DEDICATED

TO

My Father Late Gauranga Roy

For earning an honest living for us and for

Supporting and encouraging me to believe in

Myself

DECLARATION

I, Sri Rupam Roy, bearing Registration No. **Ph.D/1874/2012 dated 20/04/2012**, hereby declare that the subject matter of the thesis entitled "**Prospects of Restaurant Services in Silchar Town in Assam: A Psychographic Analysis**" is the record of work done by me under the guidance of Dr. Brajesh Kumar, Assistant Professor, Department of Commerce, Assam University, Silchar and that the contents of this thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other University or Institution.

Place: Silchar

Date:

Sri Rupam Roy

ACKNOWLEDGEMENT

At the very outset, I wish to express my sincere and heartfelt gratitude to my guide Dr. Brajesh Kumar, Department of Commerce, Assam University, Silchar, Assam, for his able guidance, supervision and suggestions from time to time, during the course of present work. It was all due to his kindness and encouragement that the present work could be taken up and completed successfully. I shall be ever remaining indebted to him.

I am grateful to Prof. P. J. Goswami, HOD, Department of Commerce and Prof. D. K. Pandiya formerly Dean, Mahatma Gandhi School of Economics and Commerce and all other teachers of the Department of Commerce, Assam University, Silchar, for their valuable advice and suggestions till the accomplishment of the thesis.

I would also like to thank the non teaching staffs of Department of Commerce especially Mintu Saha and Monoj Kumar Rabidas and others for their support during the Ph.D work.

I would also like to express my gratitude to all the family members of my supervisor Dr. Brajesh Kumar for their encouragement and support during the research work.

I wish to thank Silchar Municipal Board for providing me precious information through a list of restaurants registered under Silchar Municipality during the Ph.D. course and also wish to thank the visitors of the restaurants for providing their responses for the purpose of my research work. I would also like to thank the restaurant owners/ managers for providing me all necessary information for doing my Ph D work.

I have no words to thank all my friends specially Dr. Uttam Deb, Dr. Shamintra Ghosh, Dipanjan Das, Joydeep Das, Rimpom Dutta, Prasun Kanti Deb and many others who encouraged me during the tenure of the work.

I am also grateful to my fellow colleagues from Department of Commerce, Radhamadhab College, Dr. Ashish Taru Roy and Mr. Arup Paul for their whole hearted and moral support during the entire tenure of my Ph.D work.

Above all, I shall remain ever grateful to my mother Mrs. Dipti Roy, father in law Sushil Kangsa Banik, mother in law Sandhya Kangsa Banik, my elder brothers Mr. Gautam Roy, Siddhartha Roy, my elder sisters Mrs. Mira Roy, Nila Roy and other family members for their moral support, encouragement and sacrifices that have made me to accomplish my task for writing this thesis. I would also like to express my heartfelt thank to my beloved wife Rimpa Kangsa Banik and my daughter Rudrani Roy for their sacrifices to accomplish my Ph.D work.

Over and above, I would like to conclude by expressing my deep love and sincere thanks to the almighty for showering his blessings on me in completing my research work.

Sri Rupam Roy
Research Scholar
Department of Commerce
Assam University, Silchar

PREFACE

A restaurant is a business which prepares and serves foods and drinks to customers in exchange for money, either paid before the meal, after the meal, or with an open account. Meals are generally served and eaten on the premises, but many restaurants also offer take- out food delivery services, and some only offer take-out and delivery.

Psychographics in its wider sense includes not only demographics, but all aspects of an individual's way of living. The most widely accepted definition of psychographics and lifestyle includes: the activities that occupy leisure time; interest and people's opinions about themselves, social and cultural issues, the future, and products. Psychographics is a quantitative research course of action which seeks to explain why people behave as they do and why they hold their current attitudes. Psychographics may be viewed as the practical application of the behavioural and social sciences to marketing research. It seeks to measure the consumer's predisposition to buy a product, the influences that stimulate buying behaviour and the relationship between the consumer's perception of product benefits and his life style, self-concept and material needs

The town of Silchar has tremendous commercial importance and is the second largest town of Assam. Though largely populated by the Bengali populace, Silchar is racing towards a cosmopolitan society with a large number of people coming and settling down from all parts of India. So in the context of growing importance of the Silchar town and since no study have been conducted in the field of prospect of restaurant services depending on psychographics of the restaurant visitors the

study has been taken. The study is based on psychographics analysis of the people visiting restaurants in Silchar town and depending on this the study attempted to analyse the prospect of restaurant business in Silchar town which is not yet done by any researcher.

The present study is arranged and demonstrated in five different chapters. The Chapter I includes General introduction; Statement of the problem ; Review of literature ; Conceptual framework; Relevance of the study; Objectives of the study; Methodology of the study ;Limitation of the study and Chapters scheme.

The Chapter II consists of Demographic and psychographic profile of consumers of restaurant services in Silchar town. This chapter includes all the demographic and psychographic factors which will highlight their demographic and psychographic profile. The Chapter III deals with Analysis of psychographic data of restaurant visitors. This chapter addresses the outcome of the respondents towards their psychographic characteristics in relation to receiving restaurant services in Silchar Town.

The Chapter IV is about assessment of the problems and prospects of the restaurant services in Silchar town. Through this chapter the prospect of restaurant business in Silchar have been highlighted.

The Chapter V addresses about the overall outcome of the study which includes Summary of findings, suggestions and conclusion.

CONTENTS

List of Tables

List of Figures

List of Charts