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A Study on Customer Satisfaction Towards Fast-food Outlets with Special Reference to Domino's and Pizza Hut

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1. INTRODUCTION:

The fast-food industry, characterized by its rapid service and wide appeal, has seen tremendous growth over the past few decades. Within this sector, Domino's and Pizza Hut stand out as two of the most recognized and influential brands globally. This study focuses on customer satisfaction, a crucial metric that not only reflects the success of these brands but also drives their continued growth and market dominance. Understanding customer satisfaction is key to assessing how these companies meet consumer expectations in an increasingly competitive environment.

2. STATEMENT OF PROBLEM:

In the current fast-food industry, Domino's and Pizza Hut have managed to maintain their status as household names, celebrated for their consistency and convenience. However, in an era marked by rapidly evolving consumer preferences, intense competition, and technological advancements, the question arises: how have these brands sustained and even enhanced their popularity? Despite the emergence of numerous competitors, these two giants continue to dominate the market, largely due to their ability to innovate, adapt to digital trends, and maintain high levels of customer satisfaction. This study seeks to explore the underlying factors that contribute to the sustained fame of Domino's and Pizza Hut in the modern era. It will examine the strategies these companies employ to stay relevant, the role of customer satisfaction in their continued success, and how these factors interplay to secure their position in a highly competitive market.

3. REVIEW OF LITERATURE:

- Kotler and Keller (2012): Customer satisfaction is a crucial factor in the success of businesses, especially in the fast-food industry, where customer retention is vital. satisfaction occurs when customer expectations are met or exceeded. In fast-food outlets like Domino's and Pizza Hut, this can be influenced by factors like food quality, service speed, and overall dining experience.
- Parasuraman et al. (2012): Developed the SERVQUAL model, which identifies service quality as a critical determinant of customer satisfaction. Fast food chains like Domino's and Pizza Hut strive to meet high standards of service quality to create loyal customers. Empirical studies have shown that superior service quality increases customer satisfaction and fosters loyalty, leading to repeat visits and word-of-mouth recommendations (Anderson & Sullivan, 2016).
- Sweeney and Soutar (2013): Found that taste, freshness, and presentation were essential factors contributing to overall satisfaction. Both Domino's and Pizza Hut emphasize the use of fresh ingredients and innovative menu options to meet customer expectations.
- Zeithaml (2013): Customers' perception of value for money significantly impacts their satisfaction. Dominos and Pizza Hut have introduced various pricing strategies such as discounts, combo offers, and value meals to provide a balance between price and quality, enhancing customer satisfaction.
- Lee et al. (2013): Highlighted that convenience and speed are essential in influencing customer satisfaction. Domino's, in particular, is renowned for its quick delivery service, which has been a significant factor in customer loyalty and satisfaction.
- Aaker (2014): Strong brand equity can increase customer trust and satisfaction. Both Domino's and Pizza Hut have established strong brand identities through effective marketing strategies, contributing to customer satisfaction.

4. OBJECTIVES OF THE STUDY

- To assess the factors contributing to customer satisfaction at Dominos and Pizza Hut.
- To analyze how technological innovations have impacted the customer experience and satisfaction.
- To compare the marketing strategies of Domino's and Pizza Hut and their effectiveness in maintaining brand loyalty.
- To evaluate the influence of menu diversity and quality on customer satisfaction.
- To identify the challenges both brands face in sustaining their market position and how they are addressed.

5. RESEARCH METHODOLOGY

The primary data used in this study through questionnaire method. The secondary data were collected from various books, journals, magazines and websites. The sample size has been taken among 150 respondents. The random sampling technique used in this study.

STATISTICAL TOOLS FOR ANALYSIS

The following statistical tools are used in this study for the purpose of analysis:

- Simple Percentage Analysis
- Rank analysis
- Chi square

6. LIMITATIONS OF STUDY:

- The results and findings are confined to a limited area.
- The opinions of the respondents may be biased.
- Time and resource constraint.
- Since the data was collected using questionnaire, there is possibility of ambiguous replies or omission of replies altogether to certain items in the questionnaire.

7. ANALYSIS& INTERPRETATION OF DATA:

Table showing consumption of pizza by the respondents

CONSUMPTION OF PIZZA	FREQUENCY	PERCENTAGE
Every day	24	16%
Weekly	41	27%
Monthly	50	34%
On Occasions	35	23%
Total	150	100%

Interpretation:

The above table portrays that 34% of respondents are eating pizza monthly, 27% of respondents are eating pizza weekly, 23% of respondents are eating pizza on occasions and 16% of respondents are eating pizza every day.

Table showing preference of restaurant to eat pizza selected by the respondents

PREFERENCE OF PIZZA RESTAURANT	FREQUENCY	PERCENTAGE
Domino's	74	49%
Pizza Hut	76	51%
Total	150	100%

Interpretation:

The above table represents that 51% of respondents are preferring pizza hut and 49% of respondents are preferring dominos.

RANK ANALYSIS

Table shows the overall satisfaction level of the respondents

OVERALL SATISFACTION LEVEL	5	4	3	2	1	Total	Rank
Highly satisfied	93	21	9	1	26	604	1
Satisfied	9	97	16	28	-	537	2
Neutral	18	6	122	3	1	487	3
Dissatisfied	7	31	4	100	6	377	4
Highly dissatisfied	30	4	2	8	106	294	5

Interpretation:

The above table represents that the respondents are highly satisfied stands highest in the rank followed by satisfied, neutral, dissatisfied and highly dissatisfied stands lowest in the rank.

CHI SQUARE

Table showing the relationship between the gender of the respondents and the consumption of pizza by the respondents

GENDER	CONSUMPTION OF PIZZA				TOTAL
	Every day	Weekly	Monthly	On occasions	
Male	13	30	32	10	85
Female	11	12	18	24	65
Total	24	42	50	34	150

Calculation of X^2

O	E	O-E	(O-E) ²
13	13.6	-0.6	-1.2
11	10.4	0.6	0.36
30	23.8	6.2	38.44
12	18.2	-6.2	12.4
32	28.33	3.67	13.46
18	21.66	-3.66	-7.32
10	19.26	-9.26	-18.52
24	14.75	9.27	85.93
150	150	0.02	123.55

Chi square value $X = 0.823$

Table value: 16.919

Interpretation:

In the above analysis, the calculated value (0.823) is less than the value (16.919) at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between the gender of the respondents and the consumption of pizza by the respondents.

8. FINDINGS OF THE STUDY: RANK ANALYSIS

- The respondents are highly satisfied with their most recent pizza order followed by satisfied, neutral, dissatisfied and highly dissatisfied.

- The respondents believe that order accuracy stands first in the

ranking aspects of most recent order of pizza followed by delivery speed, pizza quality, customer service and value for money comes in the last rank.

CHI SQUARE

- The selected factors like gender and the consumption of pizza by the respondents have no significant relationship between them.
- The selected factors like residence and place of ordering pizza by the respondents have no significant relationship between them.

9. SUGGESTIONS: DOMINO'S:

- Enhance the dining experience by upgrading ambiance and decor.
- Offer more vegetarian and non-vegetarian options to cater to diverse tastes.
- Provide more personalized attention to customers and address complaints promptly.

PIZZA HUT:

- Focus on enhancing the taste and quality of food to match customer expectations.
- Provide faster and more efficient service to reduce wait times.

10. CONCLUSION

Customer satisfaction is crucial for the success of fast-food outlets. While both Domino's and Pizza hut have their strengths and weakness, there is room for improvement. By addressing the suggestions provided, both chains can enhance customer satisfaction, loyalty, and ultimately, their market share.