Appendix III

A. Schedule for the Respondent

Dear Respondent

I am Rupam Roy, PhD Research Scholar of Assam University; Silchar under the guidance of Dr. Brajesh Kumar, Assistant Professor of Commerce Department, Assam University, Silchar. I am carrying out this survey to examine prospect of restaurant business in Silchar Town by analysing the psychographic profile of customers of the restaurant business.

Therefore I would like to ask you some questions. Your responses will be kept completely confidential. The results of the study will be used for research purpose only.

Your participation is highly appreciated.

Sincerely

Rupam Roy

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SECTION ONE

RESPONDENT'S DETAILS

1.**1 Name**.....

1.2 Sex:

Male ☐ Female ☐

1.3 Age:

1.4 Educational attainment:

(a).High School ☐ (b) Matriculation ☐ (c) Higher secondary ☐

(d) Graduate ☐ (e) Master Degree ☐ (f) illiterate ☐

1.5 Occupation:

(a)Student ☐ (b) Housewife ☐ (c) Govt. Service ☐

(d) Private Service ☐ (e) Self Employed ☐ (f) Family Business ☐

(g) Jobless ☐ (h) Agriculture ☐ (i) Entrepreneur ☐

1.6 Monthly household Income:.....

1.7 Marital Status

(a) Married ☐ (b) Unmarried ☐ (c) Divorced ☐ (d) Widow ☐

1.8 **Where do you stay?**

(a) Silchar ☐ (b) Outside Silchar ☐

1.9 **How do you stay?**

(a) Sharing a mess with others ☐ (b) Rented alone ☐

(c) Rented with family ☐ (d) Own house ☐ (e) Rented Flat ☐

(f) Own Flat ☐

1.10 **How long have been living there?**

(a) Less than 5 years. ☐ (b) 5-10 years. ☐ (c) 10-20 years. ☐

(d) 20-30 years. ☐ (e) 30 years and above ☐

SECTION TWO

PSYCOGRAPHIC INFORMATIONS

(5) Strongly Agree (4) Agree (3) neither Agree nor Disagree (2) Disagree (1) strongly Disagree

Express your degree of agreements over the statements below: Please tick

2.1 What type of occupation you like? (if employed/not employed)

Statements	5	4	3	2	1
I like to do Govt. Service					
I like to do private service					
I like to do business					

2.2 How would you like to pass the time?

Statements	5	4	3	2	1
I like to spend time by reading books					
I like to spend time with friends and family					
I like to spend time by travelling					
I like to spend time by listening music					

2.3 How would you like to pass the time with family?

Statements	5	4	3	2	1
I like to spend time with my family staying at home					
I like to spend time with my family at outdoors					
I like to spend time with my family by visiting malls for shopping					
I like to spend time with my family by visiting religious places					
I like to spend time with my family for entertainment and refreshment					

2.4 Do you like other activities while shopping?

Statements	5	4	3	2	1
I like to do shopping only					
I like to watch movies					
I like to take some refreshment					

2.5 How would you like spending vacation?

Statements	5	4	3	2	1
Vacation need to be spent at home					
Vacation need to be spent at outside					
Vacation need to be spent with fun and entertainment					

2.6 What is your opinion regarding social event?

Statements	5	4	3	2	1
Social events are necessary for social attachment					
Social events are necessary for social status					
Social events are necessary for introduction of different cultures					
Social events are necessary for introduction of different food habits					

2.7 Which one do you prefer?

Statements	5	4	3	2	1
Always have a common lifestyle					
Generally try to have new thing					
Love to enjoy					
Enjoy the life in full in all exciting manner					

2.8 Which of the following statements describe your decision making ability?

Statements	5	4	3	2	1
When you go for outing you know exactly where you want to go					
You take sufficient time in taking decision and often remain in doubt during decision making					
You believe others and takes decision according to their advice					
You take the opinion of your friends almost before every decision					

2.9 If you come to know about an interesting place to visit

Statements	5	4	3	2	1
You collects all relevant information of the place but do not go					
You will visit the place for your interest					
You will visit if a lot of people go there					
You will try to visit at least once to such place					

SECTION THREE

Consumers' Attitude towards Restaurant

PLEASE FILL THE APPROPRIATE:

3.1*I visit restaurant*

(a) Frequently ☐
(b) Very Frequently ☐
(c) Occasionally ☐
(d) Rare ☐

3.2 *I visit restaurant with:*

(a) My friends ☐
(b)My family ☐
(c) Alone ☐
(d) Others ☐

3.3 *I Visit Restaurant For :*

(a) Refreshment purpose ☐
(b) Entertainment purpose ☐
(c) Give companionship to my friends ☐
(d) Celebrating occasions with family/friends ☐

3.4 What changes you suggest in with the restaurants than earlier times?

(a)Quality of foods ☐
(b)Service ☐
(c)Price ☐
(d)Facility ☐
(e)Interior ☐
(f)Others ☐

3.5. When you visit restaurant what type of service do you normally prefer? (Tick any one as appropriate)

Self ☐ *by staff* ☐ *home delivery* ☐ *other (Please specify)* ☐
No comments ☐

3.6 How would you describe spending money on restaurant services in the context of value for money?

Good value for money ☐ *reasonable* ☐ *bad* ☐ *No comments* ☐

3.7 If **the following were introduced in the restaurant how likely would you visit the restaurant?**

	Very Unlikely	Very likely	Quite likely	Quite unlikely
Sitting arrangement	☐	☐	☐	☐
Non-vegetarian choices	☐	☐	☐	☐
Vegetarian choices	☐	☐	☐	☐
Entertainment	☐	☐	☐	☐
exotic varieties of foods	☐	☐	☐	☐
Reasonable prices	☐	☐	☐	☐
offer on discount	☐	☐	☐	☐
Interior	☐	☐	☐	☐
Good services	☐	☐	☐	☐
Well-presented staff	☐	☐	☐	☐
Home delivery	☐	☐	☐	☐

3.8Are you concerned about the services on offer by restaurants you visit (i.e. do you consider whether they are satisfactory for you?

Fully concern ☐ *Partly concern* ☐ *No idea* ☐

3.9Why would you like to visit restaurants?
(Please tick as appropriate)

	Never	Most of the time	Some of the time
I have to queue for a long time	☐	☐	☐
The restaurant is very clean	☐	☐	☐
The cutlery is clean	☐	☐	☐
The staff are helpful	☐	☐	☐
The staff are well-presented	☐	☐	☐
The general service is good	☐	☐	☐
I can find a seat	☐	☐	☐

3.10 How much money on average would you like to spend on using restaurant services in a week? .....

SECTION FOUR

Information about Respondent's Socio-Economic Status

"I shall soon be ending this interview. Before I do end it, please provide me some socio-economic information about you and your family."

No. of other family members	Relationship with respondent	Age	Sex	Educational qualification	Occupation	Income per month
1						
2						
3						
4						
5						
6						
7						
8						
9						

SUGGESTIONS FOR IMPROVING RESTAURANT SERVICES IN SILCHAR TOWN

B. Schedule for the Restaurant's Owner/ Manger

1.1Name of the restaurant ……

1.2 Location of the restaurant:

1.3 How long you are associated with this business

1-5 years ☐

5-10 years ☐

10-15 years ☐

15 years & above ☐

1.4 How many staff you have in your restaurant: ----------

1.5 Mention the nos. of staff employed in your restaurant:

Administrative ☐

Cook ☐

Service man ☐

Support staff ☐

Cashier ☐

Others ☐

1.6 What was the initial capital investment?

Up to 30000 ☐

30000-50000 ☐

50000-60000 ☐

60000 and above ☐

1.7

What strategy you have adopted for attracting customers	**Scale**				
	[5]	[4]	[3]	[2]	[1]
Quality foods and services.					
All type of foods					
Reasonable price					
Well equipped accommodation and interior					
You have advertise & promoted your restaurant for more customer gathering					

(5) Strongly Agree (4) Agree (3) neither Agree nor Disagree (2) Disagree (1) strongly Disagree.

1.8

Do you think that	**Scale**				
	[5]	[4]	[3]	[2]	[1]
More investment is necessary for extending your business further					
More training is necessary for cook and staff					
Increase staff capacity					
More aggressive business promotion					

(5) Strongly Agree (4) Agree (3) neither Agree nor Disagree (2) Disagree (1) strongly Disagree.

1.9 What is the overall prospect of Restaurant business in Silchar?

1.10 What is the level of opportunity emerging in the coming years?