



A Study on Consumer Behaviour towards Fast Food Products with Special Reference to Domino's Pizza

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Abstract

In today's world, Fast food is something that almost everyone, right from kids to the oldies, loves, and talks about fast food, and the mention of a pizza is almost inevitable. Fast food is one of the world's fastest growing food types. The main objectives of study to identify the overall satisfaction level among the customers in Domino's Pizza Centre. The purpose of this study is to explain the methodology adopted to achieve the objective of the study. The required data for the study was collected from both primary and secondary sources. The primary data were collected through questionnaire and analysis consumer perception towards Domino's Pizza. The required data for the study was collected from both primary and secondary sources. The primary data were collected through questionnaire and analysis consumer perception towards Domino's Pizza. This study mainly depends upon the primary data which have been collected from 120 respondents during the month of January and February 2012. The raw data collected and carefully classified, edited and tabulation for this analysis. The analysis table were prepared analysis and interpretation was made on the basis of percentage. Some of the questions was scored on five point Likerts scale, and calculate the Chi square, Descriptive, Garrett Ranking methods were used for this research.

INTRODUCTION

In today's world, Fast food is something that almost everyone, right from kids to the oldies, loves, and talks about fast food, and the mention of a pizza is almost inevitable. Fast food is one of the world's fastest growing food types. Fast foods are quick, reasonably priced, and readily available alternatives to home cooked food. While convenient and economical for a busy lifestyle, fast foods are typically high in calories, fat, saturated fat, sugar, and salt. As per "the free dictionary" fast food is "inexpensive food, such as hamburgers and fried chicken, prepared and served quickly". The growth in nuclear families, particularly in urban India, exposure to global media and Western cuisine and an increasing number of women joining the workforce has lead us to a new era of eating-'fast food'. Unlike in developed countries where organized retail chains are driving the changes in the food chain, in India, organized food service will take the lead for driving change in the short to medium term. This will result in the creation of capacities for warehousing and logistics of chilled and frozen products. The process has already begun. Running a pizza chain is not as easy as it seems. Managing the supply chain is a mission critical function and all the major players are focussed in their approach. The main reason behind the success of the multinational chains is their expertise in product development, sourcing practices, quality standards, service levels and standardized operating procedures in their restaurants, a strength that



they have develop Fast food Industry in India. Strength that they have develops Fast food Industry in India. The study includes various steps that are generally adopted by a researcher studying their problem along with the logic behind them. It is necessary for the researcher to know not only methods but also the Methodology.

OBJECTIVES OF STUDY

- The objective of the study can be laid down as follows
- To examine the factors influence to purchase of Domino's Pizza.
 - To identify the overall satisfaction level among the customers in Domino's Pizza Centre.

COLLECTION OF DATA

The purpose of this section is to explain the methodology adopted to achieve the objective of the study. The required data for the study was collected from both primary and secondary sources. The primary data were collected through questionnaire and analysis consumer perception towards Domino's Pizza. The researcher has analysis the product purchase, reason for purchasing, amount spent for purchasing pizza and their opinion about the product, quality, quantity, Topping, colour, price, taste and their suggestion for improving Domino's Pizza. The secondary data were collected from Books, Journals, Newspapers, published articles and websites. This mainly depends upon the primary data which have been collected from 120 respondents during the month of January and February 2012. The consumers are classified on the basis of age, gender, income.

STATISTICAL TOOLS:

The raw data collected and carefully classified, edited and tabulation for this analysis. The analysis table were prepared analysis and interpretation was made on the basis of percentage. Some of the questions was scored on five point Likerts scale, and calculate the Chi square, Descriptive, ANOVA , Garrett Ranking methods were used for this research.

Table No.1

INCOME WISE CLASSIFICATION OF VARIETY OF PIZZA

Variety	Annual Income					Total
	>2 lakhs	2Lakhs-3.5 Lakhs	3.5Lakhs - 5 lakhs	Above 5 Lakhs	No Income	
Veg. Pizza	9(26.48)	6(20)	5(22.72)	2(28.56)	4(14.81)	26(21.67)
Chicken Pizza	11(17.6)	12(40)	8(36.37)	3(42.86)	11(40.75)	45(37.5)
Pannier Pizza	6(8.82)	4(13.33)	3(13.64)	1(14.29)	6(22.22)	20(16.67)
Mushroom	3(14.70)	5(16.67)	2(9.09)	0(0)	3(11.11)	13(10.83)
Cheese Pizza	5(32.35)	3(10)	4(18.18)	1(14.29)	3(11.11)	16(13.33)
Total	34(100)	30(100)	22(100)	7(100)	27(100)	120(100)

Source: Primary Data



It is clear from the above table out of 120 respondents 37.5 percentage of the respondent likes to eat chicken pizza who has comes under above 5 lakhs income category, and some from the 21.67 percentage of the respondent like to take veg. Pizza who has coming under the majority below 2 lakhs income group of less than Rs.2, Lakhs, and the next majority of 16.67 percentage of the respondent prefer to take pannier pizza and who has fall down the no income category. Remaining of the respondent would like to take cheese pizza. Above whose income group is Rs.2, 00,001 to Rs.3, 50,000.

Table No.2**INCOMEWISE CLASSIFICATION OF MODE OF PAYMENT**

Mode of payment	Annual Income					Total
	Less than 2 lakhs	2 Lakhs - 3.5 Lakhs	3.5Lakhs - 5 lakhs	Above 5 Lakhs	No Income	
Cash	29(85.29)	22(73.33)	15(68.19)	2(28.57)	26(96.29)	94(78.33)
Credit Cards	5(14.8)	8(26.67)	7(31.9)	5(71.43)	1(3.8)	26(21.67)
Total	34(100)	30(100)	22(100)	7(100)	27(100)	120(100)

It is clear from the above table no.2 shows that the majority 78.33 percentage of the respondents were preferred to pay cash for purchase of pizza and the remaining of 21.67 per cent of the respondent would like to prefer credit payment (21.67 per cent).

Table No: 3**AGE WISE CLASSIFICATION OF DURATION OF CONSUMPTION OF DOMINO'S PIZZA**

Consume Pizza	Age Group				Total (%)
	15 - 24	25 – 35	36 - 45	46 -60	
Daily	2(3.12)	1(2.17)	0(0)	0(0)	3(2.5)
Weekly	13(20.32)	9(19.57)	1(20)	1(20)	24(20)
Monthly	21(32.81)	13(28.26)	0(0)	1(20)	35(29.17)
Occasionally	28(43.75)	23(50)	4(80)	3(60)	58(48.33)
Total	64(100)	46(100)	5(100)	5(100)	120(100)



It is inferred from the table no: 3, that out of 120 respondents 48.33 percentage of respondents are consuming pizza occasionally. 29.17 percentage respondents consume pizza monthly, 20 percentage respondents consume pizza weekly and 2.5 percentage respondents consume pizza

Table No: 4

AVAILABILITY OF DOMINO'S PIZZA CENTRE

S.NO	Particulars	I	II	III	IV	V	Total	Total score	Mean score	Rank
1	More Variety	280	240	12	0	0	120	532	4.43	II
2	Side Dishes	170	220	81	8	0	120	479	3.99	XIV
3	Delivery	320	172	33	4	0	120	529	4.41	III
4	Quality	275	184	48	6	0	120	513	4.27	IX
5	Price	185	248	39	16	0	120	488	4.06	XII
6	Location	180	220	78	4	1	120	483	4.02	XIII
7	Customers	270	216	27	2	0	120	515	4.29	VIII
8	Clean and	305	180	36	2	1	120	524	4.36	V
9	Ambiance	235	212	51	6	0	120	504	4.20	X
10	Looks Modern	295	164	54	4	0	120	517	4.30	VII
11	Visually Attractive	340	144	39	8	0	120	536	4.46	I
12	Menu Cards	240	192	63	4	1	120	500	4.16	XI
13	Customers Service	320	180	27	2	2	120	526	4.38	IV
14	Advertisement	285	188	39	6	0	120	518	4.32	VI

Source: Primary Data

It is clear from the above table the Domino's Pizza centre attracts the respondents. In this study most of the respondents give I rank to visually attractive of the domino's pizza centre. Varieties of pizza secure II rank among the respondents. Delivery secured III rank among the respondents. Customer Service of the centre secured IV rank among the respondents. Followed by V rank secured clean and hygienic of the pizza centre, Advertisement attracts the respondents more and it secure VI rank. The pizza centre looks modern and it secured VII rank among the respondents. The customer's friendly basic is followed by Domino's Pizza with secure VIII rank. The Quality of the pizza secured XI rank among the respondents. Ambiances secured X rank and Menu cards secured XI rank among the respondents. Followed by Price and Location secured XII and XIII rank among the respondents. And Side dishes are given the last position by the respondents.



Table No.5

RESPONDENT OPINION ABOUT THE MEDIA INFLUENCE OF SELECTION OF SIZE OF PIZZA

Size of pizza Media Influenced	I	II	III	Total
I	16	36	4	56
II	7	10	2	19
III	11	18	10	39
IV	2	4	-	6
Total	36	68	16	120

Source: Primary Data

Calculated chi-square value = 8.83

Level of significance @ 5%. Table value = 12.592

Degree of Freedom = 6

Inference = Significant

It has been inferred from the above table showing that calculated chi-square value is less than the table value. The computed chi-square value indicates that there is significant association between size of pizza and media influenced.

Table No: 6

RESPONDENT OPINION ABOUT THE CONSUMPTION BEHAVIOUR AND EARNING CAPACITY

Consume Pizza Annual Income	I	II	III	IV	Total
I	2	7	6	19	34
II	-	4	8	18	30
III	1	5	9	7	22
IV	-	4	1	2	7
V	-	4	11	12	27
Total	3	24	35	58	120

Source: Primary Data

Calculated chi-square value = 22.88

Level of significance @ 5%. Table value = 21.026



Degree of Freedom = 12

Inference = Not significant

It has been inferred from the above table showing that calculated chi-square value is higher than the table value. The computed chi-square value indicates that there is no significant association between consume pizza and annual income.

Table: 7

OPNION ABOUT THE CHARACTERISTICS OF DOMIINO'S PIZZA

S.NO	Particulars	Garret's Score	Average	Garret's Rank
1	Taste	6680	66.80	III
2	Colorful	6955	69.55	II
3	Variety	6673	66.73	IV
4	Quantity	6558	65.58	V
5	Quality	6959	69.59	I
6	Healthy food	5934	59.34	VII
7	Clean and Hygienic	6189	61.89	VI

Source: Primary Data

The above table clearly shows that quality of the product was satisfied to the respondents and it secured I rank. In this study most of the respondents have given II rank to colourful of the pizza. Taste of pizza secured III rank among the respondents. Variety of the pizza secured IV rank among the respondents. Further, V rank secured by quantity of the product, VI rank given to clean and hygienic of the pizza centre and finally VII rank given to Health Food among the respondents.

Findings and Suggestions

Findings:

- ❖ out of 120 respondents 37.5 percentage of the respondent likes to eat chicken pizza who has comes under above 5 lakhs income category,
- ❖ that the majority 78.33 percentage of the respondents were preferred to pay cash for purchase of pizza.
- ❖ The majority of 48.33 percentage of respondents are consuming pizza occasionally.



- ❖ In this study most of the respondents give I rank to visually attractive of the domino's pizza centre.
- ❖ Opinion of the respondents gave II rank to Varieties of pizza
- ❖ Delivery secured III rank among the respondents.
- ❖ Customer Service of the centre secured IV rank among the respondents.
- ❖ The respondent clearly given rank to quality of the product was satisfied to the respondents and it secured I rank.
- ❖ In this study most of the respondents have give II rank to colourful of the pizza.
- ❖ Taste of pizza secured III rank among the respondents.

Suggestions

On the basis of findings of the study, the following suggestions have been given.

- The pizza manufactures should increase the vegetables and energetic content mixes considering the health point of view.
- The respondents' suggestions about the domino's pizza centre will be located in more places.

Conclusion

Domino;s pizza mostly competes on price, location and food quality. An adult play an important role in the buying process reasons such as tasty, cleanliness. Convenience, family outings and celebration of special occasions are considered important in buying pizza. Customers eat out for a change from home prepared food but they do not believe that fast foods provide good nutritional value. Hence , it is vital that efforts to maintain or increase a chain's market share should be tailored according to the pattern of consumer behaviour.

Reference

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