REFERENCES


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[128] Thornton, L. E., Lamb, K. E., and Ball, K., “Fast Food Restaurant Locations
According to SocioEconomic Disadvantage, Urban-Regional Locality, and Schools within Victoria, Australia”, SSM Population Health, 2, pp. 1-9, 2016


2004.


APPENDICES

QUESTIONNAIRE

Personal Details

<table>
<thead>
<tr>
<th>Name</th>
<th>Age (in years)</th>
<th>Sex</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Income (Rs)</td>
<td>Educational level</td>
<td>10</td>
<td>-2</td>
<td>UG</td>
</tr>
<tr>
<td>You are a Vegetarian</td>
<td>Non Vegetarian</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Frequency of visit at Saravana Bhavan in am month</td>
<td>Once</td>
<td>twice</td>
<td>four time</td>
<td>almost daily</td>
</tr>
</tbody>
</table>

These questions are about the food quality you have experienced, when you visit the hotel: Kindly encircle the below given numbers. 1 Strongly Disagree, 2 Disagree, 3 For Neither agree or disagree 4 Agree and 5 Strongly Agree

For Neither agree or disagree 4 Agree and 5 Strongly Agree

1. The Saravana Bhavan hotel serves tasty food. 1 2 3 4 5
2. The food presentation is attractive 1 2 3 4 5
3. The temperature of the food served was just right to eat. 1 2 3 4 5
4. The food served was fresh 1 2 3 4 5
5. The food I eat in this hotel is good for my health 1 2 3 4 5
6. Overall, I am happy with the food quality of Saravana Bhavan 1 2 3 4 5

These questions are about the service quality you have experienced in Saravana Bhavan Hotel: Kindly encircle the below given numbers. 1 Strongly Disagree, 2 Disagree, 3 For Neutral, 4 Agree and 5 Strongly Agree

7. The hotel servers always willing to help me. 1 2 3 4 5
8. The servers in the hotel has the knowledge to answer my questions 1 2 3 4 5
9. Does the brand of Saravana Bhavan fits best at 1 2 3 4 5
what I perceive

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<tbody>
<tr>
<td>10. The food is served in time</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>11. Every Saravana Bhavan hotel around me has same service quality.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>12. Overall, I am satisfied with the “service quality” of Saravana Bhavan hotels</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
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</table>

These questions are about the environment you have experienced, when you visit the hotel: Kindly encircle the below given numbers. 1 Strongly Disagree, 2 Disagree, 3 For Neutral, 4 Agree and 5 Strongly Agree

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</thead>
<tbody>
<tr>
<td>13. The Saravana Bhavan hotel environment is neat and clean</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>14. The hotel provide a comfortable environment</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>15. The hotel has any nice decorations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>16. The dining area of the Saravana Bhavan hotel is attractive</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

These questions are about the satisfaction level you have experienced, during your visit to the hotel: Kindly encircle the below given numbers 1 Strongly Disagree, 2 Disagree, 3 For Neutral, 4 Agree and 5 Strongly Agree

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<tbody>
<tr>
<td>17. I am delighted with regard to the hotel performance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>18. I am happy with the hotel performance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>19. I am content with the hotel performance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>20. Overall, I am satisfied with Saravana Bhavan hotel</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</tbody>
</table>

These questions are about the trust you have experienced, when you visit Saravana Bhavan Hotel: Kindly encircle the below given numbers. 1 Strongly Disagree, 2 Disagree, 3 For Neutral, 4 Agree and 5 Strongly Agree

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<tbody>
<tr>
<td>21. The servers in the hotel are sincere.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>22. The servers are honest when I approach them</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>23. The servers in the hotel are reliable</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>24. The servers put the customer’s concern first</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</tbody>
</table>

These questions are about the loyalty you have experienced, when you visit Saravana Bhavan Hotel: Kindly encircle the below given numbers. 1 Strongly Disagree, 2 Disagree, 3 For Neutral, 4 Agree and 5 Strongly Agree

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<tbody>
<tr>
<td>25. I say positive things about the Saravana Bhavan hotel to other people</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>26. I will recommend the Saravana Bhavan hotel to other people who seek my advice</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
27. I will encourage my friends and relatives to eat at the Saravana Bhavan hotel | 1 | 2 | 3 | 4 | 5

28. I will consider Saravana Bhavan as my first choice when I eat outside | 1 | 2 | 3 | 4 | 5

These questions are about the pricing you have experienced, when you visit Saravana Bhavan Hotel: Kindly encircle the below given numbers. 1 Strongly Disagree, 2 Disagree, 3 For Neutral, 4 Agree and 5 Strongly Agree

29. The food price in the Saravana Bhavan hotel is reasonable. | 1 | 2 | 3 | 4 | 5

30. The value of food for the price charged is right. | 1 | 2 | 3 | 4 | 5

31. I paid more money than I had planned. | 1 | 2 | 3 | 4 | 5

32. All in all, I am satisfied with the price of food in Saravana Bhavan | 1 | 2 | 3 | 4 | 5

These questions are about the location and Convenience you have experienced, when you visit Saravana Bhavan Hotel: Kindly encircle the below given numbers. 1 Strongly Disagree, 2 Disagree, 3 For Neutral, 4 Agree and 5 Strongly Agree

33. The location of the hotel / restaurant is convenient to me | 1 | 2 | 3 | 4 | 5

34. I am convenient for the Crowd in the restaurant | 1 | 2 | 3 | 4 | 5

35. The Hotel has convenient working hours. | 1 | 2 | 3 | 4 | 5

36. Overall I am satisfied with the hotel location | 1 | 2 | 3 | 4 | 5

These questions are about the word of mouth you have experienced, when you visit Saravana Bhavan Hotel: Kindly encircle the below given numbers. 1 Strongly Disagree, 2 Disagree, 3 For Neutral, 4 Agree and 5 Strongly Agree

37. I mention this Saravana Bhavan hotel to others quite frequently | 1 | 2 | 3 | 4 | 5

38. I’ve told more people about Saravana Bhavan hotel than any other hotels | 1 | 2 | 3 | 4 | 5

39. I seldom miss an opportunity to tell others about Saravana Bhavan hotel | 1 | 2 | 3 | 4 | 5

40. When I tell others about this Saravana Bhavan hotel, I tend to talk about the hotel in great detail | 1 | 2 | 3 | 4 | 5