CHAPTER THREE: ANALYSIS OF PSYCHOGRAPHIC DATA

3.1 Theoretical Framework

3.2 Introduction to the chapter

3.3 Relevance of the statements in the process of assessing Psychographics of the Restaurant visitors

3.4 An Analysis of the statements considered to identify the Psychographics of the restaurant visitors across their demography to assess the prospect of restaurant business in Silchar town

3.5 Conclusion of the Chapter

Chapter Three

ANALYSIS OF PSYCHOGRAPHIC DATA

3.1 THEORETICAL FRAMEWORK

Psychographic research primarily allows us to understand that why consumers behave the way they do. This helps marketers to target and position their product better, keeping the mind-frame of the target customer in view. Most psychographic research attempts to segment customers in accordance with their activities, interests and opinions (AIOs).From this data, a few typical lifestyles are formulated and marketers try to position their products keeping a specific lifestyle segment in mind. The components of AIO, a term used interchangeably with psychographics, are defined as an activity which is a manifest action such as viewing a medium, shopping in a store, or telling a neighbor about anew service. Even though these acts are usually recognizable, the reasons for the actions are hardly ever subject to direct measurement. An interest in some object, occurrence, or matter is the degree of enthusiasm that business concern both special and continuing concentration to it. An opinion is a spoken or written 'answer' that a person gives in response to stimulus situations in which some 'question' is raised. It is used to describe interpretations, expectations and evaluations such as beliefs about the intentions of other people, anticipation of future events, and appraisals of the rewarding or punishing consequences of alternative courses of actions.AIO inventories consist of a large number of statements with which a large number of

respondents express degrees of agreement or disagreement. While they are a useful addition to demographic data, marketers found the original AIO inventories too narrow. Now, psychographics or life style studies typically include the attitudes or evaluative statements about other people, places, ideas, products and so forth; values widely held beliefs about what is acceptable and desirable; activities and interests non-occupational behaviours to which consumers devote time; and demographics: age, education, income, occupation, family structure, ethnic background, and geographical location. Psychographic studies are used to develop an in-depth understanding of the market segments.

In marketing market segmentation is one of the major concepts. However, it experience change in provisions of both conceptual development and concrete realistic application. More specifically, the questions whether well known segmentation models are still relevant and can be used in particular circumstances arise again and again. Psychographic segmentation is one of important ways to segment markets. Often, it is stand on integrative sets of variables that define various lifestyles. Though overall idea of lifestyle-based segmentation was developed decades ago, it remains very important, since life realities are constantly changing and lifestyles themselves also experience modifications.

Present psychographic studies are no longer performed just in a small number of developed countries. In many cases, these studies also contribute to lifestyle research methodologies and include aspect usually unnoticed in applied research. Preferences in leisure, self-images, moral choices, family and religion, cultural patterns, prestige, and expectations about self-development and at the same time, researchers turn their attention to linkage of lifestyles with behaviour of customers in consumption of certain types of products or services. In this case, specific

lifestyles are defined on the basis of a certain product .This might be further used for better perceptive of customer motivations as well as for developing new marketing tools and selling techniques .One more trend in psychographic research is concentrating on certain parts of the society instead of examining society as a whole. In many occasion researchers study younger generations, since they represent the most recent trends in the society and imitate the very start of new buying and consumption patterns .Many researchers use samples of students, since this group outline trend in society for then intense future (Wolburg, Pokrywczynski, 2001).In addition to this major reason, many others also support practice of students' samples in similar study. Researchers for the most part agree about relative convenience of achieve of students audience, their relative consistency across countries, and an adequate knowledge of languages.

The concept of market segmentation lies at the very centre of marketing for long period of time. Segmentation is an instrument that groups' people by their distinct wants to decide what types of customers will be most accessible to a particular product or marketing communication. These groups form a consumer model. To develop models, marketers classify consumers according to a certain sets of criteria that usually start from demographics and geographic variables. More complicated consumer models also include psychographic and behavioural variables like attitudes, lifestyle, values, ideology, risk aversion, and decision-making patterns. Starting from overall perceptive that consumer can be categorized on the basis of more general and integrative characteristics. However, the term 'lifestyle' can have at least three different meanings:

(1) The values that a person express with reference to a limited number of basic dimensions (justice, equality freedom, etc).

(2) A group or cluster of attitudes, opinions, interests and activities. In this regards the researcher usually includes a theoretical combination of very different concepts which are supposed to serve as a basis for identifying, classifying or segmenting a population. The segmentation should in its turn be possible to use in marketing products or persuade practice.

(3) Actual patterns of behaviour e.g. lifestyles characterized by substance abuse or lively leisure time relating sports, work in political organizations etc.

The AIO model incorporates activities, interests and opinions. In this case, life style segmentation research measures people's activities in terms of how they spend their time; their interests, what they place importance on in their immediate surroundings; their opinions in terms of their view of themselves and the world around them; and some basic characteristics such as their stage in life cycle, income, education, and where they live (Plummer, 1974).

University of Michigan Survey Research Center was the place where List of Values (LOV) methodology was developed by researchers. LOV was developed on a theoretical base depending on work over values in order to assess adaptation to various roles through value fulfillment. A list of values include nine values, including self fulfillment, safety, self-esteem, warm relationships with others, sense of accomplishment, sense of belonging, being well respected, fun and enjoyment in life, and excitement.

To make lifestyle useful to marketing strategy, marketers have eventually paying attention on a three dimensional conceptualization of lifestyle. The three basic concepts that influence lifestyle are activities, interests, and opinions. In other words, to marketers, lifestyle is comprised of what consumers do, what consumers

like, and what consumers think. Among marketing professionals, activities interests, and opinions are frequently referred to as the "AIO" variables.

Activities represent the behavioural segment of lifestyle. Because the range of human activities seems almost limitless, the variable may seem too broad to be of real value to marketers. On the other hand, to the degree that engaging in many human activities requires some kind of purchased good or service, and then studying activities represents a valuable means of understanding consumers. To do any activity such as taking a walk, cooking a meal, studying for an exam, relaxing after a hard day, even the most ordinary activity may require purchase of products. Walking requires shoes, meals require food, and study requires study materials, and so on. Therefore, studying activities relates to life style is consider one fairly obvious way for marketers to identify customer needs. Regarding any particular activity, marketers should consider consumer involvement in that activity from the viewpoint of a total market offering. Moreover marketers view fulfilling consumer needs strictly in terms of products and give little concentration to other components of the marketing mix. However, depending on the activity in question, modifications to any of the marketing mix components may help consumers to engage in beloved activities. Thus not only a particular activity reflects consumer lifestyle, but also their means of learning about, obtaining and paying for the products they consume. For example, suppose one golfer made his club brand selection after consulting with golf professional who custom fitted the clubs' handle and grip. The other may have seen advertisements in a golfing journal and then bought the clubs off-the-shelf from a sporting goods store at a considerably lower price. Though the two hypothetical golfers play the same sport with the same brand of clubs, lifestyle differences affect their acquisition of brand information

and actual purchase of the golf clubs. This is the example from which the marketers can take lesson to consider consumer activities not only in terms of necessary products, but to consider all marketing mix components as part of a total market offering that satisfy customers desires.

Consumer psychologists define interests as the degree of excitement and arousal that comes from anticipated or continuing participation in some endeavour. With this one could correctly assume that interests are generally good predictors of activities. Market research can use interests to measure potential participation in certain activities by measuring interest in the activity, especially among consumers who have not yet take part in it. Depending on the conditions, marketers may desire to observe consumer Interests by varying degrees of specificity. As you might anticipate, general buyer interests may forecast a participation in a very broad choice of activities, while specific interests forecast a narrower choice of activities.

3.2 INTRODUCTION TO THE CHAPTER

Before proceeding to the next chapters of the present study it is very important at this point of time to analyze the psychographics parameters of the restaurant visitors of Silchar town. This chapter deals with psychographic analysis of the restaurant visitors. For the analysis of the psychographic data of the restaurant visitors 13 psychographic variables have been identified with the help of the factor analysis (Appendix IV). These 13 psychographic variables were compare across demography being gender, age group, education, occupation, marital status, place of stay, mode of stay, duration of stay and period of stay for the purpose of derive psychographics of the restaurant visitors in Silchar town. For the purpose of deriving psychographics of the restaurant visitors 13 psychographic parameters

have been compared with demographic variables because psychographics includes both psychography and demography. Thus psychographics means psychography + demography.

Table 3.1: Displaying the statements considered to identify the psychographics of the restaurant visitors in Silchar town.

1. I like to spend time with my family staying at home
2. You believe others and takes decision according to their advice
3. I like to spend time with my family at outdoors
4. You take sufficient time in taking decision and often remain in doubt during decision making
5. Love to enjoy
6. I like to spend time with my family by visiting religious places
7. I like to do private service
8. I like to do shopping only
9. Social events are necessary for introduction of different cultures
10. You will visit if a lot of people go there
11. You will try to visit at least once to such place
12. I like to spend time by listening music
13. When you go for outing you know exactly where you want to go

Source: Derived from primary data using factor analysis.

3.3 RELEVANCE OF THE STATEMENTS IN THE PROCESS OF ASSESSING PSYCHOGRAPHICS OF THE RESTAURANT VISITORS

The following section deals with a brief explanation of all 13 statements which have been found as significant from factor analysis for the purpose of analysis of psychographics data of the restaurant visitors in Silchar town.

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

In the process of assessing psychographics of the restaurant visitors the statement I like to spend time with my family staying at home will represent their likely choice of spending time with family. Through this statement an attempt has been made to know their attitude towards likings of spending time which will reflect their attitude towards receiving the restaurant services. Here family acts as a starting point of his future course.

3.3.2. "You believe others and take decisions according to their advice"

The basis of this prognosis is an extension of the comradeship that they come across with others in course of their action, that is based upon their faith to others as they performs the duties of giving advice to the concerned respondents. In the process of assessing psychographics of the restaurant visitors the statement you believe others and take decisions according to their advice is an attempt to know the decision making ability of the restaurant visitors which will reflect the attitude of the restaurant visitors towards their decision making capability in regards to receiving restaurant services.

3.3.3. "I like to spend time with my family at outdoors."

Open air is the window, which gives the respondent a new lease of life always as they prefer to stay outdoors with their families in a cordial ambience into the

respective environment. In the process of assessing psychographics of the restaurant visitors the statement I like to spend time with my family at outdoors is an attempt to know the attitude of the restaurant visitors towards their likings of spending time with family at outdoors which will reflect the interest of the restaurant visitors in regards to spending time with family by visiting restaurants.

3.3.4. "You take sufficient time in taking decisions and often remain in doubt during decision making."

When in pencil situation, man are at a loss to decide what to do they, at the stage remain in doubt, always and take sufficient time, to arrive in any decision. In the process of assessing psychographics of the restaurant visitors the statement you take sufficient time in taking decisions and often remain in doubt during decision making is an attempt to know the time taking period of decision making by the restaurant visitors and at the same time soundness of the decision taken by them which will reflect the attitude of the restaurant visitors towards their interest in receiving restaurant services.

3.3.5." Love to enjoy"

The key word in any person's life is happiness which is synonymous to the word "Enjoy". It is the new mantra in modern living that the respondents come across in course of their future act. Everybody be he is child or Youngman or an adult, seeks happiness and seeks to enjoy through recreation be they are either within their home or outside. In the process of assessing psychographics of the restaurant visitors the statement love to enjoy is attempt to know the attitude of the restaurant visitors towards their life.

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

The respondent prefers to spend time with their families by visiting places of religious importance. Since, religion is the panacea of persons who are at stakes and it is only by faith upon God one can find solace in life irrespective of caste and creed. In the process of assessing psychographics of the restaurant visitors the statement I like to spend time with my family by visiting religious places is an attempt to know the interest of restaurant of visitors towards the religious places which will reflect the likeliness of the respondents to visit the place of interest with their family and their likely behaviour in regards to receiving the restaurant services.

3.3.7. "I like to do private service"

It is a known fact that people with professional excellence often prefers private job rather than government. Job, since in government jobs there are hard and fast rules that keeps off one's freedom and liberty, one who is skilled in any form of industrial sector, is supposed to get more remuneration that is expected from a private company or enterprises. In the process of assessing psychographics of the restaurant visitors the statement I like to do private service is an attempt to assess the job preference of the restaurant visitors and thereby their attitude in regards to receiving of other services.

3.3.8. "I like to do shopping only."

One gets satisfaction in shopping only. They are free to choose in any kind of product or services from the market. This prognosis "I like to do shopping only" comes out of their choice which in other words is liberty that is given to them, to identity their own requirement. In the process of assessing psychographics of the

restaurant visitors the statement I like to do shopping only would represent the preference of the restaurant visitors in spending time through shopping which will reflect their attitude towards other engagement also.

3.3.9. "Social events are necessary for introduction of different cultures."

It is through the cultural fest, one can enrich their own experience in social events which is expected from the respondent's participation in different cultural segments. Hence they get a new lease of life course of their cultural activities. In the process of assessing psychographics of the restaurant visitors the statement Social events are necessary for introduction of different cultures is an attempt to analyses the importance of social events in society which will reflect the relevance of social events towards the prospects of restaurant business.

3.3.10. "You will visit if a lot of people go there".

People rush to the places which are visited by the others. These are places of historical importance that is created by the regular visit of the large no of people. Those who legs behind rush to the spot visited by their predecessors, who is followed by the people who used to that places after words. In the process of assessing psychographics of the restaurant visitors the statement you will visit if a lot of people go there is an attempt to know the reason of place of visit by the respondents which will reflect their behaviour in receiving restaurant services.

3.3.11. "You will try to visit at least once to such places."

It is not possible by people to spend money often in visit to such places mentioned earlier. They have to spend money to go there that is why then become economical to visit such places that is why they keep such money to spend on visiting such places at least once in their lifetime. In the process of assessing psychographics of

the restaurant visitors the statement You will try to visit at least once to such places will reflect the interest of respondents to visit such places which were visited by the others and thereby their attitude to visit restaurants in Silchar town.

3.3.12. "I like to spend time by listening music"

A significant portion of the people prefers to spend their time by listening music which gives them mental solace and satisfaction. Since music is a device arts, among all forms of arts. It is a blessing from God who is supreme in controlling the life that is mentioned earlier. In the process of assessing psychographics of the restaurant visitors the statement I like to spend time by listening music is an attempt to assess the attitude of the respondents towards entertainment and thereby assessing their approach in regard to receiving restaurant services.

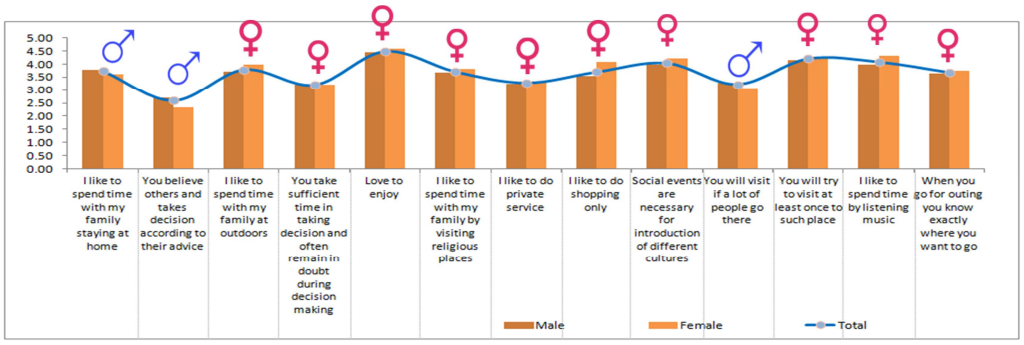
3.3.13. "When you go for outing you know exactly where you want to go"

People sometimes want to know exactly where they want to go. At the time of taking decision of outing they used to collect all the relevant information about that particular place where they want to go. In the process of assessing psychographics of the restaurant visitors the statement when you go for outing you know exactly where you want to go is an attempt to know the attitude of the respondents in regards to collection of all necessary information relating to a place of visit and thereby assessing the attitude of the restaurant visitors towards taking decision relating to visit a particular restaurant in Silchar town.

3.4 AN ANALYSIS OF THE STATEMENTS CONSIDERED TO IDENTIFY THE PSYCHOGRAPHICS OF THE RESTAURANT VISITORS ACROSS THEIR DEMOGRAPHY TO ASSESS THE PROSPECT OF RESTAURANT BUSINESS IN SILCHAR TOWN

In order to find out the psychographics of the restaurant visitors efforts were made through the task of psychographic sentences based on AIO model (Activity, interest and opinion) .for understanding the responses of the restaurant visitors towards their attitude in regards to activity, interest and opinion sentences were presented before the respondents. For the analysis of the psychographic data of the restaurant visitors 13 psychographic variables have been identified as the most significant with the help of the factor analysis as mentioned in the table 3.1. These 13 psychographic variables were compare across demography to find out psychographics of the restaurant visitors, visited the restaurant in Silchar town. The mean agreement on these parameters were compared across the demographics and the higher score means higher agreement. The following section will deal with the analysis of the psychographics data of the restaurant visitors in Silchar town.

Table 3.2: Showing psychography across demography being gender



Source: Calculation based on selected sample of respondents in Silchar.

The psychographic elements were dominated by the females. Out of 13, on 10 aspects, women scored higher than men. These are

1. I like to spend time with my family at outdoors
2. You take sufficient time in taking decision and often remain in doubt during decision making
3. Love to enjoy
4. I like to spend time with my family by visiting religious places
5. I like to do private service
6. I like to do shopping only
7. Social events are necessary for introduction of different cultures
8. You will try to visit at least once to such place
9. I like to spend time by listening music
10. When you go for outing you know exactly where you want to go

The remaining 3 are male-centric

1. I like to spend time with my family staying at home
2. You believe others and takes decision according to their advice
3. You will visit if a lot of people go there

The data revealed the fact that the psychographic elements were dominated by the females. Female respondents were found more positive towards their interest, opinion and activity. It can be said that the female section of the society in Silchar town having positive attitude towards most of the psychological elements such as spending time with family at outdoors, love to enjoy, like to shopping, like to visit place of interest, like to spend time by listening music etc. These psychographic

variables being mapped with demographic factor such as gender revealed that female section of the society having more potentiality to becoming a restaurant customer. Though the restaurant business in Silchar town is dominated by the male customers but depending on their psychographics female customers were found more attracted towards receiving the restaurant services and therefore prospect of the restaurant business in Silchar town is also depend on the increasing the number of female customers.

Table 3.3: Showing psychography across demography being age group

	Age(Years)						
	<=20	21-30	31-40	41-50	51-60	61-70	Total
I like to spend time with my family staying at home	3.61	3.98	3.82	3.93	3.89	3.00	3.74
You believe others and takes decision according to their advice	2.50	2.48	3.18	2.59	2.89	3.50	2.59
I like to spend time with my family at outdoors	3.89	3.60	3.94	3.47	3.89	2.50	3.79
You take sufficient time in taking decision and often remain in doubt during decision making	3.12	3.33	2.94	3.26	3.50	3.50	3.20
Love to enjoy	4.51	4.50	4.59	4.41	4.42	3.50	4.48
I like to spend time with my family by visiting religious places	3.70	3.48	4.06	3.69	3.87	4.00	3.71
I like to do private service	3.24	3.05	3.59	3.41	3.39	3.50	3.28
I like to do shopping only	3.73	3.53	4.00	3.55	3.82	3.00	3.69
Social events are necessary for introduction of different cultures	4.07	3.98	4.18	4.03	3.84	4.00	4.04
You will visit if a lot of people go there	3.13	3.30	3.06	3.50	3.29	3.00	3.22
You will try to visit at least once to such place	4.25	4.10	4.18	4.17	4.05	4.50	4.20
I like to spend time by listening music	4.12	3.88	4.59	3.91	4.18	3.00	4.08
When you go for outing you know exactly where you want to go	3.68	3.48	4.00	3.62	3.87	3.50	3.68

Source: Calculation based on selected sample of respondents in Silchar.

Explanation of the color coding

Highest Score | 2nd Highest Score | 3rd Highest Score

The above table showed that the highest score concentration is in the age group of 31 – 40 years. The data revealed the fact that the psychographic elements were dominated by the respondents belong to the age group of 31 – 40 years followed by the age group of 51 – 60 years. Here in this case the respondents belong to the age group of 31 – 40 years were found more positive in their activity, interest and opinion. The analysis of the psychographic elements across demographic being age revealed that the respondents belong to the age group of 31 – 40 years are the potential customers of the restaurant business in Silchar town. Though it is found from the study that the most of the customers belong to the age group of less than 20 years but age group of 31 – 40 years is attitudinally more positively oriented towards the life in general which may have close mapping in to the receiving for restaurant services. Therefore it can be said that the respondents belong to the age group of 31 – 40 years were the potential customers of restaurant business in Silchar town.

Table 3.4: Showing psychography across demography being education

	Education					
	High School	Matriculation	Higher secondary	Graduate	Master Degree	Total
I like to spend time with my family staying at home	4.20	3.65	3.95	3.61	4.67	3.74
You believe others and takes decision according to their advice	2.60	2.55	2.88	2.41	2.22	2.59
I like to spend time with my family at outdoors	4.20	3.82	3.64	3.83	3.56	3.79
You take sufficient time in taking decision and often remain in doubt during decision making	4.80	3.06	3.29	3.50	3.22	3.20
Love to enjoy	4.60	4.47	4.51	4.44	4.67	4.48
I like to spend time with my family by visiting religious places	4.20	3.69	3.77	3.61	3.89	3.71
I like to do private service	3.60	3.22	3.36	3.37	3.56	3.28
I like to do shopping only	4.00	3.75	3.67	3.54	3.33	3.69
Social events are necessary for introduction of different cultures	3.60	4.09	3.95	3.89	4.44	4.04
You will visit if a lot of people go there	3.00	3.22	3.40	3.00	3.44	3.22
You will try to visit at least once to such place	4.00	4.19	4.27	4.11	4.44	4.20
I like to spend time by listening music	3.80	4.16	3.88	4.11	3.89	4.08
When you go for outing you know exactly where you want to go	4.00	3.66	3.63	3.67	4.56	3.68

Source: Calculation based on selected sample of respondents in Silchar.

Explanation of the color coding

Highest Score | 2nd Highest Score | 3rd Highest Score

The highest score concentration is among the group of respondents who hold "Master Degree" followed by high school and higher education. In case of psychography across demography being education it is found that master degree holders having more positive psychographics characteristics. After master degree holders it is dominated by the high school and higher secondary education. The study revealed that in Silchar town master degree holders were found more

positively oriented towards the life in general. They showed positive attitude towards their interest, activity and opinions. So it can be said that respondents belong to the potential customers of restaurant business in Silchar town. Though the education level of matriculation is the most important part of restaurant business in Silchar town but it can be said that those who are in the stage of matriculation, once they will be in the stage of master degree they may remain the customer of restaurant business. So the customer from educational level such as high school, matriculation and higher secondary as showed in the table above were found more positive towards their activity, interest and opinion. They showed their positive attitude towards their life. So it can be said that not only the people belonging to the education level of matriculation but also the respondents from master degree who were the prospective customers of restaurant business in Silchar town.

Table 3.5: Showing psychography across demography being occupation

	Occupation								
	Student	Housewife	Government Service	Private Service	Self Employed	Family Business	Jobless	Entrepreneur	Total
I like to spend time with my family staying at home	3.64	3.41	4.07	4.14	3.18	4.10	2.80	3.50	3.74
You believe others and takes decision according to their advice	2.51	2.76	2.87	2.14	3.09	2.75	2.60	2.50	2.59
I like to spend time with my family at outdoors	3.88	4.00	3.85	3.14	4.00	3.33	4.00	4.50	3.79
You take sufficient time in taking decision and often remain in doubt during decision making	3.12	3.00	3.48	3.77	3.09	3.00	3.60	4.00	3.20
Love to enjoy	4.50	4.47	4.46	4.45	4.36	4.48	4.60	4.50	4.48
I like to spend time with my family by visiting religious places	3.67	3.94	3.89	3.50	3.73	3.60	4.00	5.00	3.71
I like to do private service	3.22	3.47	3.43	3.32	3.36	3.23	3.80	3.50	3.28
I like to do shopping only	3.73	3.47	3.85	3.55	4.09	3.55	2.80	3.00	3.69
Social events are necessary for introduction of different cultures	4.06	4.00	3.96	4.05	4.09	3.98	4.20	4.00	4.04
You will visit if a lot of people go there	3.15	3.18	3.30	3.27	3.45	3.50	3.00	3.50	3.22
You will try to visit at least once to such place	4.25	4.35	3.91	4.23	4.55	4.10	3.80	4.50	4.20
I like to spend time by listening music	4.12	4.18	3.98	4.09	4.00	3.98	4.00	4.50	4.08
When you go for outing you know exactly where you want to go	3.66	3.35	3.96	3.41	3.45	3.85	3.20	5.00	3.68

Source: Calculation based on selected sample of respondents in Silchar.

Explanation of the colour coding

Highest Score | 2nd Highest Score | 3rd Highest Score

The table showed that the highest score concentration is among the entrepreneurs followed by Government service and then housewives. As the data revealed entrepreneurs were scored highest responding positively towards most of the psychographic elements such as like to spend time with family at outdoors, like to take time in taking decision, like to spend time with family by visiting religious places, like to spend time by listening music. After Entrepreneur, Government services and housewives were the 2nd and 3rd highest scorer respectively. Under occupation wise distribution, it can be said that entrepreneurs followed by Government service and housewives were positively oriented towards the life in

general which may have close mapping in to the creation of interest regarding receiving of restaurant services in near future.

Table 3.6: Showing psychography across demography being marital status

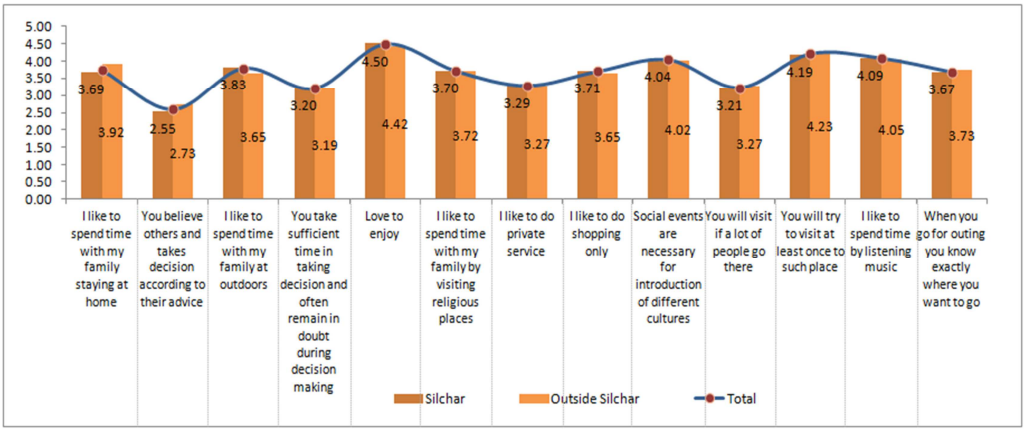
	Marital Status			
	Married	Unmarried	Widow/Widower	Total
I like to spend time with my family staying at home	3.93	3.64	3.67	3.74
You believe others and takes decision according to their advice	2.73	2.51	2.67	2.59
I like to spend time with my family at outdoors	3.60	3.89	3.67	3.79
You take sufficient time in taking decision and often remain in doubt during decision making	3.25	3.18	3.00	3.20
Love to enjoy	4.44	4.51	4.33	4.48
I like to spend time with my family by visiting religious places	3.78	3.67	3.67	3.71
I like to do private service	3.36	3.22	4.00	3.28
I like to do shopping only	3.66	3.71	3.83	3.69
Social events are necessary for introduction of different cultures	3.98	4.08	3.67	4.04
You will visit if a lot of people go there	3.36	3.17	2.50	3.22
You will try to visit at least once to such place	4.14	4.22	4.83	4.20
I like to spend time by listening music	4.01	4.11	4.33	4.08
When you go for outing you know exactly where you want to go	3.75	3.65	3.67	3.68

Source: Calculation based on selected sample of respondents in Silchar.

In case of psychography across demography being marital status the data showed in the above table revealed the fact that the highest number of first ranks are among in the married group. It is found from the study that the respondents who were

already married scored highest in providing positive responses towards psychographic elements such as like to spend time with family staying at home, like to spend time with family at outdoors, like to take sufficient time in taking decision, like to spend time with family be visiting religious places. They were also in favour of statement like social events are necessary for introduction of different cultures, visiting a place which has visited by a lot of people. It can be said from the analysis of the above table that in regard to the marital status those who belong to the category married were found positively oriented towards their life in general and have every potentiality to become users of restaurant services in Silchar town.

Table 3.7: Showing psychography across demography being place of stay



Source: Calculation based on selected sample of respondents in Silchar.

Most of the psychographic rankings are linked to people outside Silchar. 7 parameters as below have high ranks for the "Within Silchar" group

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

2. Social events are necessary for introduction of different cultures
3. I like to do private service
4. I like to spend time by listening music
5. I like to do shopping only
6. Love to enjoy
7. I like to spend time with my family at outdoors

Except above mentioned 7 psychographic parameters remaining 6 parameters as below have high ranks for the ‘’outside Silchar group”

1. I like to spend time with my family staying at home
2. You believe others and takes decision according to their advice
3. I like to spend time with my family by visiting religious places
4. You will visit if a lot of people go there
5. You will try to visit at least once to such place
6. When you go for outing you know exactly where you want to go

Analysis of the data revealed the fact that psychography across demography being place of stay is almost equally balanced. It is found that out of 13 psychographic parameters the respondents stayed outside of Silchar showed their positive attitude towards 6 parameters as shown in the above chart and the respondents stayed within Silchar showed their positive attitude towards 7 psychographic parameters out of 13 as shown in the above chart. So the study revealed that in regards to the place of stay both the respondents belong to the Silchar or outside the Silchar were

almost equally positive towards their life in general which is positive indication for the prospect of restaurant business in Silchar town.

Table 3.8: Showing psychography across demography being mode of stay

	How do you Stay						
	Sharing a mess with others	Rented alone	Rented with family	Own house	Rented Flat	Own Flat	Total
I like to spend time with my family staying at home	4.14	4.14	3.56	3.77	3.33	3.60	3.74
You believe others and takes decision according to their advice	2.43	2.29	2.88	2.57	2.33	1.60	2.59
I like to spend time with my family at outdoors	3.71	3.81	3.74	3.79	3.67	4.60	3.79
You take sufficient time in taking decision and often remain in doubt during decision making	3.86	3.52	3.07	3.19	3.08	3.40	3.20
Love to enjoy	4.29	4.43	4.45	4.48	4.83	4.60	4.48
I like to spend time with my family by visiting religious places	3.71	3.71	3.89	3.66	3.67	3.40	3.71
I like to do private service	3.71	3.29	3.15	3.28	3.58	4.00	3.28
I like to do shopping only	3.86	3.62	3.75	3.69	3.67	3.40	3.69
Social events are necessary for introduction of different cultures	4.29	3.95	4.11	4.03	3.75	4.00	4.04
You will visit if a lot of people go there	3.43	2.71	3.14	3.29	3.25	3.20	3.22
You will try to visit at least once to such place	4.00	3.62	4.18	4.26	4.08	4.60	4.20
I like to spend time by listening music	4.43	3.76	3.99	4.10	4.50	4.40	4.08
When you go for outing you know exactly where you want to go	4.00	3.62	3.62	3.71	3.50	3.40	3.68

Source: Calculation based on selected sample of respondents in Silchar.

Most of the psychographic rankings are linked to people stay in Silchar by '' sharing a mess with people''. 6 parameters as below have high ranks for the respondents stay in Silchar by sharing a mess with people.

1. I like to spend time with my family staying at home
2. You take sufficient time in taking decision and often remain in doubt during decision making

3. I like to do shopping only
4. Social events are necessary for introduction of different cultures
5. You will visit if a lot of people go there
6. When you go for outing you know exactly where you want to go

Analysis of the data revealed that in regard to the dwelling place how do you stay it is the respondents who stay in Silchar by sharing a mess with others showed the most positive attitude towards the 6 psychographic parameters out of 13 psychographic parameters as shown in the above chart. So it is found from the data mentioned in the above table that the respondents who stay by sharing mess were responded in more significant way as compare to others such as rented alone, rented with family, own house, rented flat, own flat. They showed positive approach towards their activity, interest and opinion.

Table 3.9: Showing psychography across demography being duration of stay

	How long have been living there					
	Less than 5 years	5-10 years	10-20 years	20-30 years	30 years and above	Total
I like to spend time with my family staying at home	3.94	3.79	3.56	3.68	3.79	3.74
You believe others and takes decision according to their advice	2.61	2.86	2.39	2.58	2.65	2.59
I like to spend time with my family at outdoors	3.41	3.79	3.92	3.87	3.80	3.79
You take sufficient time in taking decision and often remain in doubt during decision making	3.24	3.12	3.19	3.10	3.24	3.20
Love to enjoy	4.49	4.35	4.57	4.32	4.49	4.48
I like to spend time with my family by visiting religious places	3.71	3.70	3.65	3.77	3.74	3.71
I like to do private service	3.43	3.26	3.22	3.03	3.33	3.28
I like to do shopping only	3.61	3.49	3.73	3.65	3.78	3.69
Social events are necessary for introduction of different cultures	3.96	4.12	4.12	3.97	3.99	4.04
You will visit if a lot of people go there	2.94	3.47	3.18	3.13	3.30	3.22
You will try to visit at least once to such place	3.98	4.28	4.22	4.45	4.19	4.20
I like to spend time by listening music	4.08	4.23	4.15	4.26	3.95	4.08
When you go for outing you know exactly where you want to go	3.76	3.67	3.62	3.68	3.70	3.68

Source: Calculation based on selected sample of respondents in Silchar.

Most of the psychographic rankings are linked to people stay in Silchar for less than 5 years. 4 parameters as below have high ranks for the respondents stay in Silchar for less than 5 years.

1. I like to spend time with my family staying at home
2. You take sufficient time in taking decision and often remain in doubt during decision making
3. I like to do private service
4. When you go for outing you know exactly where you want to go

As far as the responses of the restaurant visitors of Silchar town in regards to the statement I like to spend time with my family staying at home, You take sufficient time in taking decision and often remain in doubt during decision making, I like to do private service, when you go for outing you know exactly where you want to go it is observed that out of all the period of stay such as less than 5 years, 5-10 years, 10-20 years, 20-30 years, 30 years and above the most significant one is the respondents belong to the period of less than 5 years because that category of respondents scored the maximum in case of most of the psychographic parameter as shown in the chart mentioned above.

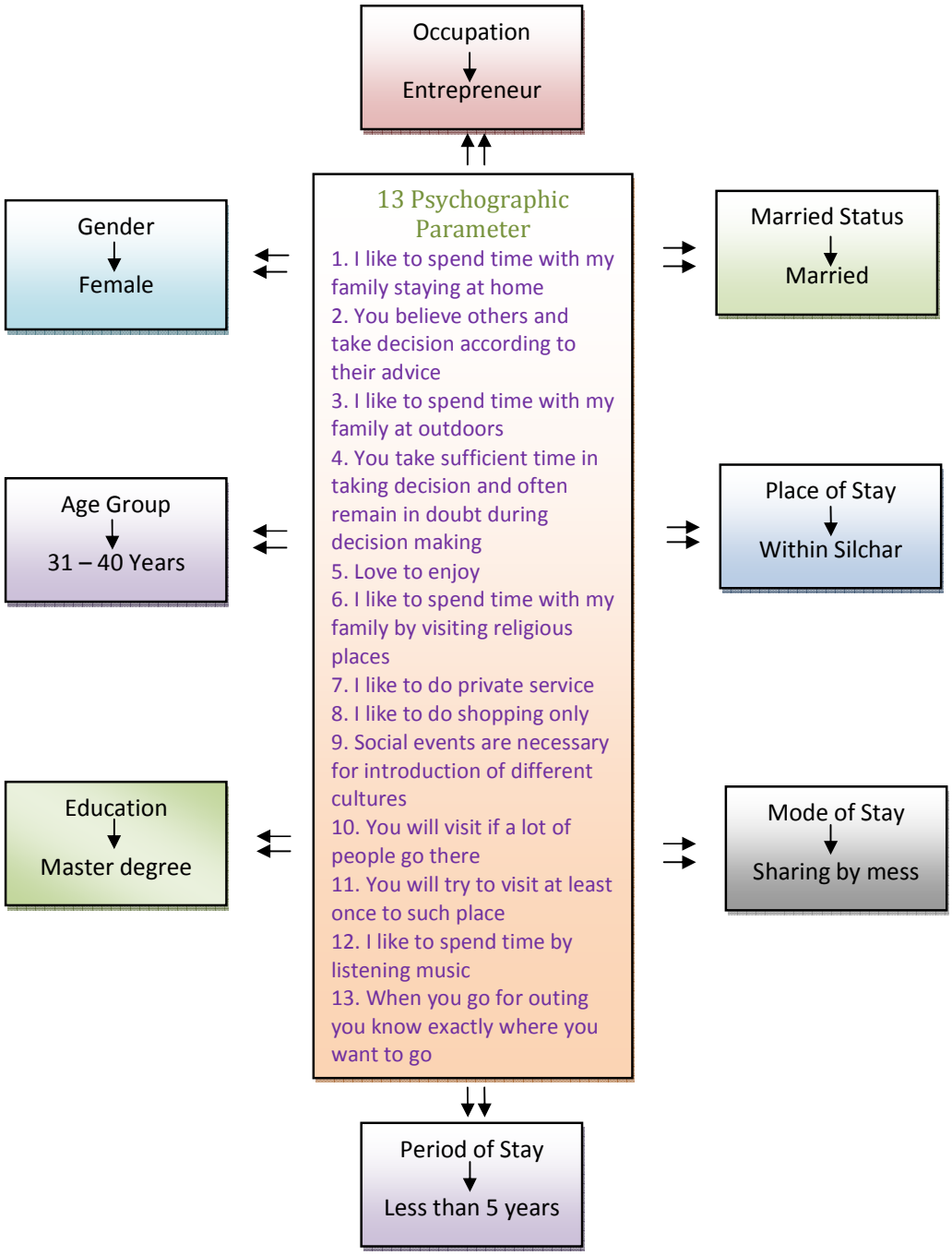
3.5 CONCLUSION OF THE CHAPTER

The concerned chapter presented an overview of the psychographics of the restaurant visitors in Silchar town. To do so the chapter was divided in to four sections.

The first section of the theoretical framework reveals that the researchers study in the context of psychographics of the people in general to gain deeper understanding and knowledge of psychographics of the people. The second part of the chapter dealt with the introduction to the chapter. In the third part of the chapter relevance of the 13 psychographics parameters in regards to assessing psychographics of the restaurant visitors were explained. The final section of the chapter dealt with analysis of the psychographics data. Depending on the analysis of the psychographics parameters the result of the analysis in regards to

psychographics of the restaurant visitors can be presented through the following chart.

Chart 3.1: Psychography across demography of the Respondents



Source: Processed data analysis on demography across psychography.

As shown in the above chart, psychography across demography to assess psychographics the highest score recorded by the respondents under the demography being gender were female, being age group 31-40 years, being education master degree, being marital status married, being place of stay within Silchar, being stay sharing by mess, being occupation entrepreneur and being period of stay less than five years.

Thus, the representative Demography of respondents in Silchar towns is as follows:

1. Youth with aspirations to be financially independent
2. Employed and self employed with financial freedom
3. Staying for lesser time in the city
4. Youth sharing mess with others
5. Female in towns of gender
6. Married but not at long time period
7. Educated sufficiently
8. In the age group of 31-40
9. Dwelling in the closer visiting in Silchar town

The above demography has shown the following predominant psychography as derived from factor analysis of 32 psychography statements opined over by the respondents.

1. I like to spend time with my family staying at home
2. You believe others and take decision according to their advice
3. I like to spend time with my family at outdoors

4. You take sufficient time in taking decision and often remain in doubt during decision making
5. Love to enjoy
6. I like to spend time with my family by visiting religious places
7. I like to do private service
8. I like to do shopping only
9. Social events are necessary for introduction of different cultures
10. You will visit if a lot of people go there
11. You will try to visit at least once to such place
12. I like to spend time by listening music
13. When you go for outing you know exactly where you want to go

Joining two set together we have the following psychographics derived for the study:

The core psychographics characteristics reflected here above are the dominated by youth having high entertainment and fun value in life, added with craze for govt. service or self employment that underlies their motivation to be financially independent and sufficient. Friendship is deep-rooted demand besides family also to enjoy social events and celebration. Outing and tourism including religious tourism are on other likings.

Further, it is also indicated that respondent's family dwelling in this town since long have more positive demands for outings and enjoyment with family and friends in comparison to other composition of dwellings. Refreshment value in quite high and reflected in shopping, outing and entertainment among the youth here in Silchar.

One interesting psychography characteristics comes out from the study is the young respondents have some dependency on others about decision making and for that matter peer group endorsement & reference and family decisions have major impact on their decision. However, enthusiastic youth having high positive attitude towards life, quality of life as they perceive sourcing from friends, fun, entertainment, outing with friends and family, shopping and restaurenting; mutually enforce quick decision making in favour of joy and entertainment.

Out of the psychographics we can derive positive and negative components affecting the prospects of restaurant service demand in the city.

Positive components:

1. Youth belonging to definite source of income.
2. Financial independence based on employment opportunity especially in 31-40 age group and youth belonging to this class.
3. Low or reasonable price for restaurant services against given quality because youth have the dominant aspirants for restaurant services.
4. Ambience and comfortable stay value of restaurants
5. Accessibility to restaurant services

Possible Negative components:

1. High price
2. Size and comfort of restaurant
3. Poor accessibility or crowdie location
4. Unemployment and poor income level if any.