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Customers Satisfaction towards Fast food Outlets concerning Domino's and Pizza hut

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ABSTRACT —

This research investigates consumer satisfaction with fast food giants Domino's and Pizza Hut. Through a survey of 150 respondents, key satisfaction indicators such as food quality, service speed, ambiance, pricing, and digital experience were examined. The findings suggest distinct consumer preferences influenced by brand loyalty, perceived value, and service efficiency.

1. INTRODUCTION

In response to the fast-changing global food market demands, fast food has become a major player, offering its services based on changing lifestyles, demands, and time constraints of modern-day consumers. Of all the players in this category, global giants like Domino's and Pizza Hut have made significant inroads, especially in urban and semi-urban segments.

These companies have founded their brand on the quality and consistency of their products but also on the capacity to evolve according to regional tastes and consumers' expectations.

The satisfaction of customers is a fundamental indicator for the food business and service industry, acting at the same time as an indicator of business performance and as a predictor of customer loyalty, repeat purchases, and word-of-mouth advertisement. In the case of fast food restaurants, customer satisfaction is determined by a range of variables including product quality, service time, behavior of the staff, cleanliness, price, ambiance, promotion strategy, digital presence, and value for money.

For companies like Domino's and Pizza Hut that are involved in a highly competitive and conscious industry, it is important to grasp these variables to maintain growth and customer loyalty.

2. LITERATURE REVIEW

Understanding what makes customers happy is key for any business, especially in the fast-paced world of fast food. Over the years, researchers and marketers have studied how customer satisfaction works and why it matters so much. In this section, we'll explore what earlier studies have found about consumer satisfaction, particularly in the context of popular fast food chains like Domino's and Pizza Hut.

2.1 What is Consumer Satisfaction?

At its core, customer satisfaction is all about meeting or exceeding the expectations of a customer.

According to marketing experts Kotler and Keller (2021), it's the feeling a person gets after comparing their experience with what they had hoped for. In simple terms, if the food arrives hot, fast, and tasty — and the price feels right — the customer is likely to be satisfied. In fast food especially, where speed and taste matter most, satisfaction can turn a first-time buyer into a loyal customer.

2.2 Fast Food's Growing Influence

The fast-food industry has grown rapidly in India, especially over the last decade. With more young people, busy work schedules, and a rise in disposable incomes, ordering a quick bite has become more of a routine than a luxury. Narang (2011) notes that fast food brands like Domino's and Pizza Hut have taken full advantage of this trend, expanding into smaller cities and tailoring their menus to local tastes. They're not just selling food — they're selling speed, convenience, and experience.

2.3 What Do Customers Really Care About?

Different people want different things from their fast-food experience. A study by Bhavani (2019) found that while young customers tend to focus on digital convenience (like app usability and discounts), older customers value quality, hygiene, and good service. Regardless of age, most people care about taste, cleanliness, and whether they feel they're getting their money's worth. This variety in expectations makes it important for brands to adapt continuously.

2.4 Domino's vs. Pizza Hut: The Brand Battle

Several studies have tried to compare Domino's and Pizza Hut directly. Verma and Sharma (2020) discovered that customers often prefer Domino's for quick deliveries and user-friendly apps. On the other hand, Pizza Hut is favored for its cozy dine-in setups and a broader variety of menu options. Joshi (2018) also pointed out that Domino's has built its reputation around affordability and reliability, while Pizza Hut is seen as slightly more premium — a place to enjoy a sit-down meal rather than just a quick snack.

2.5 Going Digital: The Tech Advantage

Technology has changed the way we order food. Thanks to mobile apps, food delivery has become smoother, faster, and more personalized. According to Mishra and Kumar (2022), digital tools like real-time tracking, reward points, and quick reordering are now major contributors to customer satisfaction.

Domino's has been praised for its tech-savvy approach, offering features like live pizza tracking and AI chat support, giving it an edge over competitors.

2.6 Measuring Service: The SERVQUAL Model

To better understand how service quality impacts customer satisfaction, many researchers use the SERVQUAL model, which breaks down service into five key elements: Tangibility (physical appearance), Reliability, Responsiveness, Assurance, and Empathy. A study by Singh and Kaur (2017) using this model found that responsiveness (how quickly issues are resolved) and reliability (doing what was promised) are top priorities for fast-food customers in India.

2.7 What's Missing in Current Research?

While there's plenty of research on fast food in general, very few studies directly compare Domino's and Pizza Hut from the Indian consumer's point of view — especially focusing on app usage, pricing satisfaction, and service speed. This paper aims to bridge that gap by looking closely at what today's Indian consumers really expect from their favorite pizza brands and how those brands are living up to those expectations.

3. Research Methodology

To truly understand what today's consumers think about Domino's and Pizza Hut, we needed to hear directly from them. This section explains how the study was planned, how data was collected, and what methods were used to analyze it — all with the goal of getting a clear and honest picture of customer satisfaction.

3.1 Type of Research

This study is descriptive in nature, which means we aimed to describe and understand the current opinions, behaviors, and satisfaction levels of fast food customers. Rather than testing a theory, we focused on gathering factual data to paint a picture of consumer experiences and expectations.

3.2 Data Collection Method

To gather the necessary information, we used a structured questionnaire. This was designed with multiple-choice questions, Likert scale statements (e.g., rating satisfaction from 1 to 5), and a few open-ended responses. The questionnaire covered different aspects such as food quality, delivery experience, cleanliness, ambiance, app usability, pricing, and overall satisfaction.

3.3 Sample Size and Sampling Technique

The study collected responses from 150 participants. We used a convenience sampling method, which means we approached people who were easily accessible — such as students, office workers, and families who had recently ordered from Domino's or Pizza Hut. While this method may not represent the entire population, it allowed us to gather a diverse set of opinions quickly and efficiently.

3.4 Target Respondents

Our target respondents were regular fast food consumers, particularly those who had ordered from or dined at Domino's or Pizza Hut within the past 3 months. The participants included both males and females, mostly in the age range of 18–40 years, covering students, working professionals, and homemakers.

3.5 Research Tools

We used Google Forms to distribute the survey online. This made it easy for participants to respond at their convenience and allowed us to gather data digitally. The form was shared through social media platforms and WhatsApp groups to reach a wider audience.

3.6 Data Analysis

Once all responses were collected, we used basic statistical tools to analyze the data. Pie charts, bar graphs, and tables were created to visualize trends and percentages. We also used Likert scale analysis to interpret satisfaction levels across various factors.

3.7 Scope and Limitations

This study gives useful insights into how people view Domino's and Pizza Hut in terms of service and satisfaction. However, it does have some limitations:

The sample size is relatively small (150 respondents).

The study was limited to a specific geographic region and may not reflect nationwide opinions.

Responses were self-reported and may include personal bias

4. Data Analysis and Interpretation

After collecting responses from 150 people through our survey, we carefully analyzed their feedback to understand how they feel about Domino's and Pizza Hut. We looked at several key factors like food

quality, delivery speed, ambiance, pricing, and digital experience. Here's a breakdown of what the data revealed, explained in simple and relatable terms.

4.1 Food Quality Observation:

When it comes to taste and consistency, Domino's had a slight edge, with about 72% of respondents saying they were "very satisfied" with the quality of food. People appreciated the freshness, timely preparation, and consistent taste across different locations.

Interpretation:

Domino's seems to win in this area largely because of their standardization — people know what to expect, and they get it. However, Pizza Hut was praised for offering more variety and better presentation, especially in dine-in orders. About 60% of respondents felt that Pizza Hut's pizzas looked and felt more premium.

4.2 Delivery Speed and Efficiency Observation:

Around 78% of the respondents preferred Domino's delivery service, citing faster delivery times and accurate tracking through the app. Many noted that their pizzas arrived "hot and fresh" more consistently with Domino's.

Interpretation:

Domino's long-standing promise of "30 minutes or free" clearly sets a high expectation, and most customers felt that the brand delivers (literally). Pizza Hut, while good, was reported to have longer delivery wait times, especially during weekends or rainy days.

4.3 Dine-in Experience and Ambiance

Observation:

In this category, **Pizza Hut was the clear winner**. About **68% of respondents** who had dined in at both outlets said that **Pizza Hut stores felt more comfortable**, had better seating arrangements, and a family-friendly vibe.

Interpretation:

While Domino's focuses heavily on takeaway and delivery, Pizza Hut seems to invest more in the dine-in experience. The ambiance, softer lighting, and table service make Pizza Hut a go-to option for casual family outings or group dinners.

5. Findings

After going through the responses and analyzing the data, here are the key takeaways from this study on consumer satisfaction towards Domino's and Pizza Hut:

1. **Domino's is the go-to for fast and reliable delivery.**

Most people prefer Domino's when they want food delivered quickly and still piping hot.

Their delivery speed and app experience are big reasons for their popularity.

2. **Pizza Hut wins in dine-in comfort and ambiance.**

Customers feel that Pizza Hut offers a more relaxed, spacious, and family-friendly atmosphere for eating out.

3. **Domino's is seen as more affordable.** Thanks to frequent offers, combo deals, and reward programs, Domino's is considered better value for money — especially by students and young professionals.

4. **Pizza Hut offers more variety and a premium feel.**

While slightly pricier, Pizza Hut is appreciated for its diverse menu and well-presented dishes, especially in-store.

5. **Domino's app is a clear favorite.**

Customers find the Domino's mobile app easier to use, more responsive, and loaded with helpful features like order tracking and quick reordering.

6. **Overall, Domino's leads slightly in customer satisfaction.**

Although both brands are well-liked,

Domino's seems to check more boxes for today's fast-paced, convenience-driven customers.

6. Suggestions

Based on what customers shared in the survey, here are a few friendly and practical suggestions for both Domino's and Pizza Hut to improve their service and keep their customers even happier:

1. **For Domino's: Improve dine-in spaces.** While Domino's shines in delivery, their dine-in experience feels basic to many.

Adding better seating, music, and ambiance can attract more people who prefer eating out.

2. **For Pizza Hut: Speed up deliveries and app performance.**

Pizza Hut can boost satisfaction by making delivery faster and optimizing their mobile app — customers mentioned delays and occasional app glitches.

3. **Both brands should focus more on hygiene transparency.**

Though hygiene was generally rated well, people appreciate visible efforts — like clean counters, open kitchens, or hygiene ratings on display — especially post-pandemic.

4. **Introduce more localized and healthy options.**

As health-conscious eating grows, adding low-fat, gluten-free, or regional menu choices could attract a wider audience.

5. **Keep the offers and rewards coming.** Customers love deals. Regular promotions, personalized discounts, and easy-to-earn loyalty points can keep people coming back — especially in a price-sensitive market like India.

6. **Gather regular customer feedback.**

A simple feedback form after each order — whether online or offline — can help brands fix small issues before they become big problems.

7. Conclusion

Fast food has become more than just a quick bite — it's a regular part of modern life. In this study, we explored how satisfied customers are with two of the most popular fast food chains in India: **Domino's** and **Pizza Hut**. Through honest feedback from real customers, we discovered that while both brands have strong reputations, they shine in different areas.

Domino's stands out for its **fast delivery, app convenience, and affordability**, making it a favorite among young, busy consumers. **Pizza Hut**, on the other hand, is appreciated for its **dine-in ambiance, food variety, and premium presentation**, attracting those who enjoy a more relaxed meal experience.

However, both brands have room to grow. From improving dine-in setups to making apps more efficient, and offering healthier, localized menu choices — small efforts could lead to even higher customer satisfaction.

In the end, the customer's voice is the most valuable guide. By listening closely and adapting accordingly, fast food brands can continue to win hearts, one slice at a time.

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