Time allowed: 1 Hrs 30 Min
Max Marks: 30

Roll No: _____

Instructions : Read the case and answer the questions at the end. Use MS Excel for statistical tabulation and analysis of the attached Excel file.

Eating-Out habit for Individuals.

The Indian economy had been growing at a tremendous pace for the last two years, with growth rates of 9.6 per cent in 2012 and 9.2 per cent in 2013. Despite the global slowdown that hit economies across the globe, India is considered to have survived it to a satisfactory extent. The economy did slow down to 6.7 per cent in 2011 but picked up beyond expectations to 7+ figures in the first half of 2012. What does this imply? Simply put, the Indian economy is growing at a steady pace with the direct impact being steadily rising income levels of the Indian population.

This rising income levels in the population is a very interesting phenomena because of two reasons. One being the fact that 55 per cent of the population is under the age of 25 years and secondly, the changed family! Structure of the population, especially in cities (nuclear families with more than one earning member).

What this leads to is an increase in spending, but an increase in spending with a changed consumer behaviour. This is also seen in the change in the eating-out habits of the population. It is seen that more and more people eat out these days and for a multitude of reasons, ranging from lack of option for a home- cooked meal to wanting to have a relaxing experience from a hard day at work to spending time with friends/family and so on. The avenues available to them have also increased over the last few years.

Rising disposable incomes and changing consumer behaviour brought about a complete change in the way people choose to eat out. The eating out frequency and habits have undergone a total change over the last decade. One reason for such a significant change has been along with the income and demographic profiles is the growing influence of the West. It is because of this that food habits of countries like India are changing and there is a rapid growth in the fast food industry.

It is seen that the trend of going to eat out has increased tremendously. And to cater to this demand a number of restaurants have come up. The eating out decision now no longer is based in the satisfaction of the *basic need* for food. There is a plethora of other factors on which this decision depends. Keeping this in mind, a study was conducted to understand the factors that influence the eating out decisions of the individuals.

A sample of 76 individuals was taken using convenience sampling. A questionnaire was designed for the purpose. The data needs of the study were identified using exploratory research. The questionnaire along with the coding scheme is presented below:

Questionnaire along with coding scheme

1. How many times do you eat out in a week? (X 1)

1-3	1
4-6	2
7-9	3
10-12	4
13-15	5
16 +	6

2. Which of the. Following categories of eateries do you visit the most? (X2)

Restaurant	1
Fast food	2
Food court	3
Dhaba	4
Home delivery	5

3. With whom do you eat out most frequently? (X3)

Alone	1
With partner	2
With family	3
With friends	4
With colleagues	5

4. Approximately how much do you spend per week on eating out? (X4)

0-300	1
301 – 600	2
601 – 900	3
901 – 1200	4
1201 -1500	5
1500 +	6

5. For what reasons do you eat out? (X5a to X5e)

No option of home-cooked food (X5a)

| 0 = No |
| 1 = Yes |

Special occasion (X5b)

| 0 = No |
| 1 = Yes |

Leisure (X5c)

| 0 = No |
| 1 = Yes |

| 0 = No |
| 1 = Yes |

To spend time with friends and family (X5d)

| 0 = No |
| 1 = Yes |

Others, pls specify (X5e)

6. When do you prefer to eat out? (X6)

Weekdays

Weekends

Any day

| 1 |
| 2 |
| 3 |

7. Which meal of the day do you prefer to eat out?

Breakfast (X7a)

| 0 = No |
| 1 = Yes |

Lunch   (X7b)

| 0 = No |
| 1 = Yes |

Dinner (X7c)

| 0 = No |
| 1 = Yes |

Snacks (X7d)

| 0 = No |
| 1 = Yes |

Each question (X7a to X7d) is coded as 0 = No *(Not ticked)* 1 = Yes *(Ticked)*

8. Rank the following factors from 1 - 6, rank 1 being the most important and rank 6 being the least important (Ranked from 1 - 6, coded as 1 - 6.) (X8a to X8f)

Parameter	Rank
Food(X8a)	
Price (X8b)	
Service (X8c)	
Friends (X8d)	
Location (X8e)	
Brand (X8f)	

9. How do you rate the following when you decide to eat out? (X9a to X9o)

No.	Factors	Extremely important (1)	Important (2)	Neither important unimportant (3) .	Unimportant (4)	Extremely unimportant (5)
1	Taste of food (X9a)					
2.	Presentation of food (X9b)					
3.	External look and feel (X9c)					
4.	Ambience (X9d)					
5.	Price (X9e)					
6.	Menu-item variety (X9f)					
7.	Speed of service (X9g)					
8.	Friendliness of service personnel (X9h)					
9.	Cleanliness of the restaurant (X9i)					
10.	Promptness in handling of Complaints (X9j)					
11.	Transportation/accessibility to the place (X9k)					
12.	Brand perception (X9l)					
13.	Promotional offers (X9m)					
14.	Recommendation from friends and others (X9n)					
15.	Payment options offered (X9O)					

10. Age (X10)

>20	1
20-30	2
31-40	3
41-50	4
51-60	5
61+	6

11. Sex (X 11)

Male	1
Female	2

12.   Marital status (X 12)

Single	1
Married	2

13. Profession (X 13)

Student	1
Professional	2
Self employed	3
Retried	4
Housewife	5

14.   Do you own your own vehicle? (X14)

Yes	1
No	2

15. What is your family's average monthly income? Question ignored.

0-15,000	1
15001 – 30000	2
30001 – 45000	3
45000+	4

19. Any Other Comments.

The data for the study is attached as Table no. 11.30

Questions.
1. What are the characteristics of a good questionnaire? What are your comments on the above questionnaire (for e.g. sequencing of questions, types of questions etc.)? . (10)   (CILO 1,2)
2. Prepare appropriate cross-tables for the data presented in excel file. (5) (CILO 2,3)
3. Using the data of question no. 8 of the questionnaire, prepare a rank ordering of the six factors. (5)   (CILO 2,3)
4. Interpret the results as obtained above. Write a management summary of your findings. (10)   (CILO 2,3)

Resp No.	x1	x2	x3	x4	x5a	x5b	x5c	x5d	x5e	x6	x7a	x7b	x7c	x7d	x8a	x8b	x8c	x8d	x8e	x8f	x9a	x9b	x9c	x9d	x9e	x9f	x9g	x9h	x9i	x9j	x9k	x9l	x9m	x9n	x9o	x10	x11	x12	x13	x14
1	2	1	3	5	0	0	0	1	0	3	0	0	1	0	2	5	1	3	4	6	2	.	2	1	2	3	2	2	2	2	3	3	4	4	4	4	1	1	2	1
2	2	1	3	5	0	0	1	0	0	3	0	0	1	0	1	6	2	3	5	4	1	1	2	1	1	2	1	2	2	2	3	3	4	3	3	4	1	2	3	1
3	2	4	4	2	1	0	0	0	0	3	0	0	1	0	3	1	4	5	2	6	2	4	4	4	2	1	2	4	3	4	2	4	4	3	4	2	1	1	1	2
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73	1	1	3	2	0	1	0	0	0	2	0	0	1	0	1	4	3	6	2	5	1	2	1	2	2	2	2	1	2	1	4	3	1	2	2	1	2	2	1	
74	2	1	4	5	0	0	0	0	1	1	0	0	1	0	1	2	5	3	4	6	2	1	2	1	3	4	1	2	1	2	2	2	4	2	2	1	1	1	1	1
75	2	1	2	4	1	0	1	0	0	3	1	1	1	0	1	3	5	2	4	6	1	2	2	2	1	3	3	3	3	3	2	3	3	3	3	3	2	1	1	2
76	1	3	4	2	0	0	0	0	1	3	0	0	1	0	3	5	2	4	1	6	2	3	2	2	2	2	2	4	1	2	3	4	2	2	4	2	1	1	1	1