8 Appendices

8.1 ANNEXURE (QUESTIONNAIRE)

Name:			
Age			
	15-25 35-45		25-35 More than 45
□ Gender You are a □	Male	0	Female
Contact:	Student Office Self-employed	0	Business Executive Professional Others

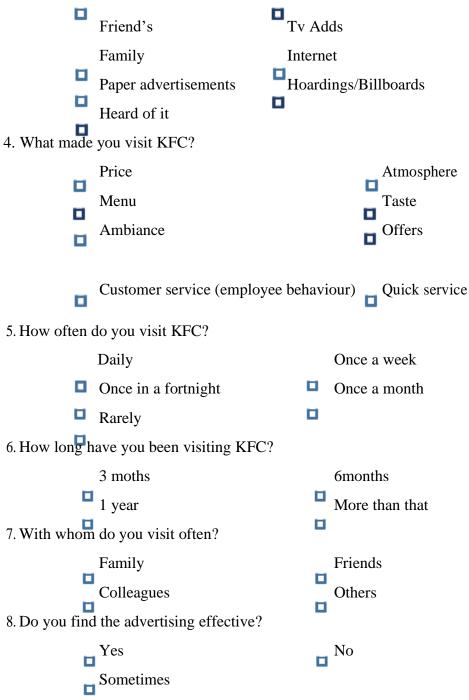
- 1. Do you visit fast food chains?
 - □ Yes □ ^{No}

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



If others please specify _____

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



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

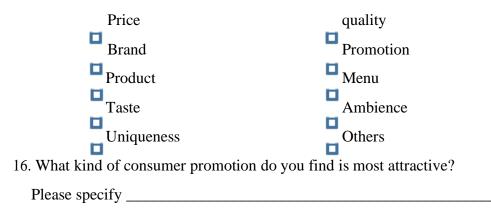
a) The overall quality of KFC relationship with customers, considering all of sales promotion strategies employed

	1	2	3	4	5
	,				
b) Your level of overall satisfaction with sales promotion strategies used by KFC?					
		2	2		-
	1	2	3	4	5
10. Which of		lo you prefer th			
	KFC MCD			DOMINOS	
11. What acco	ording to you is	s the unique sel	ling prepos	sition 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?					
I	Yes		C		
ſ	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?



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



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



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?

Once	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	2	3	4	5
Service	1	2	3	4	5
quality					
cleanliness		2	3	4	5
Variety	1	2	3	4	5
Packaging	1	2	3	4	5
Facility					
Advertising					
Campaigns		2	3	4	5