International Journal of Research Publication and Reviews

Comparative Analysis of Pizza Hut and Dominos

[1]Mr. Raghul. S, [2] Dr. S. Bhuvaneswari

[1]Undergraduate Student, Department of B. Com. Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India
[2]Assistant Professor, Department of B. Com. Computer Applications,

1. Introduction

Fast food is a portion of the food prepared very quickly. Any food productivity time is considered fast food, usually sold in this restaurant or shop, is preheated or sold with preheated or precooked good and is served in a packaged from to be taken to customer. The center may offers stadiums or kiosks, any shelter or seating, or fast food restaurant (also known as quick service restaurants) franchise function that are part of the chains in restaurant determine the type of food send from the central places to each restaurant. Branch function that the part of the chains in the settings determine the type of the food sent from the central places to the each restaurant.

This report provides extensive research and rational analysis on the Indian fast food industry and the changing dynamics of the market. It features market performance, key related sectors competitive landscape of the market. The research study looks into the market condition and future forecasts, and outlines current trends and analyses. It has been made to help clients in analyzing the opportunities, challenges and drivers vital to the growth of fast food
.

2. Statement of problem

This particular topic was selected because Pizza Hut and Domino's were most popular fast food chain giants in the world. Its main purpose is to analyze customer satisfaction towards the product. This helps to provide suggestions for improvement products & more finding to help to find out the satisfaction level of the consumers in the current situation.

3. Objective of the study

- To find out the comparative between to the customer satisfaction of Domino's and Pizza Hut.
- To find out the factors are more preferred by the customer.
- To know the preference of the customers.
- To analyze the service comparison of Dominos and Pizza hut
- To provide suggestions on the basis of the study.

4. Scope of the study

The purpose of the study is not deep or wide. Only one attempt was made Understand fast food chains. These food chains are widespread, marketing and other features of these food chains are very important. So there is a study of these chains purpose. The importance of brief analysis of marketing features in both food chains is also given. And the region focused mainly on the study area Coimbatore stores and universal public display

5. Research methodology

Research methodology is way to systematically solve a problem; it may be understood as a science of study where the research is done scientifically. It includes various steps that are generally adopted by a researcher in study his research problem. This chapter describes the methods applied for the study in detail. The methodology of the study includes :

- Area of study
- Data collection

- Sample technique
- Sample size
- Statistical tools

6. Review of literature

Laroche and Parsa (2000) found that that people decide to choose fast food restaurant because they like the taste and prefer instant satisfaction of their taste buds. Fast food restaurant include a wide range of quick and fast service, brands and take only short period to serve it. Consumer make their choice of brands in multi brand situation is one of least understood yet important phenomenon in the marketing of Quick Service Restaurant - Fast Food Restaurant.

Laroche and Parsa (2000) found that that people decide to choose fast food restaurant because they like the taste and prefer instant satisfaction of their taste buds. Fast food restaurant include a wide range of quick and fast service, brands and take only short period to serve it.

French SA et al, (2001) pointed out that visiting fast food restaurant is to spent time with family and friends Schlosser E. (2001) pointed out the most frequently reported reasons for eating at fast-food restaurants were fast food is quickly served

Ibrahim and Vignal (2005), they found that demographic factors such as age, income, education and gender highly influence consumer behavior towards fast food restaurants

Kotler and Keller (2006) defined satisfaction as a person & feeling of pleasure or

disappointment which resulted from comparing a product & perceived performance or

Outcome against his/ her expectations.

7. Company profile

Pizza hut

Pizza Hut is one of the flagship brands of Yum! Brands, Inc., which also has KFC, Taco Bell, A&W and Long John Silver's under its umbrella. Pizza Hut is the world's largest pizza chain with over 12,500 restaurants across 91 countries. In India, Pizza Hut has 137 restaurants across 36 cities, including Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Pune , and Chandigarh amongst others. Yum! Is in the process of opening Pizza Hut restaurants at many more locations to service a larger customer base across the country.

Domino's

Domino's is the world's second —largest pizza restaurant determination, the ability to overcome adversity and most importantly, a single-minded dream of becoming number one in the pizza home-dining industry. Domino's intends to penetrate completely within these markets by opening up 20-25 outlets per year in these cities. Domino's has a young and enthusiastic team of over 2,100 employees. Today, Domino's has emerged as the leader in the fast food segment with about 65% of market share of pizza delivery in India and have outlets more than any other corporation in the business of food, not just the pizza business. All the Company outlets are corporate outlets invested by the company and also managed by the company.

8. Data Analysis and Interpretation

<u>**Chi - Square Test**</u>

Exhibit 4.2.1

Exhibit the relationship between monthly income and average mount spent on pizza

MONTHLY INCOME	100-300	300-500	500-700	MORE THAN 700	TOTAL
LESS THAN 10,000	6	16	6	2	**30**
10,000 - 25000	6	9	5	1	**21**
26,000 - 50,000	1	5	6	2	**14**
MORE THAN 50,000	1	4	1	1	**7**
TOTAL	**14**	**34**	**18**	**6**	**72**

Chi-square value $X^2 = \sum (O-E)^2/E$

= **6.708475955**

Degree of freedom = (row 1) (column 1)

$\qquad$ = (4-1) (4-1) = 9

Significance level = 0.05

X^2 Tabular value = 16.919

X^2 calculated value $< X^2$ Tabular value

Interpretation :

In the above analysis the calculated value (6.708) is lower than the table value (16.919) at the level of significance (5%). Hence, there is a significance relationship between the monthly income and the average amount spent on the pizza.

Exhibit 4.2.2

Exhibit the relationship between the age and preferred pizza

PARTICULARS	PIZZA MANIA	VEG PIZZA	NON- VEG PIZZA	PIZZA FAMILY COMBO	TOTAL
10-15	1	0	0	1	2
16-20	5	5	7	1	18
21-25	8	9	25	2	44
ABOVE 25	0	3	5	0	8
TOTAL	14	17	37	4	72

Chi-square value $X^2 = \sum (O-E)^2/E$

$\qquad$ = **14.0576**

Degree of freedom $\quad = \quad$ (row 1) (column 1)

$\qquad$ = (4-1) (4-1) = 9

Significance level = 0.05

X^2 Tabular value = 16.919

X^2 calculated value $\quad < \quad X^2$ Tabular value

Interpretation:

In the above analysis the calculated value (14.0576) is lower than the table value (16.919) at the level of significance (5%). Hence, there is a significance relationship between age and Preferred Pizza.

4.3 Rank Analysis

Table showing the rating of pizza on the scale of 1 to 5 opted by the respondents

RATING	RESPONDENTS	RANK
5	15	3
4	27	1
3	25	2
2	4	4
1	1	5

Interpretation:

The above table depicts that the rating of pizza the respondents have opted, the highest rank 1 is given to rating 4 (good), second rank is given to 3 (average) , the third rank is given to 5 (excellent) , the fourth rank is given to 2 (not bad) and the lowest rank is given to 1 (poor) .

9. Findings, Suggestions & Conclusion

Findings :

- ➢ The majority 62.5% of the respondents fall under age group between 21-25 years

- ➢ The majority of 62.5% of the respondents are Male

- ➢ The majority of the respondents are Students.

- ➢ The majority of the respondents income is less than 10,000.

- ➢ The majority of 63.9% the respondents are from urban

- ➢ The majority of 80.6% of the respondents are un-married.

- ➢ The majority of 69.4% of the respondents prefers Domino's

- ➢ The majority of 70.8% the respondents eats pizza monthly.

- ➢ The majority of 63.9% of the respondents prefers take out.

- ➢ The majority of 59.7% of the respondents are satisfied with the taste of the pizza

- ➢ The majority of 55.6% of the respondents are satisfied with the environment of the restaurant.

- ➢ The majority of 55.6% of the respondents are satisfied with the customer service of the restaurant..

- ➢ The majority of 86.1% of the respondents were satisfied with the delivery time

- ➢ The majority of 47.2% the respondents spend average amount around 300-500 for a pizza.

- ➢ The majority of 54.2% of the respondents prefer pizza mania

- ➢ The majority of 40.3% of the respondents came to know about the restaurants through advertisement

- ➢ The majority of 37.5% of the respondents rated 4 for the pizzas.

- ➢ The majority of 88.9% of the respondents would recommend these restaurants

- ➢ The majority of 66.7% of the respondents downloaded app of the restaurants

- ➢ The majority of 84.7% of the respondents are satisfied with the payment mechanisms of the restaurants

- ➢ The majority of 70.8% of the respondents are satisfied with attractive offers of the restaurants

- ➢ The majority of 48.6% of the respondents face problems in price.

Chi – Square Analysis :

- ● There is a significance relationship between the monthly income and the average amount spent on the pizza.

- ● There is a significance relationship between age and Preferred Pizza.

Ranl Analysis :

The respondents have opted, the highest rank towards the rating of pizza is 1

Suggestions :

The following are the suggestions made on the basis of the study:

Dominos

- ✔ They should try to increase the varieties in pizza's
- ✔ They have to focus on the location of the outlets
- ✔ Increasing the quality of the pizza's will attract more customers
- ✔ Make good ambiance in the outlets

Pizza hut

- ✔ Try to attract more number of customers
- ✔ They should focus on the low price customers
- ✔ They have to make the door step services better.
- ✔ They should focus more on the marketing confidently

Conclusion:

Competition in the pizza segment is getting intense as franchisors are significantly ramping up their presence across tier-Il and tier-Ill cities of India. There exists a tremendous growth opportunity for franchisors in these areas as educated middle class population is becoming more sophisticated with respect to standardized food consumption. There has been a spurt in quick service restaurants in India. Initially, pizza was a difficult sector to enter as entry barriers were high and scaling up in this category was difficult. But now, there are several new brands that are at par with the already established ones and not all can sustain for a span of 10 to 20 years. So, more the number of franchisors, the better for the industry. The study report provides profiling of the major companies in the field, such as Domino's and Pizza Hut involved in the pizza market to gain insights on their overall business, recent activities and an analysis on their strengths and weaknesses.

10. Book of references :

- Anckar B.,D'Incau D., value creation in mobile commerce :findings from a consumer survey, Journal of information Technology Theory and App,vol,4,page no.48.57.

- Kothari. C.R, Research Methodology , New Age International Private Ltd New Delhi, 2004.

- Sethu H.E 2011,consumer S, 2002 A study of customer satisfaction on ordering food via interest .conference on Global business , economics, Finance and social science page no 7-10