**A study on impact of sales promotion schemes on consumer behaviour of young adults in organised fast food industry in Mumbai**

Objectives of the research:

1. To study various sales promotion techniques used by QSRs
2. To study the impact of sales promotion schemes on consumer behaviour: spends and frequency
3. To understand spending pattern in promotional and non promotional period
4. To study the tool of sales promotion with maximum impact/to evaluate the efficacy of each sales promotion tool.
5. To study the impact of sales promotion tools used by upcoming distribution channels like mobile apps and websites

Name:

Age:

Occupation:

Monthly Income/Pocket Money:

* Less than 2000
* 2000-5000
* 5000-10000
* Above 10000

Monthly Family Income:

Family Size:

1. How often do you eat fast food?

* Several times a week
* Once or twice a week
* Once in fortnight
* Once a month
* Occasionally

1. Which fast foods are your favourite? (Tick all that apply/Ranking)

* Pizza
* Garlic bread
* Burgers
* French Fries
* Wraps and rolls
* Subs
* Salads
* Others – Pl. Specify \_\_\_\_\_\_\_\_\_\_\_\_

3. Which of the fast food restaurants do you prefer? (Tick all that apply/Ranking)

* McDonalds
* KFC
* Burger King
* Subway
* Dominos
* Pizza Hut
* Smoking Joe’s
* Any Other (Name:\_\_\_\_\_\_\_\_\_\_\_\_\_)

4. Why do you prefer the above fast food restaurant/s?

* Taste
* Variety
* Innovations in menu
* Price
* Offers
* Service Quality (quick delivery etc)
* Any others (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Do you mostly consume fast food...

* by ordering at home
* in restaurants

6. When ordering at home, which mode do you use?

* Restaurant website
* Restaurant mobile app
* Food delivery apps/websites
* Phone call to restaurant

7. Why?

* Saves time
* I get offers and discounts
* Convenience
* Ease of usage

8. Which food ordering app do you preferred the most?

* Zomato
* Foodpanda
* Swiggy
* UberEats
* Holachef
* Others \_\_\_\_\_ (Pl. Specify)

9. Do you spend time to search for offers and discounts while ordering fast food?

* Yes
* No

10. How much do you spend on fast food per order?

* 0-500
* 500-1000
* 1000-1500
* More than 1500

11. Which offers of the following do you find the most attractive?

* Discounts coupons (Eg.: Coupon codes)
* Cross promotions (Incentives of ordering via an app)
* Quantity deals (Eg: 20% extra at same price)
* Free samples
* Discounted sample of new menu
* Toys/Gifts
* Refunds on purchase above certain value
* Lucky draw/Instant Draw
* Contests

12. Do you find yourself ordering more frequently due to an ongoing offer or discount?

* Yes
* No

13. Do you find yourself ordering more quantity or of higher value due to an ongoing offer or discount?

* Yes
* No

14. What are the issues that you face while ordering fast food from food delivery apps like Zomato, Swiggy etc?