CHAPTER TWO: DEMOGRAPHIC AND PSYCHOGRAPHIC PROFILE OF CONSUMERS OF RESTAURANT SERVICES IN SILCHAR TOWN

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2.1 Introduction

Demographic variables assist marketers to find their market segment and psychographic variables facilitate the marketer with more insight about the segment. Psychographics is, in common parlance, lifestyle analysis or AIO research. A psychographic study consists of a extensive record of statement designed to detain significant aspects of a consumer, like personality, hinting motive, interest, attitude, belief and value. When the study becomes oriented in the direction of a particular product, the consumers have to respond to statements which are selected for the purpose i.e. on merchandise, brand, services, cut-throat situations etc. The demographic and psychographic lifestyle approach is highly balancing and works best together.

People hailing from the same sub-culture, social class and even occupation follow quite different lifestyles. Conventional demographic variables cannot recognize the complete character of a market because consumers in the same demographic group have very different psychographic constitute. The tool which helps a marketer to segment the population is psychographics, involving the use of psychological, sociological and anthropological factors.

Demographics alone do not give a complete picture of the consumer, thus hampering the marketer in segmenting the market to its full potential. Bone (1991) indicates that the use of demographic characteristics such as age, income and employment status can be misleading 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 constructive conception for marketing and advertisement planners (Wells and Tigert, 1971). By incorporating psychographics' information with demographics, the marketer will better understand the wants and needs of the consumers. The term Psychographics was first introduced by Demby (1974) putting collectively psychology and demographics. Psychographic or Lifestyle refers to consumers' Activities, Interests and Opinion (AIO). More specifically it centre on what people like to do, what are their area of interests, and what the opinions people hold on various matters are. (Lazer, 1963, Plummer 1974). Hence lifestyle patterns provide broader views about the consumers. The basic principle of lifestyle study is that the more the marketers know and understand their customers, the more effectively they can speak to them and serve them.

2.2 CHARACTERISTICS OF LIFESTYLE

i) Lifestyle is a Group Phenomenon

A person's lifestyle bears the influence of his/her participation in social groups and of his/her relationships with others. Two workers in the same organisation may show diverse lifestyles.

ii) Lifestyle Pervades Various Aspects of Life

An individual's lifestyle may result in certain consistency of behaviour. Knowing a person's conduct in one aspect of life may enable us to predict how he/she may behave in other areas.

iii) Lifestyle Implies a Central Life Interest

For every individual there are many central life interests like family, work, leisure, religion, politics etc. that may fashion his interaction with the environment.

iv) Lifestyles vary according to Sociologically Relevant Variables

The rate of social change in a society has a great deal to do with variations in lifestyles. So do age, sex, religion, ethnicity and social class.

2.3 INFLUENCES ON LIFESTYLE

Cultural and societal variables establish the outer boundaries of lifestyle specific to our culture. The interface of group and individual prospect and value creates a methodical pattern of behaviour. This is the lifestyle pattern that determines purchase decisions. Consumer market reactions are favourable only when goods

and services available in the market are in harmony with lifestyle patterns and values.

2.4 APPROACHES TO STUDY LIFESTYLE

The study of lifestyle is interdisciplinary. It represents a range of disciplines such as anthropology, psychology, sociology and economics. Marketing use this diverse move towards segmenting, targeting and positioning which forms the core of marketing strategy because lifestyle refers to the way in which people live and spend money, consumers psychographic profiles are derived by measuring different aspects of consumer behaviour such as:

1 Products and services consumed

2 Activities, interests and opinions

3 Value systems

4. Personality traits and self-conception

5. Attitude towards various product classes

Many approaches are available to the study of psychographic variables. One of the ways is to study the lifestyle variables by an AIO inventory for use in segmenting, targeting and positioning.

2.4.1 AIO Inventories

AIO studies envisage a wide variety of variables and measures the major dimensions shown as below:

Chart 2.1: Psychographics Variables			
ACTIVITIES	**INTERESTS**	**OPINIONS**	**DEMOGRAPHY**
Work	Family	Themselves	Age
Hobbies	Home	Social	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club member	Fashion	Education	Geography
Community	Food	Products	City size
Shopping	Media	Future	Lifecycle
Sports	Achievements	Culture	Dwelling

Source: Joseph T. Plummer—The Concept and Application of Lifestyle Dimensions, Journal of Marketing.

2.5 DEMOGRAPHIC SEGMENTATION

The demographic segmentation divides customers into segments based on demographic values such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class and nationality (Armstrong and Kotler, 2005).The demographic segmentation is often used in market segmentation for the reason that the variables are easy to identify and measure. Furthermore the demographic variables are related with sale of many products and services and finally they offer a description of the end customers so customer and others can target a required market. Each of the variable are useful in knowledge when segmenting markets and some of the above mentioned variables will be elaborate in the following (Gunter and Furnham, 1992).

2.5.1 Age and life-cycle segmentation

The customer requirements and preferences change with age. Therefore some business concern employs age and life-cycle segmentation, where age and the life-cycle decide the marketing approach. Use of mobile and landline as an example the marketers must take into consideration that although due to lack of knowledge some older people use a landline telephone but others may only use a mobile telephone as they are having knowledge regarding mobile. Marketers using the age and life-cycle segmentation must be careful to guard against brand. (Armstrong and Kotler, 2005)

Besides the age and life-cycle segmentation are linked with behavioural characteristics and purchasing patterns. An instance of this is single people who have a propensity of purchase new designer objects due to the fact that they have no other economic requirement. This is opposite to married people, who have a large economic compulsion and thereby they prioritize their economy different (Gunter and Furnham, 1992).

2.5.2 Gender Segmentation

Gender segmentation is used to make altered the needs and wants between men and women due to the fact that men and women have diverse attitudes towards a product. The gender segmentation has long been useful in connection with clothing, hairstyling, cosmetics and magazines. Additionally it must be taken into consideration that metro sexuality has become a common gender-factor and thus the marketers must not only define a product as being masculine or feminine (Kotler and Keller, 2009).

2.5.3 Income segmentation

The market divides into different income groups depending on income segmentation. It is used in automobiles, clothing, cosmetics, financial services and travel. Many business concerns within the mentioned group seek to target the high-income customers. Others ask for target the consumers with a lower income in order to achieve consumer reliability and reduce the competitive pressures. However, business concerns must consider the actuality that the income does not always forecast the most appropriate customers for a given product due to the fact that some customers may have other preference and prioritize their money different (Kotler and Keller, 2009).

2.5.4 Generation segmentation

Every generation is prejudiced by the period in which they grow up i.e. the music, the movie, political affairs and other momentous actions attribute of that period. Marketers therefore market to a generation by using icons and descriptions that is relevant according to the generation (Kotler and Keller, 2009).

2.5.5 Social Class segmentation

Social class segmentation segregates the customers according to their inclination in vehicles, clothing, home furnishing, leisure activities and reading habits and so on. However, even though the tastes of social classes' changes, many business concerns develop products for specific social classes (Kotler and Keller, 2009).

2.6 PSYCHOGRAPHIC SEGMENTATION

The psychological variables draw from two most important types of consumer; personality profile and lifestyle profiles (psychographics). Psychological profiles

are often used as an enhancement to geographic and demographics when these does not provide an adequate view of the customer behaviour. While the conventional geographical and demographical basis (sex, age, income etc.) give the marketer with ease of access to customer segments, the psychological variables make available supplementary information about these and augment the understanding of the behaviour of present and potential target markets (Gunter and Furnham, 1992).

Psychographic segmentation segregates people according to their attitudes, values, lifestyles, interests and opinions (Pickton and Broderick, 2005). Moreover some marketers have used personality variables to section the markets, for example the landline telephone is outdated and a business could appear to aim elder people whereas the concrete purpose is that the business is aimed at a much broader personality group (Armstrong and Kotler, 2005).

2.7 GEOGRAPHIC SEGMENTATION

The geographic segmentation separates customers into segments based on geographical areas such as nations, states, regions, counties, cities or neighborhoods. A company can aim at one or more areas and must be alert of the fact that data according to geographic segmentation may differ due to population shift (Pickton and Broderick, 2005).

It is essential to segment according to geographic, owing to the fact that the buying behaviour of the customers are influenced on where they live, work etc. (Gunter and Furnham, 1992). Therefore many business concerns modify their products, advertising, promotion and sales efforts to fit the desires of the geographical

variables (Armstrong and Kotler, 2005). The geographic segmentation is also useful when there are differences in a location where a product is marketed. The variation can be caused by cultural factors, traditions, politics etc. and furthermore the differences can be noteworthy in one segment, whereas in other segments the differences can be small and less insignificant. (Gunter and Furnham, 1992). Furthermore as a result of a raise in the globalization today the geographic segmentation has been correlated to other differences in socio-economic and demographic characteristics. The result of this type of segmentation is referred to as geodemographic (Gunter and Furnham, 1992). The geodemographic segmentation unites the geographic segmentation with the demographic segmentation and thereby combines the study of the target customers with where they live (Pickton and Broderick, 2005). Hence the geodemographic classifies the customers according to where they live in comparison to the way the social class defines consumers by their occupation and thereby the companies are more capable of predicting consumer behaviour (Gunter and Furnham, 1992).

2.8 BEHAVIOURAL SEGMENTATION

Customers' attitude towards use of or response to a product is the basis of behavioural segmentation. Many marketers believe that the behavioural variables such as occurrence, payback, user status, usage rate, buyer-readiness stage, loyalty status and attitude are the best starting points for constructing market segments and thus these variables will be described further in the following (Kotler and Keller, 2009).

2.8.1 Occasions

Occasions are at what time the consumers are separated into segments base on the time of day, week, month and year (Kotler and Keller, 2009). People are therefore being group according to the time on which they get the idea to buy, make their purchase or use the purchased item (Armstrong and Kotler, 2005).

2.8.2 Benefits

Benefit segmentation separate the customers according to their different benefits they may try to find from a product or services. Benefit segmentation try to find the benefits people look for in a certain product or service, the kinds of people who look for each advantage and the brands that deliver each gain (Armstrong and Kotler, 2005). Moreover the benefit of segmentation identifies market segments by casual factors rather than descriptive factors such as demographics.

2.8.3 User status

By segmenting according to nonusers, ex-users, potential users, first-time users and regular users of a product or service a business can customize its marketing for each group (Armstrong and Kotler, 2005). Where regular users of a certain product or service request one kind of marketing approach, potential users may request another kind of marketing approach, and thus it is necessary to divide the customers into different segments and target them in different ways.

2.8.4 Usage rate

The usage rate segmentation divides the customers according to how much they use a product or service. They are divided into groups of non-users, light, medium and heavy product users and business often seek to target one heavy user rather

than several light users (Armstrong and Kotler, 2005). This is because of the fact that the serious users compose a small percentage of the market but account for a high percentage of the total purchasing (Gunter and Furnham, 1992). Thus a business should seek to adapt their marketing strategy according to these customers. Nevertheless, it should be revealed that it is of certain significance not to leave out the non-users, light users and medium users due to the fact that these users may provide a positive prospect for future expansions.

Finally the usage rate divides the customers in terms of time and place i.e. a business may sell one product or provide service at one part of the day, month, year and another product or service another time of the day, month, and year as is the similar case when using occasion segmentation.

2.8.5 Buyer-Readiness stage

Buyer-readiness stage refers to people's awareness and interest of the product or service. Some people are unaware of these, some are aware, some are informed, some are interested, some desire the same and some intend to buy (Kotler and Keller, 2009). The purpose is to lead the customer along so he or she will purchase the product or service in the end.

2.8.6 Loyalty status

A market can also be segmented according to the loyalty of the customers. It is assumed that customers are always loyal by buying behaviour. These customers are referred to as hard-core loyals. Other individuals that are trustworthy toward two or three category of brand and purchase these on a random basis are referred to as being split loyals. A third group of people are those who shift from one brand to

another and staying with that brand for a period of time until they shift to another brand. These customers are referred to as shifting loyals. The final group that is the fourth group of loyals are those who do not show loyalty or preference towards one particular brand, but rather preferred to have those brand or services that is on sale or available at the time of the occurrence. These customers are referred to as switchers (Kotler and Keller, 2009).

2.8.7 Attitude

As a final variable to the behavioural segmentation is attitude toward a product or service. People can be divided into segments based on whether they have an enthusiastic, positive, indifferent, negative or hostile attitude toward a product or service. By considering the customers' attitudes toward a service or product the business will get a wide-ranging view of the market and its segments (Kotler and Keller, 2009).

By combining the different behavioural variables, it is possible for marketers to get a view of a market and its segments and thereby the marketer can enhance its targeting strategies (Kotler and Keller, 2009).

In conclusion, the demographic and the above mentioned variables approach to market segmentation assumes that since people can be grouped into certain types of categories such as age, income, education etc. they are likely to share the same values and buying behaviour.

In the following sections, the chapter presents an empirical analysis on two different segments namely demographic segment and psychographic segment of the restaurant visitors visited the different restaurants in Silchar Town for their

own purposes. Depending on analysis and its interpretation the following section will deals with the profiles of restaurant visitors in Silchar Town based on different demographic and psychographic factors.

2.9 DEMOGRAPHIC SEGMENTS AND ANALYSIS

The demographic segmentation separates customers in to segments depending on demographic values such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class and nationality. These variables are often used in demographic segmentation because they are easy to identify and measure. The present study based on demographic variables such as sex, age, education, occupation, marital status, place of living and period of living for the purpose of deriving demographic profile of the restaurant visitors in Silchar town. All the demographics variables were analysed and interpreted through frequency analysis in regards to assess demographic profile of restaurant visitors in Silchar town.

The following section will deals with demographic analysis of the respondents for the purpose of assessment of demographic profile of restaurant visitors in Silchar town.

2.9.1 Gender Distribution

TABLE 2.1		
Sex	**Frequency**	**Percent**
Male	255	70.2
Female	108	29.8
Total	**363**	**100.0**

Source: Primary Data

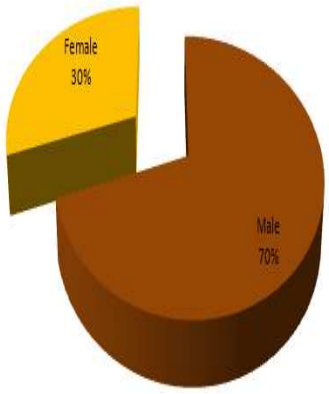


Figure 2.1

Based on the gender distribution it is found that most of the respondents were male. Out of the total respondents 70% of these were male and rests were female. Here this research work (study) shows that in Silchar town the major segment of the customers of the restaurant service is dominated by male and it is because of the fact that men are the primary earners and spenders in the family.

2.9.2 Age Distribution

TABLE 2.2		
Age(Years)	**Frequency**	**Percent**
<=20	208	57.3
21-30	40	11.0
31-40	17	4.7
41-50	58	16.0
51-60	38	10.5
61-70	2	.6
Total	**363**	**100.0**

Source: Primary Data

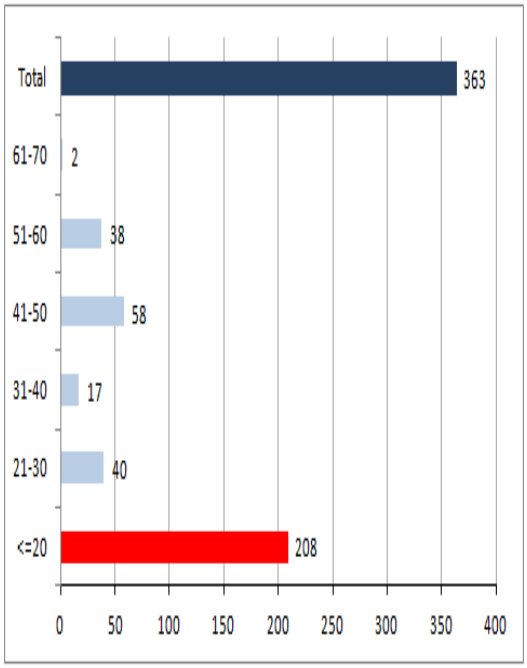


Figure 2.2

Most of the respondents were young less than 20 years of age. They are recognized as teenagers who do frequently arrive at the restaurant. As they belonged to the student community, restaurant to them is a kind of common hangout of place. The study showed that the respondents belonged to the age group of less than 20 years is the most significant segment of the customers as compared to the customers who belonged to the other age groups for the restaurants in Silchar town. Depending on the age distribution it is found that customers belong to the age group of less than 20 were mostly students and therefore students are the most important part in customers segment of restaurant services especially for the restaurants situated in Silchar Town.

2.9.3 Education Qualification

TABLE 2.3

Education	Frequency	Percent
High School	5	1.4
Matriculation	222	61.2
Higher secondary	73	20.1
Graduate	54	14.9
Master Degree	9	2.5
Total	**363**	**100**

Source: Primary data

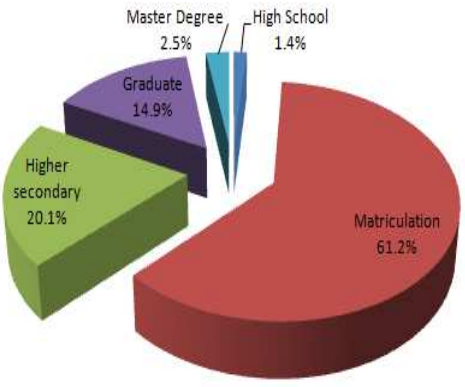


Figure 2.3

As a logical extension of the age distribution as derived above, the distribution on the educational qualification is skewed towards matriculation and Higher Secondary. It is found that most of the restaurant visitors belong to the

matriculation and higher secondary. In fact 61.2% of the respondents were belonged to the level of matriculation. The respondents belong to this level of education were mostly less than 20 years who have more freedom to get out alone and hence are more frequent visitors to restaurant. So the study points out that the student's community who has just qualified matriculation and entered into the college level pertaining to the age group of less than 20 years are the most important customers of restaurant services for the restaurants in Silchar Town.

2.9.4 Occupational Distribution

TABLE 2.4

Occupation	Frequency	Percent
Student	220	60.6
Housewife	17	4.7
Government Service	46	12.7
Private Service	22	6.1
Self Employed	11	3.0
Family Business	40	11.0
Jobless	5	1.4
Entrepreneur	2	.6
Total	**363**	**100.0**

Source: Primary data

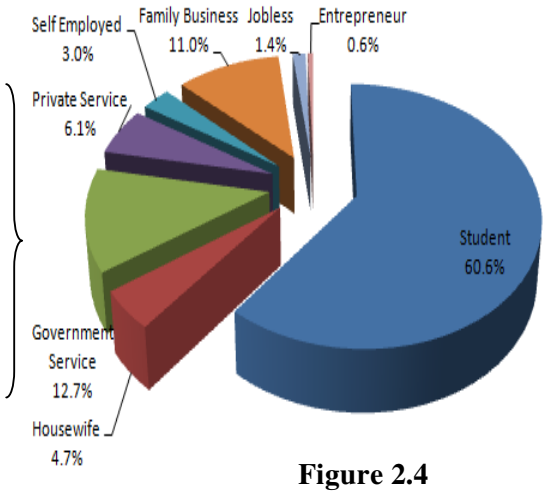


Figure 2.4

Depending on the occupational distribution, out of different kinds of occupation it is found that most of the visitors belonged to the student community. As the student community who are the most significant qualifier followed by government

services and family business. Out of the total respondents, it is found that in Silchar town most of the visitors are students, out of the total respondents 60.6% are from the student community.

2.9.5 Marital Status

TABLE 2.5

Marital Status	Frequency	Percent
Married	122	33.6
Unmarried	235	64.7
Widow/Widower	6	1.7
Total	**363**	**100.0**

Source: Primary data

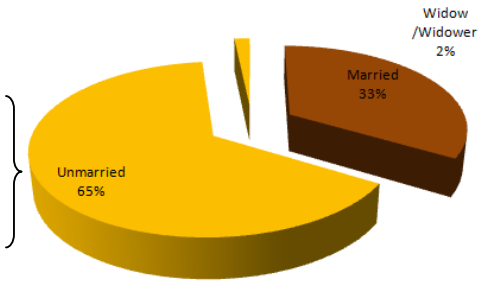


Figure 2.5

In case of marital status out of the total respondents it is found that majority of them were unmarried. It is quite expected because most of the visitors are less than 20 years of age and belonged to the student community. In fact it is not only the unmarried people who used to visit restaurants but also the married people and others who used to visit restaurants for receiving restaurant services from the different restaurants situated in the different parts of Silchar town because for all of them restaurant is a place of hangout.

2.9.6 Residential Location

TABLE 2.6		
Where do you Stay	**Frequency**	**Percent**
Silchar	280	77.1
Outside Silchar	83	22.9
Total	**363**	**100.0**

Source: Primary data

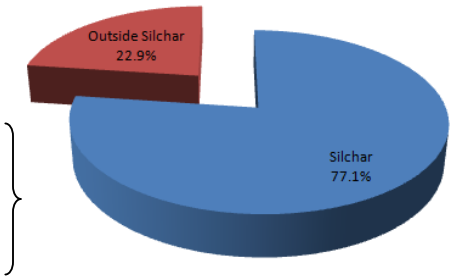


Figure 2.6

The customer segment of restaurant services in Silchar town consists of both the customers from within Silchar town as well as outside Silchar town. Though out of total visitors it is found that 77.1% of them are from Silchar town itself but rest i.e., 22.9% is from outside Silchar which is a very significant indicator of good prospect of restaurant services in Silchar town. Residential status of the visitors signifies that the customers of the restaurant services in Silchar town is wide-spread i.e., not restricted to Silchar town only. Rather people who use to visit Silchar town for the various purposes also wants to visit restaurant and therefore they are also the important part of customer segment of restaurant services in Silchar town. Depending on the residential status it can be said that the prospect of restaurant business in Silchar town is very significant as market consists of customers from Silchar town as well as from outside of Silchar.

2.9.7 Mode of Stationing

TABLE 2.7		
How do you Stay	**Frequency**	**Percent**
Sharing a mess with others	7	1.9
Rented alone	21	5.8
Rented with family	73	20.1
Own house	245	67.5
Rented Flat	12	3.3
Own Flat	5	1.4
Total	**363**	**100.0**

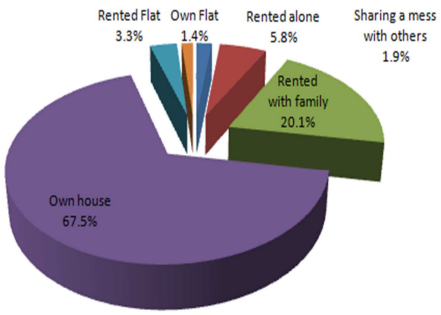


Figure 2.7

Source: Primary data

Though it is surprising but truth is that the people who have their own house used to visit restaurant most in Silchar. People having own house may fill more secure and because of this, they are more reluctant to visit restaurants. People rented with family are the second most important part of customer segment of restaurant business for the restaurants in Silchar town. For the prospect of restaurant services in Silchar town all the people irrespective of their style of stay are equally important though it is seen that people having own houses are the most significant one.

2.9.8 Duration of Stationing

TABLE 2.8		
How long have been living there	**Frequency**	**Percent**
Less than 5 years	51	14.0
5-10 years	43	11.8
10-20 years	103	28.4
20-30 years	31	8.5
30 years and above	135	37.2
Total	**363**	**100.0**

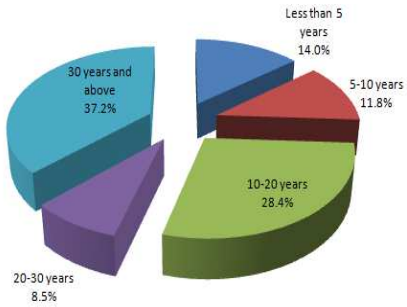


Figure 2.8

Source: Primary data

In case of periodicity of living it hardly matters how long people have been living there. The study showed that people who are residing for 30 years and above are the most significant visitors of the restaurant services. It showed that permanent residence are more interested in spending the time in visiting restaurant for receiving restaurant services in Silchar town. Out of total respondents 37.2% were those people residing in Silchar for last 30 years and 28.4 were residing for last 20 years. It can be said that the restaurant visitors in Silchar town are the permanent residence who are living in this town for long time.

2.10 SUMMARY OF THE DEMOGRAPHIC SEGMENT

Basis on the above cited data points, a synopsis of the demographic characteristic of the 363 respondents are as follows

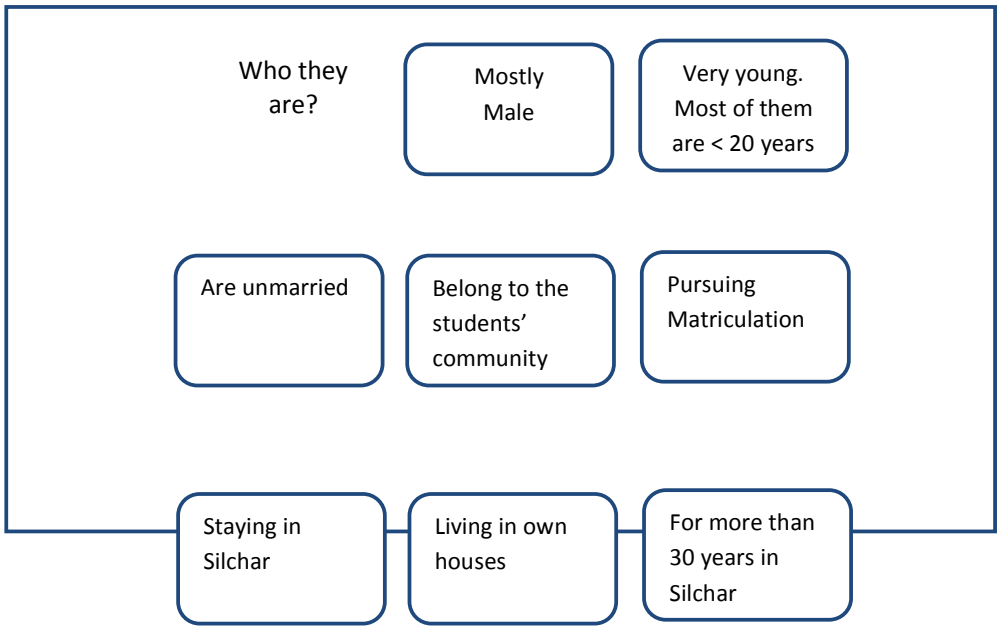


Chart 2.2: Demographic Profile

As shown above the summary of the demographic profile of the restaurant visitors is discussed below:

1. Most of the restaurant visitors are male and therefore it is male dominated.

2. Most of the respondents were young less than 20 years of age.

3. It is found that most of the restaurant visitors belong to the matriculation and higher secondary.

4. Out of different kinds of occupation it is found that most of the visitors belonged to the student community. As the student community who are the

most significant qualifier followed by government services and family business.

5. In case of marital status out of the total respondents it is found that majority of them were unmarried.

6. In case of residential town it is found that most of the most of the restaurant visitors are from Silchar town

7. Majority of the restaurant visitors are the permanent resident of the Silchar town who resided in their own houses.

8. In case of period of living it is found that most of the restaurant visitors are residing in Silchar town for 30 years and above.

2.11 PSYCHOGRAPHIC SEGMENTS AND ANALYSIS

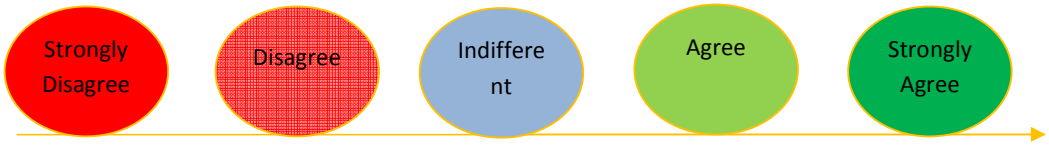
This section consists of psychographic analysis of the restaurant visitors of Silchar town. In order to find out the psychographic profile of the respondents the researcher put forward statements through a structured schedule .The statements included in the schedule based on AIO analysis i.e., activity, interest and opinion.

All the psychographic aspects were marked on a likert scale. The likert- type scale is the most popular form of attitude scale because it is easy for the researchers to prepare and to interpret, and simple for the respondents to answer. The respondents only have to check or write the number corresponding to the level of agreement or disagreement with each series of statement that describes activity, interest and opinion. The scale consists of an equal numbers of agreement /disagreement choices on either side of a neutral choice. The respondent indicates

his or her agreement or disagreement with each statement on the instrument. Each response is given a numerical score, indicating its favourableness or unfavourableness. A primary advantage of the Likert scale is that it give the researcher the view of considering the responses of each statement independently or combining the responses to produce an overall score.

Likert- type scaling technique assigns a scale value to each of the responses in the scale. For instance, in five degrees of agreement or disagreement (1) strongly disagree, (2) disagree,(3) neutral (4) agree and (5) strongly agree, responses indicating the most favourable attitude towards an object are given the highest score (i.e., 5) and the least favourable attitude towards an object are given the least score (i.e.,1) .further these psychographic aspects were analysed and interpreted with technique of frequency analysis. Frequency analysis is a part of descriptive statistics .The study of quantitatively describing the characteristics of a set of data is called descriptive statistics. In statistics frequency is the number of times an event occurs.

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



The following section will dealt with psychographic analysis of the respondents for the purpose of assessment of psychographics profile of restaurant visitors in Silchar town.

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

TABLE 2.9		
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**

Source: Primary data

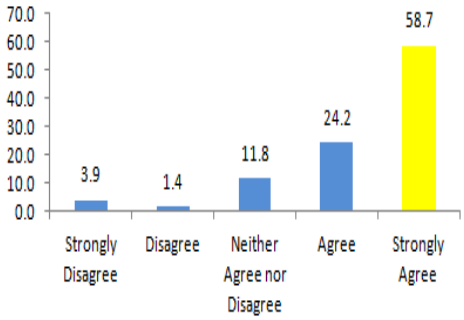


Figure 2. 9

The respondents who are the visitors of restaurants in Silchar town found interested in doing government services. Out of various available options such as govt. service, private service and business etc. it is the govt. services which have been preferred by most of them. Almost 58.7% of the respondents were interested in govt. services. The govt. services are more preferable because people find more security in this profession as compared to others. People, who are secured, may have positive attitude towards spending time in doing such activities which gives them happiness and satisfaction. For those people visiting restaurant is one of the source of deriving satisfaction and happiness. In Silchar town people who are in govt. service is the important part of customer segment of restaurant business.

2.11.2 Ranking on "I like to do private service"

TABLE 2.10		
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**

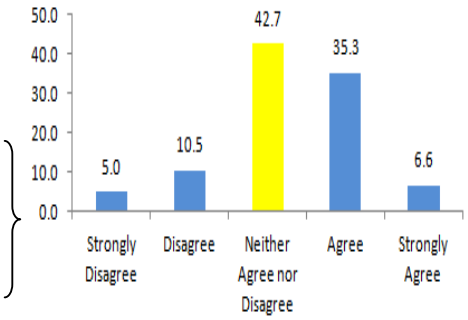


Figure 2.10

Source: Primary data

For private services, most of the respondents had a neutral take. However, a high 35.3% also mention that they agreed on private sector being a service option. In fact it is found that after govt. services, private services are the second most important choice. So, respondents who visited restaurant were found interested in doing private service because of their easy availability and good carrier prospect. In the era of privatization and modernization private services have a great scope of carrier prospect and development which gives security and stable life to the people. People who preferred private service also likes to visit restaurant for receiving restaurant services. Therefore, it is found that feelings of security may increase the chances of passing time of the people by visiting restaurant in Silchar town.

2.11.3 Ranking on "I like to do business"

TABLE 2.11		
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**

Source: Primary data

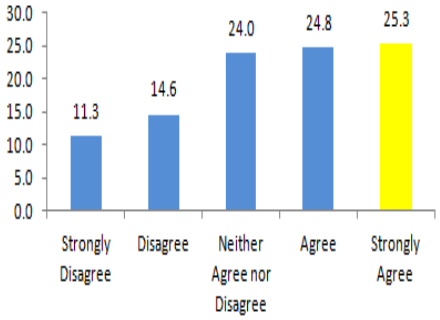


Figure 2.11

When the respondents were given choice regarding their preference in business, it is found that 50.1% of the respondents preferred business. It can be said that business as a profession is very much acceptable for the people who used to visit restaurant in Silchar town. Out of the total respondents almost half of them are ready to choose business as their carrier option. They were interested in doing business because those people were very much keen to start their own venture and wants to create self-employment. So, the restaurant visitors may belong to the business community. People belonging to the business community may have positive attitude towards receiving restaurant services because of their capability in terms of spending time and money.

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

TABLE 2.12		
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**

Source: Primary data

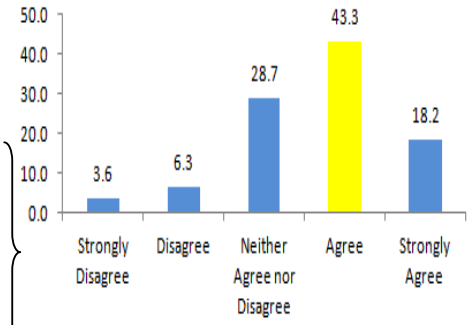


Figure 2.12

People who visited restaurants also liked to reading books. The study showed that less than 50% of the total respondents liked reading books during their free time. Along with reading books visiting restaurants is also their likings. So it can be said that customers of restaurants liked to spend their free time by reading books and visiting restaurants.

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

TABLE 2.13		
I like to spend time with frie1nds 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**

Source: Primary data

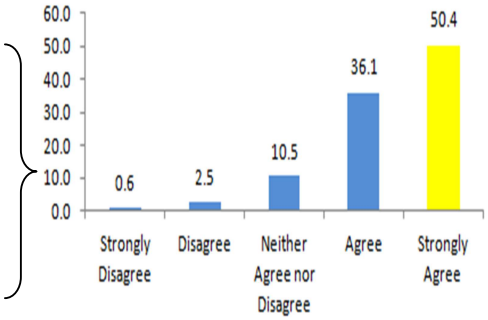


Figure 2.13

The restaurant customers showed their interest in spending free time with friends and family. Out of the total respondents 86.5% of the respondents showed their interest in spending time with their friends and family. Customers interested in spending time with friends and family is a positive indicator for the prospect of restaurant services. If customers liked to spend their free time with friends and family the restaurant may be one of the sources for them to spend time with their friends and family. So, from the restaurant point of view, customers liking spending time with friends and family may increase the number of restaurant customers.

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

TABLE 2.14

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**

Source: Primary data

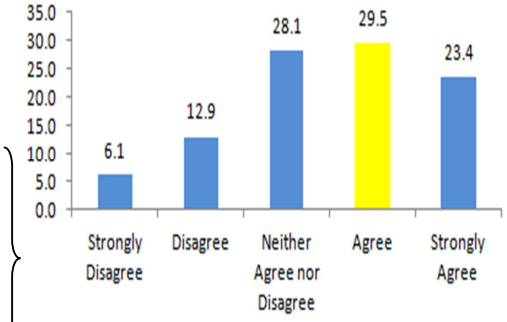


Figure 2.14

52.9% of the respondents agreed and strongly agreed that they liked spending time travelling to different places. Customers visited restaurants also liked to travelling because of natural curiosity to know the unknown on part of go travelling and

enrich them with the experiences as open outlook. Customers having such outlooks are the prospective customers of the restaurant services of Silchar town.

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

TABLE 2.15

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**

Source: Primary data

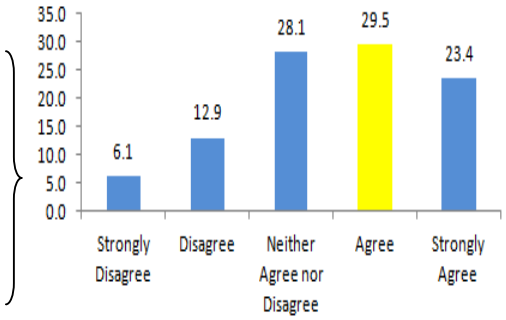


Figure 2.15

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. Data reveals the fact that restaurant visitors in Silchar town are the music lovers. The visitors also liked to spend time by listening music .This attitude of the restaurant visitors towards listening music is a positive force which influence the visitors to visit the restaurants.

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

TABLE 2.16		
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**

Source: Primary data

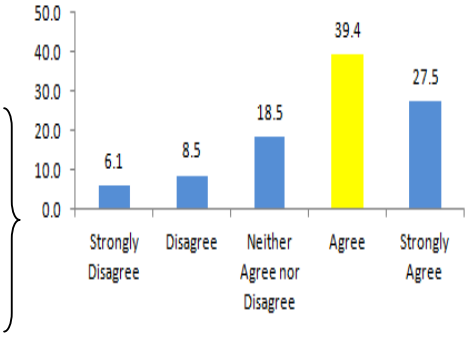


Figure 2.16

Customers' visiting restaurant also agreed and strongly agreed regarding spending time with family staying at home. 66.9% of the respondents were agreed and strongly agreed regarding spending time with family staying at home. This type of customers may not frequently visit restaurant which is not a very good indicator for the prospect of the restaurant business in Silchar town.

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

TABLE 2.17

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**

Source: Primary data

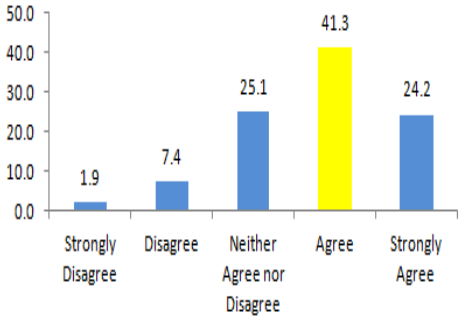


Figure 2.17

The respondents were found very much interested in spending time with their family at outdoors. About 65.5% of the total respondents agreed and strongly agreed in spending their time with families at outdoors. Respondents who were interested in spending time at outdoors may be the frequent visitors of restaurant in Silchar town. So, such types of customers are the present prospective customers of the restaurants.

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

TABLE 2.18		
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**

Source: Primary data

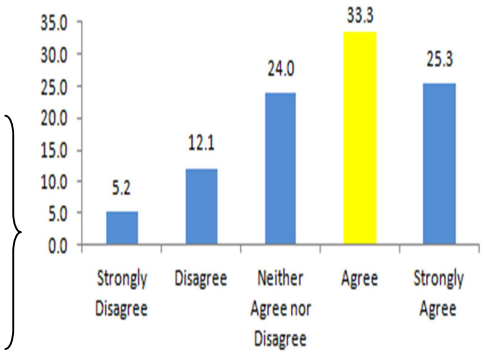


Figure 2.18

One of the favorite outdoor destinations with family is the malls for shopping. While 33.3% of respondents agreed, another 25.3% strongly agreed on the same. The respondents who liked to visit malls with families may also visit restaurants while visiting malls for shopping. Keeping this in to consideration restaurants which are located in mall in Silchar town may have good number of customers. Since visiting malls with families is very much liked by the restaurant visitors and therefore malls are the prime locations for locating restaurants in Silchar town. Along with shopping visiting restaurants may become the habit of those kinds of people now a days.

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

TABLE 2.19

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**

Source: Primary data

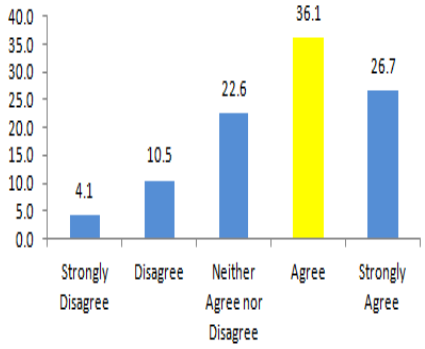


Figure 2.19

The other favorite outdoor destination with family is religious places. 36.1% agreed while 26.7% strongly agreed on same. Respondents who were interested in visiting religious places with family may at the same time be interested in taking some refreshment by visiting restaurants. Respondents who used to visit religious places with family can be consider as that type of people who are very close to their family and therefore like to spent time with the family. So for the prospect of restaurant business in Silchar town those people will certainly play the important role.

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

TABLE 2.20		
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**

Source: Primary data

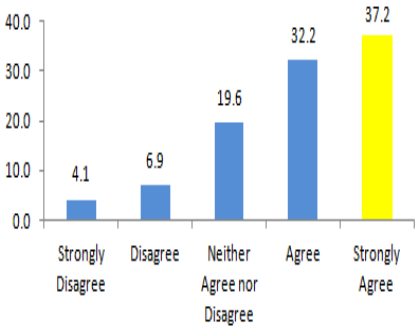


Figure 2.20

A stronger preference is for indulging in entertainment and 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. As we know that restaurants is such a place which provide both entertainment and refreshment and therefore, people who liked to spend time with family for entertainment and refreshment for them restaurant is a interesting place to visit. For the restaurant business those types of respondents are key as they are frequent visitors of restaurants in Silchar town. Out of the total respondents majority of them are interested in spending time with family for entertainment and refreshment. So, the restaurant owners should concentrate on

providing entertainment and refreshment to their customers to maintain and increase the numbers of restaurant visitors.

2.11.13 Ranking on "I like to do shopping only"

TABLE 2.21

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**

Source: Primary data

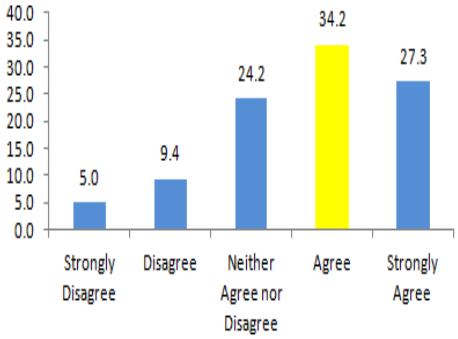


Figure 2.21

Now a day's shopping is the part of life. People in the urban area like Silchar town are very much busy in during day to day activities. By doing those activities people may become exhausted and therefore always try to spend some times in doing shopping with the families. This a positive indicator for the prospect of restaurant services because those who liked to spend time in doing shopping only may at the same time be interested in taking refreshment by visiting restaurants near by the shopping place.

2.11.14 Ranking on "I like to watch movies"

TABLE 2.22		
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**

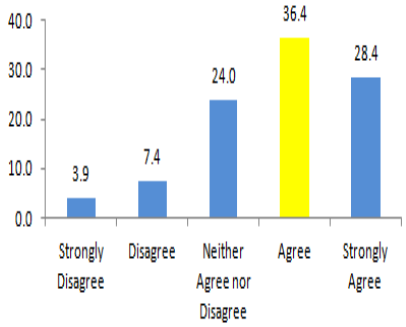


Figure 2.22

Source: Primary data

Movies are strongest mass media, among all classes of entertainment viewing which one has an excess to adopt messages given by the others time and spaces. 36.4% respondents agreed and 28.4% strongly agreed that watching movies is also a leisure time indulgence. In fact watching movies, visiting restaurants are some of the popular and common medium of spending leisure time. So, respondents who were liked to watch movies may also be interested towards visiting restaurants because both watching movies and visiting restaurants are the source of entertainment and refreshment.

2.11.15 Ranking on "I like to take some refreshment"

TABLE 2.23		
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**

Source: Primary data

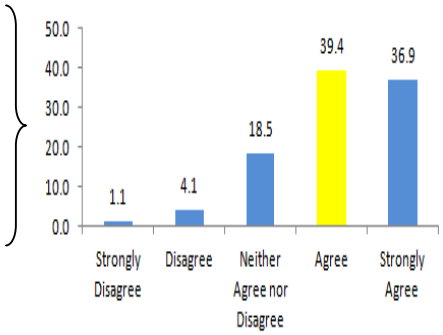


Figure 2.23

Clear majority 76.3% respondents agreed that they take time out for refreshment during their outdoor or indoor leisure activities of which 39.4% agreed and 36.9% strongly agreed. Respondents who were agreed and strongly agreed in favour of taking refreshment in indoors or outdoors are the prospective restaurant visitors. The prospect of restaurant business in Silchar town largely depends on those customers because for them restaurants may be one of the main source of taking refreshment at outdoors. Restaurant is such a place where people can spend time in receiving refreshment and therefore for such type of people is to pay there a visit.

2.11.16 Ranking on "Vacation need to be spent at home"

TABLE 2.24		
Vacation need to be spent at home	**Frequency**	**Percent**
Strongly Disagree	75	20.7
Disagree	80	22.0
Neither Agree nor Disagree	82	22.6
Agree	70	19.3
Strongly Agree	56	15.4
Total	**363**	**100.0**

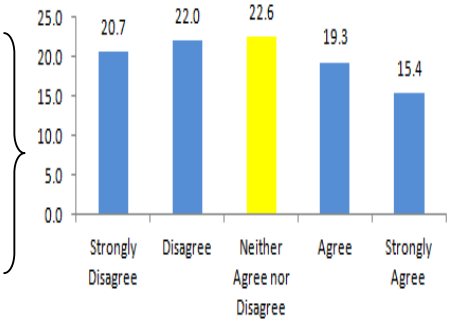


Figure 2.24

Source: Primary data

With respect to spending vacation time at home, the responses were evenly distributed on the likert scale. 42.7% respondents gave negative ranking, 22.6% remained neutral while 34.7% showed an inclination towards spending vacation at home. Since the responses were evenly distributed, it can be said that people who were in favour of spending time at home for such type of people restaurant cannot be a right choice. Keeping this into view, the restaurant owners should provide all such facilities which can create positive impression regarding the restaurant services. Once the restaurant owners succeeded in doing such activities there is every possibility that more and more customers are attracted towards restaurant services and thereby visitors may show inclination towards visiting restaurants rather than spending time at home.

2.11.17 Ranking on "Vacation need to be spent at outside home"

TABLE 2.25

Vacation need to be spent at outside	Frequency	Percent
Strongly Disagree	9	2.5
Disagree	9	2.5
Neither Agree nor Disagree	46	12.7
Agree	132	36.4
Strongly Agree	167	46.0
Total	**363**	**100.0**

Source: Primary data

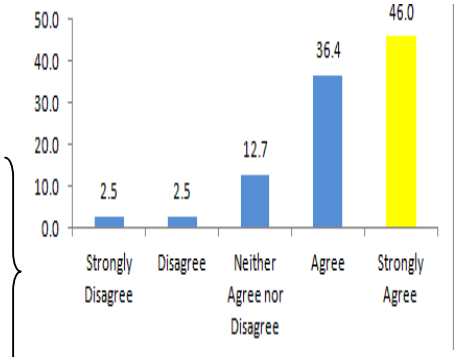


Figure 2.25

With respect to spending vacation time outside home, the responses clearly indicated that people preferred spending it outside. A clear majority comprising 82% respondents mention that it is always better to travel some other destination than home during vacation. Respondents having such preferences may be the key customers of restaurant business. In Silchar town, people will like to spent vacation at outside home may prefer to visit restaurants while they are at home i.e., in the town. These types of people like to spend their leisure time in taking refreshment and entertainment. So, visiting outside during vacation is preferred by them. From the view point of prospect of restaurant services in Silchar town, restaurant owners should target that segment of people because they have every potentiality to become the restaurant visitors.

2.11.18 Ranking on "Vacation need to be spent with fun and entertainment"

TABLE 2.26		
Vacation need to be spent with fun and entertainment	**Frequency**	**Percent**
Strongly Disagree	2	0.6
Disagree	4	1.1
Neither Agree nor Disagree	33	9.1
Agree	96	26.4
Strongly Agree	228	62.8
Total	**363**	**100.0**

Source: Primary data

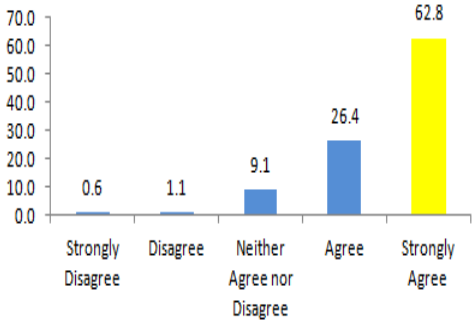


Figure 2.26

With respect to spending vacation with fun and entertainment the responses clearly indicated that people preferred to spent vacation with fun and entertainment . Almost everyone agreed that vacation need to be spend with fun and entertainment. 62.8% strongly agreed and 26.4% agreed on this aspect. So a clear majority comprising 89.2% respondents were agreed that the vacation need to be spent with fun and entertainment. Depending on this at can be assumed that this type of respondents who were fun lover and entertainment seeker are the one of the most important segment of customers of restaurant business. Such type of people always try to find out some times to spend it with fun and entertainment and for them restaurant may be one of the prime place for spending time with fun and entertainment. So for the better

prospect of restaurant business in Silchar town, restaurant owner should aimed that segment of people and consider them as their prospective customers.

2.11.19 Ranking on "Social events are necessary for social attachment"

TABLE 2.27

Social events are necessary for social attachment	Frequency	Percent
Strongly Disagree	2	0.6
Disagree	5	1.4
Neither Agree nor Disagree	35	9.6
Agree	162	44.6
Strongly Agree	159	43.8
Total	**363**	**100.0**

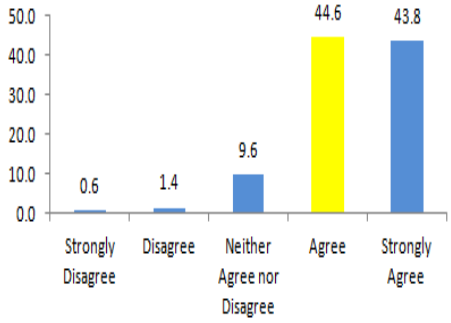


Figure 2.27

Source: Primary data

Human are creation of nature. In fact Human beings can be called "social beings". Human beings cannot survive without the society. Society without social events is meaningless. The responses of visitors i.e. the respondents resonates this innate behaviour of human. A sweeping 88.4% agreed and strongly agreed that social events are necessary for social attachment. out of 88.4%, 44.6% were agreed and 43.8% were strongly agreed that people can socially be attached by participating in different kinds of social events. from the view point of prospect of restaurant business in Silchar town, people who believed that social events are the means of social attachment for them restaurant is the place where they can celebrate social events because restaurants can provide

such a platform where people from different cultures can comes together for celebrating social events.

2.11.20 Ranking on "Social events are necessary for social status"

TABLE 2.28

Social events are necessary for social status	Frequency	Percent
Strongly Disagree	12	3.3
Disagree	17	4.7
Neither Agree nor Disagree	121	33.3
Agree	168	46.3
Strongly Agree	45	12.4
Total	**363**	**100.0**

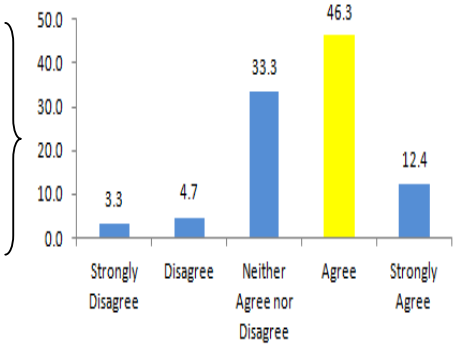


Figure 2.28

Source: Primary data

On this aspect, a good 33.3% remained neutral while 46.3% agreed that social events are necessary for social status, followed by 12.4% who strongly agreed as well . Hence, we can infer that most respondents thought that social events are required to establish and maintain ones social status. So it can be assumed that people who thought that participation in social events brought social status, for them visiting restaurants with friends and family also be the factor increasing their social status.

2.11.21 Ranking on "Social events are necessary for introduction of different food habits"

TABLE 2.29

Social events are necessary for introduction of different cultures	Frequency	Percent
Strongly Disagree	6	1.7
Disagree	15	4.1
Neither Agree nor Disagree	54	14.9
Agree	173	47.7
Strongly Agree	115	31.7
Total	**363**	**100.0**

Source: Primary data

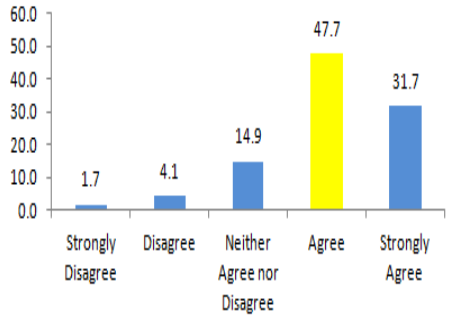


Figure 2.29

People can experience different food habits and cuisine only in social events that is what 79.4% of the respondents believed in. 47.7% agreed and 31.7% strongly agreed. However, 14.9% remained neutral towards the same. This signifies the importance of social events for introduction of different food habits. According to them social events provide the opportunities in having experience at different food habits and cuisine. It is at that period that they get access to delicious dishes that give them a kind of tastes that is gettable only in social events. Now a day's restaurant becomes the place of celebrating social events. Restaurants are such a place where the people can get different kinds at food belongs to different culture & food habits. People who thinks that social events are necessary for introduction

of different food habits for them restaurants in Silchar town is a place where they can spent time in celebrating social events with different kinds of food & cuisine. Restaurants certainly provide them different kinds of delicious dishes accordingly to different food habits & culture.

2.11.22 Ranking on "Always have a common lifestyle"

TABLE 2.30

Always have a common lifestyle	Frequency	Percent
Strongly Disagree	98	27.0
Disagree	101	27.8
Neither Agree nor Disagree	69	19.0
Agree	58	16.0
Strongly Agree	37	10.2
Total	**363**	**100.0**

Source: Primary data

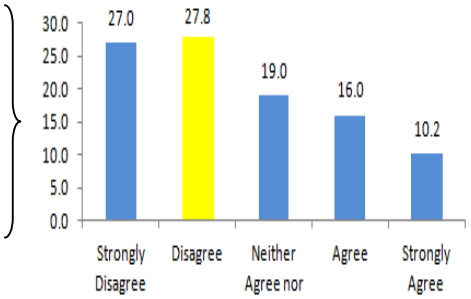


Figure 2.30

Most of the Restaurant visitors preferred experimenting in life rather than have a common lifestyle. 54.8% of the respondents approved of trying new things in life. But 16% respondents were agreed & 10.2% respondents were strongly agreed in have a common life style. They never preferred experimenting in life rather than have a common lifestyle. In Silchar town respondents who preferred experimenting in new life styles must have positive attitude towards experimenting new kinds of food & cuisine depending on different culture & food habits. Since those respondents liked to have new things in their life so they always prefer to visit

restaurants situated at different parts of the town to have a different tastes of foods according to various cultures, food habits & innovations.

2.11.23 Ranking on "Generally try to have new thing"

TABLE 2.31

Generally try to have new thing	Frequency	Percent
Strongly Disagree	2	0.6
Disagree	4	1.1
Neither Agree nor Disagree	21	5.8
Agree	147	40.5
Strongly Agree	189	52.1
Total	**363**	**100.0**

Source: Primary data

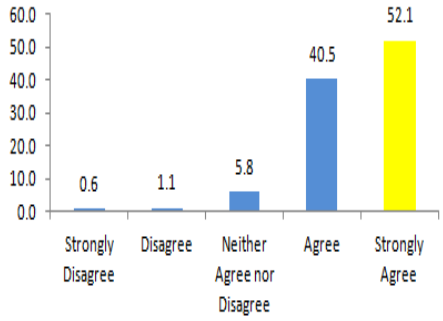


Figure 2.31

As a logical derivation at the above, when the respondents were asked if they like trying new things, 92.6% agreed that they would want to do so. on this aspect it is found only 0.6% were strongly disagree, 1.1% were disagree & 5.8% were neither agree nor disagree. Respondents who were agreed and strongly agreed to have new thing are the most potential customers of restaurant business. Depending on their attitude towards life it can be said that they always have a variety of choice and alternative options in their life and they always preferred to have some more new options. So the people who always try to have new things must prefer to have variety of food outside at home whenever they get time to spend. Traditional people with conservative thinking never liked to go outside for having a food or

refreshment. But as the time passes thinking of the people also start changes and as a result of this now a day's most of the people try to have new things during their life time. From the view point of prospect of restaurant in Silchar town such type of people are the most suitable customers as they always like to have new things. Restaurant is such a place where the restaurant visitors can experience variety of food according to different culture and not only this restaurants in Silchar town always have customers from different cultures as restaurants provides the opportunities to know about different cultures & their food habits.

2.11.24 Ranking on "Love to enjoy"

TABLE 2.32

Love to enjoy	Frequency	Percent
Strongly Disagree	1	0.3
Disagree	2	0.6
Neither Agree nor Disagree	38	10.5
Agree	102	28.1
Strongly Agree	220	60.6
Total	**363**	**100.0**

Source: Primary data

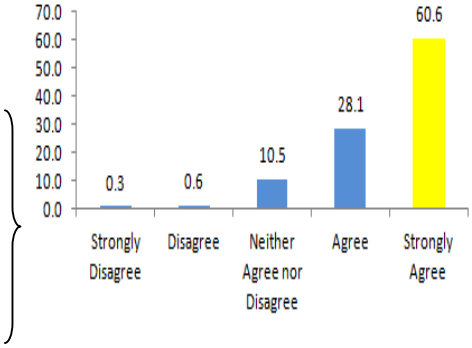


Figure 2.32

Restaurants are the place where people can get together for the purpose of entertainment and enjoyment. When the respondents were asked if they liked to enjoy 88.7% of them said that they liked to enjoy. Out of them 28.1% were agreed and 60.6% were strongly agreed on this aspect. As it is found that majority of the

respondents are young so they are always ready to spend time in doing such activity which can provide them enjoyment. Restaurant situated in different parts of Silchar town should make such arrangement to ensure all possible sources of enjoyment along with the good quality foods and services. From the view point of prospect of Restaurant business in Silchar town respondents who liked to enjoy are the potential customers.

2.11.25 Ranking on "Enjoy the life in full in all exciting manner"

TABLE 2.33

Enjoy the life in full in all exciting manner	Frequency	Percent
Strongly Disagree	3	0.8
Disagree	8	2.2
Neither Agree nor Disagree	38	10.5
Agree	90	24.8
Strongly Agree	224	61.7
Total	**363**	**100.0**

Source: Primary data

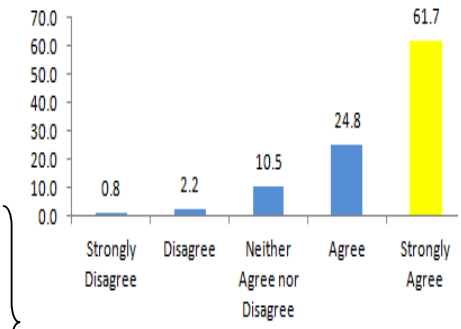


Figure 2.33

86.5% at the respondents wanted to enjoy life to the fullest while 10.5% remained neutral .Of 86.5%, 24.8% agreed and a whopping 61.5% strongly agreed. Those who wants to Enjoy life in full exciting manner for them Restaurant is one of the source of excitement and thus spending life in all exciting manner. It is a positive attitude of respondents towards restaurants in Silchar town that they like to have

excitement in their life which influence them to visit Restaurants and then the prospect of Restaurants business will increase.

2.11.26 Ranking on "When you go for outing you know exactly where you want to go"

TABLE 2.34

When you go for outing you know exactly where you want to go	Frequency	Percent
Strongly Disagree	11	3.0
Disagree	27	7.4
Neither Agree nor Disagree	110	30.3
Agree	133	36.6
Strongly Agree	82	22.6
Total	**363**	**100.0**

Source: Primary data

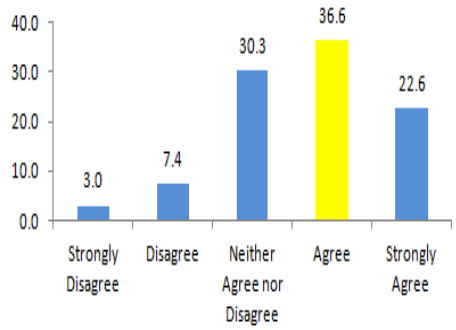


Figure 2.34

Most of the respondents were sure of where they wanted to go. 36.6% agreed and 22.6% strongly agreed. However, 30.3% mentioned that they were not sure on where to go when they decide to go out with family or friends. Outing as a chief source of entertainment gives men some kinds of knowledge of and experiment with their life. That is done with their experience in the future life to come. As data showed 59.2% respondents were fully concerned about where to go before go out for outing, it can be said that all the Restaurants of Silchar town irrespective of their age of establishment have a great prospect. For those people who were not

concerned about their destination of outing for them any Restaurant can be the place of spending time with fun and entertainment. In fact this is an opportunity for the businessmen who have a plan to start Restaurants business in Silchar town.

2.11.27 Ranking on "You take sufficient time in taking decision and often remain in doubt during decision making"

TABLE 2.35

You take sufficient time in taking decision and often remain in doubt during decision making	Frequency	Percent
Strongly Disagree	41	11.3
Disagree	78	21.5
Neither Agree nor Disagree	70	19.3
Agree	116	32.0
Strongly Agree	58	16.0
Total	**363**	**100.0**

Source: Primary data

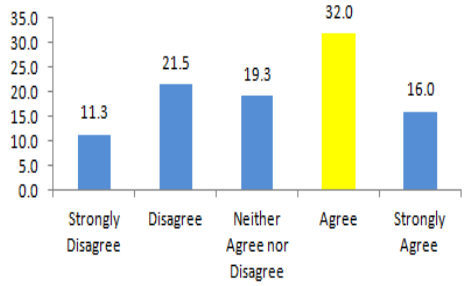


Figure 2.35

Most of the respondents agreed that they take sufficient time in deciding where to go and often remain confused with options being available. In all 48% of the people said so while 33.8% of them were more confident on where to go. Since most of the respondents agreed that they take sufficient time in deciding where to go and often remain confused being available, it is the responsibility of the Restaurants owners to aware the customers of Silchar town regarding the existence of their Restaurants and the available services from their restaurants situated in

different parts of the town. This can be done through proper advertisement and by providing satisfactory services to the Restaurants visitors while they are visiting Restaurants. Restaurants owners must provide quality service such as good quality food, well behaved staffs, reasonable price etc. to satisfy the customers. Once the customers receive quality services from the restaurants which they visit, there is every possibility that the same customers will visit again the same restaurants and he will never think about any other options which will helps him in taking quick decision and there will be no doubt during decision making.

2.11.28 Ranking on "You believe others and takes decision according to their advice"

TABLE 2.36

You believe others and takes decision according to their advice	Frequency	Percent
Strongly Disagree	87	24.0
Disagree	76	20.9
Neither Agree nor Disagree	123	33.9
Agree	53	14.6
Strongly Agree	24	6.6
Total	**363**	**100.0**

Source: Primary data

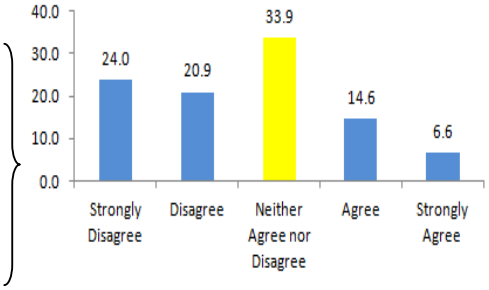


Figure 2.36

With respect to taking others opinion on where to go, 44.9% respondents took independent decisions, 33.9% remained neutral while 21.2% showed a dependence on others point of view before deciding where to go. Depending on the data the

respondents were found mostly independent decision makers followed by neutral and dependent decision makers. Those respondents who like to take their own decision without taking help from their friends are the most influential visitors of the restaurants. Once they satisfied with the service of restaurants nobody can change their decisions in taking services from the same restaurants again and again which enables a restaurant to maintain their numbers of customers which is very important for the better prospect of restaurant business in Silchar town. Another group who remained neutral can be influenced by the restaurants through providing quality services directly to them and also to their friends because they are the people who sometimes takes decisions at their own and at the same time may depend on their friends. That part of the respondents who were agreed and strongly agreed on this aspect are also the important segment of customers of restaurant business in Silchar town. In this case there is every possibility that restaurants owner can create customers in a large group. If the customers can be created in a large group then it will help in increasing the prospect of restaurant business in Silchar town.

2.11.29 Ranking on "You take the opinion of your friends almost before every decision"

TABLE 2.37		
You take the opinion of your friends almost before every decision	**Frequency**	**Percent**
Strongly Disagree	61	16.8
Disagree	80	22.0
Neither Agree nor Disagree	132	36.4
Agree	69	19.0
Strongly Agree	21	5.8
Total	**363**	**100.0**

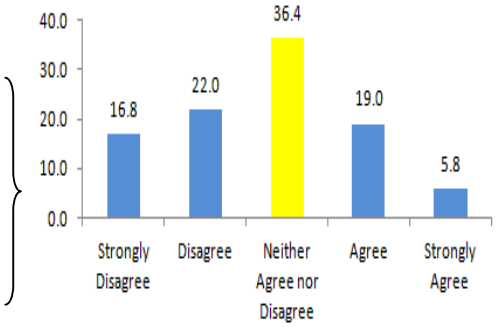


Figure 2.37

Source: Primary data

This distribution also follows a similar pattern as above. Of the people who mentioned seeking others input in deciding where to go, mentioned that they would depend on their friends to advise them- 24.8%. 36.4% remained neutral. And 38.8% disagreed on depending on friends for deciding where to go.

2.11.30 Ranking on "You collects all relevant information of the place but do not go"

TABLE 2.38

You collects all relevant information of the place but do not go	Frequency	Percent
Strongly Disagree	108	29.8
Disagree	128	35.3
Neither Agree nor Disagree	71	19.6
Agree	45	12.4
Strongly Agree	11	3.0
Total	**363**	**100.0**

Source: Primary data

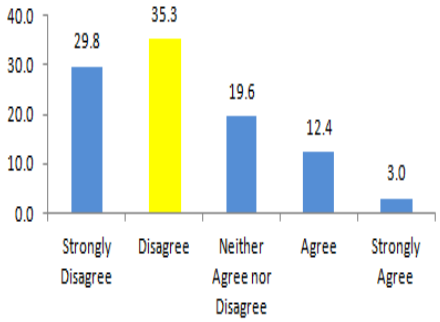


Figure 2.38

Information collection about a new place is typically followed by a visit and that is what the distribution of this aspect indicated. 64.8% of the respondents disagreed that they will collect information on the place but not to go. Only 15.4% people confirmed to it while 19.6% respondents remain neutral. The data showed that the respondents who are interested in collecting the information regarding the place of visit and at the same time after collecting all relevant information they are also interested to go to that place regarding which information have been collected. Less number of respondents was not interested in collecting any such relevant information related to a place of visit. So, if we consider both the groups who are interested and not interested it can be said that for the prospect of restaurant service in Silchar town both types of respondents are equally important. Respondents who

collected information are the prospective customers of restaurant business in Silchar town because they are aware of about the existence of restaurant and the quality of services provided by the restaurants in Silchar town. The awareness of the respondents depends on their nature of collecting all relevant information regarding a place visit. So once they decided to visit restaurants they used to collect all relevant information regarding the restaurants they want to visit. The restaurant owners can target those respondents as their potential customers.

2.11.31 Ranking on "You will visit the place for your interest"

TABLE 2.39

You will visit the place for your interest	Frequency	Percent
Strongly Disagree	3	0.8
Disagree	5	1.4
Neither Agree nor Disagree	42	11.6
Agree	181	49.9
Strongly Agree	132	36.4
Total	**363**	**100.0**

Source: Primary data

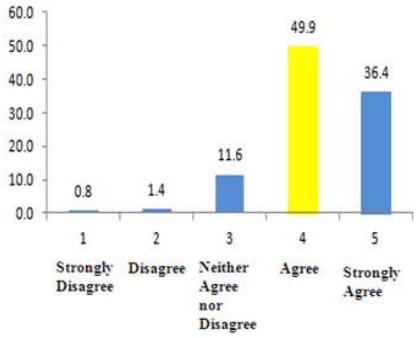


Figure 2.39

Restaurant visitors showed their interest in visiting the place of their interest. It is not all but most of the visitors agreed and strongly agreed that they liked to visit the place of interest. Out of total respondents 49.9% agreed on this aspect while another 36.4% strongly did so. This attitude showed a positive approach of restaurant visitors toward visiting a place of interest. A restaurant may be a place

of interest for those types of people. So, the restaurant owners should try to maintain those people as their customers by keeping their interest alive toward the restaurants. At the same time they must try to create interest for receiving the services from the restaurants so that more and more people visit the restaurants in Silchar town.

2.11.32 Ranking on "You will visit if a lot of people go there"

TABLE 2.40

You will visit if a lot of people go there	Frequency	Percent
Strongly Disagree	21	5.8
Disagree	64	17.6
Neither Agree nor Disagree	130	35.8
Agree	109	30.0
Strongly Agree	39	10.7
Total	**363**	**100.0**

Source: Primary data

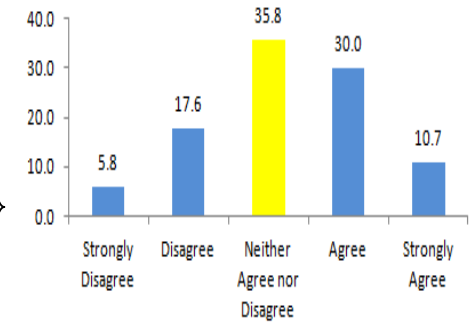


Figure 2.40

No of footfalls in a place is a reason for drawing in more. 30 % and 10.7% of the respondents agreed and strongly agreed that if there are a lot of visits to a place, they would also feel interested in doing so. However, a sizeable 35.8 % remained neutral to it. Analysis of the above data showed that the restaurants visitors are clearly divided into two segments. One who comes under the category of strongly disagree, disagree and neutral regarding visit a particular place and especially when a lot of people go there. This category of people has their clear view that they

are not interested to visit those places which has been visited by a lot of people. From the view point of prospect of restaurant business this type at people are the key Customers for all the restaurants in Silchar town irrespective of their years at establishment. They may visit any restaurants without taking into consideration whether the restaurants is old or new. Another type of people who were agreed and strongly agreed about visit to a place if a lot of people visit the same are the key customers for those restaurants which are well known to the people for their goodwill in the town. Both these category of people create a competition between those restaurants which are newly formed and those which are not newly formed and well established. This type of competition must create a good prospect of restaurant business in Silchar town. Restaurants which are well established always try to maintain their goodwill and maintain their customers on the other hand restaurants which are newly formed try to increase the numbers of customers by providing good services and to survive in the competition. All these lead to a good prospect of restaurant business in Silchar town.

2.11.32 Ranking on "You will try to visit at least once to such place"

TABLE 2.41

You will try to visit at least once to such place	Frequency	Percent
Strongly Disagree	7	1.9
Disagree	7	1.9
Neither Agree nor Disagree	48	13.2
Agree	145	39.9
Strongly Agree	156	43.0
Total	**363**	**100.0**

Source: Primary data

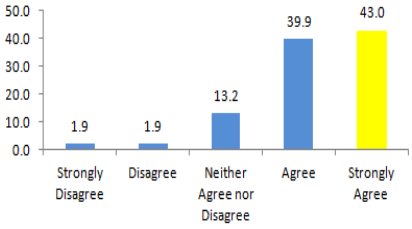


Figure 2.41

It is found from the data that 82.9% of the total respondents were agreed and strongly agreed about visiting a place which has been visited by a lot of people. Out of 82.9%, 39.9% and 43% of the respondents agreed and strongly agreed that if there are a lot of people who visit to a place, they would visit such place at least once. From this it can be said that for the prospect of the restaurant business in Silchar town those people are more important as they are ready to visit such place at least once if there are a lot of people visit to a place. Restaurants owners in Silchar town should emphasis on those customers and try to influence them so that they must visit the restaurants again and again.

2.12 SUMMARY OF THE PSYCHOGRAPHIC SEGMENT

Demographic variables help marketers locate" their target market and psychographic variables provide the marketer with more insight about the segment. Psychographics is, in Common parlance, lifestyle analysis or AIO research. In its most widely practiced form, a Psychographic study consists of a long list of statements designed to capture relevant aspects of a Consumer, like personality, hinting motives, interests, attitudes, beliefs and values. When the study becomes oriented towards particular services; the consumers have to respond to statements which are selected for the purpose i.e. on products, brands, services, competitive Situations etc. The demographic and psychographic lifestyle approaches are highly complementary and work best together. People hailing from the same sub-culture, social class and even occupation follow quite different lifestyles.

A closer look at these variables envisages that:

• What are activities? Activities indicate how a consumer/family spends his/her/their time.

• What are interests? Interests are families' or consumer's preferences or priorities.

• What are opinions? Opinions are how a consumer feels about a wide variety of events and things.

In order to explore an individual's activities, interests and opinions, respondents are given Schedule in which they are asked how strongly they agree or disagree with Statements such as:

I like to do Govt. Service

I like to do private service

I like to do business

I like to spend time by reading books

I like to spend time with friends and family.

I like to spend time by travelling.

I like to spend time by listening music

I like to spend time with my family staying at home.

I like to spend time by family staying at outdoors.

I like to spend time by visiting malls for shopping.

I like to spend time with my family by visiting religious places.

I like to spend time with my family for entertainment and refreshment.

I like to do shopping only

I like to watch movies.

I like to take some refreshment.

Vacation need to be spent at home.

Vacation need to be spent at outside home.

Vacation need to be spent with fun and entertainment

Social events are necessary for introduction of different food habits.

Social events are necessary for social status.

Always have a common lifestyle

Generally try to have new thing

Love to enjoy

Enjoy the life in full in all exciting manner

When you go for outing you know exactly where you want to go

You take sufficient time in taking decision and often remain in doubt during decision making

You believe others and take decision according to their advice

You take the opinion of your friends almost before every decision

You collect all relevant information of the place but do not go

You will visit the place for your interest

You will visit if a lot of people go there

You will try to visit at least once to such place

The statements can be general or specific. They can be pertaining to individual or Family /household. Based on such reviews psychographic statements are prepared which bring out the range of activities, interest and opinions that the researcher wishes to evaluate. In constructing a psychographic inventory, it has to be thoroughly assessed whether visitors will understand the meaning of the each of the statements as the researcher expected them to be interpreted. On different psychographic statements the responses of restaurant visitors is summarised below:

1. Out of various available options such as govt. service, private service and business etc. it is the govt. services which have been preferred by most of the restaurant visitors.

2. For private services, most of the respondents had a neutral take. However, a good number of respondents also mention that they agreed on private sector being a service option. In fact it is found that after govt. services, private services are the second most important choice for restaurant visitors.

3. When the respondents were given choice regarding their preference in business, it is found that business as a profession is very much acceptable for the people who used to visit restaurant in Silchar town.

4. People who visited restaurants also liked to reading books. The study showed that the restaurant visitors liked to reading books during their free time.

5. The restaurant customers showed their interest in spending free time with friends and family. Majority of the respondents showed their interest in spending time with their friends and family.

6. Restaurant visitors liked to spend time by travelling to different places. Customers of restaurants in Silchar town also liked to travel.

7. Restaurant visitors in Silchar town showing a very strong liking towards listening to music during leisure time. Data reveals the fact that restaurant visitors in Silchar town are the music lovers.

8. Customers' visiting restaurant also liked to spend time with family staying at home. Majority of the visitors are very much comfortable in spending time by staying at home with their family.

9. The respondents were found very much interested in spending time with their family at outdoors. When the respondents with the option spending time with family at outdoor majority of them agreed on this aspect.

10. One of the favourite outdoor destinations with family is the malls for the restaurant visitors in Silchar town.

11. The other favorite outdoor destination with family is religious places. The restaurant visitors also liked to visit religious places with family.

12. A stronger preference is for indulging in entertainment and refreshment with family. Out of the total respondents' majority of them are interested in spending time with family for entertainment and refreshment.

13. Most of the respondents showed an inclination towards shopping only. When the respondents have given option that whether they want to do shopping only, it is found that most of them have showed their acceptance on this aspect.

14. Restaurant visitors in Silchar town also accepted that watching movies is also a popular medium of spending leisure time.

15. Clear majority of the respondents viewed that they wants to take refreshment during their outdoor or indoor leisure activities.

16. With respect to spending vacation time at home, the responses were evenly distributed.

17. With respect to spending vacation time outside home, the responses clearly indicated that people preferred spending it outside. A clear majority of respondents mention that it is always better to travel some other destination than home during vacation.

18. With respect to spending vacation with fun and entertainment the responses clearly indicated that people preferred to spent vacation with fun and entertainment. Almost everyone agreed that vacation need to be spend with fun and entertainment.

19. Restaurant visitors in Silchar town agreed and strongly agreed that social events are necessary for social attachment. They believed that people can socially attach by participating in different kinds of social events.

20. A good number of respondents thought that social events are requiring establishing and maintaining ones social status. They were with the opinion that social events are very much necessary for bringing and maintaining social status.

21. The restaurant visitors in Silchar town signify the importance of social events for introduction of different food habits. According to them social events provides the opportunities in having experience at different food habits and cuisine.

22. Most of the Restaurant visitors in Silchar town preferred experimenting in life rather than have a common lifestyle.

23. When the respondents were asked if they like trying new things, almost all the respondents agreed that they would want to do so. On this aspect it is found.

24. When the respondents were asked if they liked to enjoy most of them said that they liked to enjoy. They were agreed and strongly agreed on this aspect.

25. The restaurant visitors in Silchar town also liked to enjoy life to the fullest. They wanted to enjoy life in full exciting manner.

26. Most of the restaurant visitors were sure of where they wanted to go. It is found that most the restaurant visitors were sure of the destination where they wanted to go.

27. Most of the respondents agreed that they take sufficient time in deciding where to go and often remain confused with options being available.

28. With respect to taking others opinion respondents took independent decisions, while some remained neutral others showed a dependence on others.

29. Of the people who mentioned seeking others input in deciding where to go, mentioned that they would depend on their friends to advise them, some remained neutral and other disagreed on depending on friends for deciding where to go.

30. Most of the respondents disagreed that they will collect information on the place but not to some people confirmed to it while others respondents remain neutral.

31. Restaurant visitors showed their interest in visiting the place of their interest. It is not all but most of the visitors agreed and strongly agreed that they liked to visit the place of interest.

32. When the visitors asked whether they want to visit that place which have been visited by a lot of people it is found that there is a variety of opinions, some of them agreed while some of them disagreed which clearly create two groups of people.

33.When the visitors asked whether they want to visit that place at least once which have been visited by a lot of people it is found that majority of people were agreed and strongly agreed about a place which have been visited by a lot of people.

2.13 OUTCOME OF THE CHAPTER

Gender distribution showed that in Silchar town the major segment of the customers of the restaurant service is dominated by male. And it is because of the fact that men are the primary earners and spenders in the family. Most of the respondents were young less than 20 years of age.. The study showed that the respondents belonged to the age group of less than 20 years is the most significant segment of the customers as compare to the customers belonged to the other age groups for the restaurants in Silchar town .the study pointed out that the student's community who has just qualified matriculation and entered into the college level pertaining to the age group of less than 20 years are the most important customers of restaurant services for the restaurants in Silchar Town. Depending on the occupational distribution, out of different kinds of occupation it is found that most of the visitors belonged to the student community. As the student community who are the most significant qualifier followed by government services and family business In case of marital status out of the total respondents' majority of them were unmarried. The customer segment of restaurant services in Silchar town

consist of both that the customers from within Silchar town as well as outside Silchar town. Though out of total visitors most of them are from Silchar town itself but rest is from outside Silchar which is a very significant indicator of good prospect of restaurant services in Silchar town .The study showed that people who have their own house used to visit restaurant most in Silchar. People rented with family are the second most important part of customer segment of restaurant business for the restaurants in Silchar town.In case of period of living it is hardly matters that people how long have been living there. The people who are residing for 30 years and above are the most significant visitors of the restaurant services.

The respondents who are the visitors of restaurants in Silchar town found interested in doing government services. Out of various available options such as govt. service, private service and business etc. it is the govt. services which have been preferred by for private services; most of the respondents had a neutral take. When the respondents were given choice regarding their preference in business, it is found that the respondents were also preferred business. It can be said that business as a profession is very much acceptable for the people who used to visit restaurant in Silchar town. People who visited restaurants also liked to reading books. The restaurant customers showed their interest in spending free time with friends and family. Customers interest in spending time with friends and family is a positive indicator for the prospect of restaurant services. Customers visited restaurants also liked to travelling because of natural curiosity to know the unknown on part of going traveler and enrich them with the experiences as open outlook. Customers having such outlooks are the prospective customers of the restaurant services of Silchar town. Customers' visiting restaurant also agreed and

strongly agreed regarding spending time with family staying at home. This type of customers may not frequently visit restaurant which is not a very good indicator for the prospect of the restaurant business in Silchar town. Respondents who were interested in spending time at outdoors may be the frequent visitors of restaurant in Silchar town. So, such types of customers are the present and prospective customers of the restaurants. One of the favorite outdoor destinations with family is the malls for shopping. The respondents who liked to visit malls with families may also visit restaurants while visiting malls for shopping. The other favorite outdoor destination with family is religious places. Respondents who used to visit religious places with family can be consider as that type of people who are very close to their family and therefore like to spent time with the family. Stronger preference is for indulging in entertainment and refreshment with family. People who liked to spend time with family for entertainment and refreshment for them restaurant is an interesting place to visit.

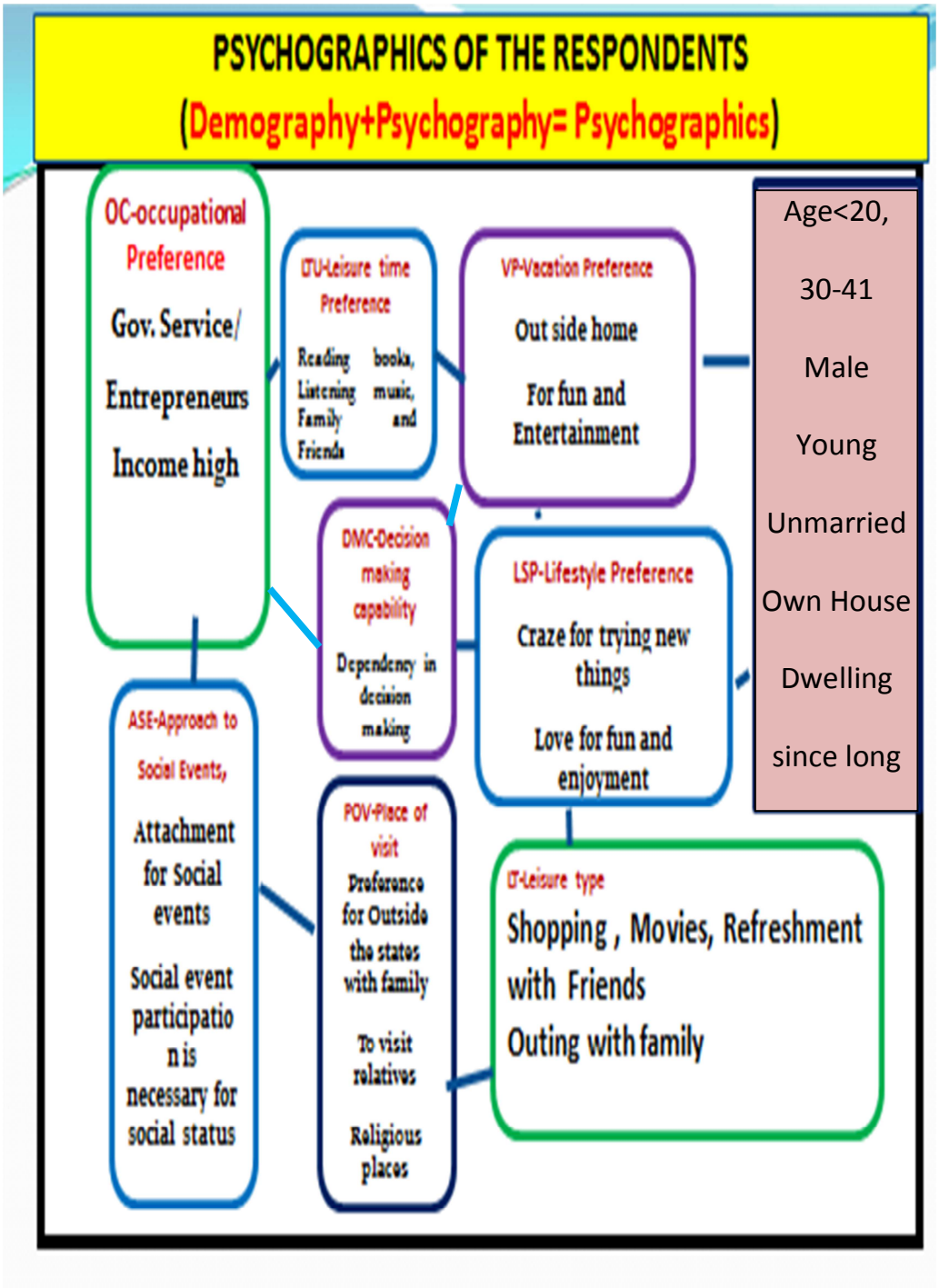
Restaurant visitors in Silchar town always try to spend some times in doing shopping with their families which is in favour of prospect of restaurant business in Silchar town because visiting restaurant may be the part of shopping with family. People who visit restaurant thought that watching movies is also a leisure time indulgence. In fact watching movies, visiting restaurants are some of the popular and common medium of Clear majority of respondents agreed that they take time out for refreshment during their outdoor or indoor leisure activities. The prospect of restaurant business in Silchar town largely depends on those customers because for them restaurants may be one of the main source of taking refreshment at outdoors. With respect to spending vacation time at home, the responses were

evenly distributed. It can be said that people who were in favour of spending time at home for such type of people restaurant cannot be a right choice. Restaurant visitors of Silchar town preferred to spend time at outside. A clear majority of respondents mention that it is always better to travel some other destination than home during vacation. Respondents having such preferences may be the key customers of restaurant business. The restaurant visitors of Silchar town are the fun lovers and entertainment seekers and therefore they are the important part of restaurant business in Silchar town. With respect to spending vacation with fun and entertainment the responses clearly indicated that people preferred to spent vacation with fun and entertainment . The responses of visitors i.e. the respondents resonates this innate behaviour of human. Respondents were agreed that people can socially attach by participating in different kinds of social events. They also believed that Social events are necessary for social status and for introduction of different food habits. Most of the Restaurant visitors preferred experimenting in life rather than have a common lifestyle. Respondents who were agreed and strongly agreed to have new thing are the most potential customers of restaurant business. Restaurants are the place where people can get together for the purpose of entertainment and enjoyment. When the respondents were asked if they liked to enjoy majority of them said that they liked to enjoy .They also preferred to enjoy the life in full in all exciting manner. Most of the respondents agreed that they take sufficient time in deciding where to go and often remain confused with options being available. With respect to taking others opinion on where to go, respondents took independent decisions, some of them remained neutral while rest showed a dependence on others point of view before deciding where to go Information

collection about a new place is typically followed by a visit and that is what the distribution of this aspect indicated. Restaurant visitors showed their interest in visiting the place of their interest. It is not all but most of the visitors agreed and strongly agreed that they liked to visit the place of interest. Analysis of the above data showed that the restaurants visitors are clearly divided into two segments. One who comes under the category of strongly disagree, disagree and neutral regarding visit a particular place and especially when a lot of people go there. The restaurant visitors agreed and strongly agreed that if there are a lot of people visit to a place, they would visit such place atleast once. From this it can be said that for the prospect of the restaurant business in Silchar town those people are more important as they are ready to visit such place at least once if there are a lot of people visit to a place.

Depending on the analysis of both demographic and psychographic segment in this chapter the derived psychographics profile of the restaurant visitors is shown in the chart given below:

Chart 2.3: Psychographics of the Respondents



Source: Jointly developed from processed data on Psychographics. (Primary)