CHAPTER ONE: INTRODUCTION

Chapter One

INTRODUCTION

1.1 INTRODUCTION

In recent years, marketers and advertisers have increasingly become aware of the need to "crawl into the skin of consumers" to see how they are interpreting and viewing their world in order that we might understand why they buy. It is for these reasons that advertisers and marketers are turning to the analysis of consumer's life style and psycho-graphics as an aid in not only understanding but also predicting consumer behaviour (Reynolds and Darden). Psychographics' use has not been confined to one specific role, but has captured the imagination and the fascination of the marketing, advertising, and media worlds. Haley stated that "the field of psychographics is certainly where the action is today". Although many people tend to view "psychographics" as a brand new word, as marketing concepts, psychographics and life style are firmly rooted in the 1950's. Psychographic research resembles motivation research in that a major aim is to draw recognizably human portraits of consumers. But it also resembles the more conventional research in that it involves quantification and respectable samples. There are other reasons why we say psycho-graphics is not an entirely new concept. When one views some of the various aspects which psychographics encompass, we find that these areas seem very familiar. The reason for this familiarity is that many researchers have been employing psychographic measurement for many years but simply didn't know it. Researchers have indeed been using psychographics, and in

the last several years a great many psychographic studies have been completed. The major aim of psychographic research is the development of realistic, human portraits of consumers. Since all forms of advertising and marketing are in some sense communication, it is granted that a communicator can usually do a better job when he can visualize his audience than when he cannot. Therefore, psychographic information provides copywriters with detailed knowledge of their customers, which not only guides them as to what to say but helps them, structure how to say it better.

1.2 THE NEED FOR PSYCHOGRAPHICS

Researchers have found that people with similar demographic profiles have different psychological profiles. The consumer's psychology has become the factor by which we need to define and sort out our prospect: A man's economic set can no longer tell the creator of advertising how to appeal to him. There is, of course, some advertising today that has recognized the emergence of the new consumer profile. We need to have true knowledge of the consumer's psychographic disposition. We must realize that today's consumer is tired, jaded, often bored and that if we are to penetrate his consciousness and his perceptual screen, advertising will have to be fresh and original and psychographics can help in this line.

1.3 MARKET SEGMENTATION

Market segmentation long has been considered one of the most fundamental concepts of modern marketing. Besides being one of the major ways of operationalizing the marketing concept, segmentation provides guidelines for a firm's marketing strategy and resource allocation among markets and products.

Faced with diverse markets, a firm following a market segmentation strategy generally can increase the target profitability. Expecting the future possible advantages of market segmentation necessary for both management acceptance of the concept and an empirical segmentation study before implementation can begin. Real-world segmentation studies, in contrast, have followed one of two prototypical research patterns with little creativity in design or analysis. The survey results show the segments' estimated size and their demographic, socioeconomic, psychographic, and other relevant characteristics. A clustering-based segmentation design is that in which segments are determined on the basis of a clustering of respondents on a set of relevant variables. Benefit, need, and attitude segmentation are examples of this type of approach. As in a priori segmentation studies, the size and other characteristics (demographic, socioeconomic etc) of the segments are estimated. Though segmentation studies have been dominated by these two prototypical designs, several major conceptual and methodological developments have been proposed in the academic literature. The advancement of market segmentation research requires, therefore, narrowing the gap between the academically oriented research on segmentation and the real-world application of segmentation research. Achievement of these objectives requires a critical examination of the current state of the art in segmentation research, assessment of the major issues involved in the design and implementation of segmentation studies, and a perspective on the direction of future work.

The market segmentation is one of the key elements of modern marketing and is the process of dividing the market into several groups or segment based on factors such as demographic, geographic, psychological and behavioural factors. By doing

so, the marketers will have a better understanding of their target audience and thereby make their marketing more effective (Gunter and Furnham). This is due to the fact that by using the analytical process that keeps customers first, the marketer will get more satisfied customers and thereby gain a larger advantage over competitors (Dibb and Simkin). Market segments can be characterized in different ways on way is to characterize the preferences of the target customers; homogeneous preferences, referring to customers that roughly have the same preferences. Secondly there are diffused preferences which mean that the customers change in their preferences and finally clustered preferences which mean that the natural market segments emerge from consumer groups with shared preferences (Kotler and Keller).

When talking about market segmentation it is necessary to briefly mention the three areas of marketing which is to be taken into consideration when market a product.

The first area is mass marketing. It covers the area of mass producing, mass distributes and mass promotes on product to all buyers (Gunter and Furnham). However, marketers have realized the great variety in each individual customer and therefore the market segmentation is a helpful tool for the marketers to customize their marketing programmes for each individual customer (Dibb and Simkin).

The second area is product differentiated marketing. The marketer produces two or more than two products that display different features, styles, quality, sizes etc.

The third, and dominating, area is target marketing. The marketer distinguishes among a variety of market segments, chooses one or more of the segments and then develops products and marketing mixes customised to each segment (Gunter and Furnham).

1.3.1 Targeting

In the segmentation process the second stage is market targeting. Once the marketer has identified the segments it must be decided how many and which customer groups/segments to target. With respect to the decision to which customer groups or segments to target the company may choose one or a combination of the following marketing strategies; mass marketing strategy (undifferentiated marketing), single segment strategy (differentiated marketing) or multi-segment strategy (concentrated marketing) (Dibb and Simkin).

1.3.1.1 Undifferentiated marketing

With undifferentiated marketing a company does not consider the differences between each segment and chooses to target the market with one offer. Thereby the company focuses on the similar needs of the customers rather than the differences. However, when using undifferentiated marketing, it is not possible to meet every customer's needs and thus it is not possible to satisfy all customers. Furthermore companies may face hard competition from companies using e.g. concentrated marketing.

1.3.1.2 Differentiated marketing

Differentiated marketing is a marketing strategy where a company target many market segments with offers specially designed for each segment. Thereby the

company may have a higher sale and thus stronger position within each market segment. However, differentiated marketing also means increased costs of doing business due to the separate marketing plans for each segment. Thus companies must consider increased sales against increased costs when using differentiated marketing strategy.

1.3.1.3 Concentrated marketing

Concentrated marketing which is also referred to as niche marketing involves going after a big share of one or a few segments. By using niche marketing the company can market more effectively due to a strong position and great knowledge of the customers' needs within each segment. Even though concentrated marketing can be highly gainful it also involves a high risk due to the fact that the companies rely on one or a few segments for their entire business and will undergo greatly if the segment turns sour (Armstrong and Kotler, 2005).

The question of which segment strategy the company shall choose is dependent on a number of factors such as market, product and competitive factors. Each of these factors must be considered before arriving on the decision on the segment or segments to be targeted. The factors are like existing market, product homogeneity, nature of competitive environment, market trends and the marketing environment, needs of the customer, segment size and company resources.

By considering these above mentioned factors the company can decide on viability of particular segments and ensure that resources are appropriately targeted (Dibb and Simkin, 1996).

1.3.2 Positioning

The third and final step in the market segmentation process deals with positioning. Once the company has recognized the segments and selected which segment or segments to be targeted the final action is to settle on. Positioning is concerned with how the customers perceive the products and how it is defined by the customers in order to maximize the potential benefit to the company. The result is a influential reason why the target market should buy the product or products (Kotler and Keller, 2009).

Customers are not capable of remembering information about each product and thus the consumers organize the products, services and companies in their minds in order to simplify the buying process. This process happens with or without the help from the companies. However, the companies are not interested in jeopardizing their products' position and therefore it is necessary for the companies to plan positions to gain advantage to their products in selected target markets (Armstrong and Kotler, 2009).

In order for the company to attain a particular product or service, there are steps the company must follow. These steps include:

i) Understand what the target customers expect and believe to be most important when deciding on a purchase.

ii) Develop a product or brand which caters specifically for the customers' needs and expectations.

iii) Evaluate the positioning and images, as perceived by the target customers of competing products in the selected market segment or segments.

iv) To select a credible image that differentiates from competing brands and products on the basis of the characteristics of the brand or product, the needs and expectation of the target customers and their perception of competing brands' positioning.

v) Communicate with the targeted customers about the product via promotion and make the product available at the right price. (Dibb and Simkin, 1996)

A successful positioning happens if the segmented consumers find that both the product and brand satisfies their expectations and desires (Dibb and Simkin, 1996).

In conclusion to the market segmentation process it is necessary to sum up the points made. At the time of identifying the probable customers it is necessary to take into consideration the variables of the different types of segmentation. These types are the demographic segmentation, the geographic segmentation, the psychographic segmentation and the behavioural segmentation. Further step is to assess the market segments and take decision about which segments to direct their marketing strategies. The final step is to position the product so the product satisfies the target customers' expectations and desires.

1.3.3 Advantages and Limitations of Using Psychographics for Market Segmentation

Demby found two problems with using psychological variables as the basis for psychographic segmentation:

1. The literature is lacking in reliable empirical evidence that standard personality tests actually measure what they purport to measure…

2. In cases where standardized personality inventories have been applied to the marketing area, they have often not been proven to be especially strong indiscriminating between groups.

Wells et. al. point out other problems in using psychographics in market segmentation. He says that there were "cross tabulation problems," where extremes in data cancel variables out, leaving no discernable differences between target market and the general population. There are also "segmentation problems" because of unknown segment sizes and low reliability of psychographic tests due to self reported data and validity issues. There are also problems with using the data that have been generated. They argued that psychographics helps to identify and explain target markets in advanced analyses, because psychographic research must "probe into an individual's state of mind (their AIOs) to piece together the total 'market puzzle". Market characteristics can be analyzed from new perspectives with psychographic research, and that with psychographic research, instead of just knowing who its customers are (as is the case with demographics), a company could know why its customers buy its products. The resulting information could be used to design better marketing plans and to offer similar benefits to new customers, and that has the benefit of minimizing the risk of a new product being a failure upon launching. Wells argued that psychographic variables are simple, "familiar and personal" because they describe consumers in "the language of everyday conversation and thought," are more detailed and interesting than demographic profiles, and are easier to grasp than technical and abstract terms. Wells also says that because psychographic studies employ objective questions with precoded answers, surveys can be self-administered and thus

research studies can be conducted at a relatively low cost; results are quantitative and thus multivariate analyses can be carried out.

1.4 DEFINITIONS OF PSYCHOGRAPHICS

There is difference among scholars on the specific definition of the term "psychographics." Demby defined psychographics as a quantitative research procedure which seeks to explain why people behave as they do and why they hold their current attitudes. It seeks to take quantitative research beyond demographic, socioeconomic, and user/nonuser analysis, but also employs these variables in the research. Psychographics may be viewed as the useful 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. Thus psychographics had three levels:

1. Psychographics is the practical application of the behavioural sciences to marketing research;

2. It is a quantitative research procedure that is indicated when demographic, socioeconomic, and user/nonuser analyses are not sufficient to explain and predict consumer behaviour.

3. It seeks to describe the human characteristics of consumers that may have bearing on their response to products, packaging, advertising, and public relations efforts. Such variables may span a spectrum from self-concept and lifestyle to attitudes, interests, and opinions, as well as perceptions of product attributes.

Plummer defines “Activities, Interests, and Opinions” for researchers who want to operationalize variables for psychographic research. Activities are manifest actions (work, hobbies, social events, vacation, entertainment, clubs, community, shopping, sports, etc.). Interest in some objects, events or topics (family, home, job, community, recreation, fashion, food, media, achievements, etc.) is the degree of excitement that accompanies both special and continuing attention to it. Finally, opinions are descriptive beliefs of oneself, social issues, politics, business, economics, education, products, future, culture, etc.).

1.5 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 towns in Assam as well as in North-East Region. In Silchar, there is one Central university, National institute of technology (NIT), 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 study analyzes the existing position as well as prospect

of Restaurant business in Silchar. The study analyzes the relationship between psychographic profile and restaurant service demand depending on present psychographic profile and Restaurant service demand given the supply. On the basis of projected demography of Silchar town the researcher can relate existing psychographic profile to projected demand for Restaurant service business in future.

1.6 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, 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 (Sparks et al., 2003). Employees need to understand the level of consumers' expectation and exercise 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 requirements and want include the customers' criteria for choosing a restaurant depending on the circumstance, 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 criterion of consumers in choosing a restaurant for dinner in visiting occasions intrigued the investigator 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 attention in the study concerning the factors that influence restaurant-choice has been developed in recent decades. In 1962, Becknell and Maher identified the main criteria to select a food retailer, which include food quality, cleanliness, pricing, service, and unique features. It was also mentioned that fast-food criteria influence choice, speed of service, variety of menu, and popularity with children, cleanliness, convenience, taste of food, and price. (Miller and Ginter, 1979) However, these two studies do not assist marketers in understanding the factors on how consumers choose a restaurant. Restaurants-choice research was started to support the study of Mitchell (1984) regarding restaurant advertising. In addition, Qualls (1987) concluded that the aspect of food is the most important factor for restaurant choice. When consumers made the restaurant choice, they seemed to process "the bundle" of factors or "total-benefit" factors instead considering the single criteria (Mitchell, 1984, Qualls, 1987).

Demby defines psychographics 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."

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” (Plummer, 1971), “Psychographics” (Pernica 1974), or “activity and attitude” (Hustad) 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 mix of quantitative as well as qualitative research for it includes demographic details along with the psychological element.

Study has been carried out to try and understand relation between social class income and buying behaviour. Social class and lifestyle are the predictor of shopping behaviour (Rich and Jain, 1968). Studies has also being carried out to understand the importance of life status and consumer preference (Anderson, 1984), and the importance of consumer behaviour and cultural values (Henry, 1976).

Few prominent studies in the context of psychographic profile in India are:

Interrelationship between religiosity, caste, prejudices and conservatism life style among four major faith groups: Hinduism, Islam, Sikh and Christianity. Study carried out by Chatterjee to understand the changes in personality traits, family relationship, personal goals, attitude towards advertising and favoured products and Indian consumers between 15 to 45 years (Chatterjee, 1996). Studies are also conducted to understand psychographic profile of customers of news papers in

India by Anandan et al. 2006 and psychographic segmentation of Indian urban customers by Kumar and Sarkar.

The Lifestyle of individuals has always been of great attention to marketers. They pact with behaviourally oriented facets of people every day as well as their judgment, attitudes, interests and opinion. A lifestyle marketing perspective recognizes that people arrange themselves into groups on the basis of the stuff they like to do, how they like to use their spare time and how they choose to spend their disposable income. The lifestyle concept was introduced by Bell (1958), Rainwater et al (1959), pointing to its potential significance in understanding, explaining and predicting consumer behaviour. In 1963, Lazer introduced the conception of lifestyle patterns and its relationship to marketing,. He defined life style pattern as a systems concept. It refers to a distinguishing or characteristic form of living, in its collective and broadest sense, of a whole society or segment thereof. The total of consumer purchases, and the way in which they are consumed, reflect a society's or consumer's lifestyle. Moore (1963) suggested another definition of lifestyle to bridge conceptual way of life into which people fit various products, events or resources and also suggested that consumer purchasing is an interrelated, patterned phenomenon products are bought as part of a life style package. Lifestyle is an important concept used in segmenting markets and understanding target customers, which is not provided by the study of demographics alone. Now a day many researchers have focused on identifying the lifestyle of the consumers' to have better information about them. Demographics alone do not give a complete picture of the consumer, thus hampering the marketer in segmenting the market to its full potential (Cooper, 1984), Bone (1991) indicates that the use of demographic

characteristics such as age, income and employment status can be ambiguous factors while segmenting markets. The use of chronological age as a tool for segmentation is not as closely related to purchase behaviour as the psychological age (Barak & Rahtz, 1989; Bartos, 1980). Though income is highly related to buying behaviour, it is generally used in segmenting the market; but it does not take into consideration factors such as activities, interest, health (Bone, 1991; Burnett &Wilkes, 1985-86; Moehrie, 1990). Social class adds a greater depth to demographics but it has to be supplemented by other information to give a meaningful insight of the individual characteristics. Lifestyle segmentation has been a very helpful concept for marketing and advertisement planners (Wells and Tigert, 1971). By incorporating psychographic information with demographics, the marketer will better understand the wants and needs of the consumers. Psychographics was a term first introduced by Demby (1974) putting together psychology and demographics, Psychographic or Lifestyle refers to consumers' Activities Interests and Opinion (AIO). More specifically it focuses on what people like to do, what are their areas of interests, and what the opinions people hold on various matters are. (Lazer, 1963; Plummer, 1974). Here lifestyle patterns provide broader views about the customers. The basic premise of lifestyle research is that the more the marketers know and understand their customers, the more effectively they can communicate to their and serve them. These studies used the lifestyle analysis to identify market segments and to empirically examine the association between the consumers' general life styles and their consumption patterns.

1.6.1 Reviews on Psychographics in Market Segmentation

One of the most commonly used segmentation schemes used by marketers is psychographic analysis. Another example of psychographics factors in market segmentation is William Wells' and Douglas Tigert's use of Activities, Interests, and Opinions (AIO) as variables in their research (Wells &Tigert, 1971). Their work was often cited by subsequent researchers in the field, and the AIO variables became the standard by which many later psychographic researchers designed their survey instruments. Demby (1974) argues that psychographic research represents a major step forward in marketing research because it is oriented towards understanding the total human being as he goes through the purchase decision-making process, enabling the marketer to develop meaningful strategies to solve marketing problems. Wells et al (1974) wrote that psychographics variables can be used to study lifestyle similarities and differences among geographic areas, especially when markets are limited geographically, and even when they are not. They also argued that lifestyle and psychographic data can tell us more about how groups across demographic variables differ, Demby explained, using examples, how psychographic research might help marketing professionals: The purpose of psychographic research is to develop the relationship between the three classes of variables (product attributes; lifestyle; psychological variables, which include interests and opinions) so that one can say "Consumer in Segment A have the highest propensity to purchase a product because its attribute 'fit' the lifestyle that results from self-concept, interests and opinion", or "Consumers in Segment B might have a higher propensity to purchase a product if certain attributes can be modified so that they are more relevant in life style and psychological attributes",

or “Consumers in Segment C have a low propensity to purchase a product because its attributes do not relate to either life style or self concept”. It would be unwise for marketing researchers to ignore the use of demographics in their research, because value-behaviour relationships may be driven by demographic variables. Therefore, psychographic factors should be used in conjunction with demographics as variables to determine those interactive features.

1.7 RESEARCH GAP

There is no such study has been ever conducted in Silchar. 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 such study have been conducted in Silchar this has been taken by the researcher. The study is based on psychographics analysis of the people visiting restaurants in Silchar town and depending on this the study will attempt to analyze the prospect of restaurant business in Silchar town which is not yet done by any researcher.

1.8 RESEARCH OBJECTIVES

The present study has been undertaken keeping in view the following objectives:

1. To find out the psychographic profile of consumers of the restaurant services in Silchar town.

2. To assess the possible future demand for restaurant services in Silchar town with the help of the derived psychographic profile of consumers of the restaurant services in Silchar town.

3. To assess and examine the existing structure, growth and marketing practices of restaurant services in Silchar town.

4. To find out the suitable measures for the improvement and development of the restaurant services in Silchar town in Assam.

1.9 METHODOLOGY OF THE STUDY

Type of research: The present study is descriptive in nature.

Data collection: The unit of data collection is the individuals those who visit restaurant(s) of Silchar town to consume restaurant services offered by the same and have capability to respond to the questions asked by the researcher with the help of the schedule prepared for the purpose. In case of restaurants either the manager or the owner or both is interviewed with the help of structured questions.

Tools of data collection: Respondents capable of answering questions regarding psychographic profile and restaurant services selected by purposive sampling method are consulted with the help of the schedule prepared for the purpose at the time of using restaurant services in Silchar town. In case of restaurants either the manager or the owner or both are interviewed with the help of structured questions. For the purpose of data collection 2 set of schedule was prepared, one for restaurant visitors to know their psychographic profile and attitude towards restaurants and another schedule was prepared for the restaurant owners/managers to collect the information regarding their practices in restaurant business in Silchar

town and there from data have been collected by visiting the same restaurants. In addition to primary data, secondary data were also collected from different sources like articles, books, journals, publications, internet sources and so on.

Sample size for the study: 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 384. The calculation is based on sample size calculator available at *www.surveyssystem.com/sscal.in.* Out of 384, 363 forms were found responded correctly by the restaurant visitors and therefore used in the present study. In case of restaurants the sample size is 80 out of total 102 restaurants registered under Silchar municipality. The sample size is decided by the researcher from the list of restaurants obtained from Silchar municipality which was prepared by the Silchar municipality depending on the basis of their registration under the same authority till 30th Nov. 2014.The sample size was also decided depending on the criteria that the restaurants were under operations during the period of data collection, located at different parts of the town and the same time having facility of sitting arrangement where people can sit and spent the time very comfortably with receiving services from the restaurants. The respondents were contacted and served questionnaire over a period of eight months (January-August) in the 2015.

Tool of data analysis and interpretation: The data were analysed and interpreted using frequency analysis, factor analysis, and cross tab besides summary statistics for the purpose of deriving result. It also included tabulation and graphical presentation of the same set of data. For the analysis of demographic segments frequency analysis has been used Likart- type scaling and frequency analysis

technique has been used to analyze and interpret the data of psychographic segments. Psychographic variables were found significant from factor analysis and then results were derived from there with the cross tab tables of demographics in to selected psychographic variables for the purpose of deriving psychographic profile of the restaurant visitors and thereby assessing the prospects of restaurant business in Silchar.

1.10 SCOPE OF THE STUDY

Successful completion of the study shall result in analysing the prospects of Restaurant Industry in Silchar. This study is going to assess the prospect of Restaurant business in Silchar. The study shall also help in understanding the lifestyle pattern of the inhabitant of Silchar town using restaurant services and the impact over the restaurant business in future. The study will be helpful for an individual to start his career as a businessman in restaurant business. The study will facilitate the restaurant owners to understand the attitude and preference of the restaurant customers and accordingly provide them services to maintain and increase their number of customers which will ensure growth and prosperity in their line of business in Silchar Town.

1.11 CONCEPTUAL FRAMEWORK

Conceptual analysis is used to identify textual data from the collected literature within the following broad categories:

Attitude(s) - A person's overall evaluation of a concept or an effective response involving general feelings of liking or favourability may be termed as attitude. A cognitive process involving positive or negative balances, feelings, or emotions or

an attitude toward an entity always involves a stirred-up state--a positive or negative feeling or motivational component. It is an interrelated system of cognition, feelings, and action tendencies.

Lifestyle - The manner in which people conduct their lives, including their activities, opinions, and interests may be termed as lifestyle. In general, this is the way in which the individual manages and deals with his or her psychological and physical environment on a day-to-day basis. More specifically, it is used by some theorists as a phrase describing the values, attitudes, opinions, and behaviour patterns of the consumer.

Market segmentation – It is the process of identifying segments within a market. It is important to note that marketers do not create segments (Kotler, 2003). "A market segment consists of a group of customers who share a similar set of wants." (Kotler, 2003)

Psychographic characteristics – Psychographic characteristics are another way to describe a market segment. Psychographic characteristics describe groups on the basis of lifestyle or personality or values. Using attitudinal indicators similar to those elicited by personality tests, psychologists carved out marketing segments based on their members' shared view (Yankelovich& Meer, 2006). Psychographic variables bring to the surface the underlying psychological motives that drive an individual to a particular behaviour. Additionally, the descriptive nature of these variables tells the story of the user of a particular product or service (Bergman, 2002).

Restaurant — 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 normally served and eaten on the premises, but many restaurants also offer take- out food delivery services, and some only offer take-out and delivery.

1.12 CHAPTER PLANNING

The chapter planning has been designed as follows:

Chapter I - Introduction: This chapter will highlight- General introduction; Statement of the problem ; Review of literature; Conceptual framework; Relevance of the study; Objectives of the study; Methodology of the study ; Chapters planning.

Chapter II - Demographic and psychographic profile of consumers of restaurant services in Silchar town.

Chapter III - Analysis of psychographic data

Chapter IV - An assessment of the problems and prospects of the restaurant services in Silchar town.

Chapter V - Summary of findings and conclusion

1.13 A BRIEF HISTORY Of SILCHAR

Silchar is the headquarters 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 attached a label 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 is3, 16, 010 (18.2%). The sex ratio is 958 females per 1000 males. The literacy rate of the district is 80.36%. Cachar district covers an area of 3,786 sq. km. It has two sub-divisions as Silchar Sadar and Lakhipur. Although the river Barak is the main river of the district, there are also three other rivers; viz., Rukhni, Sonai and Ghagra. Bengali is the major language of the district. The number of total workers in different occupations is 4, 65,734, of which 3, 64,843 (78.26%) are males and 1, 01,251 (21.74%) are females in the service sector (Population Census 2001). At present, there are 1,950 primary and upper primary schools and 125 High and Higher Secondary schools with a very good number of colleges and a Central University (Government of Assam, Statistical Handbook: Assam 2009). The town is surrounded by the Barail Hills on the north, Mizo Hills on the south, Manipur on the east and Bangladesh on the west It has a geographical area of 15.78 square kilometers. The average ground level of Silchar town is about 19.80 meters above the sea level and is situated at a distance of 640 kilometers from the sea. The Silchar town is the gate way of three districts of Barak Valley as well as Tripura, Mizoram and Manipur. Silchar has its own historic and revolutionary phases in its origin, growth and development from a cantonment of the British to the present status of a populated and thriving town. Captain Fisher was the administrator who initiated the urban development of Silchar town. Since then Silchar was transformed from a cantonment town to an administrative headquarter. It was rearranged and expanded by the land survey and new settlement. Silchar was connected by roads with the interior places of the

district. The Head Post Office in Silchar was established in 1852 and after its establishment the telegraph facility was started in 1861. Captain Stewart renamed Silchar Polo Club as Retreat Club in the year 1859 currently which is known as Cachar Club. After the establishment of Cachar club gradually India Club was introduced in 1900. To deal with the problem of adjoining hill tribes effectively the headquarters of the Surma Valley Military Police Battalion and the Office of the Commission, Surma Valley and Hills Division were set up in Silchar. Along with these development efforts, the urban land settlement was also paid attention. In 1859, Captain Stewart granted rent free patta to the occupants for twenty years which was cancelled in 1871 and a fresh settlement was made with the actual occupants for thirty years. A total area of 23 acres was assessed at the rate of one rupee and eight annas per acre. The Central Road, Nazirpatty, Premtola, Tulapatty, Narshingtola, Tarapur, Malugram and Itkhola emerged as flourishing localities among these settlements. Silchar town was constituted into a Municipality under the Bengal District Town Improvement Act, 1864 on November 29, 1865 in order to manage its affairs. At that time, Cachar and Sylhet were districts in Bengal. The Silchar Municipality had eight European and three native members, including a Chairman and a Vice-Chairman. In 1882, Silchar was constituted into a Station Committee under the Bengal Municipal Act, 1876. It had 15 members – 10 elected and 5 officials – and of the 10 elected members, 7 were government officers. However, the Silchar Station was elevated to the rank of Second Class Municipality on April, 1893 under the Bengal Act, 1876. Babu Kamini Kumar Chanda was elected as the Vice-Chairman of the Silchar Municipality. It had 20

members which rose to30 in 1930. Thus, with every change in government policy and the introduction of new policy the town experienced new changes.

The growth of population in Silchar from 1951 to 2011 is shown below:

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 per2011 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

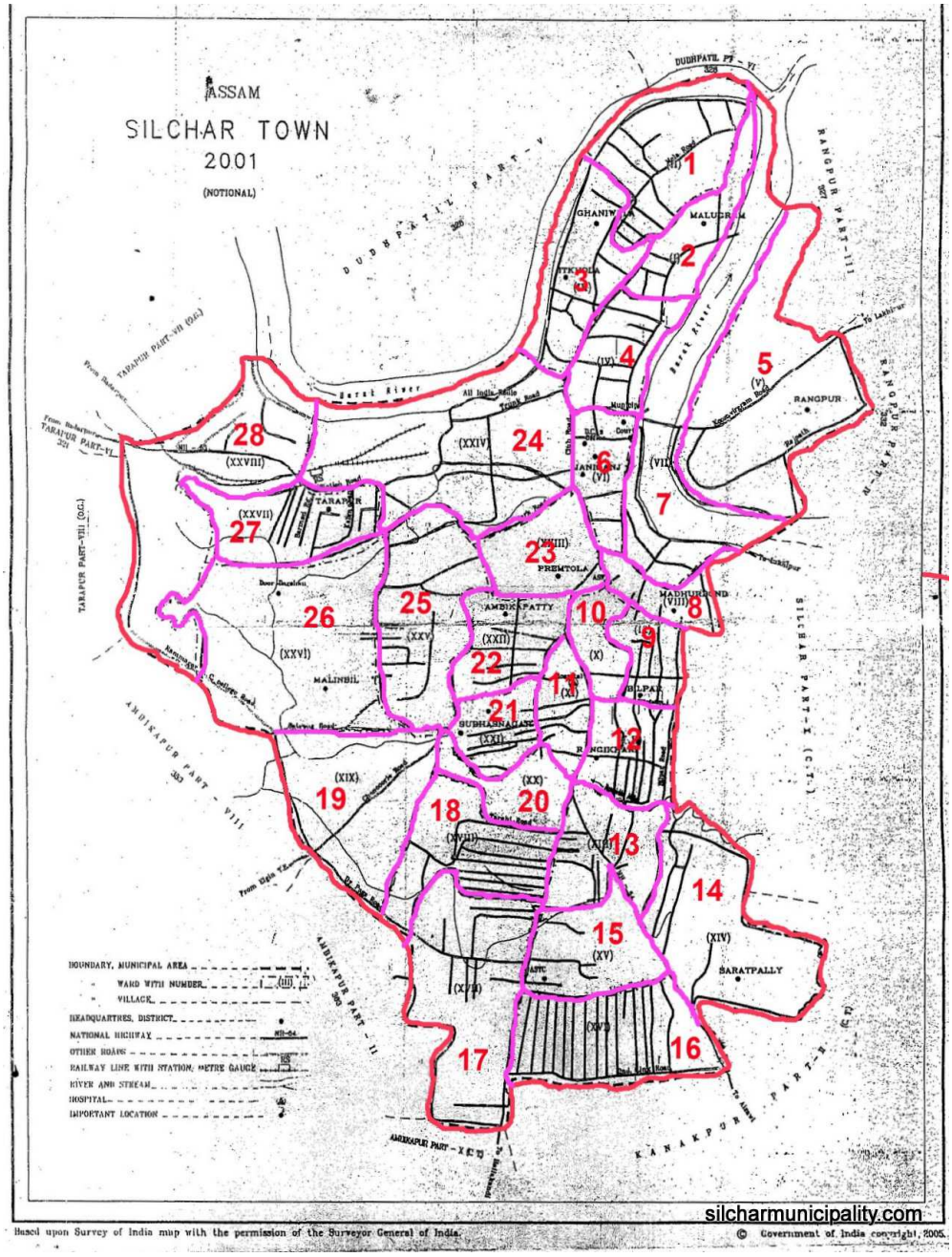
According to Census of 2011, population of Silchar is 172,709; of which males and females are 86,812 and 85,897 respectively. The sex ratio of the town is 989 per 1000 males. In education section, total literates in Silchar town are 144,255, of which 74,082 are males while 70,173 are females. Average literacy rate of the town is 91.74% of which male and female literacy was 93.97% and 89.5%. Total children (0-6) in Silchar town are 15,467 as per Census of 2011. There were 7,977 boys while 7,490 are girls. Child sex ratio of girls is 939per 1000 boys. Although Silchar town has population of 172,709; its urban/ metropolitan population is 228,985 of which 115,443 are males and 113,542 are females (http://www.census 2011.co.in). A total demographic profile of Silchar town is presented in the table given below.

Table 3 : Municipal Wards, Their Areas and Population of Silchar Town, 2011

Ward No.	Municipal Area Covered	Population
1	Malugram Locality (A Portion)	6402
2	Malugram Locality (A Portion)	10200
3	Malugram Locality (A Portion)	7808
4	Itkhola (A Portion), Steamer Ghat Road, Sadarghat Road	4875
5	Rongpur Locality	12508
6	Janiganj, Tulapatty, Central Road	2224
7	Janiganj (A Portion), Kalibarichar, Kalibari Road, Water Works Road (A Portion	7782
8	Water Works Road, Fatak Bazar, Gopalganj, Lakhipur Road	1938
9	Padma Beel Locality, (A Potion), Lakhipur Road (A Portion)	5742
10	Padma Beel (A Portion), Hospital Road, Premtola (A Portion), Panpatty (A Portion)	3690
11	Swashan Road, Ambicapatty (A Portion), Hospital Road and N. S. Avenue (A Portion)	4149
12	Public School Road, Lochan Bairagi Road (A Portion), Netaji School Road	5535
13	Sonai Road (A Portion), Kanakpur Road	5368
14	Soratpally, Sonai Road (A Portion)	7334
15	Sonai Road (A Portion), Link Road (A Portion)	4037
16	Link Road, N. S. Avenue (A Portion)	5775
17	National Highway, A portion of N. S. Avenue	5985
18	Das Colony, A portion of N. S. Avenue	7325
19	Chenkoorie Road, Panchayat Road, Satsang Ashram Road	6566
20	N. S. Avenue (A Portion), Shib Colony	5145
21	Subhash Nagar, A portion of Ambicapatty	4697
22	Ambicapatty (A Portion of Premtola, Ullashkar Dutta Sarani	5225
23	Nazirpatty, A portion of Panpatty & Gopal Gay, Central Road (A Portion), Shillongpatty & Narsingtola	3204
24	A Portion of Tarapur, Trunk Road, A portion of Idgah Road, Annapurnaghat Road	6978
25	R. K. Mission Road, Jhalupara, A portion of Vivekananda Road, A portion of Tikarbasti	7429
26	A Portion of Vivekananda Road, A Portion of Satsang Ashram Road	6295
27	Tarapur Locality	8186
28	A Portion of Tarapur Locality, A portion of Karimganj Road, A portion of Machimpur Road.	10307
	TOTAL	1,72,709

Source: Administrative Report 2011; Silchar Municipal Board Record, 2011; Provisional Census 2011.

Figure 1: Map of Silchar Municipal Area



Source: www.silcharmunicipality.com