A Study on Consumer Perception towards Domino's Pizza Anantapur

P. Vijaya Simha Rao[1], DR. D. Jakir Hussain[2]

[1]Student, [2]Assistant Professor,

[1,2]School of Management Studies, JNTUA, Anantapur, Andhra Pradesh, India

ABSTRACT

Domino's pizza is an American restaurant chain and international franchise pizza delivery corporation. This project will be focusing the customers of domino's pizza outlet in Anantapur. The purpose of this project is to view the customer satisfaction in domino's pizza outlets, it reveals about the customer perception and customers preference about the dominos products, it will explore the level of satisfaction of customers in pricing factors and in delivery of a product and it will give the suggestion to the dominos outlets to improve some extra qualities such adding some new products, reduction in price etc. This project will be useful to the domino's pizza outlet to understand more about customer preference and perception, it will help the company to improve their quality and standards.

INTRODUCTION TO CONSUMERS PERCEPTION

Our perception is an approximation of reality. Our brain attempts to make sense out of the stimuli to which we are exposed. This works well, for example, when we" 'see" a friend three hundred feet away at his or her correct height; however, our perception is sometimes "off'-for example, certain shapes of ice cream containers look like they contain more than rectangular ones with the same volume. Holding twenty pounds, you are unlikely to detect the addition of one pound-a change that you easily detected when the initial weight was one pound.

All the individuals are not alike. They take things and events in their own way. As individuals, we see this world in our special ways. An event occurred in the presence of four persons, will be narrated by these four persons in a quite different ways They view the same event at the same time, and each reports it in the total honesty a story different form all the others. The consumers perception i.e., what consumers think about the product or producer, or brand etc. The consumers' perception is much more important to the marketers than their knowledge of objective reality. For, if one thinks about it, it is not what actually so is, but what consumers think is so, that affects their actions, their buying habits, their buying habits, their leisure habits, their consumption habits and so forth. And because individuals make decisions and take actions based on what they perceived to be reality, it is important that marketers must understand the whole notion of perception of consumers and its related concept so that they can more readily determine what influences consumers to buy.

1. MEANING

Customer perception is a "Process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes." – as defined by F.G. Crane and T.K. Klarke (1994), G.D. Harrell, G.L. Frazier (1998)

DEFINATION

According to the Business Dictionary, consumer perception or customer perception is a "Marketing

concept that encompasses a customer's impression, awareness, or consciousness about a company or its offerings."

Factors in Perception:

Several sequential factors influence our perception. Exposure involves the extent to which we encounter a stimulus. For example, we are exposed to numerous commercial messages while driving on the freeway: bill bourds, radio advertisements, bumper-stickers on cars, and signs and banners placed at shopping malls that we pass.

Most of this exposure is random--we don't plan to seek it out. However, if we are shopping for a car, we may deliberately seek out advertisements and "tune in" when dealer advertisements come on the radio.

Belief:

The first component is beliefs. A consumer may hold both positive beliefs toward an object (e.g., coffee tastes good) as well as negative beliefs (e.g., coflee is easily spilled and stains papers). In addition, some beliefs may be neutral (coffee is black), and some may be differed in valance depending on the person or the situation (eg. coffee is hot and stimulates--good on a cold morning, but not well on a hot summer evening when one wants to sleep).

AFFECT

Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs (e.g., a person feels nauseated when thinking about a hamburger because of the tremendous amount of fat it contains), but there may also be feelings which are relatively independent of beliefs. For example, an extreme environmentalist may believe that cutting down trees is morally wrong, but may have positive affect toward Christmas trees because he or she unconsciously associates these trees with the experience that he or she had at Christmas as a child.

Behavioural Intention:

The behavioural intention is what the consumer plans to do with respect to the object: (e.g., buy or not buy the brand). As with affect, this is sometimes a logical consequence of beliefs (or affect), but may sometimes reflect other circumstances-e.g., although a consumer does not really like a restaurant, he or she will go there because it is a hangout for his or her friends.

Attitude-Behaviour Consistency:

Consumers often do not behave consistently with their attitudes for several reasons:

Ability

He or she may be unable to do so. Although junior high school student likes pick-up trucks and would like to buy one, she may lack a driver's license.

Competing demands for resources:

Although the above student would like to buy a pickup truck on her sixteenth birthday, she would rather have a computer, and has money for only one of the two.

Social influence:

A student thinks that smoking is really cool, but since his friends think it's disgusting, he does not smoke.

Measurement problems:

Measuring attitudes is difficult. In many situations, consumers do not consciously set out to enumerate how positively or negatively they feel about mopeds, and when a market researcher asks them about their beliefs about mopeds, how important these beliefs are, and their evaluation of the performance of mopeds with respect to these beliefs, consumers often do not give very reliable answers. Thus, the consumers may act consistently with their true attitudes, which were never uncovered because an erroneous measurement was made.

Attitude Change Strategies:

Changing attitudes is generally very difficult, particularly when consumers suspect that the marketer has a self-serving agenda in bringing about this change.

Changing Affect:

One approach is to try to change affect, which may or may not involve getting consumers to change their beliefs. One strategy uses the approach of Classical conditioning try to "pair" the product with a liked stimulus. For example, we "pair" a car with a beautiful woman. Alternatively, we can try to get people to like the advertisement and hope that this liking will "spill over" into the purchase of a product.

For example, the Pillsbury Doughboy does not really emphasize the conveyance of much information to the consumer; instead, it attempts to create a warm, fuzzy image.

Although Energizer Bunny ads try to get people to believe that their batteries last longer, the main emphasis is on the likeable bunny. Finally, products which are better known, through the mere exposure effect, tend to be better liked--that is, the more a product is advertised and seen in stores, the more it will generally be liked, even if consumers to do not develop any specific beliefs about the product.

Changing Behaviour:

People like to believe that their behaviour is rational; thus, once they use our products, chances are that they will continue unless someone is able to get them to switch. One way to get people to switch to our brand is to use temporary price discounts and

coupons; however, when consumers buy a product on deal, they may justify the purchase based on that deal (i.e., the low price) and may then switch to other brands on deal later. A better way to get people to switch to our brand is to at least temporarily obtain better shelf space so that the product is more convenient. Consumers are less likely to use this availability as a rationale for their purchase and may continue to buy the product even when the product is less conveniently located. (Notice, by the way, that this represents a case of shaping)

NEED OF THE STUDY
The importance of study is to know the consumer perception and preferences of Domino's at Anantapur.

SCOPE OF THE STUDY
The study covers only consumers perception on Domino's Pizza at Anantapur.

OBJECTIVES OF THE STUDY
To understand the consumers perception towards dominos at Anantapur.

To know the difficulties, face by dominos consumers at Anantapur.

To know consumers tastes and preferences towards dominos at Anantapur.

HYPOTHESIS OF THE STUDY
H0: There is no significance relationship between price and gender

H1: There is a significance relationship between price and gender

DATA COLLECTION
Source of data:
The data collected through structured questionnaire.

Primary Data:
The data is collected from customers of Domino's Pizza at Anantapur

Sampling method: Convience sampling

Sampling size: 100

TOOLS AND TECHNIQUES
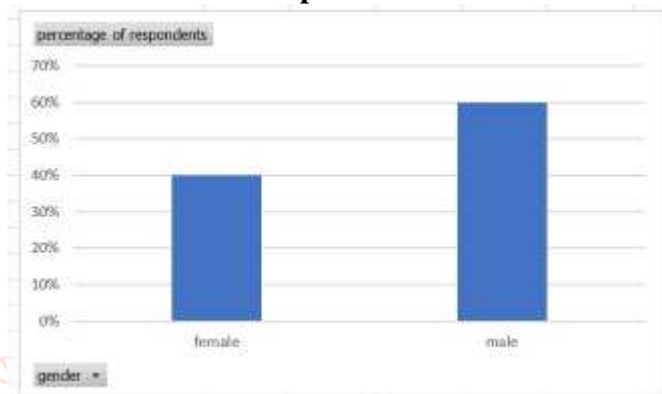➢ Graphs
➢ Tables
➢ Chi-square test
➢ Excel

LIMITATIONS OF THE STUDY
➢ The study was confined to Domino's at Anantapur only.
➢ The study is conducted only for 45 days only.

Table 4.1 Showing gender classification of the respondents

gender	percentage of respondents
female	40%
male	60%
Grand Total	100%

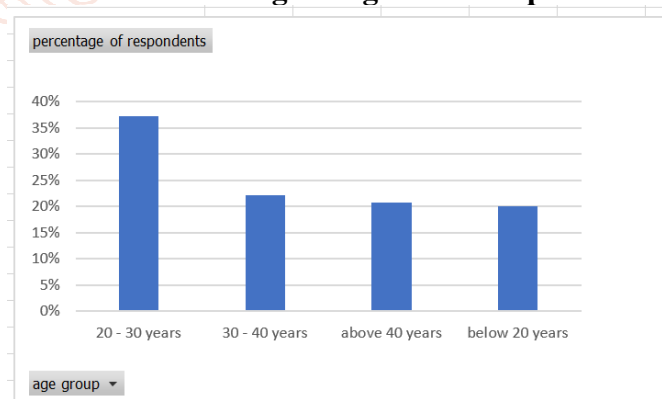**CHART 4.1 Showing gender classification of the respondents**

INTERPRETATION
From the above table it is observed that 60% are male and 40% are female Respondent's

Table 4.2 Showing age of respondents

age	percentage of respondents
20 - 30 years	37%
30 - 40 years	22%
above 40 years	21%
below 20 years	20%
Grand Total	100%

**Chart 4.2 Showing the age of the respondents**

INTERPRETATION
From the above table it is observed that, 37 % respondents are between 20-30 years old, 22 % respondent are between 30-40 years old, 21% respondent are more than 40 years old, 20 % respondents are below 20 years.

Table 4.3 Showing the occupation of the respondents

occupation	percentage of respondents
business	15%
employee	21%
other	7%
self employed	13%
student	44%
Grand Total	100%

Chart 4.3 Showing the occupation of the respondents
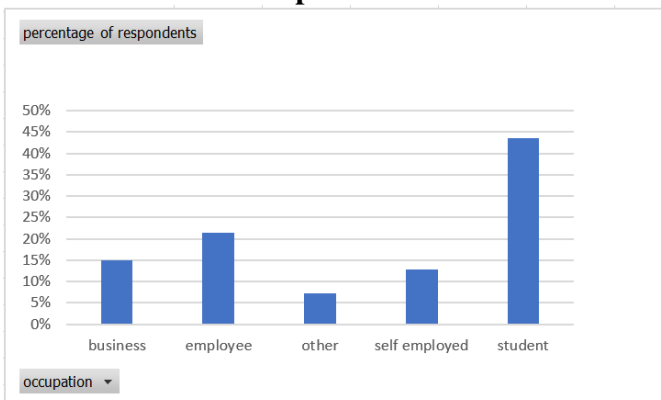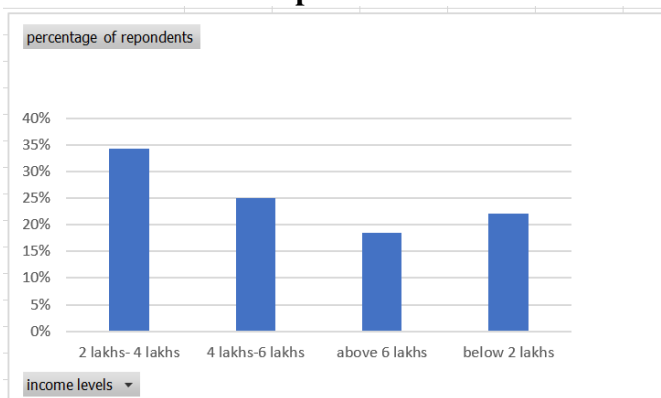

INTERPRETATION

from the above table it is observed that 15% respondent are doing business, 21% respondent are employees, 13% respondent are self-employees, 44% respondent are students, 7 % respondent are others

Table 4.4 Showing the income level of the respondents

income levels	percentage of respondents
2 lakhs- 4 lakhs	34%
4 lakhs-6 lakhs	25%
above 6 lakhs	19%
below 2 lakhs	22%
Grand Total	100%

**Chart 4.4 Showing the income level of the respondents**

INTERPRETATION

From the above table it is observed that, 22% respondents income levels are below 2 lakhs, 34% respondents income levels are between 2-4 lakhs, 25% respondents' income level between 4-6 lakhs, 19% are above 6 lakhs.

Table 4.5 Showing how many times customer visited dominos

frequency	percentage of repondents
3-6 times	36%
6-10 times	27%
above 10 times	22%
less than 3 times	14%
Grand Total	100%

Chart 4.5 Showing how many times customer visited dominos
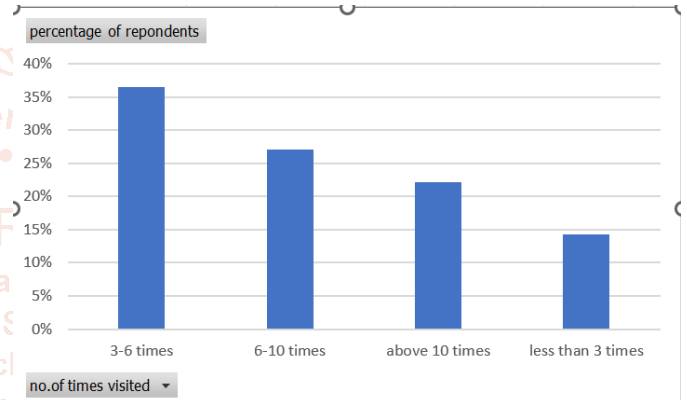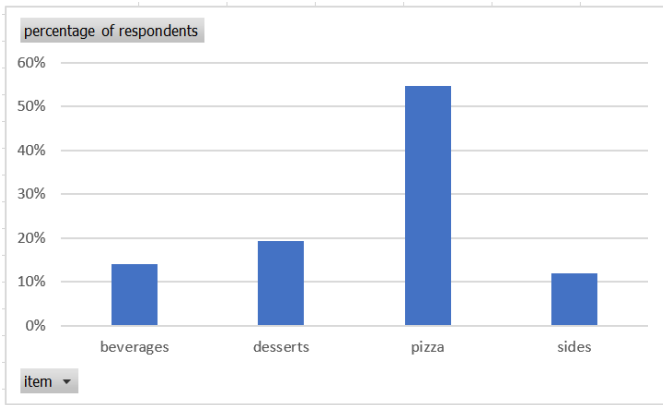

INTERPRETATION

from the above table it is observed that, 14 % respondent visited less than 3 times, 36% respondent has visited 3-6 times, 27% respondent has visited 6-10 times, 22% respondent has visited more than 10 times.

Table 4.6 showing which items customer likes the most

item	percentage of respondents
beverages	14%
desserts	19%
pizza	55%
sides	12%
Grand Total	100%

## Chart 4.6 showing which items customer likes the most

INTERPRETATION

from the above table it is observed that 14% respondents likes beverages, 19% respondents like desserts, 55 % respondents likes pizza, 12 % of respondents likes sides.

Table 4.7 Showing customers satisfaction on the taste of dominos items

satisfaction levels	percentage of repondents
dis satisfied	20%
highly dis satisfied	6%
highly satisfied	9%
neutral	16%
satisfied	48%
Grand Total	100%

## Chart 4.7 Showing customers satisfaction on the taste of dominos items
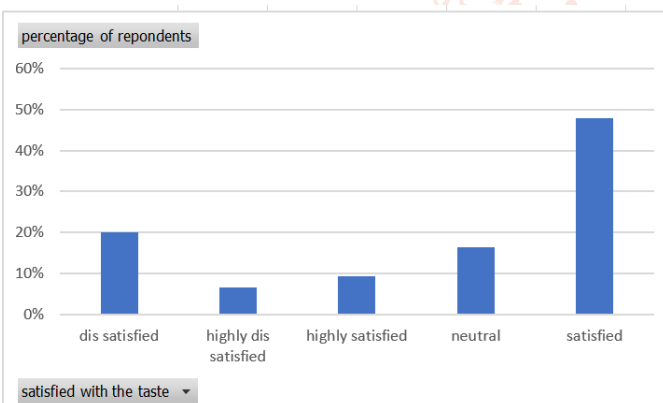
INTERPRETATION

from the above table it is observed that, 20% respondents are dis-satisfied, 6 % respondents are highly dis-satisfied,9% respondent are highly satisfied, 16% respondents are neutral, 48 % respondents are satisfied

Table 4.8 Showing consumer perception about price of dominos restaurant

price	percentage of repondents
afforadable	69%
cheaper	11%
costly	20%
Grand Total	100%

## Chart 4.8 Showing consumer perception about price of dominos restaurant
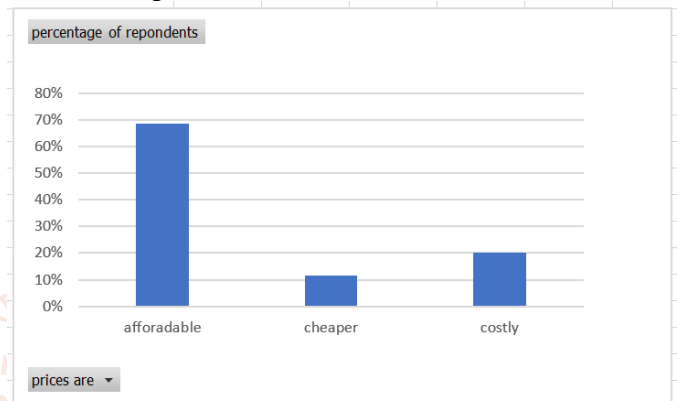
INTERPRETATION

from the above table it is observed that, 69% respondents says that price is affordable,11% respondents says that price is cheaper,20% respondent says that price is costly.

Table4.9 Showing the opinion on the quality of food in dominos restaurant

opinion	percentage of repondents
average	15%
bad	11%
excellent	24%
good	44%
worst	6%
Grand Total	100%

## Chart 4.9 Showing the opinion on the quality of food in dominos restaurant
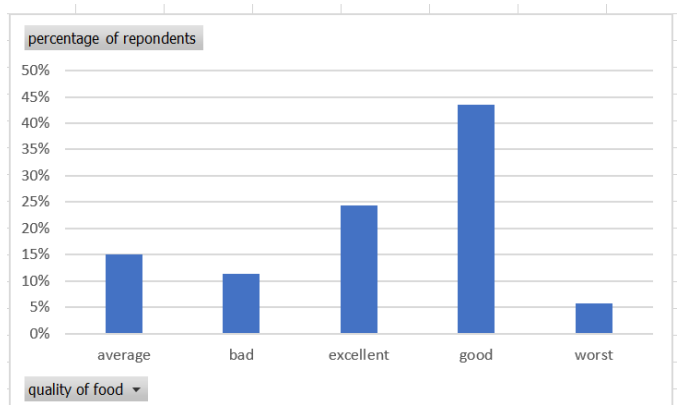
INTERPRETATION

from the above table it is observed that, 15% respondent says that quality is avereage,11% respondent says the quality is bad,24% respondents say the quality is excellent, 44% of respondents says the quality of food is good, 6% of respondents says the quality of food is worst.

Table 4.10 showing the customers perception on ambiance in dominos restaurant

opinion on quality	percentage of repondents
average	15%
bad	11%
excellent	24%
good	44%
worst	6%
Grand Total	**100%**

### Chart 4.10 showing the customers perception on ambiance in dominos restaurant
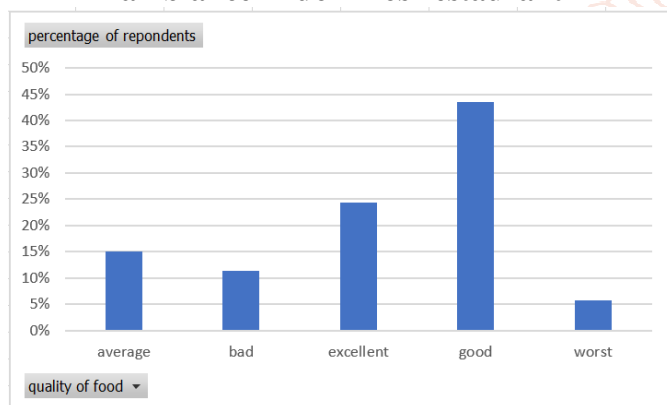
INTERPRETATION

from the above table it is observed that, 15 % respondents says that ambiance is average, 11% respondents says that ambiance is bad,24% respondent says that ambiance is excellent, 44 % of respondents says that ambiance is good, 6 % of respondents says that ambiance is worst.

Table 4.11 showing consumer perception about offers and discounts

ambiance	percentage of repondents
average	23%
bad	20%
excellent	19%
good	24%
worst	14%
Grand Total	**100%**

### Chart 4.11 showing consumer perception about offers and discounts
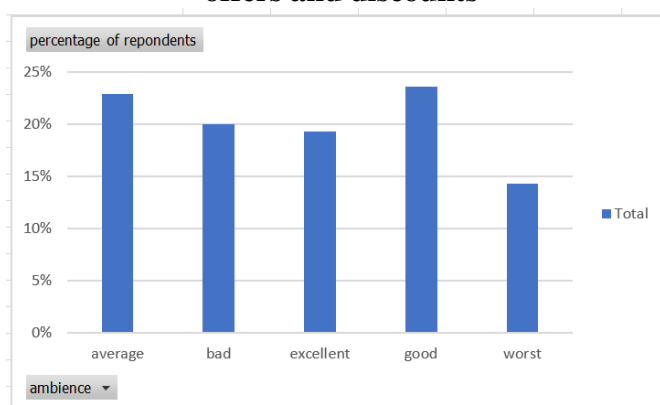
INTERPRETATION

from the above table it is observed that, 23 % respondents says that offers and discounts are average, 20% respondent says that offers and discounts are bad,19% respondents says that offers and discounts are excellent, 24% respondents says that offers and discounts are good, 14% respondent says that offers and discounts are worst.

Table 4.12 Showing factors influence to visit domino's restaurant

influencing factors	percentage of repondents
advertisements	12%
brand	18%
friends	38%
offers	18%
price	13%
Grand Total	**100%**

### Chart 4.12 Showing factors influence to visit domino's restaurant
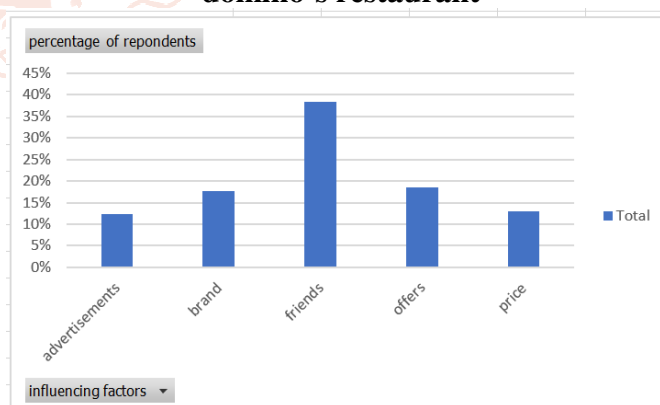
INTERPRETATION

from the above table it is observed that, 12 % respondents says that advertisement influence more to visit dominos restaurant, 18 % respondents says that brand influence more to visit dominos restaurant, 38 % respondents says that friends influence more to visit dominos restaurant, 18 % respondents says that offers influence more to visit dominos restaurant, 13% respondents says that price influence more to visit dominos restaurant.

Table 4.13 Showing consumer opinion on the speed of home delivery

home delivery speed	percentage of repondents
average	24%
bad	14%
excellent	34%
good	23%
worst	6%
Grand Total	100%

**Chart 4.13 Showing consumer opinion on the speed of home delivery**
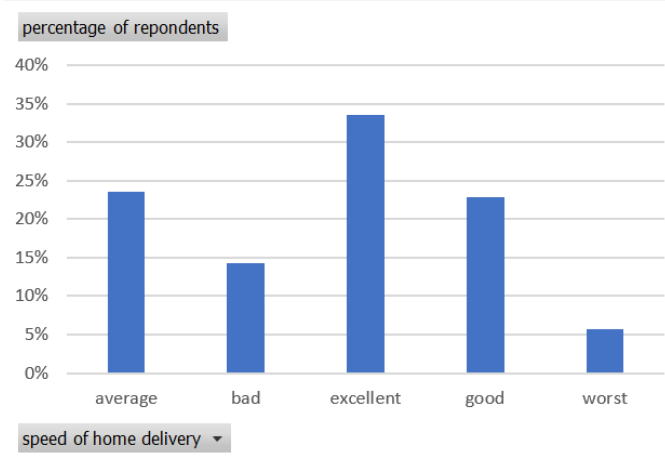
INTERPRETATION

from the above table it is observed that, 24 % respondents says that speed of home delivery is average, 14% respondent says that speed of home delivery is bad,34% respondents says that speed of home delivery is excellent, 23% respondents says that speed of home delivery is good, 6% respondents says that speed of home delivery is worst.

Table 4.14 Showing consumer feelings about parking in domino's restaurant

difficulty while parking	percentage of repondents
no	21%
yes	79%
Grand Total	100%

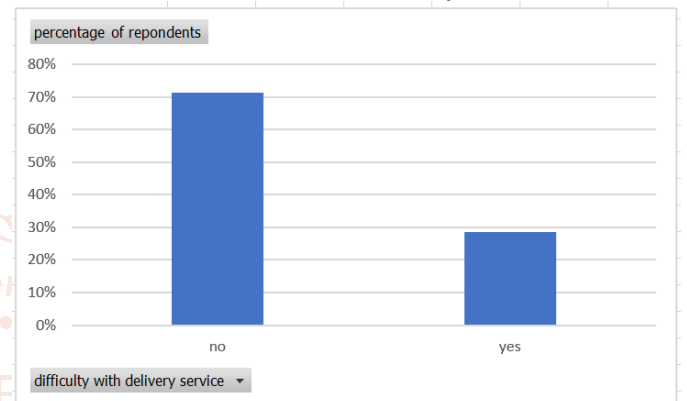**Chart 4.14 Showing consumer feelings about parking in domino's restaurant**
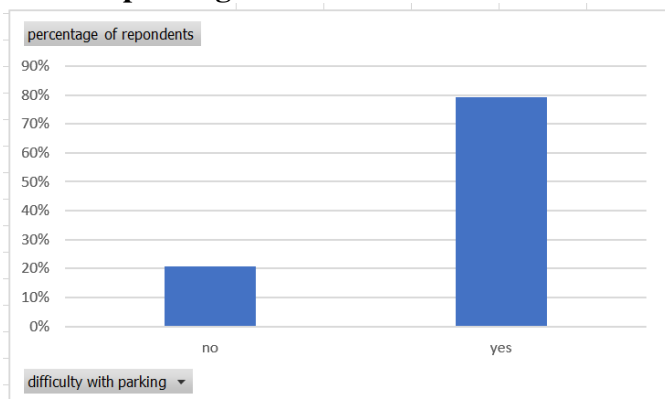
INTERPRETATION

from the above table it is observed that, 21 % of customers are not facing any difficulty while parking Remaining 79 % of customers are facing difficulty while parking at dominos restaurant.

Table 4.15 Showing consumer facing any difficulties while delivery services

difficulty with delivery services	percentage of repondents
no	71%
yes	29%
Grand Total	100%

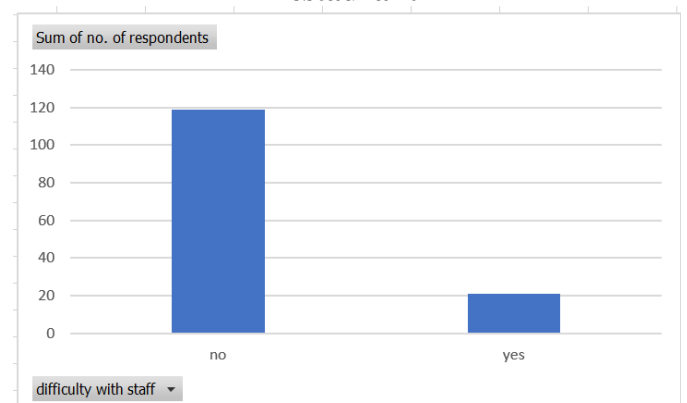**Chart 4.15 Showing consumer facing any difficulties while delivery services**

INTERPRETATION

from the above table it is observed that, 71 % of customers are not facing any difficulty with delivery services Remaining 29 % of customers are facing difficulty with delivery services at dominos restaurant.

Table 4.16 Showing the consumer facing any difficulty with the staff behaviour in domino's restaurant

Row Labels	Sum of no. of respondents
no	85.00%
yes	15.00%
Grand Total	100.00%

Chart 4.16 Showing the consumer facing any difficulty with the staff behaviour in domino's restaurant
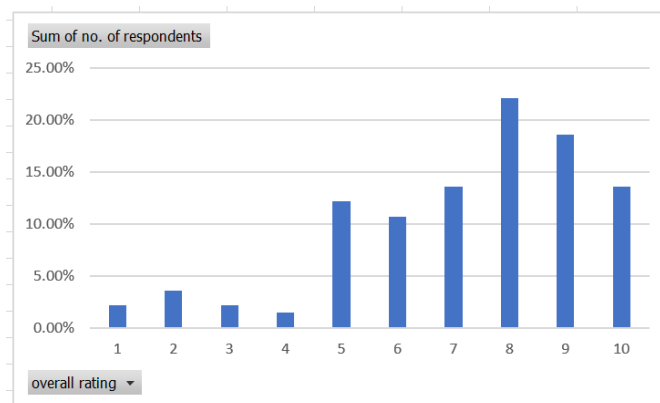
INTERPRETATION

from the above table it is observed that, 85 % of customers are not facing any difficulty with staff behaviour Remaining 15 % of customers are facing difficulty while parking at dominos restaurant.

Table 4.17 Showing consumer overall rating about dominos restaurant

Row Labels	Sum of no. of respondents
1	2.14%
2	3.57%
3	2.14%
4	1.43%
5	12.14%
6	10.71%
7	13.57%
8	22.14%
9	18.57%
10	13.57%
Grand Total	100.00%

Chart 4.17 Showing consumer overall rating about dominos restaurant

INTERPRETATION

from the above table it is observed that highest number of respondents gave 8 star rating and lowest number of respondents gave 4 star rating

chi-square test

Column and Row Totals						
	male	female				Row Totals
affordable	40	29				69
cheaper	5	6				11
costly	9	11				20
Column Totals	54	46				100 (Grand Total)

Results						
	male	female				Row Totals
affordable	40 (37.26) [0.20]	29 (31.74) [0.24]				69
cheaper	5 (5.94) [0.15]	6 (5.06) [0.17]				11
costly	9 (10.80) [0.30]	11 (9.20) [0.35]				20
Column Totals	54	46				100 (Grand Total)

The chi-square statistic is 1.4136. The *p*-value is .493225. The result is *not* significant at *p* < .05.

INTERPRETATION

from the above table it is observed that p value is 0.493225 it is less than 0.05 so reject the null hypothesis i.e., there is significance difference between the price and gender

FINDINGS

➢ It is found that, 44 % of customers are students.
➢ It is observed that, 36 % of customers visited 3-6 times
➢ It is found that 55 % of customers likes pizza
➢ It is inferred that 79 % of customers faced difficulty while parking
➢ It is found that 48 % of customers are satisfied
➢ It is inferred that 69 % of customers feels price is affordable

➢ It is found that 44 % of customers felt good about the Quality of food at dominos restaurant
➢ It is observed that 44 % of customers felt that ambiance is good
➢ It is observed that 38 % of customers influenced by friends to visit the store
➢ It is found that 34 % of customers felt excellent about home delivery
➢ It is inferred that 85 % of customers are not facing any problems with staff behaviour

SUGGESTION

➢ It is suggested that Domino's at Anantapur should increase its quality of services.

➢ It is suggested that Domino's at Anantapur should give more discount coupons.

➢ It is suggested that Domino's at Anantapur have to increase the food items.

➢ It is suggested that Domino's at Anantapur need to provide parking area to park the vehicles.

CONCLUSION

The Dominos is having good concept in present market. The preference of people for pizza are only for outing and just for fun. Students are more attracted towards dominos due to good ambiance, quality and taste of their products.

It is concluded that customers are not price sensitive when they get good product, quality and sservices. Mostly people are attracted towards new products in market.