?	Reisinger, Y., Mavondo, F., & Weber, S. (2001)	Questionnaire, Path Model, Regression, chi-square difference test	Student sample not drawn from actual tourism setting.	Psychographic profile of youth travel market determined using lifestyle, motivation, activities preferred individuality and cultural ethics.

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What do University-Educated Women Want from Their Pleasure Travel Experiences?	Penningt on-Gray, L., & Kerstette r, D. (2001)	Questionna ire, Factor analysis, Ward's hierarchica l cluster method, descriptive statistics	Variables like gender, travel motivation, and travel behaviour was not evaluated.	Leisure women travellers clustered in 3 groups- rest aspirants, family aspirants, and action seekers.
LeisureTrav eler Choice Models of Theme Hotels Using Psychograp hics.	Zins, A. (1998)	Path analysis, Regression &Correlati on	Guest participatio n not revealed. Everyday activities, preferences, time, and monetary restrictions can be included to study theme hotel selection.	Personal values, lifestyle, vacation style, and benefits sought- 4 psychograp hic constructs adopted to study theme- based hotel choice variables.
The Psychograp hic Segmentatio n of the Female Market in Greater China.	Tam, J. L., & Tai, S. H. (1998)	Questionna ire, Factor analysis, Cluster analysis, ANOVA	Blue collar females are not targeted; the sample includes working women 18 to 35 years of age only.	4 segments of women were identified.

Source: The Researchers

6. The Women Business Traveller

Women who travel are reflected as knowledgeable and dynamic consumers. They intend on getting absolute value for money for tourist purchases undertaken (Curcic, Zakic, & Galantic, 2009). The female business traveller being valiant and self-assured takes independent business trips. Work-based travel empowers female travellers in the domain of the corporate world (Harris & Atlejevic, 2003). Women business travellers want the hotel industry to give recognition to their needs besides making them feel safe and appreciated (Brownell, 2011; Hao & Har, 2014). Newth (2009) classified women business travellers based on their needs and behaviours in three clusters-productive, connective, and empowered women business travellers. Smith & Carmichael (2007) identified that women travelling for business are younger and single and they prefer to indulge in more outdoor activities when they travel for domestic business trips. Toh, Dekay& Raven (2008) mentioned that hotels should focus on targeting female business travellers as their numbers are on the rise.

7. Suggested Conceptual Model

The authors have suggested a theoretical model of "beneficial effects for segmenting domestic women business travellers in the hospitality industry". This model highlights that incorporating descriptive factors like age, gender, income, education level, and trip characteristics along with psychographic constructs of attitudes, values, behaviour, and lifestyle will help hotels to create memorable emotional experiences for domestic female business travellers. Appropriate product and service positioning merged with novelty and innovations to deliver tailor-made experiences for women guests will help in achieving more satisfied guests ultimately increasing their brand loyalty towards the hotel property with an improved revisit intention and word of mouth promotion. Also, because the average revenue generated per room is higher in the case of women business travellers, hotels must recognize the importance of this vital market segment of women (Sathyanarayanan, 2014).

Fig 1: Model of Beneficial Effects for Segmenting the Domestic women business travellers in the Hospitality Industry
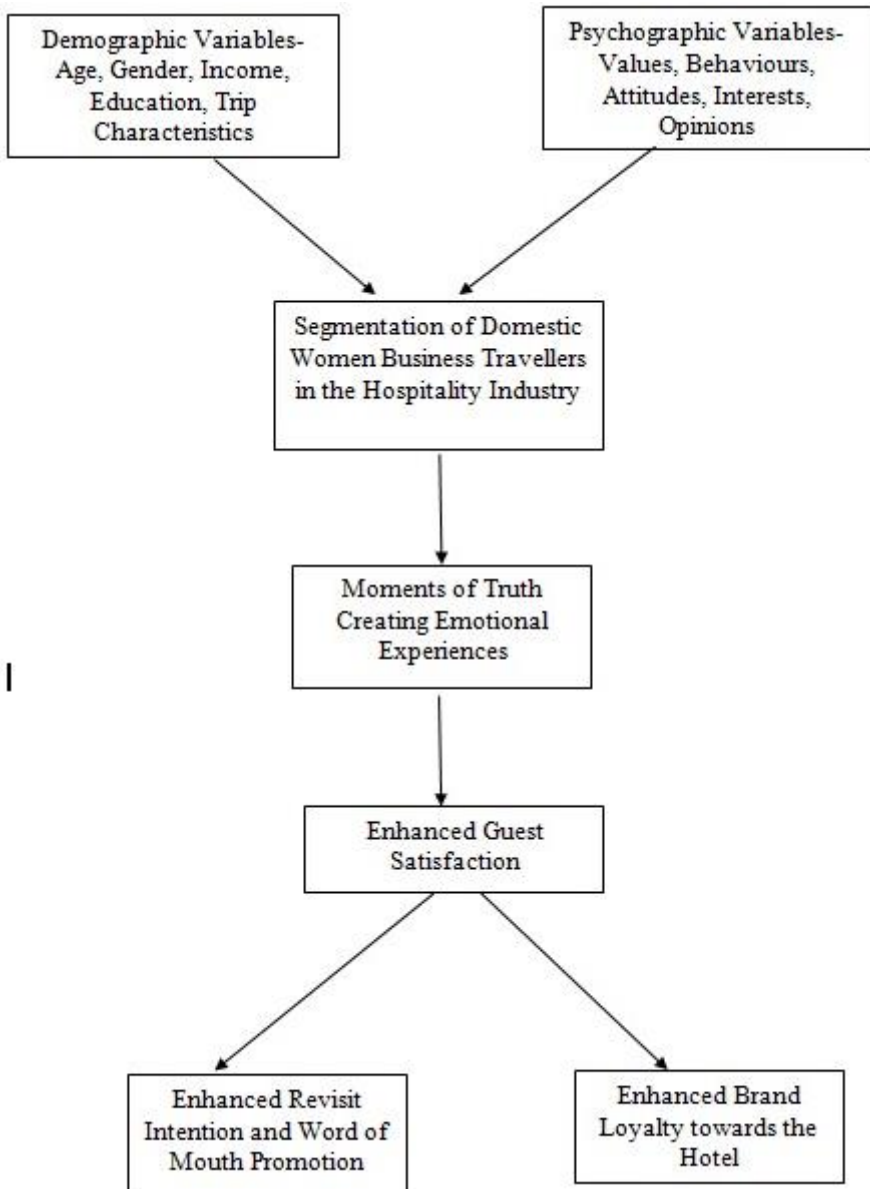
Source: The Researchers

8. Discussion

The review of literature majorly highlights demographic and psychographic segmentation techniques while revealing the importance of the growing number of female business travellers to the hospitality industry. Swarbrooke (1999) stated that variables chosen for segmenting the market can be determined only through a detailed, thoughtful, and rigorous effort made to observe the segments to be served by the sector.

As addressed by this study, market segmentation is a key function of the hospitality industry especially when the targeted market comprises niche guest segments. For segmenting the rising and powerful segment of women travellers on a work trip, it is essential to integrate psychographic constructs with the demographic variables to have an in-depth cognizance of their needs regarding hotel accommodation preferences (Nica, Gajanova, & Kicova, 2019). Difference in the level of satisfaction concerning service quality cannot be discovered through socio-economic characteristics only (Kamenidou, Balkoulis, & Priporas, 2009) therefore making it important to incorporate variables like attitude, values, and personality in market segmentation approaches.

9. Industry Implications

The hospitality industry needs to progress and advance per the segmentation techniques adopted since only a proper approach can segment the targeted domestic female business travellers in the best manner. Only when target segments are satisfied with products and services designed for their consumption, can the hospitality industry gain a competitive advantage by creating a brand for itself in the marketplace. As mentioned by Smith & Carmichael (2007), female business travellers have requirements that vary from their male equivalents making it imperative for hotels to focus on fulfilling the same to enhance their brand worth and gain a competitive advantage in the market.

Selecting the most suited and appropriate technique to cluster the various segments of women is a key aspect for hospitality players. Effective communication through advertising and other

promotional policies to satisfy the desires of women business travellers can only be probable if a proper assessment of the various segments of women has been accomplished.

10. Conclusion & Scope for Future Research

The study elucidates the importance of implementing psychographic constructs for segmenting the domestic female business traveller market along with the traditional demographic variables. Since market segmentation is a key process, identification of the method best suited for the marketers of a particular hotel depends on recognizing and assessing the variables and factors that reveal actual travel behaviour and preferences of the domestic female business travellers. Demographic variables encompassing age, income, and nature of occupation with trip details of women business travellers when combined with psychographic characteristics and features will help in yielding information related to their specific requirements.

Qualitative methods of data collection like focus group interviews and structured interviews can also be implemented along with survey-based techniques by requesting and inviting in-house domestic women business travellers to participate in the same. Using multivariate instead of the contemporary univariate analysis and assessment of data can be practised. Adopting advanced methods of data assessment is more beneficial since it reveals detailed results as more variables can be assessed using a single technique. These assessment techniques include performing data analysis and interpretation through factor analysis, cluster analysis, conjoint analysis, multiple regression analysis, and multivariate analysis of variance (Crawford-Welch, 1990).

The research is an exploratory study based on a critical review of the articles comprising demographic and psychographic market segmentation methods about the hospitality industry while addressing the segmentation of domestic women business travellers only. An empirical investigation of hotels across India for different guest segments may help in validating the results of the study. A key limitation is the possibility of language bias as the

authors have reviewed papers in the English language only and have not included research publications in other languages.

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