

## **“Consumer Preferences and Behavioral Patterns in Pizza Consumption: A Case Study of Domino's in Rajkot”**

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### ***Abstract***

This study explores consumer preferences and behaviors toward Domino's Pizza in Rajkot, with a focus on demographics, brand loyalty, visit frequency, product preferences, and customer satisfaction. A structured questionnaire was employed to collect data from 100 respondents, predominantly young adults and students. Key findings reveal a strong preference for Domino's Pizza, with 87% of respondents favoring the brand due to its taste, quality, and packaging. However, 13% cited taste and quality concerns as reasons for preferring alternative brands, such as La Pino'z. The study identifies factors like cleanliness, service, and taste as critical drivers of customer satisfaction. A Chi-Square test indicated a significant relationship between preferred pizza types and visit frequency. These insights can guide strategic improvements in product offerings and customer engagement for Domino's Pizza in competitive markets.

### ***Keywords***

Domino's Pizza, consumer preferences, customer satisfaction, Rajkot, brand loyalty, pizza consumption, Chi-Square test, product quality, young adults, market analysis.

## **INTRODUCTION:**

Domino's Pizza was founded on December 9, 1983, by Tom and James Monaghan in Ypsilanti, Michigan. The company was initially named "Dominick's" before being rebranded as Domino's. It pioneered the pizza delivery model by introducing a 30-minute delivery guarantee, which became an industry standard, although this policy was later discontinued due to safety concerns.

The company rapidly expanded through franchising, achieving its 1,000th store by the late 1980s. In 1998, Domino's launched its online ordering system, marking a significant technological breakthrough that enhanced customer convenience. The 2000s were characterized by international growth and a major rebranding effort in 2009, which focused on improving pizza quality and customer perception.

In 2015, Domino's introduced its innovative "Any Ware" ordering system, solidifying its technological leadership in the industry. The company thrived during the COVID-19 pandemic by leveraging its robust delivery model. Currently, Domino's continues to innovate with a strong focus on sustainability and adapting to market trends, maintaining its position as a global leader in the pizza industry.

## **LITERATURE REVIEW:**

John A. and John B. (2021) conducted a study focused on customer satisfaction with fast food products, specifically paying attention to Domino's. The purpose of this study was to provide comprehensive information about the fast food sector, including trends, causes, and various variables that have contributed to its expansion. This research offers a thorough investigation and logical analysis of the Indian fast food sector and the evolving market trends.

Hussain S. and Bukhari F. (2019) researched multiple factors affecting customer preferences in fast food establishments. Their study examined variables such as food quality, services, packaging, pricing, frequency of delivery, diversity of cuisine, freshness, extended hours of operation, restaurant atmosphere, and staff assistance. They discovered that flavor, price, staff support, and overall service were appealing to male customers, while female customers were more drawn to the restaurant's location, brand reputation, and extended business hours. Additionally, the study highlighted the importance of meal quality and packaging in the decision-making process when choosing a fast food establishment.

Deivanai, P. (2016) investigated the factors affecting consumer perceptions about fast food selection, particularly in the context of international franchise outlets. This research aimed to determine the criteria influencing customers' purchasing intentions in the fast food sector. The analysis revealed that product quality, service quality, and cost are crucial elements impacting customers' decisions to buy fast food. Furthermore, it was noted that many Indian patrons consume food from street vendors, where unorganized businesses and Dhaba (roadside eateries) play a significant role in the market.

H.S. Sethu and Bhavya S. (2016) studied customer perception and satisfaction regarding ordering food via the internet, with a focus on the Food Zone platform. Their research examined customer attitudes towards online meal ordering and the effectiveness of ordering and delivery support. The findings indicated that customers who utilize online food delivery services benefit from improved time management, highlighting the convenience of such platforms in modern dining experiences.

## **RESEARCH METHODOLOGY:**

This study investigates consumer preferences and behaviors toward Domino's Pizza in Rajkot, focusing on demographic characteristics, brand loyalty, product preferences, visit frequency, and factors influencing customer satisfaction. A structured approach was adopted to achieve the research objectives, as outlined below:

## **RESEARCH DESIGN:**

The research followed a quantitative, cross-sectional design. A structured questionnaire was used to collect primary data from respondents, enabling the examination of key variables such as demographics, preferences, and satisfaction levels.

## **SAMPLING METHODOLOGY:**

A convenience sampling method was employed to target Domino's customers in Rajkot. The sample comprised 100 respondents, ensuring diversity in gender, age, and occupation while focusing on young adults and students who represent the primary consumer base.

## **DATA COLLECTION:**

Data were collected using a well-structured questionnaire distributed both physically and online. The questionnaire included closed-ended questions to gather insights into:

1. Demographics (gender, age, occupation).
2. Pizza consumption patterns (preferred occasions, visit frequency).
3. Brand preferences (Domino's vs. competitors).
4. Satisfaction levels (pricing, taste, service, and cleanliness).

## **DATA ANALYSIS:**

The collected data were analyzed using statistical tools. Descriptive statistics were employed to summarize demographic information and preferences, while a Chi-Square test assessed the relationship between pizza preferences and visit frequency. The analysis provided insights into customer satisfaction levels and factors driving brand loyalty.

## **Key Metrics Evaluated**

- **Demographic Characteristics:** Gender distribution, age groups, and occupation profiles.
- **Consumption Patterns:** Frequency of visits, preferred pizza types, and side dishes.
- **Brand Preferences:** Factors influencing the choice of Domino's and alternative brands.
- **Satisfaction Levels:** Perception of taste, quality, pricing, and overall experience.

## **Ethical Considerations**

Participants were informed of the purpose of the study and assured of the confidentiality of their responses. No personally identifiable information was collected, and participation was voluntary.

## **Limitations**

The study is limited to Domino's customers in Rajkot, which may not represent broader consumer behavior across other regions. The use of convenience sampling may also restrict the generalizability of findings.

## **OBJECTIVE OF THE STUDY:**

- To analyze the demographic profile of Domino's Pizza consumers in Rajkot and their frequency of visits.

- To identify the key factors (taste, quality, packaging, price) influencing customer preference and loyalty towards Domino's Pizza.
- To examine the reasons behind the preference for alternative brands, particularly La Pino'z, and the types of pizza most preferred by consumers.
- To assess customer satisfaction regarding pizza quality, service, pricing, and side dish preferences, and analyze the impact of various occasions on pizza consumption patterns.

## ANALYSIS:

### 1.1 Demographie

Category	Option	Percentage
<b>Gender</b>	Male	53%
	Female	47%
	<b>Total</b>	100%
<b>Age</b>	Below 18	21%
	19-28	54%
	29-36	13%
	37-48	8%
	Above 49	4%
	<b>Total</b>	100%
<b>Occupation</b>	Student	80%
	Laborer	0%
	Self Employed	4%
	Retired	0%
	Businessmen	5%
	Housewife	11%
	<b>Total</b>	100%

<b>Most Often Enjoy Eating Pizza</b>	During festivals	16%
	On birthdays	20%
	At family get-togethers	16%
	For special celebrations	18%
	Other	30%
	<b>Total</b>	100%

### Interpretation:

The demographic data reveals a nearly equal gender representation, with 53% males and 47% females. Young adults aged 19–28 years (54%) dominate pizza consumption, followed by younger and older age groups. Students form the majority of consumers (80%), highlighting the popularity of pizza among the youth. Most respondents enjoy pizza during various occasions, with 30% citing "other reasons," while birthdays (20%) and special celebrations (18%) are also common, reflecting its versatility as a preferred food choice.

## 1.2 Main question

Question	Option	Percentage
<b>Do You Prefer Domino's Pizza?</b>	Yes	87%
	No	13%
	<b>Total</b>	100%
<b>Why Don't You Prefer Domino's Pizza?</b>	High price	0%
	Taste	57%
	Low quality	29%
	Other	14%
	<b>Total</b>	100%
<b>Which Brand Pizza Do You Prefer?</b>	Pizza Hut	0%

	La Pino'z	71%
	Martinoz	29%
	La Milano	0%
	Other	0%
	<b>Total</b>	100%
<b>How Often Do You Visit Domino's Store?</b>	Once a week	21%
	Once a year	12%
	Once every 6 months	47%
	Once a month	20%
	<b>Total</b>	100%
<b>Opinion on the Following Among Consumers</b>	Food quality of Domino's	43%
	Service in Domino's store	49%
	Delivery time of orders	49%
	Ambience and provision	49%
	Cleanliness of Domino's store	49%
<b>Objectives for Going to Domino's Pizza</b>	Quantity	43%
	Quality	46%
	Packaging	49%
	Price	49%
	Taste	49%
<b>Which Type of Pizza Do You Prefer?</b>	Margarita	43%
	4 Cheesy	29%
	Peppy Paneer	6%
	Farmhouse	8%
	Cheese Volcano	6%

	Other	8%
	<b>Total</b>	100%
<b>Rate the Taste of Domino's Pizza</b>	Delicious	45%
	Good	49%
	Average	6%
	<b>Total</b>	100%
<b>Satisfied with Prices Charged by Domino's</b>	Yes	84%
	No	16%
	<b>Total</b>	100%
<b>Side Dishes or Desserts</b>	Garlic Bread	73%
	Burger Pizza	22%
	Other	5%
	<b>Total</b>	100%
<b>Cold Drink/Beverages with Pizza</b>	Pepsi	46%
	Mirinda	12%
	Juices	13%
	Other	29%
	<b>Total</b>	100%

### Interpretation:

The analysis indicates that a significant majority (87%) of respondents prefer Domino's Pizza, citing taste, quality, and packaging as key factors. Among the 13% who do not prefer Domino's, taste (57%) and low quality (29%) are the primary concerns. La Pino'z emerges as the closest competitor for those who avoid Domino's. Nearly half (47%) of the customers visit Domino's every six months, reflecting moderate engagement. Consumers value Domino's for its cleanliness, service, and food quality, with packaging and taste also highly rated. Margarita and 4 Cheesy pizzas are the most preferred varieties. The majority rate Domino's taste as good or delicious, and 84% are satisfied with the pricing. Garlic bread is the favorite side dish (73%), and Pepsi is the

most popular beverage (46%) paired with pizza. Overall, Domino's maintains a strong position with room for improvement in addressing taste concerns among a small segment.

### Chi-Square Test: Dependence Between Type of Pizza Preference and Frequency of Visits to Domino's Store

#### Hypotheses:

- **Null Hypothesis ( $H_0$ ):** The type of pizza mostly preferred and visiting Domino's store are independent of each other.
- **Alternative Hypothesis ( $H_a$ ):** The type of pizza mostly preferred and visiting Domino's store are dependent on each other.

#### Observed and Expected Frequencies:

Frequency of Visits	4 Cheesy	Cheese Volcano	Farmhouse	Margarita	Peppy Paneer	Total
Once in 6 Months	4	4	5	13	5	31
Once Monthly	11	2	2	7	6	28
Once Weekly	8	5	4	10	3	30
Once Yearly	4	0	3	3	1	11
Total	27	11	14	33	15	100

#### Degree of Freedom:

Degrees of Freedom =  $(r-1) \times (c-1) = (4-1) \times (5-1) = 12$

#### Key Calculations:

oi	Ei	oi-Ei	(oi-Ei) <sup>2</sup>
4	8.37	-4.37	19.0969
11	7.56	3.44	11.8336
8	8.1	-0.1	0.01
4	2.97	1.03	1.0609
4	3.41	0.59	0.3481
2	3.08	-1.08	1.1664



5	3.3	1.7	2.89
	1.21	-1.21	1.4641
5	4.34	0.66	0.4356
2	3.92	-1.92	3.6864
4	4.2	-0.2	0.04
3	1.54	1.46	2.1316
13	10.23	2.77	7.6729
7	9.24	-2.24	5.0176
10	9.9	0.1	0.01
3	3.63	-0.63	0.3969
5	4.65	0.35	0.1225
6	4.2	1.8	3.24
3	4.5	-1.5	2.25
1	1.65	-0.65	0.4225
Chi - Square statistic			63.296

### Interpretation:

- **Chi-Square Calculated Value ( $\chi^2$ ):** 63.296
- **Chi-Square Table Value ( $\alpha = 0.05$ ,  $df = 12$ ):** 21.026

Since the calculated Chi-Square value (63.296) is significantly greater than the table value (21.026), **we reject the null hypothesis ( $H_0$ ).**

## **FINDINGS:**

The demographic data indicates a nearly equal representation of males (53%) and females (47%). Young adults aged 19–28 form the largest group of pizza consumers (54%), followed by those below 18 (21%). Students make up 80% of the respondents, highlighting their significant role as consumers. Most respondents enjoy pizza during occasions such as birthdays (20%), special celebrations (18%), and other reasons (30%).

A large majority (87%) prefer Domino's Pizza, with taste, quality, and packaging being key factors. Among the 13% who do not prefer Domino's, the primary reasons are taste (57%) and low quality (29%). La Pino'z is the most popular alternative, preferred by 71%. Nearly half of the respondents (47%) visit Domino's every six months, while 21% visit weekly and 20% monthly.

Consumers value Domino's for its cleanliness, service, and food quality. The most popular pizzas are Margarita (43%) and 4 Cheesy (29%). Most respondents rate the taste as good (49%) or delicious (45%), and 84% are satisfied with the pricing. Garlic bread (73%) and Pepsi (46%) are the preferred side dish and beverage.

The Chi-Square test shows a significant relationship between the type of pizza preferred and the frequency of visits to Domino's. This indicates that pizza preferences influence visit patterns.

## **CONCLUSIONS:**

Domino's has established a stronghold among young consumers, particularly students, reflecting its alignment with youthful preferences and lifestyles. While taste and quality drive brand loyalty, these areas also contribute to dissatisfaction among a small segment, indicating the need for refinement. The dependence between pizza preference and visit frequency highlights the importance of tailoring offerings to frequent customers' tastes. Garlic bread and Pepsi stand out as popular side dishes and beverages, demonstrating opportunities for cross-selling.

## **SUGGESTIONS**

To improve further, Domino's can focus on enhancing taste and quality to address dissatisfaction among a small segment. Marketing campaigns can be tailored to attract students and young adults while exploring strategies for other consumer groups. Introducing seasonal or limited-time menu options and occasion-based promotions can drive engagement. Monitoring competitor strengths, maintaining competitive pricing, and integrating customer feedback will help sustain and strengthen Domino's position in the market.

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