

ANNEXURE 1: QUESTIONNAIRE

University of the Free State



Participant Information Sheet

Good day Madam/Sir

I am Dr Eugene Tafadzwa Maziriri a Senior Lecturer within the Department of Business Management, at the University of the Free State. I am conducting a research project titled, "FROM SELECTED MULTI-SENSORY DIMENSIONS TO POSITIVE WORD OF MOUTH: DATA ON WHAT REALLY DRIVES GENERATION Z CONSUMERS TO BE ATTACHED TO QUICK SERVICE RESTAURANTS IN BLOEMFONTEIN, SOUTH AFRICA?" The study will examine how selected multi-sensory dimensions (sight, sound and smell) would influence consumer attitudes towards quick-service restaurants, restaurant patronage intention, food purchase decision, food consumption satisfaction, restaurant attachment, repurchase intention and positive word of mouth.

There will be no wrong or right answers. You are therefore invited to please participate in the study. It will take about 10 to 20 minutes of your time to respond. Please note that your involvement is completely voluntary and your refusal to participate will not result in any penalty. I assure you that the survey data are only for academic research and won't be used for any commercial purpose. All information collected will be anonymous and responses will be kept confidential. You can refuse to answer any questions that you are not comfortable with and can withdraw at any time you wish to.

Section A of this survey captures some demographic data. Please make a cross (X) in the appropriate box. Section B through D capture the selected multisensory dimensions, while section E through K capture consumer attitudes towards quick-service restaurants, restaurant patronage intention, food purchase decision, food consumption satisfaction, restaurant attachment, repurchase intention and positive word of mouth, respectively. Please indicate the extent to which you agree with each statement by making a cross (X) in the appropriate box.

Thank you for considering participating in this survey. Should you have any questions, or should you wish to obtain a copy of the results of the survey, please contact me on the following details.

Kind regards,

Dr Eugene T. Maziriri

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SECTION A

DEMOGRAPHIC INFORMATION

This section includes general biographical questions. Please indicate your answer by marking an (X) on the appropriate box.

A1. Please indicate your age

1	18 years old	
2	19 years old	
3	20 years old	
4	21 years old	
5	22 years old	
6	23 years old	
7	24 years old	
8	25 years old	

A2. Please indicate your gender

1	Male	
2	Female	
3	Prefer not to say	

A3. Please indicate your current year of study.

1	1 st year	
2	2 nd year	
3	3 rd year	
4	Post graduate study	

A4. How much allowance do you receive per month?

1	Less than R500	
2	R501 – R1000	
3	R1001-R1500	
4	R1501-R2000	
5	More than R2000	

A5. How often do you eat from quick-service restaurants? Please indicate below:

1	Everyday	
2	A few times a week	
3	A few times a month	
4	Once in a while	

A6. Which ONE of the following is your most visited/favourite quick-service restaurant?

Please indicate below

1	KFC	
2	Chicken licken	
3	McDonald's	
4	Kara Nichas	
5	Sizzler's	
6	Debonairs	
7	Steers	
8	Other	

If other, please specify: _____

A7. Reason for visiting quick-service restaurants

Please cross only **ONE** below

1	I visit quick-service restaurants to eat breakfast/ lunch/dinner	
2	I socialise in quick-service restaurants	
3	I visit quick-service restaurants to get take-out	

For all the following sections. Please indicate the extent to which you disagree/agree with the following statements using a cross (X).

SECTION B: SMELL (SM)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
SM1	My favourite restaurant has a pleasant scent.	1	2	3	4	5
SM2	My favourite restaurant has an intense scent (aroma).	1	2	3	4	5
SM3	My favourite restaurant has a familiar scent.	1	2	3	4	5

SECTION C: SIGHT (ST)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
ST1	The inside of the restaurant is bright.	1	2	3	4	5
ST2	The inside of the restaurant is colourful.	1	2	3	4	5
ST3	The inside of the restaurant is stimulating.	1	2	3	4	5
ST4	The inside of the restaurant is lively.	1	2	3	4	5
ST5	The inside of the restaurant is cheerful.	1	2	3	4	5
ST6	The inside of the restaurant is interesting.	1	2	3	4	5

ST7	The inside of the restaurant is comfortable.	1	2	3	4	5
ST8	The inside of the restaurant is relaxed.	1	2	3	4	5

SECTION D: SOUND (SD)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
SD1	I often notice the music that plays in the restaurant	1	2	3	4	5
SD2	The music that plays in restaurant is important to me.	1	2	3	4	5
SD3	The music inside the restaurant needs to suit my taste.	1	2	3	4	5
SD4	The music inside the restaurant needs to reflect the brand's signature.	1	2	3	4	5
SD5	Pleasant music creates a favourably atmosphere.	1	2	3	4	5
SD6	Pleasant music will make me stay in the restaurant for longer.	1	2	3	4	5
SD7	Music that is not my taste will make me stay in the restaurant for shorter.	1	2	3	4	5
SD8	Loud music in the restaurant annoys me.	1	2	3	4	5
SD9	I like loud music in the restaurant it creates a pleasant in-store experience.	1	2	3	4	5

SECTION E: CONSUMER ATTITUDES TOWARDS A RESTAURANT (CATR)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
CATR 1	The restaurant is up to speed with the food trends	1	2	3	4	5

	(compared to similar restaurants or other restaurants in the same category)					
CATR 2	The restaurant is a fine-quality establishment (compared to similar restaurants or other restaurant in the same category)	1	2	3	4	5
CATR3	The overall value of dining at the restaurant seems high (compared to similar restaurants or other restaurants the same category)	1	2	3	4	5

SECTION F: RESTAURANT PATRONAGE INTENTION

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
RPI1	The likelihood of eating in the restaurant is high	1	2	3	4	5
RPI2	The probability that I would consider eating in the restaurant is high.	1	2	3	4	5
RPI3	My willingness to eat in the restaurant is high.	1	2	3	4	5

SECTION G: FOOD PURCHASE DECISION (FPD)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
FPD1	I feel good about my decision to purchase food from this restaurant.	1	2	3	4	5
FPD2	I will positively recommend this restaurant to other people	1	2	3	4	5

FPD3	I will frequently purchase food from this restaurant	1	2	3	4	5
FPD4	I intent to purchase food again from this restaurant in the future	1	2	3	4	5
FPD 5	Overall, I am satisfied about my purchase of food from this restaurant	1	2	3	4	5

SECTION H: FOOD CONSUMPTION STATISFACTION (FCS)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
FCS1	I am satisfied with the food from this restaurant	1	2	3	4	5
FCS2	I am satisfied with my decision to be consuming food	1	2	3	4	5
FCS3	Consuming food from this restaurant makes me happy	1	2	3	4	5
FCS4	I am pleased that I am consumer of this restaurant	1	2	3	4	5
FCS5	I am relatively satisfied with my consumption of food from this restaurant	1	2	3	4	5

SECTION I: RESTAURANT ATTACHMENT (RA)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
RA1	I feel this restaurant is a part of me.	1	2	3	4	5
RA2	I identify strongly with this restaurant	1	2	3	4	5

RA3	Visiting this restaurant says a lot about who I am	1	2	3	4	5
RA4	I am very attached to this restaurant.	1	2	3	4	5
RA5	I feel a strong sense of belonging to this restaurant	1	2	3	4	5
RA6	This restaurant means a lot to me.	1	2	3	4	5

SECTION J: REPURCHASE INTENTION (RI)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
RI1	I am willing to buy food again from this restaurant	1	2	3	4	5
RI2	I intend to continue purchasing food on a regular basis	1	2	3	4	5
RI3	I do not plan to stop buying food from this restaurant	1	2	3	4	5
RI4	It is likely that I will continue purchasing food in the future.	1	2	3	4	5

SECTION K: POSITIVE WORD OF MOUTH (PW)

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PW1	I have told others about this restaurant	1	2	3	4	5
PW2	I would recommend the restaurant to others	1	2	3	4	5
PW3	I am willing to inform others if they ask me about the restaurant	1	2	3	4	5
PW4	I will strongly recommend the restaurant to others	1	2	3	4	5

*Thank you for your time and patience in
completing this survey*