

A
**Research Project
On**

“A comparative study on consumer satisfaction of Dominos & Pizza Hut with specific reference to Nagpur city.”

Submitted to
G.S. College of Commerce and Economics (Autonomous), Nagpur

Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur University

In partial fulfilment for the award of the Degree of
Bachelor of Business Administration

Submitted by
Saheel S. Shikarwar

Under the Guidance of
Dr. Pragati Pandey

G. S. College of Commerce and Economics, Nagpur

Academic Year 2023- 24



G. S. College of Commerce and Economics, Nagpur



Academic Year 2023- 24

CERTIFICATE

This is to certify that “Saheel S. Shikarwar ” has submitted the project report titled “**A Comparative study on Customer satisfaction of Domino’s and Pizza hut in reference to Nagpur City.**”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

DR. PRAGATI PANDEY
(Project Guide)

DR. AFSAR SHEIKH
(Co-Ordinator)

Place:

Date:

G. S. College of Commerce and Economics, Nagpur

Academic Year 2023- 24



DECLARATION

I here-by declare that the project with title “**A Comparative study on Customer satisfaction of Domino’s and Pizza hut in reference to Nagpur City.**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place: Nagpur

Saheel S. Shikarwar

Date:

G. S. College of Commerce and Economics, Nagpur



Academic Year 2023- 24

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Place: Nagpur

Saheel S. Shikarwar

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INTRODUCTION

INTRODUCTION

MARKETING

Marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to achieve organizational goals. According to the American Marketing Association:

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

With this definition, it is important to realize that the customer can be an individual user, a company, or several people who contribute to the purchasing decision. The product can be a hard good, a service, or even an idea – anything that would provide some value to the person who provides an exchange. An exchange is most often thought of as money, but could also be a donation of time or effort, or even a specific action. A producer is often a company, but could be an individual or non-profit organization.

Classical marketing is often described in terms of the four “P’s, which are:

- **Product** – what goods or services are offered to customers
- **Promotion** – how the producer communicates the value of its products
- **Price** – the value of the exchange between the customer and producer.
- **Placement** – how the product is delivered to the customer.

Consumer Satisfaction

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

"Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability.... These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective."

Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction.

"In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even though its facilities and service would be deemed superior in 'absolute' terms.

Consumer satisfaction survey

A customer satisfaction survey is a tool that businesses use to determine how satisfied their customers are with their product or service. This is a crucial step in assisting the customers in achieving success. They're particularly useful for finding dissatisfied customers as well as those who love your brand so much that they might become brand advocates. The value of getting customer reviews is inextricably linked to this overview of your customers' perspectives. (Salemme, 2021)

Purpose of consumer satisfaction survey

Successful company owners and managers soon learn that retaining clients is less expensive than acquiring new ones. If such marketing practices scare customers away, the company will invest time and resources on ads and other attempts to attract new customers. These business owners understand that flaws in product production or distribution contribute to dissatisfied customers, so they gather feedback through online surveys. This survey helps them in understanding the customer preference and expectations which further helps them in modifying the products and services as per customers need and helps them in formulating strategies which help them attract customers and win the edge over the competition. (indeed, 2021)

Objective of consumer satisfaction

- Every good customer survey programmed must have a specific set of goals that, once accomplished, will lead to improved results. The following are the most basic goals that any consumer surveying programmed can achieve:
- Understanding the customers' preferences and specifications. Identifying how well the company and its rivals are meeting these demands and goals.
- Based on your results, build service and/or product standards. Examining patterns over time so that prompt action can be taken.
- Establishing targets and expectations to assess how well you've accomplished your objectives. (NBRI)

Factors affecting consumer satisfaction

Customer satisfaction refers to a customer's overall opinion of a supplier and the goods and services they receive. The following are some of the major factors that can influence customer satisfaction: (Management Study Guide)

- The supplier's capability by department.
- Aspects of products and services that is technical, engineering, or re-engineering. The type and quality of the supplier's response.
- The willingness of the supplier to meet deadlines and how quickly they are reached.
- The supplier provides customer support.
- Management of complaints.
- The product's price, quality, cost, and productivity.
- Personal characteristics of the supplier, such as etiquette and friendliness.
- The willingness of the supplier to handle the entire consumer life cycle.
- Functions and operations those are compatible and easy to use. (Management Study Guide)

Consumer Behaviour

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

The roles also vary in different consumption situations; for example, a mother plays the role of an influence in a child's purchase process, whereas she plays the role of a disposer for the products consumed by the family.

Consumerism

In the domain of economics, "consumerism" refers to economic policies placing emphasis on consumption. In an abstract sense, it is the consideration that the free choice of consumers should strongly orient the choice by manufacturers of what is produced and how, and therefore orient the economic organization of a society (compare producers, especially in the British sense of the term). In this sense, consumerism expresses the idea not of "one man, one voice", but of "one dollar, one voice", which may or may not reflect the contribution of people to society.

Strategies to attract customers

In order to attract customers more effectively here are six strategies to help you attract customers and keep them coming back.

- **Host an open house and make yourself accessible.** In doing so, you have an opportunity to not only bring in new customers, but also to connect with your community. Consider inviting local business owners and residents to your open house, where they can become acquainted with what you have to offer. Provide merchandise samples, product or service demonstrations, giveaways, and brochures. Supply refreshments for your guests and use the time to introduce yourself to them so they can put a face to your business name. You can begin building professional relationships by immersing yourself in the community.
- **Cross-promote your business.** Another benefit of being active in your community is the ability to join forces with other businesses in order to reach a wider customer base. There the time to introduce yourself to them so they can put a face to your business name. You can begin building professional relationships by immersing yourself in the community.
- **Generate conversation and maintain an online presence.** Let's face it: ever since the word "Google" became a regularly used verb, most people have begun to research nearly everything online

before making an actual purchase. Your website should not only be informational, but useful as well. If possible, provide specific product information and the ability to purchase online. Furthermore, many business owners are adding blogs to their sites where they can answer questions and provide tips that their customers would find useful. Beyond your business's website, use social media to promote your business and generate conversation with your target market. Facebook and Twitter are obvious choices, but also consider Foursquare and Pinterest.

- **Explore and tap into unique communities.** Explore your interests. Look for hobbyists, clubs/organizations, and causes that you can get involve with. This is a natural and low stress way to network. The more interest you explore the more people you network with and the more exposure for your business.
- **Provide a little something special.** Many consumers perceive indifference from the businesses they frequent, which is why it's extremely important that you provide the special extras. Here are some examples, when customers make a purchase, provide an inexpensive sample product and ask for their input about it. Remember to send them a birthday card, sponsor free kid workshops to give your customers who are parents a break, offer free gift wrapping, and local delivery service. This will help retain your customers, but also remember that word of mouth is very effective. By making a memorable and positive impression, your customers will want to share their experiences with their families and friends.

Factors affecting consumer behavior

4 Major Factors are:-

1. Cultural Factors

Consumer behaviour is deeply influenced by cultural factors such as: buyer culture, subculture, and social class.

- **Culture**

Basically, culture is the part of every society and is the important cause of person wants and behaviour. The influence of culture on buying behaviour varies from country to country therefore marketers have to be very careful in analysing the culture of different groups, regions or even countries.

- **Subculture**

Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design products according to the needs of a particular geographic group.

- **Social Class**

Every society possesses some form of social class which is important to the marketers because the buying behaviour of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Here we should note that social class is not only determined by income but there are various other factors as well such as: wealth, education, occupation etc.

2. Social Factors

Social factors also impact the buying behaviour of consumers. The important social factors are: reference groups, family, role and status.

- **Reference Groups**

Reference groups have potential in forming a person attitude or behaviour. The impact of reference groups varies across products and brands. For example if the product is visible such as dress, shoes, car etc then the influence of reference groups will be high. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics).

- **Family**

Buyer behaviour is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here we should note that buying roles change with change in consumer lifestyles.

- **Roles and Status**

Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. For example a woman is working in an organization as finance manager. Now she is playing two roles, one of finance manager and other of mother. Therefore her buying decisions will be influenced by her role and status.

3. Personal Factors

Personal factors can also affect the consumer behaviour. Some of the important personal factors that influence the buying behaviour are: lifestyle, economic situation, occupation, age, personality and self-concept.

- **Age**

Age and life-cycle have potential impact on the consumer buying behaviour. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples etc which help marketers to develop appropriate products for each stage.

- **Occupation**

The occupation of a person has significant impact on his buying behaviour. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

- **Economic Situation**

Consumer economic situation has great influence on his buying behaviour. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

- **Lifestyle**

Lifestyle of customers is another important factor affecting the consumer buying behaviour. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.

- **Personality**

Personality changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behaviour of customers. Actually, Personality is not what one wears; rather it is the totality of behaviour of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self-confidence etc which can be useful to determine the consumer behaviour for particular product or service.

4. Psychological Factors

There are four important psychological factors affecting the consumer buying behaviour. These are: perception, motivation, learning, beliefs and attitudes. Motivation

The level of motivation also affects the buying behaviour of customers. Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore a need becomes a motive when it is more pressing to direct the person to seek satisfaction.

- **Perception**

Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In case of selective attention, marketers try to attract the customer attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe. Similarly, in case of selective retention, marketers try to retain information that supports their beliefs.

- **Beliefs and Attitudes**

Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behaviour therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

Objectives

1. To know the customer satisfaction towards Pizza Hut and Dominos.
2. To understand which brand among the two is preferred by customers.

COMPANY PROFILE

Domino's Pizza



Domino's Pizza, Inc., incorporated on July 30, 2002 is a pizza retail chain. The Company operates pizza stores at 11,900 locations in over 80 markets. The Company operates in three business segments: domestic stores, international franchise and supply chain. The Company's Domestic Stores segment consists primarily of its franchise operations, through which the Company operates network of 4,722 franchised stores located in the United States. The Company's International Franchise segment is comprised of a network of franchised stores in more than 80 international markets. The Company supply chain segment operates 16 regional dough manufacturing and food supply chain centres in the contiguous United States. Its basic menu features pizza products in various sizes and crust types. Its store also offers oven-baked sandwiches, pasta, boneless chicken and wings, bread side items, desserts and Coca-Cola soft drink products.

Domestic Stores

The Company's Domestic Stores segment consists primarily of its franchise operations, through which the Company operates network of 4,690 franchised stores located in the United States. The Company also operates a network of 377 domestic Company-owned stores located in the United States. As of December 28, 2014, the Company's 4,690 domestic franchise stores were owned and operated by 899 domestic franchisees. During 2014, the domestic stores segment accounted for 29% of the Company's consolidated revenues.

International Franchise

The Company's International Franchise segment is comprised of a network of franchised stores in more than 75 international markets. At December 28, 2014, the Company had 6,562 international franchise stores. The Company operates in India, United Kingdom, Mexico, Australia, Turkey, South Korea,

Canada, Japan, France and Netherlands. In a few select markets, the Company franchise directly to individual store operators. As of 2014, this segment accounted for 8% of its consolidated revenues.

Supply Chain

The Company supply chain segment operates 16 regional dough manufacturing and food supply chain centres in the contiguous United States, one thin crust manufacturing centre, one vegetable processing centre and one centre providing equipment and supplies to certain of its domestic and international stores. The Company also operates seven dough manufacturing and food supply chain centres in Canada, Alaska and Hawaii. The Company's supply chain segment leases a fleet of more than 500 tractors and trailers. The Company's centres manufacture fresh dough and purchase, receive, store and deliver food and other complementary items to over 99% of the United States and Canadian franchised stores and all of the Company-owned stores. The Company supplies nearly 5,500 stores with various food and supplies. During 2014, supply chain segment accounted for 63% of the Company's consolidated revenues.

Domino's Pizza India

Jubilant Food Works Limited (the Company) is a Jubilant Bhartia Group Company, The Company was incorporated in 1995 and initiated operations in 1996, The Company got listed on the Indian bourses in February 2010, Mr., Shyam S, Bhartia, Mr., Hari S, Bhartia and Jubilant Enpro Private Ltd, are the Promoters of the Company. The Company & its subsidiary operates Domino's Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka, The

Company is India's largest and fastest growing food service company, with a network of 500+ Domino's Pizza restaurants

Restaurants (as of 31st March, 2012)The Company is the market leader in the organized pizza market with a 54% market share (Euro monitor Report 2010) and 70% share in the pizza home delivery segment in India, The Company has strengthened its portfolio by entering into an agreement with Dunkin' Donuts Franchising LLC, for developing the Dunkin' Donuts brand and operating restaurants in India,

Over the period since 1996, Domino's Pizza India has remained focused on delivering great tasting Pizzas and sides, superior quality, exceptional guest care and value for money offerings.

We have endeavoured to establish a reputation for being a home delivery specialist capable of delivering pizzas within 30 minutes or else FREE to a community of loyal consumers from all our restaurants around the country.

Domino's vision is focused on "Exceptional people on a mission to be the best pizza delivery company in the world!" We are committed to bringing fun, happiness and convenience to lives of our consumers by delivering delicious pizzas to their doorstep and our efforts are aimed at fulfilling this commitment towards a large and ever-growing guest base.

Domino's constantly strives to develop products that suit the tastes of our consumers and hence delighting them. Domino's believes strongly in the strategy of 'Think global and act local'. Thus, time and again we have been innovating with delicious new products such as crusts, toppings and flavours suitable to the taste buds of Indian Consumers. Further providing value for money and affordable products to our consumers has been an important part of our efforts. Our initiatives such as Fun Meal and Pizza Mania have been extremely popular with consumers looking for an affordable and value for money meal option.

Domino's believes that when a box of pizza is opened, family and friends come together to share the pizza. Hence, our brand positioning: '**Yeh Hai Rishton Ka Time**'. That's why, all our efforts, whether it is a new innovative and delicious product, offering consumers value for money deals, great service, countrywide presence or the promise to deliver in 30 minutes or free are all directed towards making relationships stronger, warmer and more fun by giving consumers an opportunity to get together, catch up, reunite and spend more time together. Consumers can order their pizzas by calling the single Happiness Hotline number 68886888 OR order online at Pizza Online.

CEO, Domino's Pizza India Ltd

Mr. Ajay Kaul

In a career spanning 16 years, Ajay Kaul, CEO, Domino's Pizza India Ltd has worked in industries ranging from credit cards, airline, express distribution and logistics, all within the umbrella of service. Kaul joined Domino's from TNT Indonesia, where he was Country Head of TNT Express for three years. Kaul, who has done his B.Tech from IIT Delhi and MBA from XLRI Jamshedpur, began his career with American Express travel related services. In the six years that he spent there based in Kolkata, Chennai and Delhi, he gained a sound grounding in the credit card sales and marketing.

PIZZA HUT



History of Pizza Hut

Pizza Hut Inc. is the largest pizza restaurant company in the world in terms of both the number of outlets and the percentage of market share that it holds. A subsidiary of PepsiCo, Inc., the company oversees more than 11,000 pizza restaurants and delivery outlets in 90 countries worldwide. In October 1997, the company expected to become a subsidiary of Tricon Global Restaurants, Inc., formed from the spin-off of PepsiCo's restaurant holdings.

Early History

Pizza Hut was founded in 1958 by brothers Dan and Frank Carney in their hometown of Wichita, Kansas. When a friend suggested opening a pizza parlour--then a rarity--they agreed that the idea could prove successful, and they borrowed \$450 from their mother to start a business with partner John Bender. Renting a small building at 503 South Bluff in downtown Wichita and purchasing second-hand equipment to make pizzas, the Carneys and Bender opened the first Pizza Hut restaurant; on opening night, they gave pizza away to encourage community interest. A year later, in 1959, Pizza Hut was incorporated in Kansas, and Dick Hassur opened the first franchise unit in Topeka, Kansas.

In the early 1960s Pizza Hut grew on the strength of aggressive marketing of the pizza restaurant idea. In 1962, the Carney brothers bought out the interest held by Bender, and Robert Chisholm joined the company as treasurer. In 1966, when the number of Pizza Hut franchisee units had grown to 145, a home office was established to coordinate the businesses from Wichita.

Two years later, the first Pizza Hut franchisee was opened in Canada. This was followed by the establishment of the International Pizza Hut Franchise Holders Association (IPHFHA). It aimed at acquiring 40 percent of the company's franchise operations, or 120 stores, and adding them to the six outlets wholly owned by Pizza Hut.

The acquisitions, however, brought turmoil to the chain. Varied accounting systems used by the previous franchise owners had to be merged into one operating system, a process that took eight months to complete. In the meantime, sales flattened and profits tumbled.

Pizza Hut's Campaigns

Legendary Cricket player Sourav Ganguly coming for a Pizza Hut campaign of social media in the disguise of a delivery boy and ridiculing every shot hit by people taking part in the "Cricket With Ranvijay" has been quite a head-turner as such a campaign with sports personalities is not at all common.

Everyone loves a little bit extra and the "more for less" campaign of Pizza Hut was a promotion for the new overloaded pizza with outweighing toppings than other pizzas in the market. Popular Bollywood actor Sushant Singh Rajput starred in the "Flavors of the world" campaign of Pizza Hut where he is seen sharing different flavored pizza with a number of women and being confused at which one is to choose.

Pizza Hut also made sure to leave no stones unturned in offering the pizza with huge amount of cheese and its "Cheesiest Pizza" campaign in India featured a family consisting of parents and a kid who answered through his muppet and declined to eat the pizza his parents were having, not until he found the pizza had cheese on both upper and lower side.

The Magic Meals campaign also was an advertising campaign to promote the INR 99 per head meal with eleven options for pastas and pizzas having types of toppings.

Being a pizza company which lives its life unboxed, Pizza Hut creates pizza in the most authentic way without any pretention, thanks to its 350 thousand team workers from over a hundred countries who pledge to deliver pizza fast and in any place.

While the international chain of Pizza Hut includes North America's Mexico and Canada, Australia, UK, Norway, Germany, New Zealand, Bangladesh, Pakistan, Chile, Costa Rica etc and India as division of Yum! India, the Asian presence consists of Thailand, Japan, UAE, Saudi Arabia, South Korea, Malaysia, Philippines, and Vietnam.

President & CEO

Virag Joshi is President & Group CEO of Devyani International Limited, an F&B major which owns and runs Pizza Hut, KFC, Vaango and Costa Coffee chain across India, Nepal and Nigeria with presence of 300+ outlets. Devyani International Limited is part of RJ Corp, which has interest in Pepsi (India, Nepal, Sri Lanka, Mozambique and Morocco) Beer (India, Nepal, Mauritius), Milk (Uganda) Cream bell Ice cream.

Mr. Joshi is a passionate leader with proven credentials for building process driven, people centric and customer focused organizations in different continents. No wonder, Pizza Hut has been rated as Most Trusted Brand six years in a row by Indian customers in surveys conducted by AC Nielsen Group. Mr. Joshi has been a key strategist in expansion of Pizza Hut, KFC and Costa Coffee outlets from a small base of 5 restaurants in 2002 to 250 plus outlets in last eight years in three counties by leveraging human talent and exemplary customer service. He is a coach and mentor to his team of COOs and CEOs; and believes in empowering them to achieve breakthrough results.

LITERATURE REVIEW

International Reviews

- R.Raffio in his study titled: “Domino's pizza”, he discovered that Domino's is now the country's second-largest chain, estimated at over \$ 200 million and with \$ 400 million in revenue. It has experienced remarkable growth, with 1000 units added to the now 1200 unit chain in the last five years. As a result, according to the report, Domino's has been successful in overcoming adversity and establishing a profitable company. It also looks at how the pizza chain operates today, its policies and development plan, and whether the fast-food chain will go public in the immediate future. (RAFFIO, 2007)
- M. Pratscher in the article titled: “Can Domino’s dominate the pizza market”? He discovered that there was widespread diversification in the fast-food industry. The most successful and fastest-growing food service segment is Domino's pizza, but takeout and delivery sales in general are expected to triple over the next decade. Domino's popularity can be attributed to a number of factors, including a robust training program and reward awards, which is why the fast-food industry has so much potential. (PRATSCHE.M, 2010)
- Minni Jaitly in his study titled: “Current trends in the foodservice sector in the Indian subcontinent”. According to the article, India has a diverse culture as well as its own distinct culinary tastes. Despite the fact that Indian culture is largely associated with the prominent use of a few main ingredients and spices, there are regional, cultural, and climate variations. India is quickly emerging as a major consumer goods and processed food market. according to the article India has diversified culture and its own unique food preferences. Although Indian culture is largely associated with the pronounced use of some key ingredients and spices, differences in region, culture, climate. India is rapidly becoming a key market for consumer goods and processed foods. India is a great market for prepared foods because of its busy lifestyle, increased awareness, and desire to emulate the West. Most fast-food restaurants, such as Pizza Hut, McDonald's, Domino's Pizza, KFC, among others Food processing has been designated as a major thrust field by the government, which recognizes the industry's potential. This ensures that the government would have subsidies as well as significant tax benefits. However, in order to effectively combine Western trends with Indian flavors, it is essential to first understand the common influences and main flavors of Indian cuisine. (JAITLEY, 2010)
- In an article done by Tse and Wilton they have mentioned that satisfaction is described as a consumer's response to an assessment of the perceived difference between prior expectations and actual product performance as perceived after consumption. (WILTON, 1998)
- Suprenant in his article stated that satisfaction Leads to Desirable Outcomes, such as repeat purchases, adoption of other goods in the line, brand loyalty, store patronage, and, eventually, higher sales and increased profit share. (SURPRENANT, 1977)

National Reviews

- Anita Goyal and N.P Singh in their study titled: “Consumer perception about Fast food in India” he noted that the majority of India's young generation prefers fast food outlets for fun and variety because they place the highest importance on taste and quality. So, according to the post, the Indian young generation prefers homemade goods and is also hygienic conscious, which is why they prefer homemade things but only go to Domino's for a fun outing. (ANITA GOYAL, 2007).
- Jagwinder Singh and B.B Goyal in their study titled: “Comparative analysis of rural & urban Indian consumer’s attitude towards foreign products”, they discovered that rural consumers were more fascinated by foreign products than urban consumers because rural people believe that foreign products are of high quality, a sign of prestige, and a large range of models they found, while urban people are very price conscious and only make decisions after evaluating the product. According to the article, Indian producers will face a significant threat from foreign brands in the future, especially in the consumer durables category, since India is one of the world's most promising and fastest growing economies, with a large rural population. (SINGH, 2008).
- Ali Nasir, Mirza Ashfaq Ahmed, Iram Nazir, Huma Zafar, Zahra Zahid in their study stated that price, atmosphere, outstanding employee service, and security services are often sought by those who go to a restaurant for a family celebration. There's a chance that customers who go to restaurants for family celebrations will overlook the high prices because they want high quality. Consumers who go to restaurants because there is no one to cook at home or because they are far away from home will always seek the lowest price, sacrificing outstanding protection, service, and food quality. Since they are business people and high quality is important to them, customers who attend family celebrations would place a higher value on quality and the environment than on price. (ALI NASIR, 2014).
- Vidya, B. etc., in their study titled “Fast-food consumption pattern and obesity” found that taste and time factors, watching television while consuming junk foods, advertisements regarding junk foods over the televisions, and the parents themselves getting these junk foods are some of the factors related to junk food consumption. Customer satisfaction is a term used to describe people's personal feelings about foods and services in the fast-food industry, and it is regarded as one of the most critical aspects of the industry. (VIDYA, 2015)
- Salami and C.G.E. Ajobo in their study titled “Consumer perception about fast-food restaurants” found that customers patronize fast-food for the change and not because of nutritional value and fast-food is not yet perceived as a clear alternative to homemade cooking. They also discovered that the type of food and its consistency are the most important factors in assessing customer loyalty and satisfaction with a particular restaurant. They also say that tangible items in restaurants improve the dining experience. (AJOBO, 2012)

RESEARCH METHODOLOGY

Research Methodology

“Methodology” implies more than simply the methods you intend to use to collect data. It is often necessary to include a consideration of the concepts and theories which underlie the methods. For instance, if you intend to highlight a specific feature of a sociological theory or test an algorithm for some aspect of information retrieval, or test the validity of a particular system, you have to show that you understand the underlying concepts of the methodology.

Researchers organize their research by formulating and defining a research problem. This helps them focus the research process so that they can draw conclusions reflecting the real world in the best possible way.

Steps in conducting research

Research is often conducted using the hourglass model structure of research.

The hourglass model starts with a broad spectrum for research, focusing in on the required information through the method of the project (like the neck of the hourglass), then expands the research in the form of discussion and results. The major steps in conducting research are:

- Identification of research problem
- Literature review
- Specifying the purpose of research
- Determine specific research questions or hypotheses
- Data collection
- Analysing and interpreting the data
- Reporting and evaluating research

Comparative research

Comparative research, simply put, is the act of comparing two or more things with a view to discovering something about one or all of the things being compared. This technique often utilizes multiple disciplines in one study. When it comes to method, the majority agreement is that there is no methodology peculiar to comparative research. The multidisciplinary approach is good for the flexibility it offers, yet comparative programs do have a case to answer against the call that their research lacks a "seamless whole."

There are certainly methods that are far more common than others in comparative studies, however. Quantitative analysis is much more frequently pursued than qualitative, and this is seen by the majority of comparative studies which use quantitative data. The general method of comparing things is the same for comparative research as it is in our everyday practice of comparison. Like cases are treated alike, and different cases are treated differently; the extent of difference determines how differently cases are to be treated. If one is able to sufficiently distinguish two carry the research conclusions will not be very helpful.

RESEARCH DESIGN

Research Design

A research design is the "blue print" of the study. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to seek answers to research questions.

Sampling Method

The sampling method in this research is random sampling.

Sample Design

A sample design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure that is adopted in selecting the sampling units from which inferences about the population is drawn. Sample design is determined before the collection of the data.

Sampling Unit: Nagpur, Maharashtra

Sampling Method Selected: Probability Sampling.

Sample Size: 45 Respondents.

Instrument: Questionnaire.

Questionnaire

Consists of no. of questions printed or typed in definite order on a form or a set of forms.

Respondents have to answer the question on their own.

It can be Closed Ended or Open Ended

- **Open Ended:** - Allows respondents to answer in their own words & are difficult to Interpret.
- **Close Ended:** - Pre-specify all the possible answers & are easy to Interpret.

Data

Data is a set of values of qualitative or quantitative variables, restated, pieces of data are individual pieces of information. Data is measured, collected and reported, and analyzed, whereupon it can be visualized using graphs or images. Data as a general concept refers to the fact that some existing information or knowledge is represented or coded in some form suitable for better usage or processing.

Raw data, i.e. unprocessed data, is a collection of numbers, characters; data processing commonly occurs by stages, and the "processed data" from one stage may be considered the "raw data" of the next. Field data is raw data that is collected in an uncontrolled in situ environment. Experimental data is data that is generated within the context of a scientific investigation by observation and recording.

The data is of following 2 types:

Primary Data: Primary research consists of a collection of original primary data. It is often undertaken after the researcher has gained some insight into the issue by reviewing secondary research or by analyzing previously collected primary data. It can be accomplished through various methods, including questionnaires and telephone interviews in market research, or experiments and direct observations in the physical sciences, amongst others.

Methods of collecting data in Primary Data

Primary data are always collected from the source. It is collected either by the investigator himself or through his agents. There are different methods of collecting primary data. Each method has its relative merits and demerits. The investigator has to choose a particular method to collect the information. The choice to a large extent depends on the preliminaries to data collection some of the commonly used methods are discussed below:

- Direct Personal observation
- Indirect Oral Interviews
- Mailed Questionnaire method
- Schedule Method

Secondary Data : Secondary data is data collected by someone other than the user. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research. Primary data, by contrast, are collected by the investigator conducting the research. Secondary data analysis saves time that would otherwise be spent collecting data and, particularly in the case of quantitative data, provides larger and higher-quality databases that would be unfeasible for any individual researcher to collect on their own. In addition, analysts of social and economic change consider secondary data essential, since it is impossible to conduct a new survey that can adequately capture past change and/or developments.

Sources for collection of Secondary data in statistics. Secondary data are second hand information. They are not collected from the source as the primary data. In other words, secondary data are those which have already been collected. Secondary data are generally used when the time of enquiry is short and the accuracy of the enquiry can be compromised to some extent. Secondary data can be collected from a number of sources which can broadly be classified into two categories:

- Published Sources
- Unpublished Sources

Objective of Research

- The purpose of research is to discover answers to questions through application of scientific procedures.
- The main of research is to find out the truth which is hidden and which has not been discovered as yet. To gain familiarly with a phenomenon or to achieve new insight into it,
- To portray accurately the characteristics of a particular individual situation or a group.
- To determine the frequency with which something occurs or wit it is associated with something else.

Scope of the Study

For the purpose of the study descriptive research is used, where the data is collected by using both primary and secondary sources. The sample size of consists of 100 respondents and the sampling method is probability sampling. The primary information is collected with the help of questionnaire in order to make appropriate analysis.

HYPOTHESIS

H₀: There is no significant difference in consumer satisfaction between Domino's and Pizza Hut in Nagpur city. with factors such as taste, delivery speed, and overall service quality influencing their preferences.

H₁: There is a significant difference in consumer satisfaction between Domino's and Pizza Hut in Nagpur city, with factors such as taste, delivery speed, and overall service quality influencing their preferences.

**DATA INTERPRETATION
AND
ANALYSIS**

Data Analysis and Interpretation

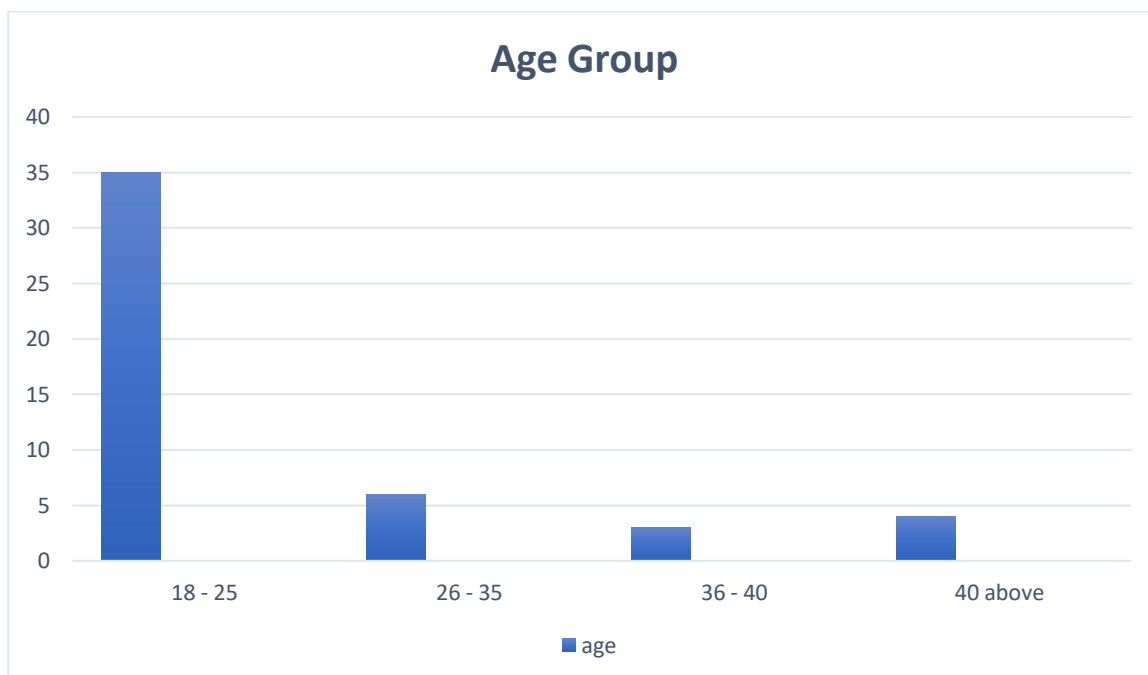
“Procedures for analyzing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analyzing data.”

Analysis refers to breaking a whole into its separate components for individual examination. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data is collected and analyzed to answer questions, test hypotheses or disprove theories.

The process by which sense and meaning are made of the data gathered in qualitative research, and by which the emergent knowledge is applied to clients' problems. This data often takes the form of records of group discussions and interviews, but is not limited to this. Through processes of revisiting and immersion in the data, and through complex activities of structuring, re-framing or otherwise exploring it, the researcher looks for patterns and insights relevant to the key research issues and uses these to address the client's brief.

Q1. What is your age group?

Respondants	No. of Respondents	Percentage %
18 to 25	35	77.8 %
26 to 35	06	13.3 %
36 to 40	03	6.7 %
40 and above	01	2.2 %

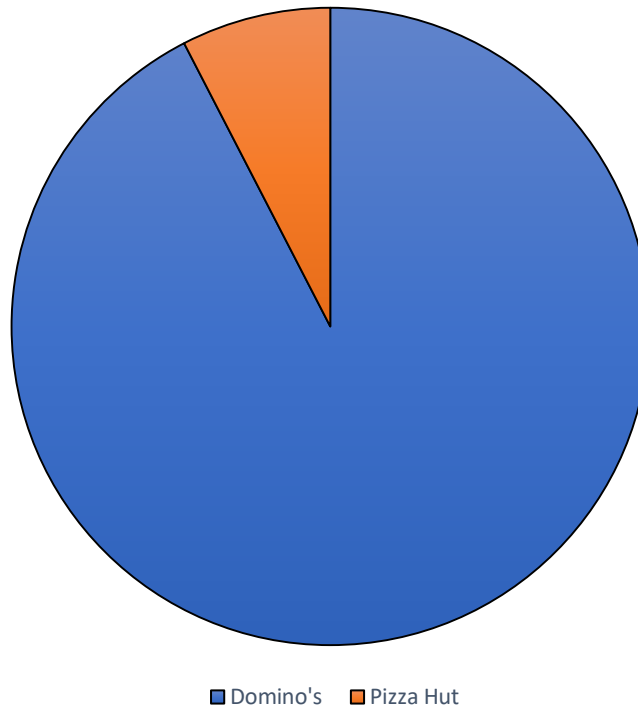


Graph 4.1

Interpretation: The majority of respondents are between the age of 18-25 accounting for 35(77.8%), people of 26-35 age group accounts for 06(13.3%), people between 36-40 age group accounts 3(6.7%) and only 1(2.2%) respondent belongs to more than 60 age group.

Q2. Which Pizza Outlet do you prefer to visit?

Pizza outlet	No. of respondents	Percentage %
Domino's	39	86.7 %
Pizza Hut	06	13.3 %

**Graph 4.2**

Interpretation: From 45 respondents, 39 respondents have selected Domino's and remaining 06 have selected Pizza hut. This can be interpreted that the most visited outlet and which has the more frequency of consumers is Domino's rather than Pizza Hut.

Q3. On what basis do you prefer to visit Domino's Pizza outlet?**1. It is pocket friendly**

Options	No. of Respondents
Strongly disagree	01
Disagree	03
Neutral	11
Agree	19
Strongly agree	05

Interpretation: Out of 39 respondents, 5 respondents are strongly agreed and 19 respondents are agreed that Domino's is pocket friendly. There are 19 respondents who are neutral on this. The number of respondents who are disagreed and strongly disagreed on this are 3 and 1 respectively

2. It tastes good

Options	No. of Respondents
Strongly disagree	01
Disagree	01
Neutral	07
Agree	13
Strongly agree	17

Interpretation: Out of 39 respondents, 17 respondents are strongly agreed and 13 respondents are agreed that Domino's is pocket friendly. There are 03 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 1 and 1 respectively

3. Variety of menu

Options	No. of Respondents
Strongly disagree	02
Disagree	06
Neutral	11
Agree	07
Strongly agree	13

Interpretation: Out of 39 respondents, 9 respondents are strongly agreed and 7 respondents are agreed that Domino's is pocket friendly. There are 11 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 13 and 7 respectively

4. It has good customer service.

Options	No. of Respondents
Strongly disagree	05
Disagree	07
Neutral	17
Agree	04
Strongly agree	06

Interpretation: Out of 39 respondents, 6 respondents are strongly agreed and 4 respondents are agreed that Domino's is pocket friendly. There are 17 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 5 and 7 respectively

5. It offers quality Food.

Options	No. of Respondents
Strongly disagree	04
Disagree	05
Neutral	09
Agree	07
Strongly agree	14

Interpretation: Out of 39 respondents, 14 respondents are strongly agreed and 7 respondents are agreed that Domino's is pocket friendly. There are 9 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 5 and 4 respectively

6. It has lots of offers and discounts.

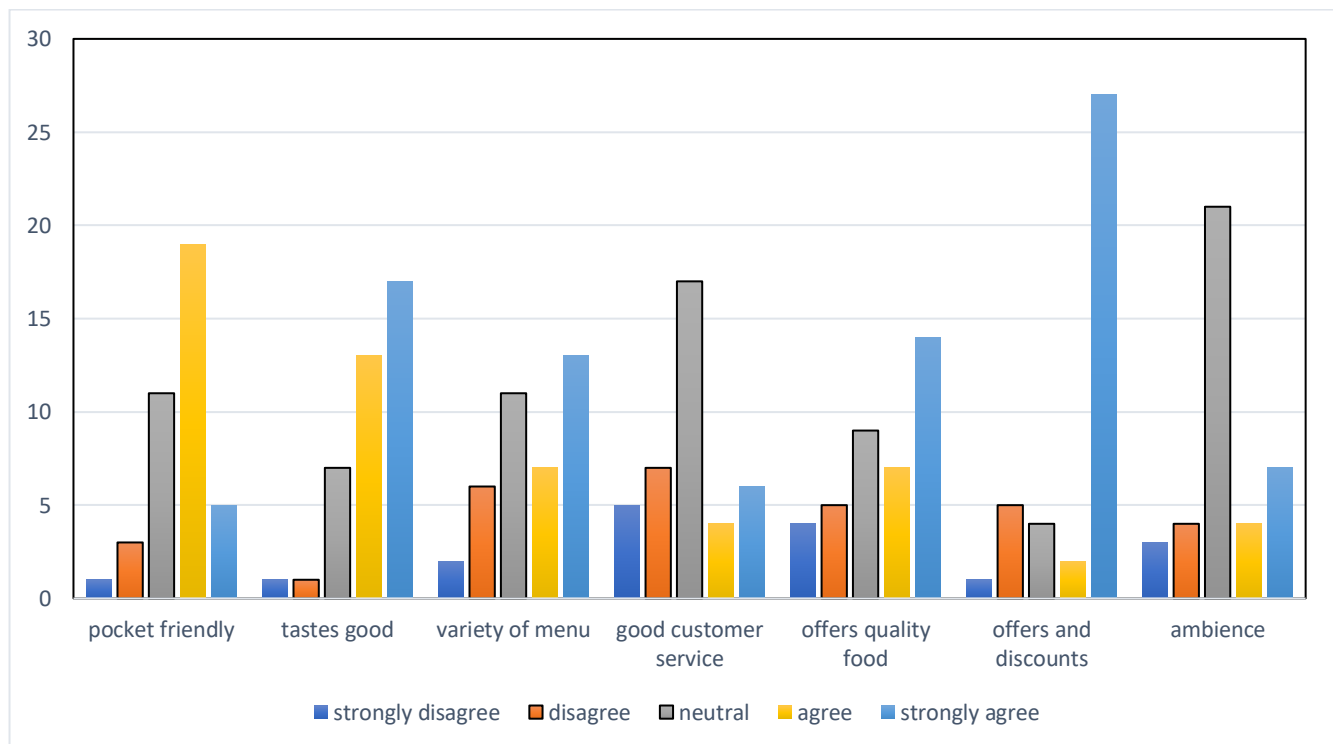
Options	No. of Respondents
Strongly disagree	01
Disagree	05
Neutral	04
Agree	02
Strongly agree	27

Interpretation: Out of 39 respondents, 27 respondents are strongly agreed and 2 respondents are agreed that Domino's is pocket friendly. There are 4 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 5 and 1 respectively

7. It has a good ambience.

Options	No. of Respondents
Strongly disagree	03
Disagree	04
Neutral	21
Agree	04
Strongly agree	07

Interpretation: Out of 39 respondents, 7 respondents are strongly agreed and 4 respondents are agreed that Domino's is pocket friendly. There are 21 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 4 and 3 respectively.



Graph 4.3

Q3. On what basis do you prefer to visit Pizza Hut outlet?**1. It is pocket friendly**

Options	No. of Respondents
Strongly disagree	00
Disagree	01
Neutral	01
Agree	01
Strongly agree	03

Interpretation: Out of 06 respondents, 3 respondents are strongly agreed and 1 respondents are agreed that Domino's is pocket friendly. There are 1 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 1 and 0 respectively

2. It tastes good

Options	No. of Respondents
Strongly disagree	01
Disagree	00
Neutral	01
Agree	02
Strongly agree	02

Interpretation: Out of 06 respondents, 2 respondents are strongly agreed and 2 respondents are agreed that Domino's is pocket friendly. There are 1 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 0 and 1 respectively

3. Variety of menu

Options	No. of Respondents
Strongly disagree	00
Disagree	00
Neutral	03
Agree	02
Strongly agree	01

Interpretation: Out of 06 respondents, 5 respondents are strongly agreed and 19 respondents are agreed that Domino's is pocket friendly. There are 19 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 7 and 1 respectively

4. It has good customer service.

Options	No. of Respondents
Strongly disagree	03
Disagree	01
Neutral	00
Agree	01
Strongly agree	01

Interpretation: Out of 06 respondents, 1 respondents are strongly agreed and 1 respondents are agreed that Domino's is pocket friendly. There are 0 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 1 and 3 respectively.

5. It offers quality Food.

Options	No. of Respondents
Strongly disagree	01
Disagree	02
Neutral	01
Agree	01
Strongly agree	01

Interpretation: Out of 06 respondents, 5 respondents are strongly agreed and 19 respondents are agreed that Domino's is pocket friendly. There are 19 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 7 and 1 respectively

6. It has lots of offers and discounts.

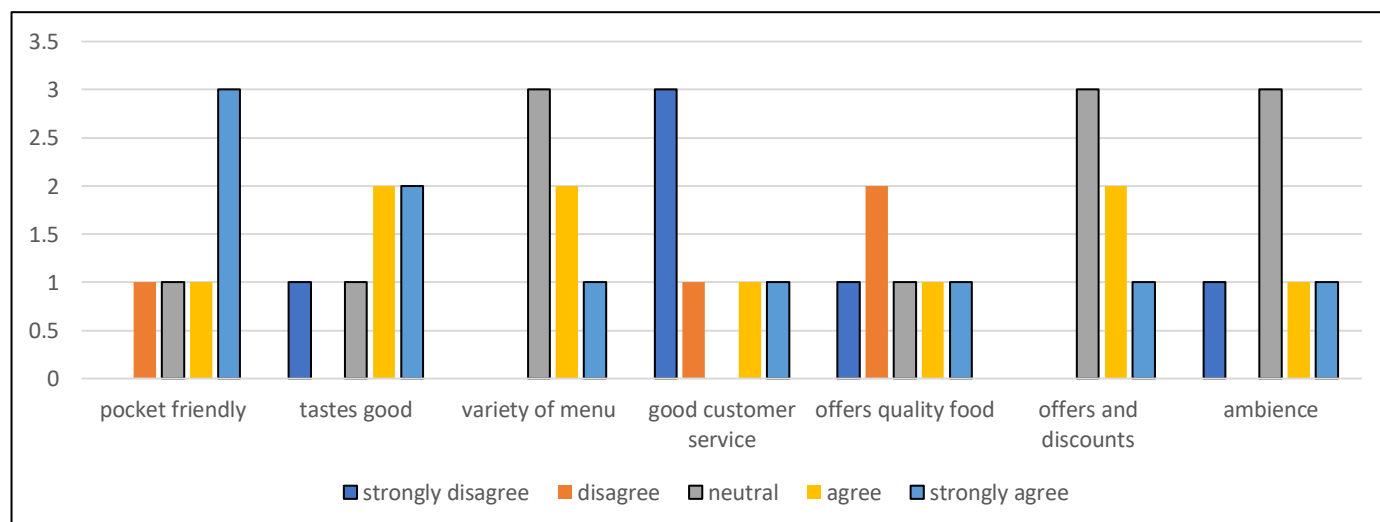
Options	No. of Respondents
Strongly disagree	00
Disagree	00
Neutral	03
Agree	02
Strongly agree	01

Interpretation: Out of 06 respondents, 5 respondents are strongly agreed and 19 respondents are agreed that Domino's is pocket friendly. There are 19 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 7 and 1 respectively

7. It has a good ambience.

Options	No. of Respondents
Strongly disagree	01
Disagree	00
Neutral	03
Agree	01
Strongly agree	01

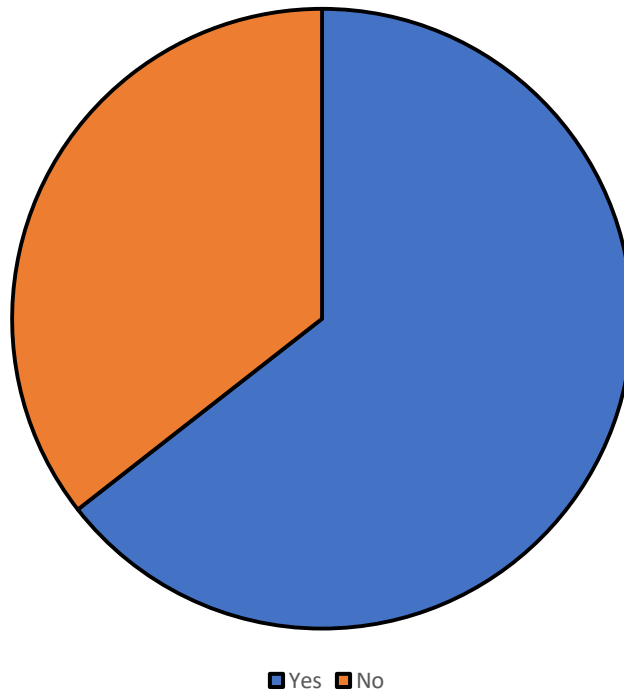
Interpretation: Out of 06 respondents, 5 respondents are strongly agreed and 19 respondents are agreed that Domino's is pocket friendly. There are 19 respondents who are neutral on this. The number of respondents who are disagreed and strongly agreed on this are 7 and 1 respectively.



Graph 4.4

Q5. Does Advertisement of Domino's influence you to visit the outlet?

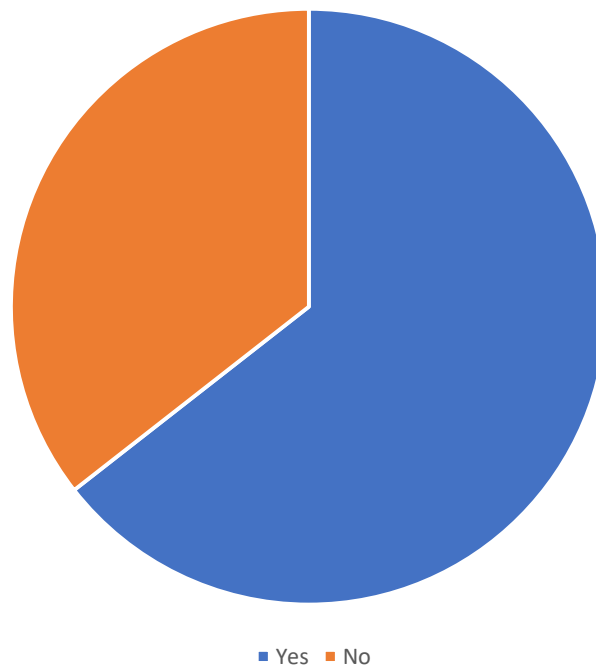
Options	No. of Respondents	Percentage
Yes	29	64.4 %
No	16	35.6 %

**Graph 4.5**

Interpretation: From 45 respondents, 29 respondents have selected 'yes' and remaining 16 have selected 'No'. This can be interpreted that the majority of customer's opinion does value the marketing scheme and advertisements that influences their behaviour and decision making on having a purchase at Domino's.

Q6. Does Advertisement of Pizza Hut influence you to visit the outlet?

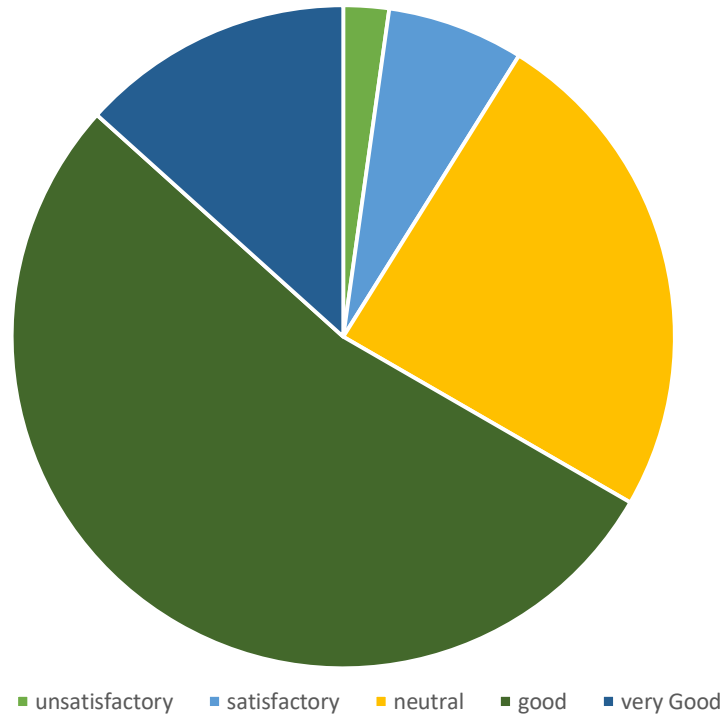
Options	No. of Respondents	Percentage
Yes	27	60 %
No	18	40 %

**Graph 4.6**

Interpretation: From 45 respondents, 27 respondents have selected 'yes' and remaining 18 have selected 'No'. This can be interpreted that the majority of customer's opinion does value the marketing scheme and advertisements that influences their behaviour and decision making on having a purchase at Pizza Hut.

Q7. what would rate Domino's on a scale of 1 to 5.

Options	No. of respondents
Unsatisfactory	01
Satisfactory	03
Neutral	11
Good	24
Very good	06

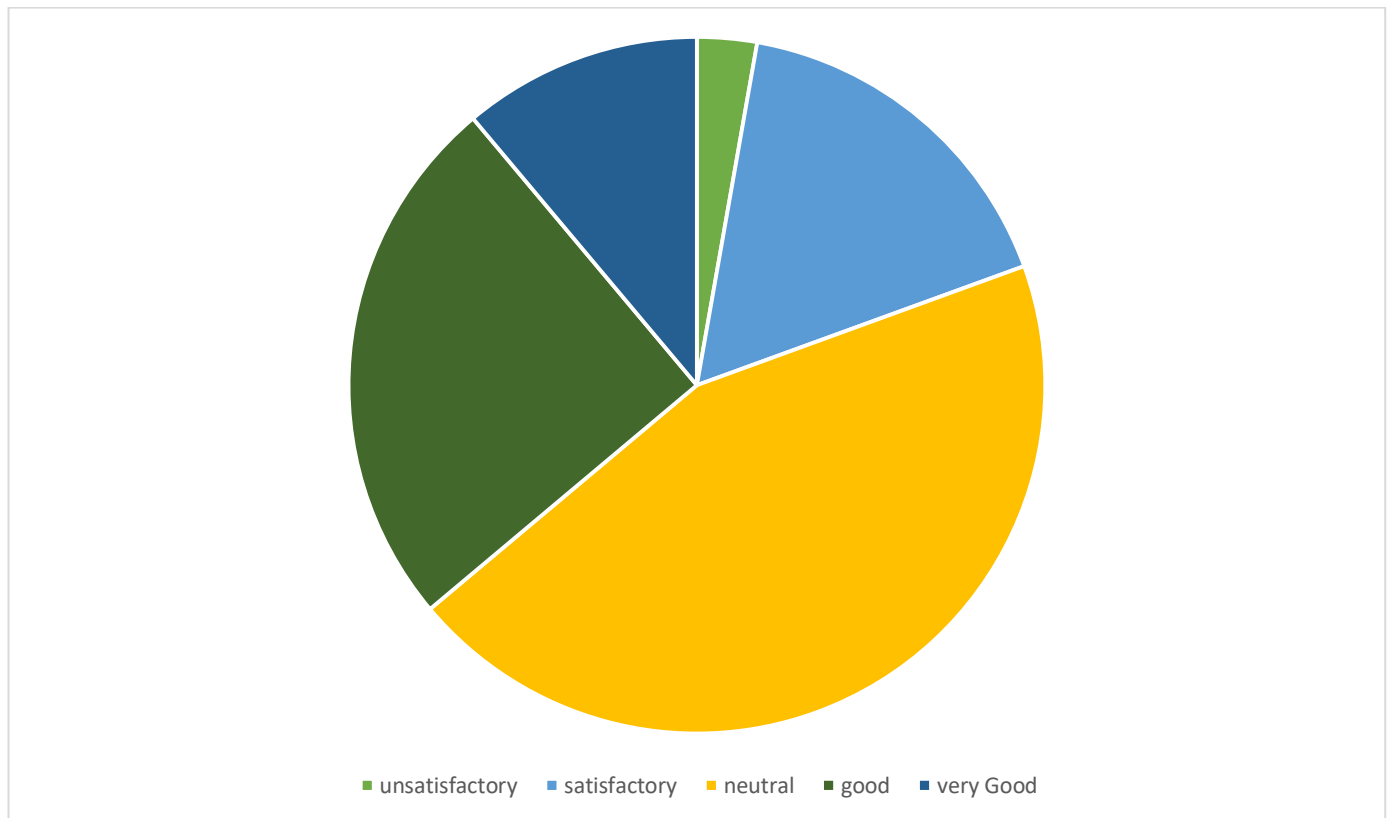


Graph 4.7

Interpretation : Out of 45 respondents, 06 respondents have rated very good and 24 respondents have rated that Domino's overall experience of the company and food outlets by keeping a biased opinion in the survey and as shown in the data collected. There are 11 respondents who are neutral on this. The number of respondents who have rated satisfactory and unsatisfactory on this are 3 and 1 respectively.

Q8. what would rate Pizza Hut on a scale of 1 to 5.

Options	No. of respondents
Unsatisfactory	09
Satisfactory	06
Neutral	16
Good	09
Very good	04



Graph 4.8

Interpretation : Out of 45 respondents, 04 respondents have rated very good and 09 respondents have rated that Pizza Hut overall experience of the company and food outlets by keeping a biased opinion in the survey and as shown in the data collected. There are 16 respondents who are neutral on this. The number of respondents who have rated satisfactory and unsatisfactory on this are 06 and 09 respectively.

CONCLUSION AND LIMITATIONS

Conclusion

Fast food's popularity stemmed from changes in our lifestyles. Changing habits, the breakdown of the joint family structure, an increase in the number of working women, and western presence in urban areas are all contributing to the growth of the fast-food industry. Finally, the key problem in all types of business sectors is determining market demand and needs. If keep consumer satisfaction, that will increase more loyal consumers. As long as business companies need to pay more attention to what consumers are thinking, what factors influence them negatively, what factors we need to change. Consumer satisfaction is the part of marketing and plays an important role in the market. Moreover, for measuring customer satisfaction, this study was conducted and to examine the relationship between customer satisfaction to price, product quality, locations, environment, and menu variety are the key determinants of consumer satisfaction and demands in the purchase of fast-food chain industry. Also, companies that are working in Fast-Food chain industries need to focus more on price, menu variety, employee behavior.

After analyzing the responses to the survey, it has been determined that Domino's is favored over Pizza Hut. It preserves continuity in taste and quality while also making more deals because it provides high-quality food at reasonable prices. To summarize, we can conclude that Domino's is increasing rapidly by pleasing its customers by offering quality and consistent service. On the other hand, we can conclude that Pizza Hut must prioritize customer loyalty in order to maintain existing customers and attract new ones. This level of customer satisfaction can only be achieved if Pizza Hut retains its quality while still maintaining price control. We discovered that the organization has adjusted to new business entrants and has managed to remain afloat solely due to its consistency. But it is also concluded that if Pizza hut does not keep a focus on its quality and prices, it might lose its customers and the market share.

Keeping up the sentiments of Indian customers and services offered by pizza houses and keeping our study focused on some of the key areas of the sensitivity of the customers preferences (analysis of factors which affects the preferences).

We come to a conclusion that:-

Domino's is preferred over Pizza Hut in terms of

- Cost effectiveness
- Good ambience
- Variety Of menu
- Tastes good

Pizza Hut is being preferred over Domino's in terms of

- Customer service
- Quality Food

So we can say that due to these qualities pizza hut dominates domino's pizza in different areas and capture the market share and gain rapidly.

LIMITATIONS OF STUDY

- I have considered Nagpur City for the study results may vary due to differences in culture and eating habits in other parts of the state and region.
- The finding of the study was based on the assumptions that respondents have given correct information.
- Information provided by respondents may be biased.
- The final conclusion can be also affected by some of the extraneous variables.

Discussions and suggestions

- There should be more varieties of food items on the menu so that people should have all the things in one place.
- There should be more of a new variety of Pizzas on the menu to attract people.
- Both the houses should increase the number of their outlets so that it should be within reach of people and people come easily.
- Both pizza houses (that is Domino's and Pizza hut) should focus more on hygiene and healthy food so that people like to come frequently.
- It is suggested that both the pizza houses should concentrate on the areas of ambience and locational strategy.
- As a study shows that customers are not influenced by the advertisement of the outlet. So, it is suggested that stores should design different innovative advertising campaigns and should use more well-known celebrities as brand ambassadors to increase their sales or to increase their market share.
- As the study shows that customers attract towards that outlet more which provides more special offers, so it is suggested that stores should concentrate more on special offers but no compromise in the quality of food.
- As the majority of customers visit the pizza outlets monthly or occasionally. So, it is suggested that these outlets should give more offers and discounts to capture more customers and retain loyal customers.
- They should maintain consistency in taste and quality of products.

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ANNEXURE

Questionnaire on Customer Satisfaction towards Fast-food Outlets (with reference to Domino's and Pizza Hut)

Age

- 18 - 25
- 26 - 35
- 36 - 40
- 40 and above

Which pizza outlet you generally prefer to visit?

- Domino's
- Pizza Hut

Following are the questions if the respondent selects Domino's:

Q3) On what basis would you generally prefer to visit this outlet?

1. It is pocket friendly.
(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.
2. It tastes good.
(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.
3. It provides variety in menu.
(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.
4. It provides good customer services.
(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.
5. The ambience is good.
(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.
6. It gives more offers.
(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.
7. It offers good quality food.
(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.

Does advertisement of Dominos influence you to visit this outlet?

- 8. Yes
- 9. No

On the scale of 1 to 5(1 being the lowest and 5 being the highest) rate the overall experience at Domino's.

Lowest 1 2 3 4 5 Highest

Would you recommend Domino's to others?

- Yes
- No

Following are the questions if the respondent selects Pizza hut:

On what basis would you generally prefer to visit this outlet?

1. It is pocket friendly.

(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.

2. It tastes good.

(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.

3. It provides variety in menu.

(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.

4. It provides good customer services.

(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.

5. The ambience is good.

(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.

6. It gives more offers.

(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.

7. It offers good quality food.

(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree.

On the scale of 1 to 5(1 being the lowest and 5 being the highest) rate the overall experience at Pizza Hut.

Lowest 1 2 3 4 5 Highest

Would you recommend Pizza Hut to others?

- 8. Yes
- 9. No