



A Study on the Consumer Decision Making for OYO Rooms in Patna

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Abstract : India has undergone a huge population explosion. Urbanisation and demographic developments have contributed to an enhanced level of desire for tourism. This has resulted into the proliferation of hotels and guesthouses for the purpose of bracing up to meet the business opportunities.

A plethora of changes in economic policies resulting into a face-lift of the economic scenario has prompted a young entrepreneur RiteshAgrawal to come up with the concept of OYO Rooms. It is now India's largest hospitality company.

The chain of branded business hotel in India as against the hotel industry in particular. Started in 2013, it offers a network of branded budget hotels all around India. In a very short span, OYO Rooms has built a network of 2500+ hotels.

The present success of OYO rooms is a result of the innovative use of technology and marketing practices, in general.

Keywords : Hotels, economic, business opportunity.

Introduction :

The hotel industry in India predominantly thrives on the growth of tourism and travel industry. Due to increase in tourism, with a phenomenal rise in foreign and domestic tourists, hotel sector is bound to grow exponentially. There is an emergence of budget hotels in India to cater to such prospects which seek affordable stay during their visits. Many service firms have become successful by identifying and then satisfying a previously unrecognised or unsatisfied consumer want. (Stanton, et.al, 2007).

OYO Rooms was the first to spot this business opportunity of fixing the customers problems who wanted a luxurious yet affordable stay in the price range of Rs 999 to Rs 3000. The OYO Rooms provide standardised rooms in budget hotels with features such as air conditioning, complimentary breakfast, free Wi-Fi with 24 hours customer service support. They also provide flat TVs, spotless white bed linens, fine branded

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