

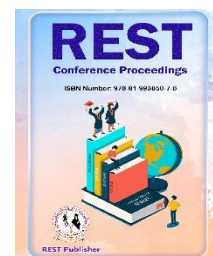


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A Study of Consumer Behavior and Perception towards Domino's Pizza Vs Pizza Hut

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Abstract: The rapid growth of the Quick Service Restaurant (QSR) sector has reshaped urban food habits, with Domino's Pizza and Pizza Hut emerging as key competitors in India's pizza market. This study compares consumer behaviour and perceptions toward both brands to identify factors influencing purchase decisions. Focusing on product quality, pricing, service, variety, promotions, brand image, and customer satisfaction, data was collected from 200 respondents using a structured questionnaire. Analysis using descriptive statistics and chi-square tests revealed that Domino's is favoured for fast delivery and value, while Pizza Hut is preferred for its dine-in experience and ambiance. Preferences vary by age, income, and consumption frequency. The study underscores the role of brand positioning, service innovation, and digital engagement in shaping consumer choices, offering actionable insights for both brands and contributing to a deeper understanding of consumer behaviour in the fast-food industry.

Key Words: Consumer behaviour, brand perception, customer satisfaction, purchase decision, taste preference, marketing strategies.

1. INTRODUCTION

In the competitive landscape of the global fast-food industry, pizza has established itself as one of the most popular and widely consumed foods. Among the key players in this industry are Domino's Pizza and Pizza Hut, two leading pizza chains that have expanded their reach to numerous cities and towns across the world. Both brands have a significant presence in India, and specifically, in Amravati—a city that is rapidly evolving both economically and socially. Understanding the consumer behavior and perception towards these two brands in Amravati can provide valuable insights into how different factors such as taste, price, quality, brand loyalty, service, and advertising influence purchasing decisions. Pizza, a globally popular fast-food item, has become a staple in the diets of many people across the world, including in India. In recent years, the pizza industry in India has seen tremendous growth due to changing consumer lifestyles, increasing disposable income, and the rise of online food delivery services. Among the numerous pizza brands available, Domino's Pizza and Pizza Hut are two of the most prominent and well-established players in the Indian market. Both brands have successfully tailored their offerings to suit the local tastes and preferences of Indian consumers. However, despite their similarities, they each adopt different approaches to branding, customer experience, menu offerings, and marketing strategies. The city of Amravati, located in Maharashtra, has witnessed rapid urbanization and socio-economic development, making it an emerging market for food and beverage businesses. With the increasing trend of eating out and ordering in, the competition between fast-food chains, particularly pizza brands, has intensified in the city. Understanding consumer behavior and perception toward these two pizza giants, Domino's Pizza and Pizza Hut, in Amravati provides valuable insights for both brands to enhance their strategies and improve customer satisfaction. The food and beverage industry in India has undergone a massive transformation in recent decades. Among the many players in the quick-service restaurant (QSR) sector, pizza has emerged as a popular choice for urban consumers. India, traditionally a country known for its diverse and rich culinary culture, has witnessed an increasing trend toward Western fast foods, with pizza becoming one of the most consumed food items in the country. The rise of pizza consumption is particularly notable in tier-2 and tier-3 cities like Amravati, a growing city in Maharashtra. In this ever-evolving market, Domino's Pizza and Pizza Hut are two of the most prominent brands that have gained considerable traction in India, particularly in cities like Amravati. With their strong marketing strategies, diverse menu offerings, and innovations, both brands have become synonymous with pizza for the Indian consumer. As of now, both companies are actively competing for the attention and loyalty of customers in Amravati, among other regions in India. Understanding consumer behavior and perception plays a pivotal role in determining which brand holds the edge in this competitive market. The food service industry, especially pizza chains, is influenced by a multitude of factors, ranging from cultural

preferences and local tastes to the price sensitivity and technological innovations embraced by the brands. This study seeks to delve into the intricacies of consumer behavior, aiming to understand the factors that drive customers to prefer one brand over the other in Amravati, a city with a rapidly expanding market for fast food. Consumer behavior, as a field of study, refers to the actions and decisions made by individuals in the process of selecting, purchasing, using, and disposing of products and services. In the case of pizza brands like Domino's and Pizza Hut, consumer behavior goes beyond mere purchasing habits to include a broad spectrum of psychological, social, and economic factors that influence a customer's choice.

2. REVIEW OF LITERATURE

Kotler and Keller (2016): They emphasized that consumer behavior is influenced by personal, cultural, and psychological factors. In the fast-food industry, these elements shape how consumers choose between brands like Domino's and Pizza Hut. For example, younger consumers might prefer Domino's due to its brand positioning as fast, youthful, and digital-first.

Goyal & Singh (2007): Their study on Indian fast-food consumption revealed that affordability, taste, and convenience are top motivators. Domino's dominates in all three areas, especially due to its budget combos and fast delivery.

Sulek & Hensley (2004): This research explored service encounters in restaurants and their effect on satisfaction. Pizza Hut often wins on service quality in-store, while Domino's delivery staff is evaluated more on speed and efficiency.

Jain & Bagdare (2009): They found that consumer satisfaction in QSRs depends on expectations vs. actual experience. Domino's strong delivery network and real-time tracking fulfill customer expectations more consistently than Pizza Hut.

Company Profile:

1. Domino's Pizza

Domino's Pizza is one of the largest pizza delivery and carryout chains globally. The company operates in over 90 countries and is known for its efficient delivery system, wide variety of pizzas, and consistent promotional strategies. In India, Domino's has become a market leader in the pizza segment, offering a wide range of options to cater to Indian taste preferences, such as vegetarian pizzas, and introducing local flavors like Paneer Makhani and Chicken Tandoori pizzas. Presence in Amravati: Domino's Pizza operates multiple outlets in Amravati, where it has successfully established a strong customer base. The brand's reputation for fast delivery, quality, and consistency has contributed significantly to its popularity in the region.

2. Pizza Hut

Pizza Hut is another global giant in the pizza industry, known for its wide selection of pizzas, pasta, and other Italian-inspired dishes. Founded in 1958, Pizza Hut has been a key player in the global pizza market. It was one of the first brands to introduce a dine-in pizza experience with its restaurants, creating a space for families to enjoy meals together. In India, Pizza Hut operates in many cities and is recognized for its emphasis on both dine-in and delivery services. Presence in Amravati: Pizza Hut is also a popular pizza brand in Amravati, providing an alternative to Domino's for consumers who prefer its distinctive taste and dining experience. Pizza Hut in Amravati is known for its large dine-in outlets as well as delivery and take-out services. The brand appeals to customers looking for a more leisurely dining experience, often with family or friends.

3. RESEARCH OBJECTIVES

1. To Analyze the Demographic Profile of Consumers in Amravati.
2. To Identify Consumer Preferences Regarding Pizza Types and Products.
3. To Compare the Perceived Quality of Products Offered by Domino's Pizza and Pizza Hut.
4. To Evaluate the Price Sensitivity and Value Perception.

Research Hypothesis:

H₀ (Null Hypothesis): There is no significant difference in consumer preference between Domino's Pizza and Pizza Hut.

H₁ (Alternative Hypothesis): There is a significant difference in consumer preference between Domino's Pizza and Pizza Hut.

Scope Of the Research:

- ❖ The study is confined to the city of Amravati, a growing urban area, where both Domino's Pizza and Pizza Hut have significant consumer bases.
- ❖ Understanding why consumers in Amravati choose Domino's Pizza over Pizza Hut, or vice versa.
- ❖ Brand Image and Reputation will assess the perceptions of the brands in the minds of consumers.
- ❖ Service Quality will compare at both Domino's Pizza and Pizza Hut outlets in Amravati.

Limitations of The Study:

- The study focuses solely on Amravati, Maharashtra, which may not represent the preferences of consumers from other regions or cities.
- The study might rely on a sample of consumers from a specific demographic or area in Amravati, and the sample size could be limited due to time and resource constraints.
- A significant portion of pizza consumption occurs via online orders and home deliveries. The study may not adequately capture the specific behaviors of online consumers or their experiences with delivery services.
- The study is conducted over a limited timeframe, which could impact the depth of data collected, especially when capturing seasonal fluctuations, changing trends, or the effects of ongoing promotions.
- Consumer perceptions and behavior can be influenced by personal biases, social desirability, or the desire to conform to expected answers during surveys or interviews.

4. RESEARCH METHODOLOGY**Type of Research:**

This study will employ a descriptive research design, which is used to describe the characteristics of a population or phenomenon being studied. Descriptive research enables the researcher to observe and record the behavior of consumers in a natural setting without manipulating variables. This design is suitable for understanding consumer behavior and brand perceptions in a comparative context.

Sampling Methodology:

- ❖ **Target Population:** The focus will be on urban consumers.
- ❖ **Sampling Technique:** Random/ Convenient Sampling
- ❖ **Sample Size:** The sample size of 100 respondents.

Data Collection Procedure:

The survey will be administered online to a diverse set of participants.

- **Data Collection Methods**
Both primary and secondary data are used for data collection.
- **Primary Data Collection**
Primary data will be collected directly from consumers through surveys, focus groups, and interviews.
- **Secondary Data Collection**
Secondary data will be gathered from newspapers, journals, magazines, websites, etc.

5. DATA INTERPRATION

TABLE 5. Main reason for offers promotional deals
Chi-Square Test Calculation

Brand	Observed (O)	Expected (E)	$(O-E)^2$ /E
Domino's pizza	50	25	25.0
Pizza hut	20	25	1.0
Both	20	25	1.0
None	10	25	9.0
Total	100	100	36.0

Interpretation: The Chi-square goodness-of-fit test is used to determine if there is a significant difference between observed and expected frequencies in categorical data. It compares the observed frequency of occurrences (the actual data you've collected) against the expected frequency under the assumption that there is no significant difference between the categories (i.e., the distribution is uniform).

Null Hypothesis (H₀): There is no significant difference between the observed and expected frequencies. In other words, the promotional deals across the four categories (Domino's Pizza, Pizza Hut, Both, and None) follow the expected distribution.

Alternative Hypothesis (H₁): There is a significant difference between the observed and expected frequencies. This implies that the promotional deals distribution is not uniform and that some categories deviate significantly from what we would expect by chance.

6. CONCLUSION

The study reveals that both Domino's Pizza and Pizza Hut hold strong brand recognition and customer loyalty, but they appeal to consumers in slightly different ways. Consumers generally prefer Domino's for its quick delivery, affordable pricing, and frequent promotional offers, while Pizza Hut is favored for its dine-in experience, taste variety, and premium product feel. Overall, consumer behavior shows a leaning towards Domino's for convenience and value, whereas Pizza Hut attracts customers seeking a more leisurely and quality dining experience. Perceptions are shaped largely by marketing, product quality, service speed, and price sensitivity, with brand choice often depending on situational factors like occasion and budget. You'll gain valuable insights into why consumers prefer one brand over the other, how they respond to promotions, and what factors drive their purchase decisions. This information will be essential for both brands to refine their marketing strategies, improve customer experience, and enhance brand loyalty. Domino's and Pizza Hut cater to different consumers' needs and occasions. To strengthen their market positions, both brands should continue to innovate, improve customer service, and tailor marketing strategies to their target demographics. Future research can expand by including more regional data, exploring customer reviews, or analyzing emerging competitors in the QSR (Quick Service Restaurant) pizza segment.

- Consumers generally associate Domino's with speed, convenience, and affordability. Its strong focus on delivery efficiency, value-driven pricing, and promotional offers has cultivated a perception of reliability and cost-effectiveness.
- Both brands score high on taste, but Pizza Hut edges ahead in product variety and portion sizes. Domino's, however, wins in terms of consistency, order customization options, and technological integration (such as app ordering and real-time order tracking).
- Domino's enjoys higher repeat purchases, especially among delivery-focused customers. Pizza Hut faces a higher risk of brand switching due to price sensitivity, especially when customers are more motivated by discounts or promotions from competitors.

Suggestions:

- **Taste and Quality:** How do consumers rate the taste, texture, and overall quality of pizzas from both brands?
- **Pricing:** How do consumers perceive the price of the pizzas? Are they willing to pay more for one brand over the other based on perceived value?
- **Promotions and Offers:** Are there significant differences in the frequency and attractiveness of promotional deals offered by each brand (e.g., discounts, combo meals, loyalty programs)?
- **Brand Loyalty:** How loyal are customers to each brand? Are consumers more likely to choose Domino's or Pizza Hut repeatedly over other brands?
- **Customer Service and Delivery:** How do customers perceive the level of customer service, delivery time, and reliability for each brand?
- **Convenience:** Is one brand considered more convenient in terms of availability (locations, delivery options) compared to the other?

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