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Effectiveness of Internet Advertising on Dominos Pizza

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ABSTRACT

This study explores the effectiveness of internet advertising in enhancing brand visibility, customer engagement, and sales performance for Domino's Pizza. As a leading global fast-food brand, Domino's has increasingly relied on digital platforms such as social media, Google Ads, email campaigns, and mobile app promotions to reach and retain customers. The research investigates various online advertising strategies employed by the company and evaluates their impact through customer responses, engagement metrics, and sales data. Primary data was collected through surveys and interviews with customers, while secondary data was obtained from digital marketing reports and online analytics. The findings reveal that internet advertising plays a crucial role in influencing customer decisions, especially among younger demographics who are highly active online. Social media campaigns and targeted app promotions were identified as the most effective channels. The study concludes with strategic recommendations to optimize Domino's digital advertising efforts and enhance return on investment (ROI).

INTRODUCTION

In the sizzling world of fast food advertising, Domino's has been serving up some piping hot campaigns lately. But in a market as crowded as a Friday night pizzeria, how effective are these ads really? Let's dig in and find out! Domino's has consistently leveraged innovative and data-driven advertising strategies to strengthen its brand presence and drive sales. The effectiveness of Domino's advertisements can be attributed to their focus on speed, convenience, and customer engagement. Through a combination of digital marketing, social media campaigns, television commercials, and interactive promotions, the company has successfully positioned itself as a top player in the global pizza industry.

LITERATURE REVIEW

Hoffman and Novak, 1996; Hearn, Mandeville and Anthony, 1998). Meeker (1998) A significant advantage for advertisers will be the opportunity to communicate more directly with individual consumers through this medium
Korgaonkar and Wolin (2002) examined the differences between heavy, medium, and light web users and concluded that "heavier users hold stronger beliefs

METHODOLOGY

Research Design: A descriptive research design was adopted.

Data Collection:

- Primary: Online surveys and interviews digital marketers

- Secondary: Review of case studies, reports, and academic literature

Sampling: Random sampling with 127 respondents, mostly aged 18-30, predominantly female.

Data Analysis: Quantitative tools (percentages, charts) and qualitative feedback were analyzed.

TABLE 4.8
MODE OF THE ADVERTISMENT WATCHED OFTEN

MODE	RESPONSES	PERCENTAGE
MOBILE	64	50.4%
TV	48	37.8%
MAGAZINES	8	6.3%
NEWSPAPER	7	5.5%
TOTAL	127	100

INTERPRETATION

From the above table it is found that out of 127 respondents 50.4% of them watch mobile Advertisements ; 37.8% of them watch Television Ad commercials ; 6.3% of them watch Advertisements in magazines and 5.5% of them watch Advertisements in newspapers.

Majority (50.4%) of The respondent watch mobile advertisements.

TABLE 4.18
EFFECTIVENESS OF INTERNET ADVERTISING ON DOMINO'S PIZZA

EFFECTIVE	RESPONSES	PERCENTAGE
Yes	79	62.2%
No	28	22.1%
Maybe	20	15.7%
Total	127	100

INTERPRETATION

From the above table it is found that out of 127 respondents, 62.2% agreed that the ads are effective ; whereas 22.1% denied and 15.7% indicated doubtfully.

Majority 62.2% agreed that the internet ads are effective on Domino's

RESULTS AND DISCUSSION

1. **Majority (50.4%) of The respondent watch mobile advertisements**
2. **Majority 62.2% agreed that the internet ads are effective on Domino's**

CONCLUSION

there is a positive relationship between consumer and internet advertising regarding Domino's. This implies that company should invest more in internet advertising to increase their market share and conduct a market research on the different markets in various countries to ensure that the internet advertising initiatives being implemented suits the targeted markets to improve product purchases.

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