IOSR Journal of Business and Management (IOSR-JBM)
e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 17, Issue 11 .Ver. III (Nov. 2015), PP 24-28
www.iosrjournals.org

Prospects of Restaurant Service in Silchar Town in Assam: An Attitudinal Study.

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Abstract: *Prospect of any business depends on demand for services and utilities provided by a business besides other supply side situations including competition, factor market and business infrastructure. Therefore, demand side management is important for success in any business. Prospective demand in a business can be assessed on the basis of factors those which constitute a demand viz., Economic, demographic and psychographic details of the consumers. The present study proposes to examine the prospects of demand for Restaurant services in Silchar Town in Assam with the help of psychographic profile of the people of Silchar by examining association of demand for restaurant services by the consumers and their corresponding psychographic profile and projecting the said relationship between the two in to the future state of demography and market scenario of Restaurant business in Silchar town.*

Keywords: *Demographic, economic, psychographic, restaurant, Silchar.*

I. Introduction

The public dining room that came ultimately to be known as the restaurant originated in France, and the France have continued to make major contributions to the restaurants development. The first restaurant proprietor is believed to have been one A. Boulanger, a soup vender, who opened his business in Paris in 1765. Restaurant Industry is the key for the nation because it generates the large direct and indirect employment, the revenue it generates for the Government and the importance of its role in promoting tourism. At present the size of the industry at Rs 43000 Crores, growing at 5-6% annually. Accounting to the survey conducted by NRAI the restaurant Industry has the potential by 2015 to be approx Rs 62500 Crores. The evolving Industry is a significant contributor in terms of Tax or vat to the economy. Currently it contributes Rs 1000 Crores and has potential to reach Rs 3500 Crores. The Industry provides a direct employment to 5 million individuals. The restaurant Industry is a labour intensive and perhaps one of the largest employment generators in India. Thus the objective of the study is to examine the prospects of demand for Restaurant services in Silchar Town in Assam with the help of psychographic profile of Silcharians by examining association of demand for restaurant services by the consumers and their corresponding psychographic profile and projecting the said relationship between the two in to the future state of demography and market scenario of Restaurant business in Silchar town.

II. Profile Of Silchar Town

Silchar is the headquarters of Cachar district in the state of Assam in India. It is the economic gateway to the state of Mizoram and part of Manipur. The town of Silchar has tremendous commercial importance and is the second largest in the state of Assam. It consequently, witnesses the settlement of a sizeable population of traders from distant parts of India. Being a very peaceful place in the otherwise disturbed North-East earned it the bon mot of "Island of Peace" from India's Prime Minister Indira Gandhi. Approximately 90% residents of Silchar are Sylhetis, the rest being Marwaris, Bishnupriya Manipuris, Manipuri-Meiteis and some tribal groups like Nagas. The Sylhetis settled here after migrating from Sylhet, a district of undivided India, after partition of India in 1947. Silchar is situated by the banks of the Barak River in what is popularly known as Barak Valley. Over the past few years, the city is constantly witnessing a huge influx of people from nearby smaller places due to city's increasing future prospects and other developments in the field of education, medical facilities and the more recently booming real estate market and other commercial businesses, making the city quite an overcrowded one. It has now the second highest population in the state. The growth of population in Silchar from 1951 to 2011 is shown below Table

Table 1: Population and Growth in Silchar Town, 1951-2011

Year	Population	Annual growth rate (%)
1951	34000	-
1991	115483	6
2001	142199	2.3
2011	172709	2.1

Source: Office of the Registrar General and Census Commissioner (web), Population Census India (web)

III. Review Of Literature

Due to the abundant increase in the restaurant industry, it is vital to research the important aspects that contribute to its success, in order to gain benefit from this opportunity. Restaurant managers must be equipped and ready to develop their restaurant businesses to generate more sales from such a trend. The development goes not only in terms of the restaurant per se, but the preparation must also concern its stakeholders. The government also should be prepared to interact with an enormous culinary tourist who will visit the country, especially in relevance to a country like India which is being well-known as a country that develops individuals who exude culinary expertise [1]. Employees need to comprehend a level of consumers' expectation and practice how to satisfy consumers. In doing so, all stakeholders involved in restaurant development need to understand their customers deeply, in knowing their needs and wants, so as to generate strategies in rendering efficient and effective service. Such needs and wants include the customers' criteria for choosing a restaurant depending on the occasion, the factors that influence them for selecting restaurants, their decision-making process, and the sources of information they utilize. To sum this all up, knowing how consumers choose a particular restaurant depending on the occasion seems to be suitable question in answering and encompassing all the perceived needs and wants of consumers. The criteria of consumers in choosing a restaurant for dinner in visiting occasions intrigued the researcher to pursue with the study, based on reasons. Primarily, visiting occasion seems to involve more specific factor like emotion or impression than other occasion. The interest in the study regarding the factors that influence restaurant-choice has been developed in recent decades. In 1962, Becknell and Maher [2] identified the main criteria to select a food retailer, which include food quality, cleanliness, pricing, service, and unique features. It also mentioned fast-food criteria that influence choice, such speed of service, variety of menu, popularity with children, cleanliness, convenience, taste of food, and price [3].

IV. Statement Of The Problem.

Silchar is bestowed with rich natural- forest and agricultural resources and these could provide a strong base for industrial development. Despite enormous latent potentialities for setting up of various resources based industries, no significant progress could be achieved in the field of industrialization in silchar. With a view to bring about sustained and balanced development of the region and also to improve the living standard of the people of silchar, the present study aims to focus on problems and prospects of Restaurant business in Silchar. In order to make the study not only of academic interest but also of practical utility, the study has been attempted.

V. Methodology.

The present study is descriptive in nature. It is based on primary data. Restaurant service users have been interviewed with the help of schedule to assess their attitude regarding restaurant services selected by purposive sampling method from different restaurants of Silchar Town. The study is done in respect of the people in the age group of 16-55 years. Age group have been decided in the age group of 16-55 years keeping in mind the fact that students pass High school exams in most of the cases at this age of sixteen and that is the age of substantial awareness about life and expectations from it. On the other hand age of 55 is an active age of earning and rich family and social life. Sample size is drawn from infinite population (assuming the number of consumers using restaurant services is unknown) at 95% confidence level and 5% confidence interval, sample size is 363. The calculation is based on sample size calculator available at www.surveyssystem.com/sscal.in. The data is analysed by the method of tabulation and graphical presentation.

VI. Empirical Findings And Analysis Of Data.

6.1 Attitude towards Restaurant

This section tries to understand the attitude of the market segment towards the restaurant as a product service. The same is gauged through ranking on a Likart scale or parameter-based inputs on specific aspects of this industry.

6.1.1 Frequency of visit

To understand the frequency of visits to restaurants, the sample set was asked to tick any of the following

- Visit very frequently
- Frequently
- Occasionally
- Rarely

44.6 % people mentioned that the visit restaurants occasionally while 33.3 % are "frequent" visitors.

Table 1: Frequency of Restaurant Visit

Frequency of Restaurant visit	Frequency	Percent
Visit restaurant very frequently	28	7.7%
Visit restaurant frequently	121	33.3%
Visit restaurant occasionally	162	44.6%
Visit restaurant rare	52	14.3%
Total	363	100.0%

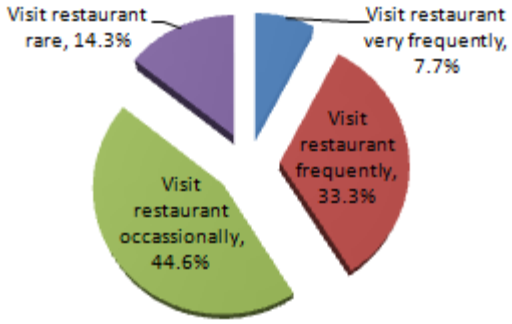

Figure 1: Frequency of Restaurant Visit

From the above Table it can be stated that the persons involved in restaurant business should take necessary steps so that they can convert occasional visitors into frequent visitors and then further steps should be taken to make them very frequent visitors to increase the prospects of their business.

6.1.2 *Visit with whom*

For people who would visit restaurants, in whatever frequency, most of them do so with friends and/or families.

Table 2: Visit with whom

Visit with whom	Frequency	Percent
With friends	273	75.2%
With family	239	65.8%
With others	94	25.9%
Alone	24	6.6%
Total	363	

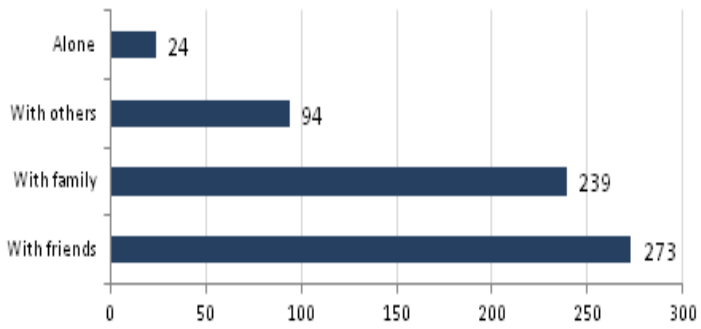

Figure 2: Visit with whom

From the above Table it is found that restaurant used to visit restaurant most of the time with their friends and family. So, it can be suggested that the restaurant service providers should try to keep them as their regular restaurant customers and also try to attract other groups other than those who pay visit with their friend and family to increase the number of restaurant customers.

6.1.3 Purpose of visit

4 purposes were stated for visiting restaurants – refreshment, entertainment, companionship and celebrations. All the reasons were equally strong in the responses.

Table 3: Purpose of visit

Purpose of visiting Restaurant	Frequency	Percent
For refreshment	171	47.1%
For entertainment	140	38.6%
For companionship	140	38.6%
For celebrating	187	51.5%
Total	363	

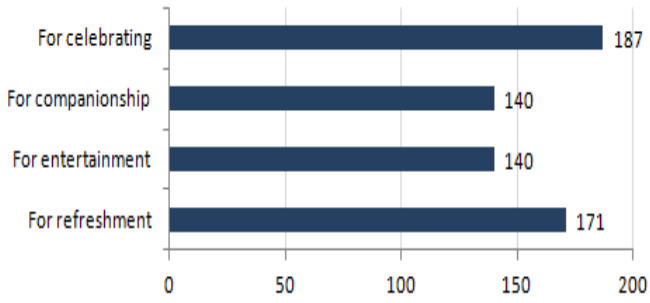

Figure 3: Purpose of visit

From the above Table it is found that refreshment and celebrations are the two most important reasons for visiting restaurant, so it can be stated that other factors should also be taken into consideration such as entertainment etc to increase the overall growth of the restaurant service.

6.2 New expectations from restaurants

Most of the respondents wanted improvement in quality of food – 64.7 % of the respondents. While 41 % mentioned that they expected better pricing and 30.3 % & 30.6% said that they wanted service & facility level improvements, respectively.

Table 4: Expectations from Restaurant

Changes suggested	Frequency	Percent
Quality of food	235	64.7%
Service	110	30.3%
Price	149	41.0%
Facility	111	30.6%
Interior	36	9.9%
Others	14	3.9%
Total	363	

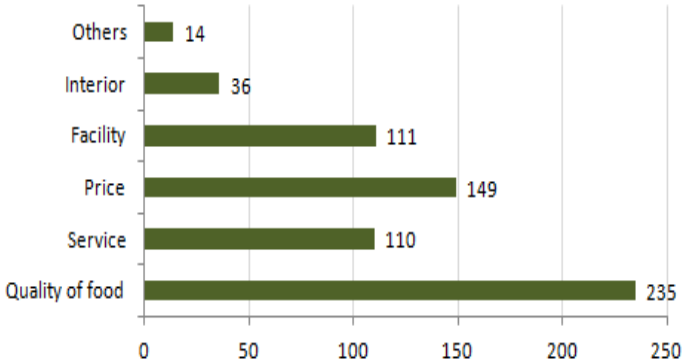

Figure 4: Expectations from Restaurant

From the Table as it is found that quality of food and reasonable pricing are the two most important considerations of the restaurant service users and therefore restaurant service providers should concentrate on improving the quality of food and also fixing reasonable price of various food items to fulfil the expectations of the customers which is necessary for increasing the prospects of their business. Besides these two, other factors such as service, availability of other facilities and interiors should also improved to provide overall good environment for restaurant users for attracting more customers.

6.3 Restaurant Service Type preferences

When asked on the restaurant format they would prefer, 58.4 % respondents wanted to be served by restaurant staff, 10.2 % wanted home delivery facility and 6.6 % also mentioned self-service mode at the restaurant. As from the Table it is found that most of the restaurant service users like to receive restaurant services by staff and therefore it is can be state restaurant should have well trained, skilled and well mannered staffs in the restaurant.

Table 5: Service reference in Restaurant

Service preference in a Restaurant	Frequency	Percent
Self Service	24	6.6%
By Staff	212	58.4%
Home Delivery	37	10.2%
Others	13	3.6%
No comments	81	22.3%
Total	363	

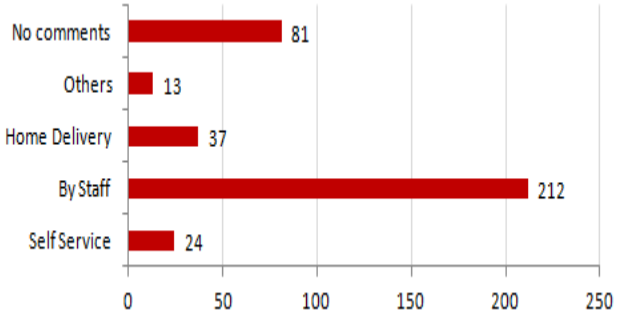

Figure 5: Service preference in Restaurant

6.4 Attitude on Spending money in restaurants

In terms of the pricing of restaurants at Silchar, 60.88 % mentioned that the same is reasonable & 20.94 % mentioned that these are good value for money.

Table 6: Spending money on Restaurant

Spending money on restaurant	Frequency	Percent
Good value for money	76	20.94%
Reasonable	221	60.88%
Bad	11	3.03%
No comments	55	15.15%
Total	363	100.0%

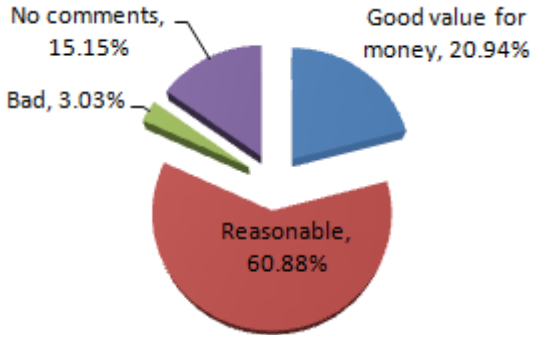

Figure 6: Spending money on Restaurant

From the above Table it is found that most of the restaurant visitors opined that spending money on restaurant is reasonable. In fact data showed that majority of the respondents agreed that spending money on receiving restaurant is reasonable which a positive attitude towards receiving the restaurant service is. So it can be stated that the restaurant service providers should capitalise this into their own favour to increase the prospects of their business.

6.7 Concern of services being offered by the restaurants

In order to understand how the service levels affect the psychology of a customer, respondents were asked their degree of concern on the same. 22.6 % mentioned that they were fully concerned while 54 % are partially concerned with respect to the kind and quality of services being offered.

Table 7: Concern of services being offered by the restaurants

Are you concerned about the services on offer by restaurant	Frequency	Percent
Fully concern	82	22.6
Partly concern	196	54.0
No idea	85	23.4
Total	363	100.0

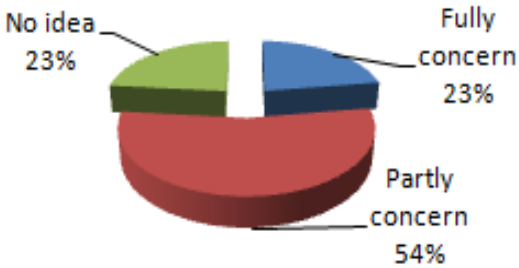

Figure 7: Concern of services being offered by the restaurants

As it is found from the Table that restaurant users are not fully concern about the services on offer by restaurant but it is fact that the prospect of a particular business largely depends on the awareness among the customers regarding that particular business and therefore it is suggested that restaurant service providers need to take such activities through their services which can increase the awareness of the people regarding a restaurant business and thereby increasing their customers.

VII. Conclusions

This paper examined the prospects of Restaurant business in Silchar Town in Cachar district of Assam. Owing to changing lifestyle, the people are willing enjoy the restaurant service. They are also ready to pay for the restaurant service. Most of the people suggested that proper restaurant service will help in better prospect of Restaurant. Therefore it must be a positive sign for Restaurant business in Silchar Town.

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International Journal of Business and Management Invention
ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X
www.ijbmi.org || Volume 4 Issue 12 || December. 2015 || PP-13-19

Psychographic Segmentation of Restaurant Service Market: A Study on Psychographic Profile of Restaurant Visitors of Silchar Town in Assam

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ABSTRACT: *Silchar town is the economic gateway to the state of Mizoram and Manipur. The town of Silchar has tremendous commercial importance and is one of the most important towns in Assam as well as in North-East Region. Restaurant business is always considered as one of the profitable business especially for town like Silchar which have increasing commercial importance. Its business directly determined by psychographic profile of the inhabitants/respondents besides other demographic and economic factors. The study attempts to analyse the existing position as well as prospect of Restaurant business in Silchar on the basis of the psychographic profile of the people of Silchar.*

KEYWORDS: *Demographic, economic, psychographic, restaurant, Silchar.*

I. INTRODUCTION

Just as the term demographics refer to certain physical and social characteristics of people, the term "psychographics" refers to people's lifestyle characteristics. Psychographics gained popularity among marketers beginning in the late 1960s and became a staple of marketing by the mid 1970s. Marketers realized that the emotional and psychological connections people make with particular brands often arise from how well the brands fit into the lives of consumers. As such, market researchers were presented with the challenge of measuring consumer lifestyles, and the term psychographics was born. Psychographics was never intended to replace demographics as a means of predicting and explaining consumer marketplace behaviour. Instead, psychographics supplement demographics by adding the richness of the social and behavioural sciences to standard demographic descriptions of people. This way marketers could not only describe the types of people that buy their products, they could also consider more systematically the reasons why those people buy them. The preset study attempts to analyse the existing position as well as prospect of Restaurant business in Silchar on the basis of the psychographic profile of the people of Silchar.

II. BRIEF PROFILE OF SILCHAR

Silchar is the headquarter of the Cachar district in Assam. The district was created in 1832 after the annexation of Kachari Kingdom by the British. In 1854, North Cachar was annexed and tagged to the district but in 1951 erstwhile North Cachar Subdivision was made a separate district of Assam and taken out of Cachar. The total population of the district is 17, 36,319 comprising 8, 86,616 (51.06%) males and 8, 49,703 (48.94%) females. The total rural population is 14, 20,309 (81.8%) and that of the urban population is 3, 16, 010 (18.2%). The sex ratio is 958 females per 1000 males. The literacy rate of the district is 80.36%. The growth of population in Silchar from 1951 to 2011 is shown below Table

Table 1: Population and Growth in Silchar Town, 1951-2011

Year	Population	Annual growth rate (%)
1951	34000	-
1991	115483	6
2001	142199	2.3
2011	172709	2.1

Source: Office of the Registrar General and Census Commissioner (web), Population Census India (web)

Silchar town as an urban agglomeration constitute a population above 100,000 as per 2011 census as shown in the Table below.

Table 2: Urban Agglomeration Constituent of Silchar Town

Total population	Male	Female	Population below 5 years	Literacy rate (%)
172709	86812	85897	15467	91.74

Source: http://www.census2011.co.in

III. REVIEW OF LITERATURE

Psychographics is defined as the use of psychological, sociological and anthropological factors, such as benefits desired (from behaviour being studied), self-concept and lifestyle (or serving style) to determine how the market is segmented by the propensity of groups within the market –and their reasons-to make a particular decision about a product, person, ideology or otherwise hold an attitude or use a medium [1]. Operationally, Psychographics as a method of analysis is defined as a research intended to place consumers on psychological dimension in the background of the demographic dimension as it goes beyond the classical practice of using demographic profile as the standard for consumer or market segmentation research. It is the blend of the two which started during the 1960s which has been variously called "lifestyle" [2] "Psychographics" [3], or "activity and attitude" [4] research. This blend combines the objectivity of the personality inventory with the reach descriptive detail of the qualitative motivation research investigation. It is at the same time a blend of quantitative as well as qualitative research for it includes demographic details along with the psychological dimension.

IV. CONCEPT OF PSYCHOGRAPHICS

Demographics describe ''who'' people are, Psychographics explain "why" they buy (and how to win their attention and motivate them to buy). By creating Psychographics profiles marketers are able to understand the motivational and non-conscious drives of a target audience. All psychographic researches have attempted to move beyond demographic and have embraced a wide range of content, including activities, interests, opinions, needs, values, attitudes and personality traits. Psychographics is the method that studies the attributes that describe the personality, attitudes, beliefs, values, emotions, and opinions of customers and prospective consumers. In market research, Psychographics variables are sometimes referred to as interest, attitude and opinion variables. When marketers use Psychographics data to sort, group customers and prospects to target or define a markets and positions their products and services, this is Psychographics segmentation. When a thorough assessment of a person or group's Psychographic make up is done, it is called a psychographic profile. Psychographic profiling in market segmentation includes area such as lifestyles, culture, subculture, values, beliefs, and hobbies, religious on political affiliation and nearly every factor that involves subjective preferences.

V. STATEMENT OF THE PROBLEM

Silchar town is the economic gateway to the state of Mizoram and Manipur. The town of Silchar has tremendous commercial importance and is one of the most important town in Assam as well as in North-East Region. In Silchar, there is a Central university, National institute of technology, medical college, poly technique and also good number of higher secondary and degree colleges. The importance of the town has also increased because of entry of private sector insurance, banking and Telecom players. Because of the importance of the Silchar town, people from all parts of the state and other states of North East region use to come Silchar. Increasing importance of Silchar town has its impact on the value and lifestyle of the inhabitants of Silchar town. Restaurant business is always considered as one of the profitable business especially for town like Silchar which have increasing commercial importance. Its business directly determined by psychographic profile of the inhabitants/respondents besides other demographic and economic factors. On the basis of the study of the psychographic profile of the people of Silchar town the present study analyses the existing position as well as prospect of Restaurant business in Silchar and the relationship between psychographic profile and Restaurant service.

VI. METHODOLOGY

The present study is descriptive in nature. It is based on primary data. Restaurant service users have been interviewed with the help of schedule to assess their interest, attitude and opinion selected by purposive sampling method from different restaurants of Silchar Town.. Sample size is drawn from infinite population (assuming the number of consumers using restaurant services is unknown) at 95% confidence level and 5% confidence interval, sample size is 363. The calculation is based on sample size calculator available at www.surveyssystem.com/sscal.in. The data is analysed by the method of tabulation and graphical presentation.

VII. PSYCHOGRAPHIC SEGMENTS & ANALYSIS

All the psychographic aspects are marked on a Likart scale as below

7.1 Ranking on "I like to do Govt. Service"

Table I		
I like to do Govt. Service	*Frequency*	*Percent*
Strongly Disagree	14	3.9
Disagree	5	1.4
Neither Agree nor Disagree	43	11.8
Agree	88	24.2
Strongly Agree	213	58.7
Total	363	100.0

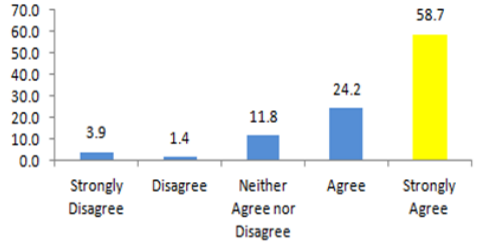

Figure 1: I like to do Govt. service

From the above Table it can be observed that 58.7 % of the respondents mentioned a strong preference for Government Services which indicates that the target group for restaurant owner should be the government employees for the development of their business.

7.2 Ranking on "I like to do private service"

Table II		
I like to do private service	*Frequency*	*Percent*
Strongly Disagree	18	5.0
Disagree	38	10.5
Neither Agree nor Disagree	155	42.7
Agree	128	35.3
Strongly Agree	24	6.6
Total	363	100.0

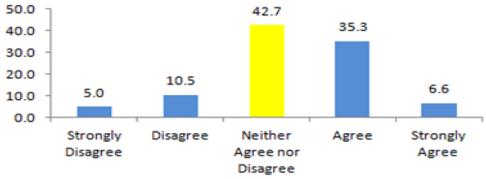

Figure 2: I like to do private service

From the above Table it can be observed that for Private Services, most of the respondents had a neutral take. However, a high 35.3 % also mentioned that they agreed on private sector being a service option. Therefore restaurant owner should also take private sector employees as their probable customers and take necessary steps to attract them.

7.3 Ranking on "I like to do business"

Table-III		
I like to do business	*Frequency*	*Percent*
Strongly Disagree	41	11.3
Disagree	53	14.6
Neither Agree nor Disagree	87	24.0
Agree	90	24.8
Strongly Agree	92	25.3
Total	363	100.0

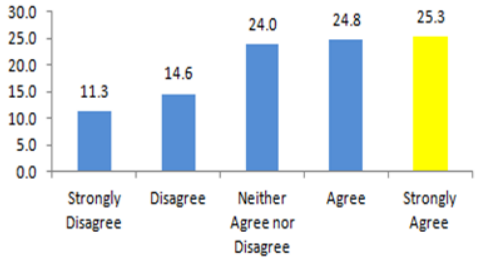

Figure 3: I like to do business

It can be stated from the above Table that given a choice, the 50.1 % of the respondents showed a strong inclination towards starting their own business. Therefore it can be taken as a positive signal that in the near future many new restaurants may come into operation which can increase the competition and the efficiency level of restaurant services.

7.4 Ranking on "I like to spend time by reading books"

Table IV		
I like to spend time by reading books	***Frequency***	***Percent***
Strongly Disagree	13	3.6
Disagree	23	6.3
Neither Agree nor Disagree	104	28.7
Agree	157	43.3
Strongly Agree	66	18.2
Total	**363**	**100.0**

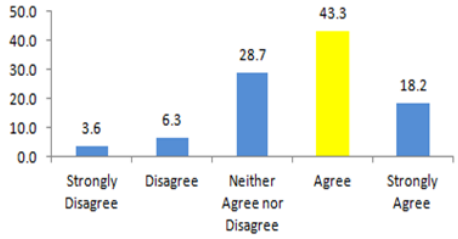

Figure 4: I like to spend time by reading books

From the above Table it is found that 43.3 % of the respondents "Agreed" that they liked reading books during their free time. So there is a possibility that those people would like have refreshment during their leisure time. In that case the prospect of restaurant service is there if restaurant owners are able to attract those customers to spend their leisure time in restaurant.

7.5 Ranking on "I like to spend time with friends and family"

Table V		
I like to spend time with friends and family	***Frequency***	***Percent***
Strongly Disagree	2	0.6
Disagree	9	2.5
Neither Agree nor Disagree	38	10.5
Agree	131	36.1
Strongly Agree	183	50.4
Total	**363**	**100.0**

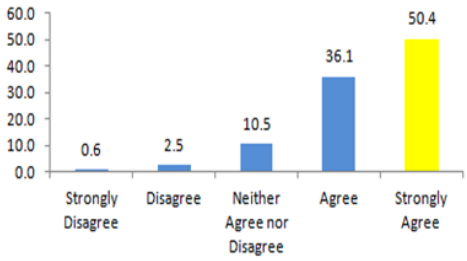

Figure 5: I like to spend time with friends and family

From the above Table it can be stated that 86.5 % of the respondents showed interest in spending free time with friends and family. So the restaurant owners should take necessary steps to attract those customers to spend their time in the restaurant with their friends and families.

7.6 Ranking on "I like to spend time by travelling"

Table VI		
I like to spend time by travelling	***Frequency***	***Percent***
Strongly Disagree	22	6.1
Disagree	47	12.9
Neither Agree nor Disagree	102	28.1
Agree	107	29.5
Strongly Agree	85	23.4
Total	**363**	**100.0**

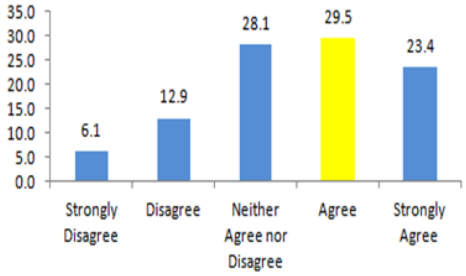

Figure 6: I like to spend time by travelling

It is observed from the above Table that 52.9 % of the respondents agreed & strongly agreed that they liked spending time travelling to different places. So a possibility is there for the restaurant to attract those customers to make a visit to the restaurant while travelling by offering quality services.

7.7 Ranking on "I like to spend time by listening music"

Table VII		
I like to spend time by listening music	*Frequency*	*Percent*
Strongly Disagree	9	2.5
Disagree	21	5.8
Neither Agree nor Disagree	59	16.3
Agree	116	32.0
Strongly Agree	158	43.5
Total	363	100.0

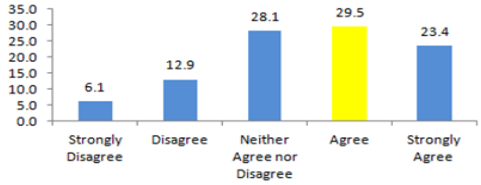

Figure 7: I like to spend time by listening music

It can be observed from the above Table that spending time while listening to music is a clear winner with 75.5 % respondents showing a very strong liking towards listening to music during leisure time. So if the restaurant owners offer musical arrangement in their restaurants during the weekends or in weekdays, there is a chance of increase in the numbers of customers.

7.8 Ranking on "I like to spend time with my family staying at home"

Table VIII		
I like to spend time with my family staying at home	*Frequency*	*Percent*
Strongly Disagree	22	6.1
Disagree	31	8.5
Neither Agree nor Disagree	67	18.5
Agree	143	39.4
Strongly Agree	100	27.5
Total	363	100.0

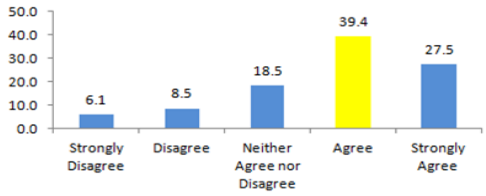

Figure 8: I like to spend time with my family staying at home

If at home, then most of the people want to be with the family – the total percentage of respondents who Agreed & Agreed strongly is 66.9 %. Therefore restaurant owner should target this group to make it sure that they pay a visit to the restaurant with their family.

7.9 Ranking on "I like to spend time with my family staying at outdoors"

Table IX		
I like to spend time with my family at outdoors	*Frequency*	*Percent*
Strongly Disagree	7	1.9
Disagree	27	7.4
Neither Agree nor Disagree	91	25.1
Agree	150	41.3
Strongly Agree	88	24.2
Total	363	100.0

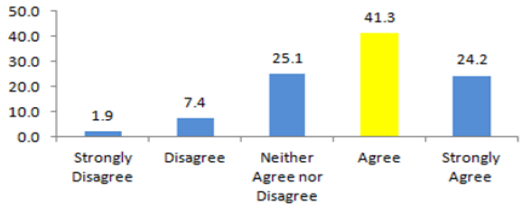

Figure 9: I like to spend time with my family staying at outdoors

Even while outdoor, 65.5 % respondents wanted to be with the family. So there is every possibility that if the restaurants offer quality services, this group will visit the restaurant with their families which will definitely increase numbers of customers of the restaurants.

7.10 Ranking on "I like to spend time with my family by visiting malls for shopping"

Table X		
I like to spend time with my family by visiting malls for shopping	*Frequency*	*Percent*
Strongly Disagree	19	5.2
Disagree	44	12.1
Neither Agree nor Disagree	87	24.0
Agree	121	33.3
Strongly Agree	92	25.3
Total	363	100.0

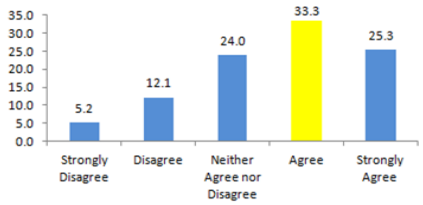

Figure 20: I like to spend time with my family by visiting malls for shopping

One of the favourite outdoor destinations with the family is the malls for shopping. While 33.3 % of respondents agreed, another 25.3 % strongly agreed on the same. This increases the opportunity for the restaurants to attract these customers while visiting the malls.

7.11 Ranking on "I like to spend time with my family by visiting religious places"

Table XI		
I like to spend time with my family by visiting religious places	*Frequency*	*Percent*
Strongly Disagree	15	4.1
Disagree	38	10.5
Neither Agree nor Disagree	82	22.6
Agree	131	36.1
Strongly Agree	97	26.7
Total	363	100.0

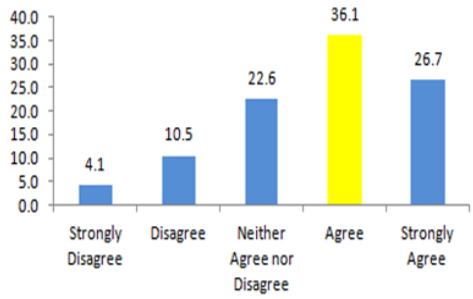

Figure 31: I like to spend time with my family by visiting religious places

The other favourite outdoor destination with the family is religious places. 36.1 % agreed while 26.7 % strongly agreed on the same. Regarding food different communities have different perception. They often emphasised on clean and hygienic environment. So if the restaurants are able to provide these conditions it will obviously have a positive impact on their business.

7.12 Ranking on "I like to spend time with my family for entertainment & refreshment"

Table XII		
I like to spend time with my family for entertainment and refreshment	*Frequency*	*Percent*
Strongly Disagree	15	4.1
Disagree	25	6.9
Neither Agree nor Disagree	71	19.6
Agree	117	32.2
Strongly Agree	135	37.2
Total	363	100.0

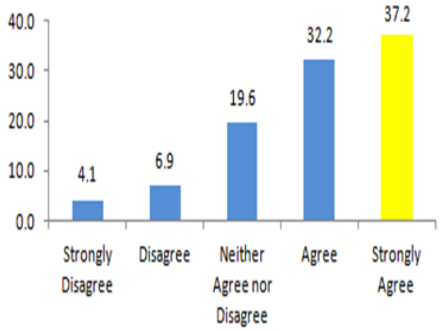

Figure 42: I like to spend time with my family for entertainment and refreshment

A stronger preference is for indulging in entertainment & refreshment with family – 37.2 % respondents strongly agreed and 32.2 % agreed on the same, implying a total of 69.4 % showing an inclination in favour of entertainment and refreshment with family. This obviously has the positive impact on the restaurant business so that restaurants can able to attract those groups to visit the restaurant to get entertained and refreshed.

7.13 Ranking on "I like to do shopping only"

Table XIII		
I like to do shopping only	*Frequency*	*Percent*
Strongly Disagree	18	5.0
Disagree	34	9.4
Neither Agree nor Disagree	88	24.2
Agree	124	34.2
Strongly Agree	99	27.3
Total	363	100.0

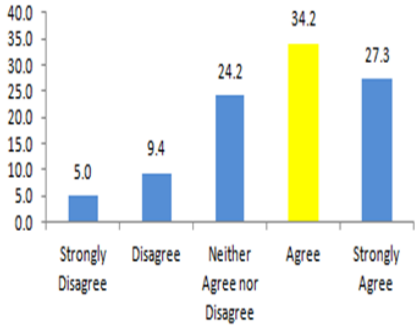

Figure 53: I like to do shopping

Most of the respondents, 61.5 % showed an inclination towards shopping only - 34.2 % agreed and 27.3 % strongly agreed. So an opportunity is there for the restaurants to attract those customers make a visit to the restaurant while shopping.

7.14 Ranking on "I like to watch movies"

Table XIV		
I like to watch movies	***Frequency***	***Percent***
Strongly Disagree	14	3.9
Disagree	27	7.4
Neither Agree nor Disagree	87	24.0
Agree	132	36.4
Strongly Agree	103	28.4
Total	**363**	**100.0**

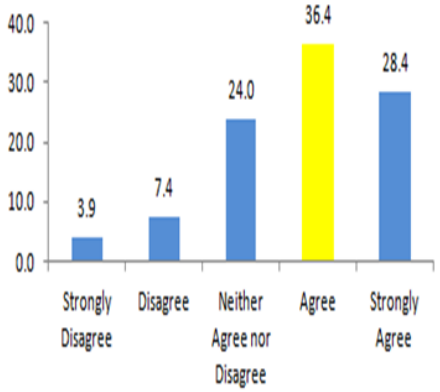

Figure 14: I like to watch movies

From the above Table that it can be observed that 36.4 % respondents agreed and 28.4% strongly agreed that "watching movies" is also a leisure time indulgence. Therefore the restaurant owners should take every possible step to attract those groups to pay a visit to the restaurant.

7.15 Ranking on "I like to take some refreshment"

Table XV		
I like to take some refreshment	***Frequency***	***Percent***
Strongly Disagree	4	1.1
Disagree	15	4.1
Neither Agree nor Disagree	67	18.5
Agree	143	39.4
Strongly Agree	134	36.9
Total	**363**	**100.0**

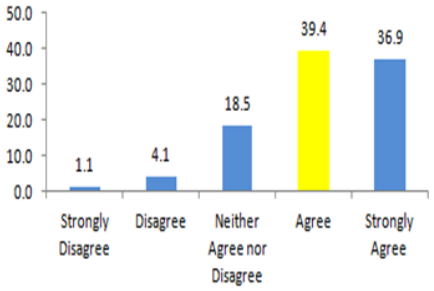

Figure 15: I like to take some refreshment

A clear majority – 76.3 % respondents agreed that they take time out for refreshment during their outdoor/indoor leisure activities of which 39.4 % agreed and 36.9 % strongly agreed. This is an ready opportunity for the restaurants to attract those customers by providing quality service for the development of their business.

VIII. CONCLUSIONS

From the above study it can be concluded that the psychographic profile of the restaurant visitors in Silchar has shown positiveness through which prospects of the restaurant services in Silchar can be brightened. The study has its importance on the ground that it tried to relate the psychographic profile with the restaurant business in order to understand the future prospects of the restaurant business in Silchar.

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