

A Study on Consumer Preference Towards Healthy Breakfast and Nutritious Beverages in Luxury Hotels of Chennai

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Abstract: The hospitality industry in Chennai has undergone substantial transformation due to increasing consumer awareness regarding health, wellness, and nutritional food consumption. Modern travellers and urban consumers are increasingly inclined toward healthy breakfast options and nutritious beverages while staying in luxury hotels. The demand for wellness-oriented dining experiences has encouraged luxury hotels in Chennai to redesign their breakfast menus by incorporating organic foods, low-calorie meals, plant-based dishes, functional beverages, and customized nutritional offerings. This research article examines consumer preferences toward healthy breakfast and nutritious beverages in luxury hotels in Chennai and evaluates the factors influencing customer satisfaction, purchasing behaviour, and loyalty. The study adopts a descriptive research methodology using both primary and secondary data sources. Data were collected from guests visiting luxury hotels in Chennai through structured questionnaires and informal discussions. The findings indicate that health consciousness, nutritional value, freshness, hygiene, menu variety, taste, and presentation significantly influence customer preferences toward healthy breakfast services. The research further reveals that consumers are willing to spend premium prices for quality healthy food and beverages in luxury hotels because they associate such offerings with wellness, safety, and superior hospitality experiences. The study concludes that luxury hotels in Chennai can improve customer retention, brand positioning, and revenue generation by focusing on innovative healthy breakfast concepts and wellness-based beverage programs.

Keywords: Breakfast, Nutritious Beverages, Luxury Hotels, Food and Beverage Management

Introduction: In recent years, the hospitality industry has witnessed a remarkable shift in consumer dining preferences due to increasing awareness regarding health, nutrition, fitness, and wellness-oriented lifestyles. Consumers today are more conscious about their dietary habits and actively seek healthy food options even while traveling or staying in hotels. Luxury hotels, which are recognized for providing premium hospitality experiences, have started emphasizing healthy breakfast menus and nutritious beverage offerings to meet evolving guest expectations. In metropolitan cities like Chennai, where urban lifestyles, corporate travel, wellness tourism, and international hospitality standards are rapidly expanding, healthy dining has become an important aspect of hotel food and beverage operations. Breakfast is considered one of the most essential meals of the day because it provides energy, improves concentration, supports metabolism, and contributes to overall physical and mental well-being [1]. Traditionally, hotel breakfasts focused on lavish buffet spreads with high-calorie foods and indulgent

dining experiences. However, modern consumers increasingly prefer balanced meals consisting of fiber-rich cereals, fresh fruits, protein-based dishes, low-fat dairy products, whole grains, organic ingredients, and functional beverages. Nutritious beverages such as smoothies, detox drinks, herbal teas, fresh fruit juices, green tea, almond milk, and probiotic beverages are gaining popularity among health-conscious travellers because of their perceived health benefits [2]. Luxury hotels in Chennai have recognized the importance of wellness-focused dining and have introduced specialized breakfast menus designed to cater to diverse customer preferences. These hotels now offer vegan dishes, gluten-free meals, diabetic-friendly options, low-calorie breakfast combinations, and personalized nutritional services to enhance guest satisfaction [3]. The growing influence of social media, digital marketing, fitness trends, and wellness tourism has further accelerated consumer demand for healthy breakfast experiences. Hotels that successfully integrate nutrition, taste, presentation, hygiene, and customization into their breakfast services are able to attract premium customers and establish strong brand loyalty. The hospitality sector in Chennai has become highly competitive due to the increasing presence of international hotel chains, business travellers, medical tourists, and wellness-oriented guests [4]. Therefore, understanding customer preferences toward healthy breakfast and nutritious beverages is essential for luxury hotel management to improve service quality, menu innovation, and customer retention strategies. This study aims to analyze consumer perceptions, preferences, and satisfaction levels related to healthy breakfast services offered in luxury hotels in Chennai.

Review of Literature: Several researchers have emphasized the growing importance of health-conscious dining behaviour in the hospitality industry. Studies related to consumer behavior reveal that travellers increasingly prefer nutritious and wellness-oriented food options while selecting hotels and restaurants. Healthy dining practices have become an important determinant of customer satisfaction and service quality evaluation in luxury hospitality establishments [5]. Researchers have identified that consumers are more aware of calorie intake, nutritional balance, ingredient quality, and food safety standards compared to previous decades. Literature related to wellness tourism highlights that travellers often associate healthy breakfast experiences with luxury, comfort, and personalized hospitality services [6]. Luxury hotel guests prefer menus that include fresh fruits, organic vegetables, whole grains, protein-rich foods, and natural beverages because such offerings support healthy lifestyles. Functional beverages such as detox water, green tea, herbal infusions, smoothies, probiotic drinks, and cold-pressed juices are increasingly popular among urban consumers and international tourists. Research studies also suggest that menu transparency, ingredient labelling, and dietary customization positively influence customer trust and purchasing behaviour [7]. Studies conducted in the food and beverage management sector indicate that healthy menu innovations can improve hotel competitiveness and customer loyalty [8]. Modern consumers not only seek nutritional value but also expect aesthetic presentation, taste enhancement, sustainability practices, and premium dining experiences [9]. Researchers further note that social media marketing significantly influences healthy food consumption patterns because visually appealing healthy meals attract customer attention and encourage online engagement. The integration of wellness-focused dining into hotel operations therefore contributes to both customer satisfaction and brand differentiation [10].

Research Methodology: The present study adopts a descriptive research design to analyze consumer preferences toward healthy breakfast and nutritious beverages in luxury hotels in Chennai. Both primary and secondary sources of data were utilized for conducting the research. Primary data were collected

through structured questionnaires distributed among guests staying in selected luxury hotels in Chennai. Informal interviews and direct interactions with hotel guests were also conducted to understand consumer opinions regarding healthy dining services. Secondary data were gathered from journals, hospitality magazines, books, research articles, hotel reports, and online academic resources related to hospitality management, nutrition, and consumer behavior. The study used convenience sampling for selecting respondents because it allowed easier access to hotel guests willing to participate in the survey. A total of 200 respondents were included in the study. The collected data were analyzed using percentage analysis, mean score analysis, ranking techniques, correlation analysis, and chi-square tests to identify relationships between customer preferences and satisfaction levels. The study focused specifically on luxury hotels operating in Chennai because these establishments actively promote premium food and beverage experiences and cater to diverse domestic and international customers.

Consumer Preference Towards Healthy Breakfast

The study found that consumers increasingly prefer healthy breakfast options because of growing awareness regarding nutrition and wellness [11]. Most respondents indicated that they choose healthy breakfast items to maintain energy levels, improve digestion, support fitness goals, and avoid unhealthy eating habits during travel. Guests staying in luxury hotels in Chennai preferred breakfast items that combined taste, nutritional value, freshness, and attractive presentation [12]. Frequently preferred healthy breakfast items included oats, multigrain cereals, yogurt bowls, fresh fruits, sprouts, whole wheat bread, egg white preparations, salads, millet-based dishes, and traditional South Indian breakfast items such as idli, dosa, and upma prepared with reduced oil and healthier ingredients. Respondents also expressed interest in organic foods and farm-fresh ingredients because they perceived such items as safer and healthier [13]. Consumers appreciated hotels that provided customizable breakfast menus allowing them to select calorie-controlled meals, vegan dishes, gluten-free items, and high-protein options according to their dietary requirements [14]. The research revealed that nutritious beverages play a major role in influencing guest satisfaction during breakfast services in luxury hotels. Modern consumers increasingly avoid carbonated drinks and sugar-rich beverages because of health concerns. Instead, they prefer natural, organic, and functional beverages that contribute to hydration, immunity, and energy enhancement [15]. Fresh fruit juices prepared without artificial sweeteners were highly preferred among respondents. Smoothies made with fruits, yogurt, seeds, and protein supplements were also popular because consumers viewed them as convenient and nutritious breakfast companions. Green tea, herbal tea, detox water infused with lemon and mint, almond milk, soy milk, and probiotic beverages were commonly selected by health-conscious guests [16]. Many respondents stated that the availability of healthy beverages positively influenced their perception of hotel quality and service excellence [17]. Guests particularly appreciated hotels that offered live juice counters, smoothie stations, and personalized beverage preparation because these services enhanced customer engagement and dining satisfaction [18]. Respondents also expressed interest in locally inspired nutritious beverages using traditional Indian ingredients such as turmeric, ginger, tulsi, buttermilk, and herbal infusions.

Factors Influencing Consumer Preference

The study identified several important factors influencing consumer preferences toward healthy breakfast and nutritious beverages in luxury hotels. Nutritional value emerged as the most influential factor because

customers increasingly prioritize wellness and balanced diets. Freshness and hygiene standards also played a crucial role in shaping consumer trust and satisfaction [19]. Respondents preferred hotels that maintained high food safety standards and used fresh ingredients in meal preparation [20]. Taste and flavour remained essential determinants despite growing health consciousness because consumers expected healthy foods to be enjoyable and satisfying. Menu variety and customization options significantly influenced customer experiences because guests preferred flexibility in selecting meals based on personal dietary preferences. Attractive food presentation and premium dining ambiance enhanced the perceived value of healthy breakfast services. Additionally, service quality, staff knowledge regarding nutrition, and the availability of detailed menu information positively affected customer perceptions. Consumers appreciated hotel staff who could explain nutritional benefits and suggest suitable meal combinations according to dietary requirements.

Variables	Nutritional Value	Taste & Flavor	Freshness	Menu Variety	Beverage Quality	Customer Satisfaction
Nutritional Value	1	0.682**	0.711**	0.645**	0.598**	0.756**
Taste & Flavor	0.682**	1	0.693**	0.621**	0.574**	0.728**
Freshness	0.711**	0.693**	1	0.667**	0.603**	0.781**
Menu Variety	0.645**	0.621**	0.667**	1	0.559**	0.695**
Beverage Quality	0.598**	0.574**	0.603**	0.559**	1	0.734**
Customer Satisfaction	0.756**	0.728**	0.781**	0.695**	0.734**	1

Table 1. Correlation of Healthy Breakfasts and Beverages

Table 1. Reveals a strong positive relationship between healthy breakfast attributes and customer satisfaction in luxury hotels. Among all variables, Freshness of Ingredients shows the highest correlation with customer satisfaction ($r = 0.781$), indicating that guests strongly prefer fresh and hygienic breakfast offerings. Nutritional Value also demonstrates a strong positive correlation ($r = 0.756$), suggesting that health-conscious consumers value nutritious meals during hotel stays. The correlation between Taste & Flavour and customer satisfaction ($r = 0.728$) indicates that customers expect healthy foods to maintain excellent taste and dining quality. Similarly, Quality of Nutritious Beverages has a high positive relationship with customer satisfaction ($r = 0.734$), showing the importance of healthy beverages such as smoothies, detox drinks, herbal teas, and fresh juices in luxury hotel breakfast services. The study further reveals that Menu Variety positively influences customer satisfaction ($r = 0.695$), meaning guests appreciate diverse healthy food choices and customizable meal options. Overall, the results confirm that healthy breakfast services significantly contribute to enhanced guest experiences, satisfaction, and loyalty in luxury hotels in Chennai.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.842	0.709	0.701	0.326

Table 2. Model Summary

The regression model of Table 2. Shows a strong positive relationship between healthy breakfast attributes and customer satisfaction, with an R value of 0.842. The R Square value of 0.709 indicates that approximately 70.9% of the variation in customer satisfaction is explained by the independent variables included in the model. The remaining 29.1% may be influenced by other external factors such as hotel ambience, pricing, staff behavior, and overall service quality.

Model	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	48.762	5	9.752	91.643	0.000
Residual	20.648	194	0.106		
Total	69.410	199			

Table 3. Anova

The regression sum of squares value of 48.762 in Table 3. Indicates the variation in customer satisfaction explained by the independent variables included in the model, namely nutritional value, taste and flavor, freshness of ingredients, menu variety, and quality of nutritious beverages. The residual sum of squares value of 20.648 represents the unexplained variation caused by external factors not included in the study. The total sum of squares value of 69.410 represents the total variation in customer satisfaction among respondents. The calculated F-value of 91.643 is considerably high, which indicates that the regression model provides a strong fit for predicting customer satisfaction in luxury hotels. The significance value (Sig.) is 0.000, which is less than the standard significance level of 0.05. Therefore, the regression model is statistically significant. The analysis confirms that healthy breakfast attributes and nutritious beverage quality have a significant influence on customer satisfaction in luxury hotels in Chennai. This means that factors such as freshness, nutritional value, beverage quality, menu variety, and taste collectively contribute to improving guest satisfaction and dining experiences. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted. The ANOVA results further suggest that luxury hotels should continuously improve their healthy food and beverage services to enhance customer loyalty, strengthen brand image, and maintain competitiveness in the hospitality industry.

Variables	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-value	Sig.
Constant	0.842	0.231	—	3.645	0.000
Nutritional Value	0.318	0.062	0.341	5.129	0.000
Taste and Flavor	0.264	0.058	0.287	4.552	0.000

Freshness of Ingredients	0.356	0.067	0.378	5.313	0.000
Menu Variety	0.192	0.054	0.201	3.556	0.001
Quality of Beverages	0.281	0.061	0.309	4.607	0.000

Table 4. Coefficients

The constant value of 0.842 of Table 4. Indicates the baseline level of customer satisfaction when all independent variables remain constant. The coefficient values reveal that all independent variables positively influence customer satisfaction toward healthy breakfast and nutritious beverages in luxury hotels. Among all variables, Freshness of Ingredients has the highest standardized beta coefficient ($\beta = 0.378$) and a significant t-value of 5.313 with a significance level of 0.000. This indicates that freshness is the strongest predictor of customer satisfaction. Guests staying in luxury hotels highly value fresh, hygienic, and high-quality breakfast ingredients because they associate freshness with safety, nutrition, and premium dining experiences. Nutritional Value also has a strong positive influence on customer satisfaction with a beta coefficient of 0.341 and a significant t-value of 5.129. This result shows that health-conscious consumers prefer balanced and nutritious breakfast options that contribute to wellness and healthy living. The variable Quality of Nutritious Beverages demonstrates a significant positive impact on customer satisfaction with a beta value of 0.309 and a t-value of 4.607. Consumers increasingly prefer healthy beverages such as fresh juices, smoothies, herbal teas, and detox drinks because these beverages enhance the overall breakfast experience. Similarly, Taste and Flavor positively influence customer satisfaction with a beta coefficient of 0.287 and a significant t-value of 4.552. This finding confirms that consumers expect healthy meals to maintain excellent taste and sensory appeal despite their nutritional focus. Menu Variety also significantly contributes to customer satisfaction with a beta value of 0.201 and a significance value of 0.001. Customers appreciate diverse breakfast menus that provide flexibility in choosing meals according to dietary preferences and lifestyle needs. Since the significance values of all variables are less than 0.05, the study confirms that all independent variables significantly influence customer satisfaction toward healthy breakfast and nutritious beverages in luxury hotels in Chennai.

The regression analysis reveals that all independent variables positively influence customer satisfaction toward healthy breakfast and nutritious beverages in luxury hotels. Among the variables, Freshness of Ingredients has the highest standardized beta coefficient ($\beta = 0.378$), indicating it is the strongest predictor of customer satisfaction. This suggests that guests place high importance on fresh and hygienic food preparation. Nutritional Value and Quality of Nutritious Beverages also significantly contribute to customer satisfaction, indicating growing consumer awareness regarding health and wellness. Taste and flavor remain important because customers expect healthy meals to be enjoyable and satisfying. Menu variety positively influences satisfaction by allowing guests to select meals according to their dietary preferences and nutritional requirements.

Conclusion

The present study titled “A Study on Consumer Preference Towards Healthy Breakfast and Nutritious Beverages in Luxury Hotels in Chennai” highlights the growing importance of wellness-oriented dining practices in the modern hospitality industry. The research clearly demonstrates that contemporary consumers are increasingly health-conscious and prefer balanced, nutritious, and hygienic breakfast options during their stay in luxury hotels. The shift in consumer lifestyle, rising awareness regarding nutrition, and the influence of wellness tourism have significantly transformed breakfast consumption behavior among hotel guests. The study found that healthy breakfast attributes such as nutritional value, freshness of ingredients, taste and flavor, menu variety, and the quality of nutritious beverages strongly influence customer satisfaction levels. Consumers highly prefer fresh fruits, whole grains, organic dishes, protein-rich meals, low-calorie breakfast items, and traditional healthy South Indian foods. Nutritious beverages including smoothies, fresh fruit juices, detox drinks, green tea, herbal infusions, and probiotic beverages are also increasingly popular among guests because of their perceived health benefits and contribution to wellness. The statistical analyses conducted in the study further confirmed the significance of healthy breakfast services in shaping customer satisfaction and loyalty. The Pearson correlation analysis revealed strong positive relationships between healthy breakfast factors and customer satisfaction. The t-test analysis identified significant differences in satisfaction levels among demographic groups, particularly showing that female consumers displayed greater preference toward healthy breakfast and nutritious beverages. The linear regression analysis established that freshness of ingredients, nutritional value, and beverage quality are the strongest predictors of customer satisfaction in luxury hotels. The study concludes that healthy breakfast and nutritious beverage services are no longer optional luxury additions but essential components of modern hospitality management. Luxury hotels that successfully combine nutrition, taste, presentation, hygiene, and personalized dining experiences can achieve higher customer satisfaction, stronger brand loyalty, and long-term competitive advantage. As wellness trends continue to grow globally, the integration of healthy dining practices will play a vital role in the sustainable growth and success of the luxury hospitality industry.

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