

An Empirical Report on Mini Living Spaces

Authorship :- Dr. Rakshitha M Allappanavar

Registration Number	Semester & Section	Name of Student/s
21BBAR0160	4 BBA H	Damini D Bamb
21BBAR0168	4 BBA G	Deepakshi Gupta
21BBAR0175	4 BBA B	Dev Sachdeva
21BBAR0226	4 BBA E	Hardik Agarwal
21BBAR0232	4 BBA E	Harsh D Gandhi

INDEX

Sl. No.	Topic	Page No.
1	Abstract	2
2	INTRODUCTION	2
3	Problem Statement	2
4	LITERATURE REVIEW	3-6
5	History and Background	6
6	RESEARCH METHODOLOGY	7
7	Analysis	7
8	CONCLUSION	8
9	REFERENCES	9-11

ABSTRACT

A capsule hotel is a style of lodging developed in Japan that offers visitors compact, pod-like sleeping quarters rather than standard hotel rooms. These are frequently favored by tourists on a restricted budget or those who only need a temporary somewhere to stay. Shared restrooms, common areas for relaxing and socializing, and even on-site dining and drinking establishments may be offered by capsule hotels. Some capsule hotels provide extra amenities like free Wi-Fi, laundry rooms, and baggage storage. Ultimately, tourists looking for inexpensive, basic lodging should consider capsule hotels' unusual and practical options.

CHAPTER ONE INTRODUCTION

Mini living spaces are becoming increasingly popular due to several reasons such as rising housing costs, a desire for a more minimalist lifestyle, and a need for more sustainable living options. These compact living spaces provide everything one needs in a smaller area, from cooking and sleeping to working and entertaining. One of their significant benefits is their affordability, which enables individuals and families to live in desirable locations without incurring high costs. Furthermore, mini living spaces require fewer resources to build and maintain, making them an attractive option for environmentally conscious individuals. They are also designed with energy-efficient features such as solar panels, which can help reduce utility costs and minimize their impact on the environment. Clever utilization of storage, multifunctional furniture, and creative design can make these small spaces feel spacious and comfortable. In summary, mini living spaces offer an economical and practical alternative to conventional housing, and their smaller footprint, sustainability features, and creative design solutions make them an increasingly popular choice for those seeking a simpler life with less environmental impact.

➤ *Statement of the Problem*

The primary goal of this research is to investigate the characteristics of the capsule hotels that people prefer, such as marginal willingness to pay (MWTP). Capsule hotels near the airport with beds, lockers, toilets, and cleanliness are more convenient than waiting at an airport hotel and paying a higher price for the same amenities. With a global presence and numerous job opportunities, the travel and tourism industry is the largest and most important sector of the hospitality industry.

CHAPTER TWO LITERARY REVIEW

According to Alexander Love (2020), capsule hotels are famously known as pod hotels, and are gaining popularity around the world due to their ability to accommodate more number of people in the same space.

Jullia Joson is a model (2022), Pod hotels, are one of the most well-known and distinctive types of lodging in Japan, frequently located near major public transportation hubs in major metropolitan areas.

Joy, Alicia (2018), Capsule hotels were only for commuters, but with the rise of all-night internet cafes, they have had to reinvent themselves in order to appeal to a broader audience. To fill niches for business, leisure, and budget travel, specialty and niche hotels have emerged, such as Nadeshiko in Shibuya, which offers designer capsule hotel style and service to competing hotels.

By the end of June, Kamal Mishra (2022), Indian Railway Catering and Tourism Corporation (IRCTC), will open Capsule/Pod Hotel at Mumbai Central Railway Station (CSMT). The hotel have 58 beds and charges a minimum of INR 499 for 12 hours.

Small Space, Big Potential (2016): Capsule hotels are gaining popularity among international travellers, providing a cheaper and more affordable option than traditional hotels and hostels. (2019) Mike Arnot: Capsule hotels, which were invented by Kurokawa Kish in 1979 and are now found in major Japanese cities, are small hotels with around 50 private sleeping bubbles.

Non Arkaraprasertkul (2015), Roland Barthes' article Empire of Signs (1983) investigates the concept of urban sociability in Tokyo's capsule hotel. He was perplexed as to why the Japanese write from right to left and top to bottom, why they bow, and why the heart of Tokyo is deserted.

Lam, Sharon (2017), Due to lower prices, flexibility, and new experience design offerings, capsule hotels are gaining popularity among self-driving travellers.

Yukako Oishi (2017), a newly opened capsule hotel for foreign tourists, offers reasonable rates, quality facilities, and interior design, giving guests a taste of Japanese culture. Capsule hotel, which opened in February in Kyoto, features Japanese-style shared spaces that are reminiscent of traditional riverside terrace restaurants.

AHMED ASIA (2023), Bobobox is a capsule hotel operator that combines advanced technology and modularity, offering a new approach to space efficiency and consistent standards through prefabrication. Dipti Mohan and Mandeep S Lamba (2022), Airport hotels are becoming more common, particularly in India, airport has an infrastructure that improves the new concepts such capsule hotels.

JT Genter (2022): Capsule hotels were popular in Japan from a long time because they provide an affordable as well as a convenient place to stay for tourists and local business people at a low ticket size. However, in recent years, newer ideas have emerged, offering customers new ways to interact with Japanese people. influence.

Marcus Anthony (2017): Japan was the first country to think of this brilliant idea. The world's first capsule hotel is Capsule Hotel Osaka. Kisho Kurokawa built it in 1979 near Umeda, Osaka, Japan. Japan stuck to the most basic and original capsule hotel design, while Western countries created their own updated versions.

Dublin, 2021: The global capsule hotel market is estimated to be worth USD 202 billion. It is expected to reach 3 million in 2019 and by 2028, USD 276.2 million will have been generated, with a CAGR of 8.2%. capsule lodging, also known as pod hotels or sleeping pods, are a type of unique and modern accommodation that is reasonably priced.

Regional Opportunity in New York (2022): During the forecast period, the offline booking segment will significantly increase its capsule hotel market share. Customers can book accommodations based on their preferences through offline booking. They made requesting a refund as simple as booking online.

Timo Ohnmacht, Julianna Priskin, and Jürg Stettler (2018): During the forecast period, these factors in the area of offline bookings will drive the expansion of the capsule hotel market. Highlights of revenue-generating segments: Asia-Pacific is expected to account for 41% of market growth over the forecast period. In the Asia-Pacific region, China and Japan are the two most important

markets for capsule hotels. The market growth in this region will be slower than in North America and Europe. Over the forecast period, the Asia-Pacific capsule hotel market will expand due to an increase in millennial spending on travel-related activities.

Elisabeth Heidi and Diena Mutiara Lemy (2019): According to Allied Market Research, the global capsule hotel industry will grow significantly between 2022 and 2028. People looking for a peaceful and enjoyable respite after a long train journey can now book Hotel Central Mumbai, Indian Railways' first capsule hotel.

Hornyak, Tim (2011): In Japan, the innovative concept of capsule hotels, also known as pod hotels, was born in 1979, with the benefits of space reduction and resource sharing. Chinese capsule sleeping bag manufacturers even offer to reduce the amount and challenges of starting a capsule hotel.

Major hotel groups are forging ahead with innovative concepts, resulting in unprecedented options for business and leisure travellers, according to Sai Prasanna and Rajendar Singh Rathore (2005). From no-frills boutiques to low-cost luxury.

Tiurida Agung Gita Subakti, Lily Anita, Aditya Pratomo (2019): Travelers, particularly millennials, have shifting lodging preferences. Accommodation is more than just a place to stay for the duration of your trip. Today's millennials, who participate in a wide range of travel-related activities, are looking for new, spontaneous, original, authentic, and personal adventures.

Ghosh, Shreya (2022), According to Shivraj Manaspure, Senior Commercial Manager of Bhusawal Division, Nashik will have about 12 pod hotels with two locations: first floor after the flyover on the Mumbai side and the second location under the platform escalator.

Ahmed Aroosa (2021) Passengers have been lukewarm about the railway's first gondola at Mumbai Central Station, which opened nearly a month ago. In November, this module received 146 reservations, and in the first two weeks of December, it received 263 reservations.

Nagpal, Deepak (2022) Due to poor crowd management, Indira Gandhi International Airport reports long lines and check-in delays. Airport Transit Sleeping Pods, also known as Snooze at My Space, are an innovative concept that introduces paid sleeping pods and lounges for the first time in India.

Nikita Prasad (2020), Habibganj Railway Station in Madhya Pradesh is set to be the Indian

Railways' first airport-like world-class station. The Indian Railway Station Development

Corporation (IRSDC) has been given the task of transforming the states into world-class transportation hubs.

Digital Sentinel Desk (2022), Although post-pandemic tourism is showing signs of recovery, this does not mean that travellers are looking for exotic vacation packages.

The sleeping capsules, according to Diana Ionescu (2022), are a potential solution to the California housing crisis and the rest of the country, but they are not without detractors. A \$1,200 shared pod in San Francisco sold out almost immediately, and there is a greater need than ever for affordable rental housing.

➤ *History And Background*

In the late 1970s, Japan pioneered the capsule hotel model to meet the needs of the country's working population. Japanese workers work long hours and frequently miss the last bus home. They require affordable and comfortable lodging. The solution was capsule hotels, which provided the essentials of a bed, TV, and radio in a small, enclosed capsule. In Osaka the first capsule hotel was opened and was an instant success. Other capsule hotels quickly followed, and the concept spread throughout Asia. In the twenty-first century, the popularity of capsule hotels has grown, and the concept has spread to other parts of the world.

Capsule Hotels aims to provide inexpensive and comfortable lodging for travellers who do not require a lot of space or amenities. These hotels, which are frequently located in urban areas, cater to budget-conscious travellers looking for a place to sleep in comfort and privacy. Capsule hotels are intended to maximise space while minimising costs. Typically, capsules are arranged in a grid and stacked on top of one another. They are typically made of plastic or fibreglass and are intended to be soundproof, providing a quiet and private sleeping environment. Bathrooms and common areas to relax are common features of capsule hotels. Some hotels also have amenities like a sauna or a gym.

CHAPTER THREE

RESEARCH METHOD

We used a secondary research method to prepare the report, utilising a variety of readily available data methods. We did not create these, but we did analyse existing sources such as books, journals, online databases (Google Scholar), market research reports, case studies, and others. This method is used to supplement primary research, which entails gathering data firsthand.

➤ *Analysis*

Capsule hotels have emerged as a novel and inventive accommodation solution in India, particularly in urban areas where accommodation costs are prohibitively high. The capsule hotel concept is a more cost-effective alternative to traditional hotels, providing affordable lodging options for budget-conscious travellers. Prices start at Rs. 800. Many tourists find a capsule hotel at 3,000 yuan per night to be an appealing proposition. The 4,444 hotels are intended to maximise space in congested cities such as Mumbai and Delhi, where space is at a premium.

Because the capsules are vertically stacked, these hotels can accommodate a large number of guests in a relatively small footprint, maximising the use of space. Because of this spatial efficiency, capsule hotels can be located in high-traffic areas without charging exorbitant rent. Because capsule hotels are near transportation hubs, they are a convenient option for travellers who need to catch an early morning flight or train.

Furthermore, hotels are frequently located near business districts to meet the needs of business travellers who need to be close to their workplace. The Capsule Hotel provides guests with the privacy of soundproof capsules for a comfortable and intimate night's sleep. These hotels also provide guests with shared bathrooms and lounges, giving them the best of both worlds. The capsule hotel's modern and innovative design provides guests with an experience unlike any other.

This novel concept appeals to a new generation of travellers seeking an out-of-the-ordinary hotel experience.

Finally, capsule hotels are environmentally friendly and sustainable, with a focus on reducing carbon footprint. The hotel's small capsule size saves energy for heating and cooling, while shared bathrooms save water. To reduce their environmental impact, many capsule hotels in India use renewable energy sources such as solar power.

CHAPTER FOUR

CONCLUSION

Capsule Hotel has evolved into a smart and innovative lodging option for Indian tourists, offering a cost-effective, efficient, and environmentally sustainable option. More of these hotels are expected to open across India in the coming years as their popularity grows.

➤ *Future Areas of Research/Recommendations*

Three factors influence consumer behaviour: cultural, social, and personal. All of these factors can provide marketers with insights into how to reach and serve customers more effectively. Marketers must understand who makes and influences purchasing decisions in order to understand how consumers make them. Each type of person can be targeted by a different marketing campaign. A typical purchase process consists of a series of events, including question rephrasing, evaluating information, making a choice to buy, and acting after the sale.

Last but not least, customers are rational decision-makers who are impacted by several top-down trends and technical advancements.

REFERENCES

- [1]. Origins Of Capsule and Pod Hotels. (2020, October 5). Morris House Hotel. <https://www.morrihousehotel.com/post/capsule-hotels>
- [2]. Capsule Hotels: The unique experience for innovative and affordable stays. (2022, April 10). News18. <https://www.news18.com/news/lifestyle/travel-capsule-hotels-the-uniqueexperiencefor-innovative-and-affordable-stays-4959200.html>
- [3]. Josen, J. (2022, July 10). How Japan Utilizes Capsule Hotels to Achieve Both Functionality and Rich Staying Experiences. ArchDaily. <https://www.archdaily.com/985000/how-japanutilizescapsule-hotels-to-achieve-both-functionality-and-rich-staying-experiences>
- [4]. Nast, C., & C. (2016, June 10). The Japanese Travel Trend That’s Spreading Around the World. Condé Nast Traveler. <https://www.cntraveler.com/stories/2016-06-10/how-capsulehotelsbecame-a-global-trend>
- [5]. Love, A. (2020, March 12). Pod people: the rise of capsule hotels. Hotel Management Network. <https://www.hotelmanagement-network.com/features/pod-people-capsule-hotels/>
- [6]. Joy, A. (n.d.). The Next Generation of Capsule Hotels In Tokyo. Culture Trip. <https://japan/articles/the-next-generation-of-capsule-hotels-in-tokyo/>
- [7]. 8 most amazing luxury desert hotels in the world! (2022, April 7). Times of India Travel. <https://timesofindia.indiatimes.com/travel/hotels/8-most-amazing-luxury-desert-hotels-intheworld/photostory/90706382.cms>
- [8]. Mumbai: Central Railway to open Pod hotel services at CSMT by June end. (n.d.). Mumbai: Central Railway to Open Pod Hotel Services at CSMT by June End. <https://www.freepressjournal.in/mumbai/mumbai-central-railway-to-open-pod-hotel-services-atcsmt-by-june-end>
- [9]. Capsule hotel in Japan: With 32 guests in one room - Capsule hotel room in Japan. (n.d.). The Economic Times. <https://economictimes.indiatimes.com/spending-lifestyle/capsule-hotelinjapan-with-32-guests-in-one-room/capsule-hotel-room-in-japan/slideshow/17067803.cms> Capsule hotels: small spaces with big potential. (2016, October 26). Capsule Hotels: Small Spaces with Big Potential. <https://www.jll.co.in/en/trends-and-insights/workplace/capsulehotelssmall-spaces-with-big-potential>
- [10]. O. (2020, January 6). Capsule living | Hospitality Talk. Capsule Living | Hospitality Talk. <https://hospitalitytalk.in/capsule-living/>
- [11]. Morrison, G. (2016, July 24). What It’s Like to Stay At A Japanese Capsule Hotel. Forbes. <https://www.forbes.com/sites/geoffremorrison/2016/07/24/what-its-like-to-stay-at-a-japanescapsule-hotel/>
- [12]. How a New American Capsule Hotel Compares to Japan’s Famous Sleeping Pods. (2019, April)
- [13]. AFAR Media. <https://www.afar.com/magazine/how-a-new-american-capsulehotelcompares-to-japans-famous-sleeping-pods>
- [14]. In Praise of the “Coffin”: Japanese Capsule Hotel and Creative Urban Sociality. (n.d.). In Praise of the “Coffin”: Japanese Capsule Hotel and Creative Urban Sociality | Non Arkaraprasertkul, B.Arch. S.M., M.Phil., M.A., Ph.D. <https://scholar.harvard.edu/non/publications/praisecoffinjapanese-capsule-hotel-and-creative-urban-sociality>
- [15]. Lam, S. (2017, September 17). Asia’s Booming Pod Hotel Market Projected to Reach \$226M -- Why Are Travelers Downsizing? Forbes. <https://www.forbes.com/sites/lamsharon/2017/09/17/capsule-hotels-sweeping-asia/>
- [16]. Post, T. J. (2017, December 4). Japan’s capsule hotels catching on among tourists from abroad. The Jakarta Post. <https://www.thejakartapost.com/travel/2017/12/04/japans-capsulehotelscatching-on-among-tourists-from-abroad.html>
- [17]. Affordable Travel is Being Revolutionized through Emerging Capsule Hotels. (n.d.). Jakarta Globe. <https://jakartaglobe.id/lifestyle/affordable-travel-is-being-revolutionizedthroughemerging-capsule-hotels>
- [18]. Mumbai to get another pod hotel service; Railways to earn ₹55.68 lakh. (2022, June 2). Mint. <https://www.livemint.com/news/india/mumbai-to-get-another-pod-hotel-service-railways-toearnrs-55-68-lakh-11654143163829.html>
- [19]. T. (2022, August 18). Chennai Airport gets sleeping pod facility ‘Sleepzo’ at the domestic terminal. TimesNow. <https://www.timesnownews.com/chennai/chennai-airport-getsleepingpod-facility-sleepzo-at-the-domestic-terminal-article-93635451>
- [20]. HVS Monday Musings: Airport Hotels: A Growing Trend in India | By Mandeep S Lamba and Dipti Mohan. (n.d.). Hospitality Net. <https://www.hospitalitynet.org/opinion/4112080.html>
- [21]. A, S. (2022, July 28). After Mumbai, Pune Railway Station to Get Pod Hotel for Passengers. Curly Tales. <https://curlytales.com/after-mumbai-pune-railway-station-to-get-pod-hotelforpassengers/>
- [22]. Ghosh, S. (2022, July 29). Passengers Can Soon Relax in A Pod Hotel at Nashik Railway Station. Curly Tales. <https://curlytales.com/passengers-can-soon-relax-in-a-pod-hotel-atnashikrailway-station/>
- [23]. #Podhotels: Small is beautiful. (2022, February 18). Hindustan Times. <https://www.hindustantimes.com/lifestyle/travel/podhotels-small-is-beautiful-101645165951321.html>

- [24]. Railways' first pod hotel gets lukewarm response, officials blame it on Covid. (2021, December 16). Hindustan Times. <https://www.hindustantimes.com/cities/mumbai-news/railways-firstpodhotel-gets-lukewarm-response-officials-blame-it-on-covid19-101639669606820.html>