

8 Appendices

8.1 ANNEXURE (QUESTIONNAIRE)

Name: _____

Age

- | | | | |
|--------------------------|-------|--------------------------|--------------|
| <input type="checkbox"/> | 15-25 | <input type="checkbox"/> | 25-35 |
| <input type="checkbox"/> | 35-45 | <input type="checkbox"/> | More than 45 |

Gender

- | | | | |
|--------------------------|------|--------------------------|--------|
| <input type="checkbox"/> | Male | <input type="checkbox"/> | Female |
|--------------------------|------|--------------------------|--------|

You are a

- | | | | |
|--------------------------|---------------|--------------------------|--------------------|
| <input type="checkbox"/> | Student | <input type="checkbox"/> | Business Executive |
| <input type="checkbox"/> | Office | <input type="checkbox"/> | Professional |
| <input type="checkbox"/> | Self-employed | <input type="checkbox"/> | Others |

Contact: _____

1. Do you visit fast food chains?

- | | | | |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

2. Which is the first fast food chain that comes in your mind when you want to visit?

- | | | | |
|--------------------------|------|--------------------------|---------|
| <input type="checkbox"/> | KFC | <input type="checkbox"/> | Dominos |
| <input type="checkbox"/> | Mc D | <input type="checkbox"/> | Others |

If others please specify _____

3. How did you get to know about KFC? Select one which is most relevant and highest in number.

- | | |
|---|---|
| <input type="checkbox"/> Friend's | <input type="checkbox"/> Tv Adds |
| <input type="checkbox"/> Family | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Paper advertisements | <input type="checkbox"/> Hoardings/Billboards |
| <input type="checkbox"/> Heard of it | <input type="checkbox"/> |

4. What made you visit KFC?

- | | |
|--|--|
| <input type="checkbox"/> Price | <input type="checkbox"/> Atmosphere |
| <input type="checkbox"/> Menu | <input type="checkbox"/> Taste |
| <input type="checkbox"/> Ambiance | <input type="checkbox"/> Offers |
| <input type="checkbox"/> Customer service (employee behaviour) | <input type="checkbox"/> Quick service |

5. How often do you visit KFC?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Daily | <input type="checkbox"/> Once a week |
| <input type="checkbox"/> Once in a fortnight | <input type="checkbox"/> Once a month |
| <input type="checkbox"/> Rarely | <input type="checkbox"/> |

6. How long have you been visiting KFC?

- | | |
|----------------------------------|---|
| <input type="checkbox"/> 3 moths | <input type="checkbox"/> 6months |
| <input type="checkbox"/> 1 year | <input type="checkbox"/> More than that |
| <input type="checkbox"/> | <input type="checkbox"/> |

7. With whom do you visit often?

- | | |
|-------------------------------------|----------------------------------|
| <input type="checkbox"/> Family | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Colleagues | <input type="checkbox"/> Others |
| <input type="checkbox"/> | <input type="checkbox"/> |

8. Do you find the advertising effective?

- | | |
|------------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Sometimes | |

9. How would you rate on a scale of 1-5?(1 being the least – 5 being highest)

a) The overall quality of KFC relationship with customers, considering all of sales promotion strategies employed

1 2 3 4 5

|-----|

b) Your level of overall satisfaction with sales promotion strategies used by KFC?

1 2 3 4 5

10. Which of the food joint do you prefer the most and why?

KFC

MCD

DOMINOS

11. What according to you is the unique selling preposition of KFC?

Price

Atmosphere

Location

Taste

Ambiance

Offers

Customer service (employee behaviour) Quick service

Menu

12. Does the packaging play any role in the buying of the food?

Yes

No

13.a) Are you aware of the sales promotion programme of KFC?

Yes

No

b) If yes does the sales promotion of KFC incline you to come back?

Yes

No

Maybe

14. Is the price of the promotion items of KFC is realistic compared to other fast food restaurants?

|-----|

Highly Satisfactory

Highly Dissatisfactory

15. What is the most important reason to eat in KFC for you?

- | | |
|-------------------------------------|------------------------------------|
| <input type="checkbox"/> Price | <input type="checkbox"/> quality |
| <input type="checkbox"/> Brand | <input type="checkbox"/> Promotion |
| <input type="checkbox"/> Product | <input type="checkbox"/> Menu |
| <input type="checkbox"/> Taste | <input type="checkbox"/> Ambience |
| <input type="checkbox"/> Uniqueness | <input type="checkbox"/> Others |

16. What kind of consumer promotion do you find is most attractive?

Please specify _____

17. The influence group who become the driving force behind the consumers to force them to visit the stores.

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Self | <input type="checkbox"/> Spouse |
| <input type="checkbox"/> Friend's | <input type="checkbox"/> Colleagues |
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Others |

18. How likely are you to purchase food from KFC in the next 30 days?

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Very likely | <input type="checkbox"/> Less likely |
| <input type="checkbox"/> Likely | <input type="checkbox"/> Not at all |
| <input type="checkbox"/> Maybe | |

19. What services would you like to improve at KFC?

20. Out of your last 3 visits to fast food chains how many where KFC?

- | | |
|-------------------------------|--------------------------------|
| <input type="checkbox"/> Once | <input type="checkbox"/> Twice |
|-------------------------------|--------------------------------|

Thrice

None

21. What food do you prefer in KFC?

Veg

Non-veg

22. Rate your level of satisfaction on the following Attributes.

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Taste	1	2	3	4	5
Price	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Service quality	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
cleanliness	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Variety	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Packaging	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising Campaigns	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>