



# TO STUDY THE CONSUMER SATISFACTION IN CONSUMING THE FAST FOOD PRODUCTS WITH SPECIAL REFERENCE TO DOMINO'S

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**Abstract:-**

This research aims at providing information about fast food industry, its trend, reason for its emergence and several other factors that are responsible for its growth. This report provides extensive research and rational analysis on the Indian fast food industry and about the changing trends in market. The research study looks into the market condition and future forecasts, and outlines of current trends and analyses. Domino's pizza is an American restaurant chain and international franchise pizza delivery. This project will be focusing the customers of Domino's pizza outlets in Chhattisgarh. The purpose of this project is to view the customer satisfaction in domino's pizza outlets. It tells about the consumer perception and consumer preference about the Domino's products. It will explore the level of satisfaction of customers in pricing factors and in delivery of a products and it will give the suggestions to the Domino's outlet to improve some extra qualities such adding some products reduction in price etc. This research is based on consumer perception of domino's quality of service. The fast food industry of India and is one the country. Further, on the back of changing and busy lifestyle, middle class population and the industry will continue to grow at a pace in coming years. In the developed countries and continues to expand there and in many other industrial countries in the coming years. They are most trends developed in the youth areas. Youth like most fast food then the elder ones. In Chhattisgarh region the dominos trends are in DURG Region and RAIPUR. To explain customer satisfaction better it may be important to look additional factors to seek better measures of the constructs. Customer satisfactions are different. Full service restaurants should focus on three elements- service quality, price and food quality, value.

**KEYWORDS- RESTURENTS, CUSTOMER SATISFACTION, SERVICE LEVEL, LIFESTYLE.**

## INTRODUCTION TO THE STUDY: -

This research is based on customers perception on domino's pizza and to test the quality of service . The fast food industry of India is experiencing phenomenal growth and is one of the fastest growing sectors in the country , Further, on the back of changing and busy lifestyle, fast emerging middle class population and the industry will continue to grow at a pace in coming years. In the developed countries and continues to expand there and in many other industrial countries in the coming years. Food diversity in India is an implicit characteristics of India's diversified culture consisting of different regions and states within. Traditionally, Indians like to have home- cooked meals a concept supported religiously as well as individually. Domino's pizza is the best pizza delivery company in the world. Jubilant Food Works Ltd. (formerly Domino's Pizza India Ltd) was incorporated in March 1995 by THOMAS MONAGHAN in UNITED STATES OF AMERICA. The company holds the master franchise rights for SRILANKA and BANGLADESH through its wholly owned subsidiary. Dominos pizza India has a network of 274 stores, in 55 cities, spread over 20 states and union territories [as on 31st august 2009]. According to the India Retail Report 2009, Dominos are the largest pizza chain in India and the fastest growing Multinational Fast Food chain between 2006-2007 and 2008-2009 in terms of numbers of stores.

Customer satisfaction is a term frequently used in marketing. It is a measure to gauge customers satisfaction about products and services of the company and initiate steps to further the level of customers expectation of how products and services supplied by a company meet or surpass customer expectation. Our initiative such as FUN MEAL and PIZZA MANIA have been extremely popular with consumers looking for an affordable and value for money meal option.

Our brand positioning of khushiyonki home delivery [happiness home delivery] is the emotional benefit we offer to our consumers. All our efforts, whether it is a new innovative delicious products offering consumers value for money deals, great service, country wide presence or delivery in 30 minutes or free are all oriented towards delivering happiness to the homes of our consumers.

## COMPANY PROFILE

### DOMINO'S PIZZA:-

Domino's vision is focused on "Exceptional people on a mission to be the best pizza delivery company in the world ! ." Domino's is committed to bringing fun and excitement to the lives of our customers by delivering delicious pizzas to their doorstep in 30 minutes or less, and all its strategies are aimed at fulfilling this commitment towards its large and ever growing customers. Domino's constantly strives to develop products that suit the tastes of its customers, thereby bringing out the Wow effect (the feel good factor). Domino's believes strongly in the strategy of 'Think local and act regional'. Thus, time and again Domino's has been innovating toppings suitable to the taste buds of the local people and the Indian market has very well accepted these. The Domino's brand was founded in the United State of America gap in 1960 by Thomas Monaghan. Since then, that business has grown into a global network of over 8,500 pizza stores in more than 60 countries involving over 2,000 franchises. Dominos pizza India has Network of 274 Stores in 55 Cities in 20 States and Union Territories [as on 31<sup>st</sup>aug 2009]. According to the India Retail Report 2009, Domino's are the largest Pizza chain in India and the fastest growing Multinational Fast Food Chain between 2006-2007 and 2008-2009 in terms of number of stores. The company to Bain capital Inc. for about \$1 billion and ceased to being involved in day to day operations of the company. A year later the company named David.A.Brandon, The day to day operations of the company. A year later the company named David A Brandon its Chairman and Chief Executive On May 13 1983 dominos opened its first International store in Winnipeg, Canada. That same year Domino's opened its 1,000<sup>th</sup> store overall and by 1995 dominos had1, 000 International locations. In 1998 after 38 years of ownership. Dominos pizza founder Tom Monhgan announced his retirement and sold 93% of Officer.

## NEED FOR THE STUDY:-

Most of the companies wants to know about the consumer satisfaction because normally they had made a huge amount of investments and make the product pricing, customer satisfaction good to make the product known to the customers. In order to know the effectiveness of sales and customer satisfactions can be made through the particular survey. If the customers are not satisfied they switch over to the other products it is very difficult to bring back those customers to make purchase and encourage them to make a word of mouth.

## OBJECTIVES OF THE STUDY:

### PRIMARY OBJECTIVES:-

1. To identify the factors affecting the choice of consumers for fast food consuming with special reference to Domino's.
2. To study the consumption pattern towards fast food particularly with respect to the frequency of visits and choices of fast food outlets of Domino's.

### SECONDARY OBJECTIVES:-

1. To identify the impact of hygiene and nutritional value of fast food on consumer purchase decision with special reference to Domino's.
2. To study the consumer perception about 2 popular fast food outlets in to identify the factors affecting the choice of consumers for fast food with special reference to Domino's.
3. To study the consumption patterns towards fast food particularly with respect to the frequency of visits and choices of fast food outlet of Domino's.
4. To identify the impact of hygiene and nutritional value of fast foods on consumer with special reference to Domino's in city.

### LIMITATIONS TO THE STUDY:-

The extent of the survey was RAIPUR only so the suggestions or information given in this report may not hold true for other location in India.

It is possible that the information provided by the respondents may be incorrect.

### RESEARCH METHODOLOGY:-

Research is a common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. A careful investigation or inquiry especially through search for new facts in any branch of knowledge.

1. To gain familiarity with a phenomena or to achieve new insights into it.
2. To portray accurately the characteristics of a particular individual, situation or a group with something else.

3. To determine the frequently with which something occurs or with which it is associated a hypothesis of a causal relationship between variables.

## RESEARCH DESIGN:-

The research design is the specification of the method and procedure for acquiring (getting) the information needed to solve the problem.

The research design followed for this research study is descriptive research design, where we find a solution to an existing problem. The descriptive research is used to depict the present state of affairs of the business condition. The research design applied here was descriptive research.

Descriptive research is one in we don't know about the problem and then work on solving the problem. Whereas in case of descriptive research, we know the problem, we just have to find the solution to the problem. Generally descriptive research design applied after descriptive research design.

## CONVENIENCE SAMPLING:-

Convenience sampling method has been used because the selection of units from the populations has been done based on easy availability or accessibility. The disadvantage of convenience sampling is the units that are easiest to obtain may not be representative of the population.

## METHOD OF DATA COLLECTION

The data needed for the research study were collected by two sources primary data and secondary data.

### PRIMARY DATA:-

The first data is to gather information from the dominos pizza outlet. This was done by visiting the pizza outlets Then a questionnaire was prepared to gather data from the sample population. It is collected by questionnaire.

### SECONDARY DATA:-

Sources of secondary data include journals, websites, etc. which helped in authenticating the kind of information obtained from our primary sources and helped to get a very objective view of the study. It is collected by the study of various reports. The reports were studied under secondary data.

## SCOPE OF THE STUDY

The area of study is limited to the segment selected within Raipur. This study is mainly confined to the customer satisfaction only.

## DATA ANALYSIS AND INTERPRETATION FREQUENCY ANALYSIS

Percentage analysis is one of the descriptive statistical measures used to describe the characteristics of the sample or population in totally. Percentage analysis involves computing measures of variables of selected of the reader.

S.NO	PARTICULARS	FREQUENCY	PERCENT
1.	Age up to 25 26-35 36-45 Total	36 10 4 50	72.0 20.0 8.0 100.0
2.	Gender Male Female Total		
3.	Education Upto-10 <sup>th</sup> +12 UG PG Total	12 5 5 28 50	24.0 10.0 10.0 56.0 100.0
4.	Income Upto-1.9 lac 2-4.9 lac 5-7.9 lac 8 lac & above Total	25 5 4 16 50	50.0 10.0 8.0 32.0 100.0
5.	Marital status Single Married Total		
6.	Visiting 1-2 times 3-4 times 5-6 times More than 7 times Total	27 6 6 11 50	54.0 12.0 12.0 22.0 100.0

## MEAN AND STANDARD DEVIATION

## CUSTOMER SATISFACTION:-

DESCRIPTIVE STATISTICS	NO.	MEAN	STANDARD DEVIATION
DELIVERY TIME	50	3.20	1.429
TASTE	50	3.46	1.147
COST	50	2.88	1.239
OFFERS	50	3.30	1.313
CONCERN SOLVE	50	3.40	1.125
EMPLOYEE BEHAVIOR	50	3.54	1.147
SERVICE	50	3.72	.882
QUALITY	50	3.64	1.191
	50	3.44	1.459
Cleanliness	50	1.90	.909
Feel Happy	50	2.28	.970
Suggest	50	2.14	.881
Employees compare	50	2.32	.935
Spend time Valid n (list wise)	50	2.04	.856

## INDEPENDENT SAMPLE TEST

S.no	Particulars	Gender	Mean	Std.deviation
1.	Delivery time	Male	3.25	1.524
		Female	3.11	1.278
2.	Taste	Male	3.41	1.073
		Female	3.56	1.294
3.	Cost	Male	2.97	1.231
		Female	2.72	1.274
4.	Offers	Male	3.09	1.400
		Female	3.67	1.085
5.	Concern solve	Male	3.53	1.077
		Female	3.17	1.200
6.	Employee behavior	Male	3.50	1.016
		Female	3.61	1.378
7.	Service	Male	3.53	.983
		Female	4.06	.539
8.	Quality	Male	3.69	1.120
		Female	3.56	1.338
9.	Cleanliness	Male	3.34	1.537
		Female	3.61	1.335
10.	Feel happy	Male	2.00	1.016
		Female	1.72	.669
11.	Suggest	Male	2.47	1.047
		Female	1.94	.725
12.	Employees	Male	2.25	.916
		Female	1.94	.802
13.	Compare	Male	2.440	.948
		Female	2.11	.900
14.	Spend time	Male	2.25	.916
		Female	1.67	.594

**HYPOTHESIS :- 1**

Null Hypothesis:

**HYPOTHESIS- 2**

There is no association between gender and overall satisfaction towards Dominos Pizza. Chi- Square test for gender and overall satisfaction towards Dominos Pizza.

S.no.	Gender	Quality					Total	Chi-square	p-value
		Hds	Ds	N	S	Hs			
		0	6	8	8	10			
2.	Female	3	0	3	8	4	18		
		3	6	11	16	14			

**CONCLUSION:-**

To put it in a nutshell at a present Domino's is in state of change as form the detailed analysis of the operation at Domino's, it is evident that innovation has been its key approach to make its operational strategies work in positive and constructive manner. The speed and durability factors of performance are affected by it. Being, in the state of change, the picture is not clear at present but if the expansions are being managed by the Domino's in effective and efficient manner then it may provide leverage to strengthen core products by increasing its overall market share. Moreover high quality GPRS navigation system should be installed in cars and so that on- time delivering in the peak hours can be made possible due to topographical knowhow as more than 60% of sales of Domino's is through home deliveries. The Domino's are increasing in a high level. People like there products and they buy in good quantity. The quality of the food is also good and the delivering purpose is also very good. The delivery person has good manners and they behave very well. The ambience of the restaurants are located in good place as people can go and have the enjoyment in good way. The Domino's pizza is having good concept in present market and new product in Chhattisgarh region . The Domino's pizza is having good concept in present market and new product in Chhattisgarh region The preferences of the people for Pizza are only for outing and just for fun. Males are more attracted towards Domino's pizza due to good ambiances and freshness' rather than women's. The female respondents are more attracted towards pizza and males are not responding like as female. The quality of Domino's Pizza is not very good .The study also shows that the durg bhilai customers are not price sensitive when they get good product, quality and services. Mostly people are attracted towards new products in market .

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