

## MARKETING RESEARCH IN ACTION Designing a Questionnaire to Survey Santa Fe Grill Customers

This illustration extends the chapter discussion on questionnaire design. Read through this example and, using the actual Screening Questions (Exhibit 8.7) and Questionnaire (Exhibit 8.8), answer the questions at the end.

In early 2013, two recent college business graduates (one majored in Finance and the other in Management) came together with a new restaurant concept for a southwestern casual dining experience that focused on a Mexican theme with a variety of fresh food items and a friendly family-oriented atmosphere. After several months of planning and creating detailed business and marketing plans, the two entrepreneurs were able to get the necessary capital to build and open their restaurant, calling it the Santa Fe Grill Mexican Restaurant.

After the initial six months of success, they noticed that revenues, traffic flow, and sales were declining and realized that they knew only the basics about their customers. Neither of the owners had taken any marketing courses beyond basic marketing in college, so they turned to a friend who advised them to hire a marketing research firm to collect some primary data about people's dining out habits and patterns. A marketing research firm was located in their mall so they contracted with them to design a self-administered survey to collect the needed data. The following six research objectives were used to guide the design of their survey instrument shown in Exhibit 8.8.

1. To identify the factors people consider important in making casual dining restaurant choice decisions.
2. To determine the characteristics customers use to describe the Santa Fe Grill and its competitor, Jose's Southwestern Café.
3. To develop a psychographic/demographic profile of the restaurant customers.
4. To determine the patronage and positive word-of-mouth advertising patterns of the restaurant customers.
5. To assess the customer's willingness to return to the restaurant in the future.
6. To assess the degree to which customers are satisfied with their Mexican restaurant experiences.

### Exhibit 8.7

Screening and Rapport Questions for the Mexican Restaurant Study

### Exhibit 8.8

If respondent answers "yes" to first three questions, and also indicates either the Santa Fe Grill or Jose's Southwestern Café, then say:

We would like you to answer a few questions about yourself and your experiences eating at the restaurant. The questions will take only a few minutes and it will be very helpful in better serving our customers.

The Mexican Restaurant Dining Out Survey

Please read all questions carefully. If you do not understand a question, ask the interviewer to help you. In the first section, a number of statements are given about interests and opinions. Using a scale from 1 to 7, with 7 being "Strongly Agree" and 1 being "Strongly Disagree," please

indicate the extent to which you agree or disagree a particular statement describes you. Circle only one number for each statement.

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Hello. My name is about dining out habits.

and I work for DSS Research. We are talking with individuals today (tonight)

1. "Do you regularly eat out at casual dining restaurants?"

2. "Have you eaten at more than one Mexican restaurant in the last six months?"

3. "Is your gross annual household income \$20,000 or more?"

4. At which of the following Mexican restaurants have you eaten most recently?

a. First response is Santa Fe Grill - Yes, continue.

b. First response is Loses southwestern Cate- Yes. continue.

c. First response is Other Restaurant - thank them and terminate interview.

Yes

Yes No

Yes \_No

#### Section 1: Lifestyle Questions

1. I often try new and different things.

2. I like parties with music and lots of talk.

3. People come to me more often than I go to them for information about products

4. I try to avoid fried foods.

5. I like to go out and socialize with people.

6. Friends and neighbors often come to me for advice about products and brands

Strongly

Strongly Disagree Agree

Strongly Disagree

Strongly Disagree

Strongly Disagree

Strongly Disagree

2

Strongly Disagree

Strongly Agree

Strongly Agree

Strongly Agree

Strongly Agree

strongly Agree

2

(continued)

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Part 3

Gathering and Collecting Accurate Data

Exhibit 8.8

The Mexican Restaurant Dining Out Survey, continued

7.

I am self-confident about myself and my future.

8.

I usually eat balanced,  
nutritious meals.

9. When I see a new product in stores, I often buy it.

10. I am careful about what I eat.

11. I often try new brands before my friends and neighbors do.

Section 2: Perceptions Measures

Strongly Disagree

Strongly Disagree

Strongly Disagree

Strongly

Agree

Strongly Agree

Strongly

Agree

Listed below is a set of characteristics that could be used to describe the Mexican restaurant at which you ate most recently. Using a scale from 1 to 7, with 7 being "Strongly Agree" and 1 being "Strongly Disagree," to what extent do you agree or disagree with the restaurant:

12. has friendly employees.

13. is a fun place to eat.

14. has large size portions

15. has fresh food.

16. has reasonable prices.

17. has an attractive interior.

Strongly Disagree

Strongly Disagree

Strongly Disagree

Strongly Disagree

Strongly Disagree

Strongly Disagree

2

Strongly Agree

Strongly Agree

Strongly Agree

Strongly Agree

Strongly Agree

Strongly Agree

Strongly

Strongly Disagree Agree

Strongly

Strongly Disagree Agree

Exhibit 8.8

continued

18. has excellent food taste.

19. has knowledgeable employees.

20. serves food at the proper temperature.

21. has quick service.

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Section 3: Relationship Measures

Please indicate your view on each of the following questions:

2. How satisfied are you with

23. How likely are you to return to in the future?

24. How likely are you to recommend

t

o a friend?

25. How often do you eat at

Section 4: Selection Factors

Not Satisfied At All

2

Definitely Will Not Return

12

Definitely Will Not Recommend

2

1= Very Infrequently

2= Somewhat Infrequently 3 = Occasionally

4 = Somewhat Frequently 5 = Very Frequently

Listed below are some reasons many people use in selecting a restaurant where they want to dine. Think about your visits to casual dining restaurants in the last three months and please rank

each attribute from 1 to 4, with 1 being the most important reason for selecting the restaurant and 4 being the least important reason. There can be no ties so make sure you rank each attribute with a different number.

Attribute

26. Prices

27. Food Quality 28. Atmosphere 29. Service

Ranking

Strongly Disagree

Strongly Disagree

Strongly Disagree

2

Strongly Agree

Strongly Agree

Strongly Agree  
Strongly Agree  
Satisfied  
Definitely Will Return  
Definitely Will Recommend  
Strongly Disagree  
(continued)

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Gathering and Collecting Accurate Data  
Exhibit 8  
The Mexican Restaurant Dining Out Survey, continued  
Section 5: Classification Questions

Please circle the number that classifies you best.

30. How far did you drive to get to the restaurant?

31. Do you recall seeing any advertisements in the last 60 days for

32. What is your gender?

33. How many children under the age of 18 are living in your home?

34. What is your age in years?

Less than 1 mile 1-5 miles

More than 5 miles

0

No response

Male Female

None

1-2

More than 2 children at home

18-25

26-34

35-49

50-59

60 and older

35. What is your annual total household income?

Please specify

Thank you very much for your help. Please give your questionnaire back to the interviewer.

Interviewer: Check answers to questions 2, 23, and 24. If respondent answers 1, 2, or 3, ask the following questions;

You indicated you are not too satisfied with the Santa Fe Grill. Could you please tell me why?

Record answer here

You indicated you are not likely to return to the Santa Fe Grill. Could you please tell me why?

Record answer here:

You indicated you are not likely to recommend the Santa Fe Gril. Could you please tell me why?

Record answer here:

Could I please have your name and phone number for verification purposes?

N a m e Phone #

I hereby attest that this is a true and honest interview and complete to the best of my knowledge. gUarantee that all information relating to this interview shall be kept strictly confidential.

Interviewerssignature Dateand timecompleted