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A STUDY ON EFFECTIVENESS OF INTERNET ADVERTISING ON DOMINO'S PIZZA S

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ABSTRACT:

Businesses have shifted their marketing strategies toward internet advertising as a result of the growing adoption of digital platforms. In the context of Domino's Pizza, a major player in the quick-service restaurant sector worldwide, this study investigates the efficacy of online advertising. Evaluating how internet ads affect consumer awareness, brand recall, and purchase decisions is the main goal. A structured questionnaire was used to gather data from 110 respondents for the study, which uses a descriptive research methodology. Results show that online advertising has a big impact on consumer awareness and buying habits, particularly for younger audiences. But even with extensive exposure, a lot of consumers avoid commercials, which begs the question of ad recall and engagement. The study finds that although online advertising provides convenience and a wide audience, its efficacy is increased when paired with creative engagement tactics and first-rate customer service.

Keywords: internet advertising, consumer behavior, brand recall, Domino's Pizza, digital marketing

INTRODUCTION:

A variety of actions are included in marketing with the goal of determining and meeting consumer needs. A vital promotional tool that makes it easier to reach specific audiences with large quantities of goods and services is advertising. Due to the quick development of digital technology, internet advertising has become a key tool for companies looking to successfully interact with their customers. It provides an interactive, quantifiable, and economical means of delivering marketing messages.

A well-known brand in the food delivery industry, Domino's Pizza, has been using digital advertising more and more to connect with tech-savvy consumers. To boost visibility and sway customer decisions, the business makes use of a variety of online channels, including social media, Google search ads, and mobile applications. With an emphasis on awareness, engagement, and the degree to which online advertising influences purchases, this study attempts to evaluate the efficacy of such initiatives.

LITERATURE REVIEW:

Impact of Advertising and Customer Satisfaction

Long-term profitability, brand loyalty, and repeat business are all significantly impacted by customer satisfaction. According to Surprenant (1977), a number of positive outcomes, including brand loyalty, acceptance of related products, and long-term business growth, are caused by customer satisfaction. Tse and Wilton (1988) emphasized that the comparison of actual service performance with customer expectations determines satisfaction.

According to Sepannen et al. (2004), consumers are calling for more user-friendly, reasonably priced, and superior services. Their results highlight how crucial operational effectiveness is to providing steady customer value. Service speed and staff responsiveness were found to be important factors in customer satisfaction by Evellyne, Elisante, and Reuben (2009), while Singhi and Jain (2009) proposed that companies should strive to exceed customers' expectations and make them happy.

METHODOLOGY

Simple percentage analysis

TABLE 4.7
Watching Advertising

Watching Advertising	No.of Advertisements	Percentage%

Yes	80	72.7
No	15	13.6
May be	15	13.6

INTERPRETATION:

From the above table it is found that out of 110 respondents 73% are the respondents who watch ads ; 14% are the respondents indicated doubtfully and 13% respondents ignored watching ads. Majority (73%) are the respondents who watch ads

TABLE 4.8
Showing the mode of Advertisement watched often.

Mode	No.Of.Respondents	Percentage%
Mobile	50	45.5
TV	35	31.8
Magazines	17	15.5
Newspaper	8	7.3
Total	110	100

INTERPRETATION

From the above table it is found that out of 110 respondents 45% of them watch mobile Advertisements; 32% of them watch Television Ad commercials; 16% of them watch Advertisements in magazines and 7% of them watch Advertisements in newspapers. Majority (45%) of them watch mobile advertisements

TABLE 4.10
Showing the attitude towards Advertisements

Basis	No.Of.Respondents	Percentage %
Informative	43	38.9
Creation of awareness	29	26.5
Waste of time	13	11.5
Annoying	12	11.6
Irritating	13	11.5
Total	110	100

INTERPRETATION

From the above table it is found that out of 110 respondents 39% of them indicated advertising as informative; 26% as creation of awareness; 11% as waste of time; 12% as annoying and 12% indicated that advertising are irritating.

RESULTS AND DISCUSSION

Reach of Ads and Consumer Awareness

Given that 88% of respondents were able to identify Domino's online ads, the results indicate that internet advertising successfully raises brand awareness. After television and magazines, mobile platforms became the most popular way to view advertisements.

Engagement and Ad Recall

Despite the high level of awareness, there was still little involvement. Roughly 73% of those surveyed acknowledged ignoring internet advertisements. Roughly 43% of respondents said they only looked at advertisements if the content seemed pertinent. This confirms earlier studies showing that digital ads have poor recall rates unless they are highly targeted or interactive.

impact on the decision to buy

68% of participants in the study said that internet advertisements had an impact on their decision to buy Domino's products, indicating a moderate to strong correlation between ad exposure and consumer behavior. The respondents displayed a preference for Domino's over competitors such as KFC and Pizza Hut.

Quality of Service and Contentment

In line with previous research, respondents cited staff conduct and service speed as important determinants of their happiness with Domino's. Although advertising initially drew them in, the total customer experience was more important in promoting loyalty and repeat business.

CONCLUSION:

This study concludes that internet advertising significantly enhances Domino's Pizza's brand reach and consumer awareness. Young consumers, especially those aged 18–30, are highly responsive to online campaigns. However, ad recall and active engagement remain areas of concern, as many users tend to skip or ignore digital advertisements.

Although internet advertising positively influences purchase decisions, its effectiveness is maximized when supported by operational excellence and customer-centric service. Businesses should focus not only on designing impactful digital content but also on delivering consistent and high-quality service experiences. The findings suggest that internet advertising is a valuable tool in Domino's marketing strategy, but its full potential can only be realized when integrated with broader customer satisfaction efforts.

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