

The Study on Impact of Covid-19 on Dominos Sales Promotion and Change in Consumers Preferences after the Outbreak of Pandemic

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ABSTRACT: Dominos is world's leading fast food outlet. Covid-19 has a significant effect on dominos. Its Effect was felt low in the initial days of pandemic, but as the pandemic exploded worldwide, the Dominos got significantly affected. Present paper gives an insight in to the Dominos sales, promotional strategies. Online survey has been conducted over a sample size of 300 numbers with carefully designed questionnaire for understanding the reasons for drop in sales and analysis of data helps in coming up with new ways to gain hold in the market place. Data has been collected, thoroughly analyse and Hypothetical treating has been carried out to add new strategies to be followed in the post-Pandemic period.

I. INTRODUCTION

The domino's pizza, Inc. Branded as dominos is an American based multinational chain restaurant founded in the year 1960. Currently dominos is operating its business in more than 17000 locations overall the globe. The key product of dominos is Pizza and other major products are pasta, sandwich, chicken and desert. The overall revenue of dominos is 3.618 billion dollars where as its net income stands at 400.7 million dollars as per latest reports. There are around 2, 90,000 employees working in dominos which include franchises [1]. Dominos has highest number of stores, including franchises, in United States of America 6156, India 1312 followed by United Kingdom, Mexico, Australia. The dominos sales don't seem to be typically seasonal, it has good business throughout the year. More than 65% of sales of dominos are made via online ordering channels. [2]

The corona virus disease 2019, here after referred as Covid-19, an infectious disease caused by acute respiratory syndrome corona virus (SARS-COV-2) which broke out in the city of Wuhan, china in the month of December 2019. The

World Health Organization has declared a public health emergency of international concern on 30th January 2020, finally declared as pandemic on 11th march 2020. Due to the outbreak of this pandemic across 195 countries, many of the countries has declared partial / complete lockdown or shutdown to contain this dreadful virus. This has created an uncertainty in the global economy [3]. Whenever an infectious disease or pandemic arises, there will be change in people buying power, food habits and economical fear which severely effects the food industry, especially the fast food sector. Present study is undertaken to see the pandemic effect on Dominos sales, employees and sales outlets.

II. REVIEW OF LITERATURE

2.1 Domino's Pizza was embroiled in an exceedingly very viral crisis situation when two rogue employees posted videos of adulterated food on YouTube in April 2009. Tim McIntyre, Vice President of Communications, was part of the inside team that delivered the company's crisis communication plan through Twitter and YouTube. What makes this story so compelling is that the social media aspect of both the crisis itself and also the strategy for managing the crisis. employing a case study approach, this paper assesses Domino's decision to integrate the identical medium that sparked the crisis into the strategies to manage the case, and it questions the efficacy of best practices and principles of crisis management within the age of social media.

2.2. Domino's Pizza Since 1960 when Domino's was related to only 1 store, the corporate has grown to supply a range of quickly-delivered hot food items to customers on every continent. the corporate prides itself for its innovation of things in pizza and speediness of delivery. the corporate now uses franchise all over the planet. In the study of consumer perception about

alimento in India . the findings were made that the majority of the young generation of India prefer aliment outlet only for fun & change because ,they have highest value for taste & quality . So, in line with the article it presents a plan that Indian young generation likes homemade products and that they are hygiene conscious also that's why they like homemade items but go domino's just for outing and only for fun.

2.3 Customer Needs the foremost basic element of Domino's marketing mix relies on the understanding of the wants and needs of the customer. They recognize that the customer wants the correct pizza delivered to their door within a hasty period of time and while still hot. Families are now defined by far more than a father, mother, and two children; more members of the family work full-time. For these reasons and other cultural shifts, there has been a move toward consumer demand for fast, easy, and ready foods. The core benefit sought from this mixture of pizza product and delivery service is convenience, which Domino's has recognized and strives to supply a patrons . In the article comparative analysis of rural & urban Indian consumers attitude towards foreign products , the findings were made that rural consumers were found more impressed by the foreign products as compare to the urban peoples because rural people thinks that foreign products are of excellent quality ,sign of prestige and a good choice of models they found and a large choice of models they found there and concrete people are very price conscious and always take decision after analysing the merchandise. So, consistent with the article Indian producers within the coming times are going to face for patrons strong threat from foreign brands ,particularly in consumer durable category because India is one in all the foremost promising & fastest growing economy of the planet and in India there's an enormous potential of rural peoples.

2.4 Domino's and other fast-food providers are increasingly recognizing the necessity to supply outstanding customer service additionally to the food products so as to make a loyal and satisfied customer base . this implies that Domino's employees must provide a pleasing experience for patrons and demonstrate their willingness to exceed expectations if Domino's is to be the distinguished pizza delivery company. This guideline, in addition to the expectation that employees are patient, polite, and treat customers with respect refers to the service quality this can be the particular service delivery and also the company must recognize and

shut the gap between the delivery and repair quality specifications in order that the perceived service provision meets expected service

2.5 In the article can domino's dominate the pizza market the findings were made that although there was widespread diversification throughout the nourishment business . Domino's pizza is that the preferred and fastest growing food service segment ,but also takeout and delivery sales normally are predicted to triple over the following decade .Domino's success may be attributed to a range of factors such as an in depth training programme , incentive awards and that's why there's huge scope in nourishment industry.

2.6 In the article the findings were made that 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 marketplace for commodity and processed foods. Indian have very busy lifestyle, heightened awareness, and a desire to imitate the West makes India a really suitable marketplace for prepared foods. Most the victuals chains like Pizza Hut, McDonald's, Domino's Pizza, kfc etc. Even the govt has recognized the potential of the processed food industry and has declared food processing a serious thrust area. this suggests that there'll be subsidies from the government furthermore as important tax benefits. But before developing food for the Indian market, it is important to grasp the traditional influences and key flavours of Indian food to successfully merge Western trends with Indian flavours.

2.7 Domino's was the world's second largest Pizza company. As a part of its global expansion strategy, this American brand entered Portugal in June 2015, with the long-term goal of opening up over 100 stores during this European nation. Domino's' disclosure strategy concerning the delivery fee was decisive in its market entry and is central to the present case study. The company's standard strategy within the u. s. of America was the following: Domino's disclosed a set delivery fee and promised to deliver within 30 minutes; if the promise wasn't kept, the customer didn't need to pay this fee. Francis Hill (COO and CBDO at Domino's' master franchise in Portugal) was accountable for deciding whether to adopt the brand's standard strategy or to adapt it to the highly fragmented, mature and nearly saturated Portuguese market, where its direct competition

didn't disclose a delivery fee, and competition was supported a practically non-differentiable product: Pizza. during this case, students are presented with industry's, Domino's' and consumers' facts and figures, which are there to be utilized in the event of quantitative and qualitative analysis of the case. along with the teaching note, this case should challenge the reader to use relevant marketing theories and case data to unravel Domino's' dilemma.

2.8 Domino's pizza is an American chain and international franchise pizza delivery corporation. This project are focusing the shoppers of domino's pizza outlets in Chennai. the aim of this project is to look at the customer satisfaction in domino's pizza outlets, it reveals about the customer perception and customers preference about the dominos products, it'll explore the amount of satisfaction of shoppers in pricing factors and in delivery of a product and it'll give the suggestion to the dominos outlets to boost some extra qualities such adding some new products ,reduction in price etc. This project are useful to the domino's pizza outlet to grasp more about customer preference and perception ,it will help the corporate to boost their quality and standards.

2.9 In the article the dominos , the findings were made that domino's is now the second largest chain within the country valued at over \$ 200 million & with sales of \$ 400 million . Its rate has been phenomenal and 1000 units were added to the now 1200 unit chain within the past 5 years. Therefore , in step with the article ; Domino's has succeeded in recovering from such disaster and in build up such a profitable business . It also looks at how the pizza chain is run today , its policies and strategy for growth and therefore the victuals chain may become public company in near future.

2.10 Indian aliment market is on the brink of grow at a CAGR of 18% by 2020 because of changing consumer behaviour and demography. aliment market in India is anticipated to be worth US\$ 27.57 billion by 2020. About 10% of the aliment market in India is in organized sector. Vegetarian aliment constitutes of around 45% of the entire aliment market in India and is predicted to grow at a CAGR of 18% by 2020. aliment Casual dining restaurants (CDRs) market in organized aliment sector in India is projected to grow at a CAGR of 27% by 2019-20.

III. OBJECTIVES OF THE STUDY

The Objectives of the present study are to understand

1. The effect of covid-19 on the consumer preferences in context of dominos.
- 2.The change in sales and promotional strategies of dominos during this covid-19 period.
3. The Change in consumer behaviour about having food in dominos before and after the outbreak of pandemic
4. Change in consumer affordability / suggestions to reduce price
5. Consumers/customers awareneson Dominos campaigns/promotions in context of covid-19.

IV. SCOPE OF THE STUDY

A products in the market do not always flourish. Sometimes the attributes of the product make it flourish and sometimes it doesn't. The scope of this study is majorly related to the effect of covid-19 pandemic on the dominos and how can dominos design its new strategies for the covid era and what are all the measures that dominos is taking currently in context of pandemic , the study also makes a research on the consumer behavior after the outbreak of covid-19 , how their tastes and preferences have varied . How conscious are people about the present situation and the consciousness lead to what effects on the company . the study also concentrates on the sales and promotional strategies that the dominos is following in current situation , are they really reaching people , and the safety measures that the company is taking for ensuring the safety of their employees . the study makes a deeper analysis how coid-19 has effected the global economy , how it lead to change in consumer affordability finally effected the business of covid . the study makes a intensive analysis of the consumer preference to wide range of dishes with respect to various categories like age , occupation ,gender , place of residence .

The study provides the information about the analysis of the dominos in all possible ways ie the pricing strategy , sales and promotional strategies and the changes that has to be made in view of changed consumer preferences after the outbreak of pandemic .

V. RESEARCH METHODOLOGY

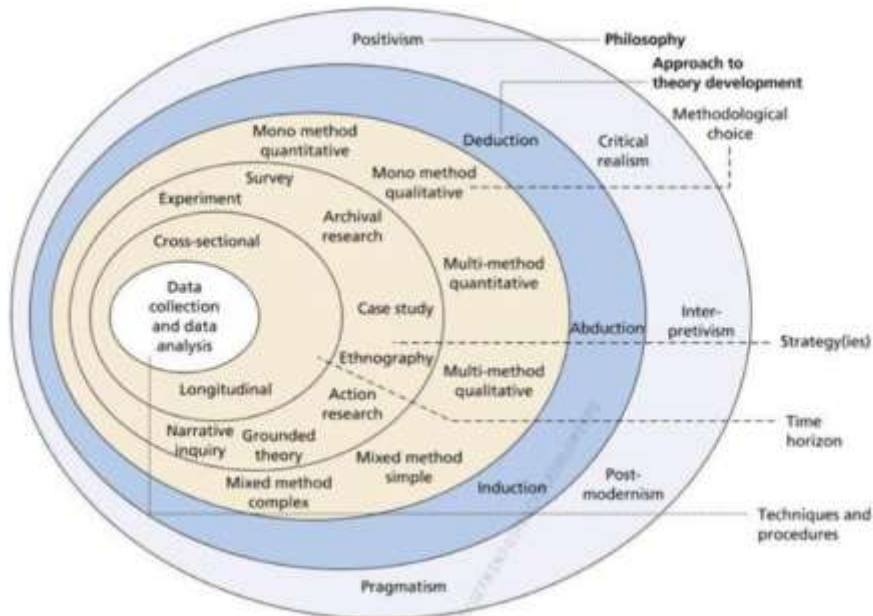
5.1 The research 'onion'

The research 'onion' diagram portrays the issues involved in the selection of data collection techniques and analysis. Figure 8 shows significant outer layers of the 'onion' that need to be explained and understood in contrast to peel and throw away. This approach suggests an efficient structure for the

research by starting from the most general (outer layers) to the most specific (inner layers) aspects of

the research (Saunders, et al., 2016).

Figure 5.1 : The research ‘onion’



Source: (Saunders, et al.,2016, p.124)

5.2.1 Research Philosophy

A system of beliefs and assumptions regarding to the expansion of knowledge is named ‘research philosophy’. Answering a particular problem in a specific organization is considered as knowledge development as well (Saunders, et al., 2016).

The research philosophy that was used to articulate this research is interpretivism. Interpretivism highlights that people are different from physical phenomena for the reason that they create meanings. As a consequence, social sciences research differs from natural sciences research. Interpretivists explore these meanings. Humans from different cultural backgrounds, under dissimilar circumstances and at different time horizons create different social realities and make different meanings. Interpretivists believe that rich insights into people are lost when trying to create universal ‘laws’ generalized to everybody (Saunders, et al., 2016). This method was chosen because; interpretivism creates new, deeper understandings and interpretations of social contexts (Saunders, et al., 2016). Interpretivism perspective is extremely suitable to business and management research, particularly in some fields including marketing. The choice of this approach was reinforced by the fact that in order to conduct the investigation, an empathetic viewpoint is

adopted that encompasses the social world of the research subjects in order to comprehend humanity of their point of view (Saunders, et al., 2007).

5.2.2 Approach to theory development

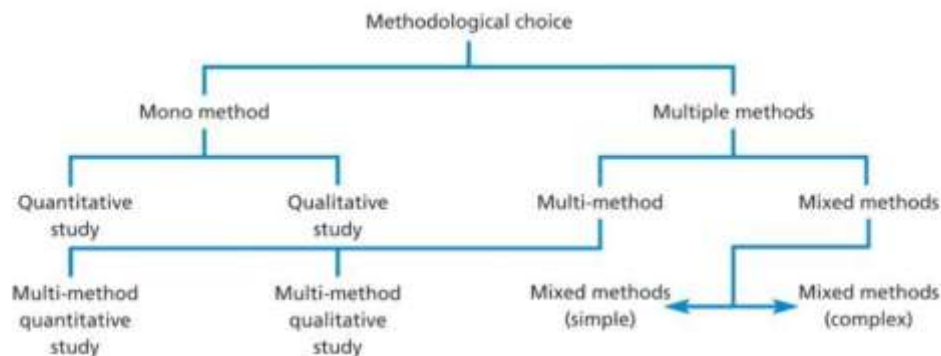
Saunders et al. (2016) identified three types of theory development: the deductive, the inductive and the abductive approaches. In research for new topics with little existing literature, the inductive approach is more appropriate. The inductive approach generates and analyses data and reflects upon what theoretical themes the data are proposing. The outcome of this analysis will be the invention of the theory, often articulated as a conceptual framework. Since the research during this study has been articulated around consumers, it is critical to develop an understanding of the way in which costumers interpreted their social world. The inductive approach enables the researcher to develop an understanding of people (Saunders, et al., 2016). For this reason, the inductive approach is used in order to develop an innovative pace in the area of study using 1-1 interviews. As post covid consumer behavior area that has rapidly developed the last few months it is important to understand the way that consumers’ think around this topic.

5.2.3 Methodological choice

The first step in the methodological choice is to choose if the research will be based on qualitative, quantitative, multi-method or mixed methods research design (Figure 9). In order to

achieve coherence in the research design, there is a different mix of elements for each of these options. Each research design leads to ethical issues which may be taken into consideration to minimize or vanquish them (Saunders, et al., 2016).

Figure 5.2.3.1 : Research methods



Source: (Saunders, et al., 2016, p. 167)

Mixed-methods research was selected for this study which combines the use of qualitative and quantitative data. The methods that qualitative and quantitative research can be combined as well as the way to which this may happen have headed to the creation of different approaches of mixed-methods research (Saunders, et al., 2016). In this paper, a concurrent mixed method is used to collect separately qualitative and quantitative data in the same phase (single phase research design). A concurrent triangulation design is used to associate how these data support one another. The reason of this choice is to collect data in a shorter timescale (Saunders, et al., 2016).

5.2.3.1 Triangulation

The concept of triangulation is broadly defined by Denzin (1970) as the combination of several research methods in order to study the same phenomenon (Denzin, 1970, p. 301). The assumption that weaknesses inherent in a particular approach will be offset via strengths in another is an important reason of using complementary methods (Jack & Raturi, 2006).

Taking into consideration that a combination of qualitative and quantitative research methods complements each other providing detail and richness that would be unattainable from the use of one method alone (Jack & Raturi, 2006), in this paper the researcher will combine qualitative and quantitative research methods. In this dissertation the researcher will answer the research questions by quantitative methods using questionnaires. Qualitative

investigation using interviews will help the author to organize the selected quantitative data and achieve a deeper understanding regarding consumer's attitudes. Also, it will improve the ability of the author to draw conclusions and generalize the findings from the survey conducted on a sample population to the population at large.

5.2.4 Strategy

There are several research strategies suggested in order to conduct a research. More specifically, these strategies are: experiment, survey, archival research, case study, ethnography, action research, grounded theory and narrative inquiry (Saunders, et al., 2016). For the purpose of this paper survey is used as research strategy. The survey is a popular strategy in business and management research (Saunders, et al., 2016). Moreover, this survey uses questionnaires that permit the collection of a large volume of data in a cost-effective way and structured interviews.

5.2.5 Time horizon

Saunders et al. (2016) distinguished two categories of time horizons which are cross-sectional studies that can be taken at a particular time and longitudinal studies that are used for the representation of events over a given period in order to study change and development (Saunders, et al., 2016). Due to the reason that this research has to be taken in a very short time period, the method that is applicable to the study is the cross-sectional. This paper focuses on the impact of covid 19 on consumer behavior in a particular time

and the aim of the research is to discover what is going on this research area at a particular moment.

5.2.6 Techniques and procedures

5.2.6.1 Structure of the questionnaire and the interview

The purpose of this study is to find out if the covid-19 affect the consumer buying behavior creating a desire to purchase. Since the purpose of this study is to find out how covid-19 had influence the consumer's purchase decision-making process, 6 sections composed the questionnaire. To begin with, the first section of the questionnaire contains the introductory questions to collect demographical data of the respondents and general data regarding the awareness about covid-19. The second section is dedicated to the problem/need recognition stage of the purchase decision making process in order to examine if covid had effected their purchase intension. In order to avoid confusion, the structure of the questionnaire will not be visible to the respondents and will be used only in the analysis of the data. The questionnaire is estimated to be responded in approximately 10 minutes. Finally, it counts 23 questions.

The qualitative research is conducted with 1-1 interview with a marketing manager. The aim of this interview is to understand deeply the effect of covid-19 on consumer preferences. The questions are focused around the influence of covid 19 in customer experience, customer engagement, personalization, collect information and buying process. The interview is estimated to last approximately 15 minutes.

5.2.6.2 Population and sample of the quantitative research

Due to the time constraints, the data collection was restricted. The survey was administrated through Social media (Facebook, LinkedIn) and e-mails using google forms. For the sampling technique, 300 participants answered the questionnaire. The majority of the respondents of the questionnaire were students and young professionals, because the access to this network was easier and faster.

5.2.6.3 Data collection

5.2.6.1.1 Secondary data collection

For the purpose of this study the author conducted both a secondary and a primary data research. The definition of secondary data suggested by Hewson (2016) emphasizes the usefulness for reconnoitering novel research questions. More precisely, as Hewson (2016) said,

secondary data are data which are used for the further analysis of a current dataset. They are collected aiming to address a research question different from that which the dataset was initially accumulated in order to generate new interpretations and conclusions (Smith, 2008, p. 3). However, other definitions seem to disregard the possibility of secondary data analysis in analyzing again existing data with new approaches. Glass (1976) held the view that second-hand data analysis is the reanalysis of existing data aiming to answer the original research questions using enhanced statistical techniques (Smith, 2008, p. 4). The main advantage of selecting secondary data is that a great secondary data search is generally representative of a broader population and usually covers an extensive sample of people or other entities such as schools and hospitals (Vartanian, 2011, p. 13). For the purpose of this study secondary data were used in order to investigate in-depth the research topic. Secondary data used include resources such as websites, marketing publications and blogs. The purpose of the secondary research is to broaden the knowledge background regarding the covid-19 impact on consumers taking into consideration the previous literature which includes books and journal articles.

5.2.6.1.2 Primary data collection

Kiecolt and Nathan (1985) highlighted the difference between the secondary and primary data research. The application of analytical techniques to data that have been collected by others is required for the secondary analysis. On the other hand, primary research requires both data collection and analysis (Smith, 2008, p. 4). While secondary data introduce numerous opportunities for researchers, one of the problems of using them is that some questions important for your study are not encompassed in the data (Vartanian, 2011, p. 15). For this reason, in this research primary data will be used as well in order to investigate the exact research questions being posed by the researcher and to get broader conceptualizations of the covid-19's impact o consumer behavior. As mentioned, in this paper, primary data will be gathered through questionnaires and 1-1 interviews.

The questionnaire was spread online through social media and e-mails. The link to the questionnaire was posted on social media especially on Facebook and LinkedIn and people answered it and shared it with their social networks. Furthermore, personal e-mails were sent to people in order to achieve a high volume of data. By means of these techniques of administration, it was able to collect a great

amount of data in a short period of time and in a cost-effective way.

5.2.6.4 Data analysis

The examination of the quantitative data was conducted using the Google Docs. After the conduction of the questionnaire and the collection of the data, analysis graphs tools are offered by Google. So, the graphic representations were composed via Google Docs. Concerning the analysis of the qualitative data, the questions of the interview were structured into categories in order to accomplish an effective analysis and answer the research questions by listening the recorder interview and focus on the most important aspects.

The survey has been conducted using Online Google forms from 300 respondents .The respondents have been classified mainly in to three age groups GP1, GP2 and GP3. GP1 has age group of 16-35 years consisting of mostly students and earning people in their early part of career.GP 2 has age group respondents 36-50 years mostly well settled earners. There will be variation in shopping behaviour and preferences for online shopping for the two age groups.GP 3 having age group of 50 consisting of well settled people and near to their retirement and above .

The data obtained will be very much useful in studying the consumer preferences toward dominos. The data has been presented in the form of pie charts where in respondents answers are in the form of definitive manner, where for the data

having multiple choices the results are presented in the form of bar graphs

VI. RESULTS AND ANALYSIS

6.1 demographics

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The general data concerning the survey has been shown in table 3.1. Out of 300 respondents 53% are male and 47% are female respondents. The respondents are mixture if various categories in terms of age, marital status, occupation and earnings per month, place of residence As well as nationality

TABLE 6.1.1

SNO	parameter	Characteristics	percentage	
1	gender	Male	53	
		Female	47	
2	nationality	NRI	66.66	IP1
		Indian resident	33.33	IP2
3	age	16-35	68	GP1
		36-50	21	GP2
		>50	11	GP3
4	Occupation	Salaried / lob	32	
		Self-employed / business	9	
		Students	36	
		Unemployed	13	
		Pensioners and homemakers	10	

6.2 Place of residence

The figure 3.1 shows the place of residence , we have mainly classified the place of residence into 3 main categories such as

metropolitan , urban and rural places irrespective of their nationality . the following figure shows the total number of respondents with regard to their place of residence and age as GP1 , GP 2, GP3.

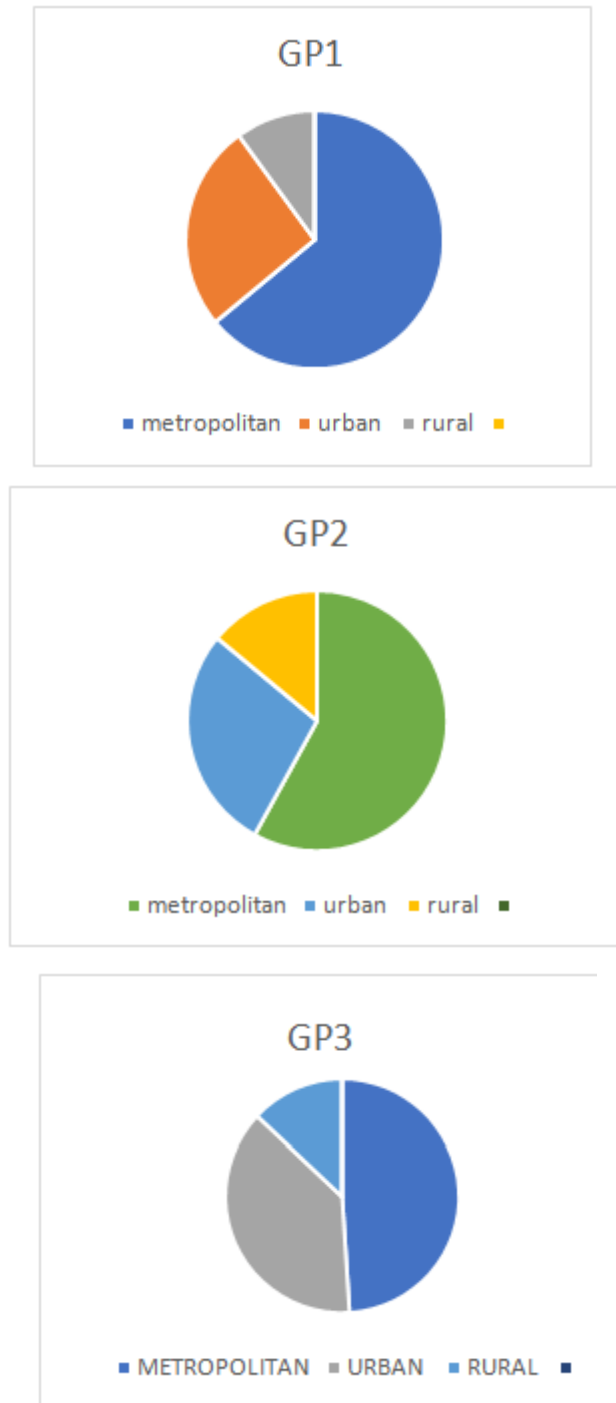


FIGURE 6.2.1

6.3 Frequency of visiting dominos

The frequency of visiting dominos during the last one year is shown in figure 3.2. 47% of respondents are doing visiting dominos on regular basis. Surprisingly GP2 are visiting more regularly

than younger age group GP1. Still there are almost 15% of people shopping rarely visit dominos. Even the GP3 are visiting dominos regularly, this indicates dominos has been successfully reaching all the people irrespective of their age group

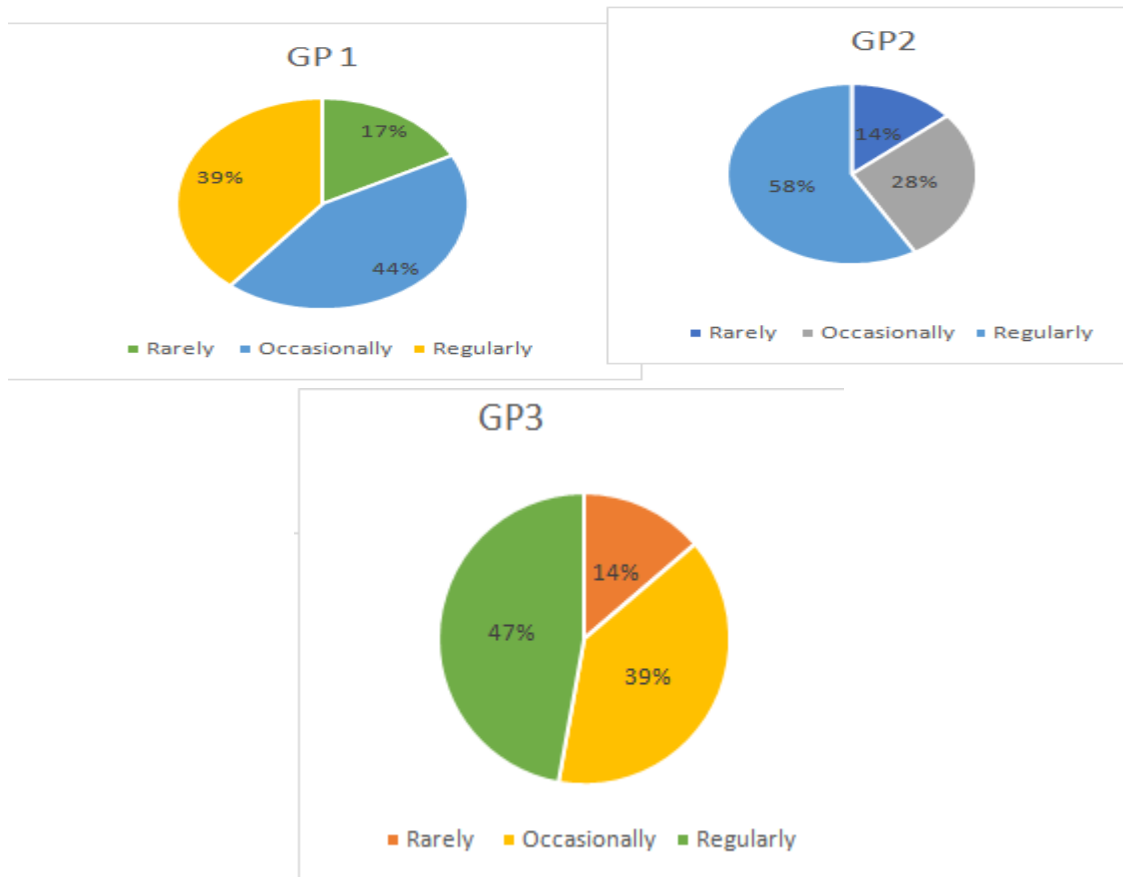


Figure 6.3.1

6.4 mode of purchase

The shopping mode has been classified as the respondent's preferences / inclination towards online ordering of dishes. The visiting restaurant [offline] experience was given preference by 1/4th of the respondent's. GP 1 still have preference for off line than GP2. The reason for this can be

attributed to socialising with friends, free time available with them. Coming to the part of GP3 as in this category most of the elderly people come due to lack of time or any other reason even the people of this category prefers ordering online rather than visiting restaurant.



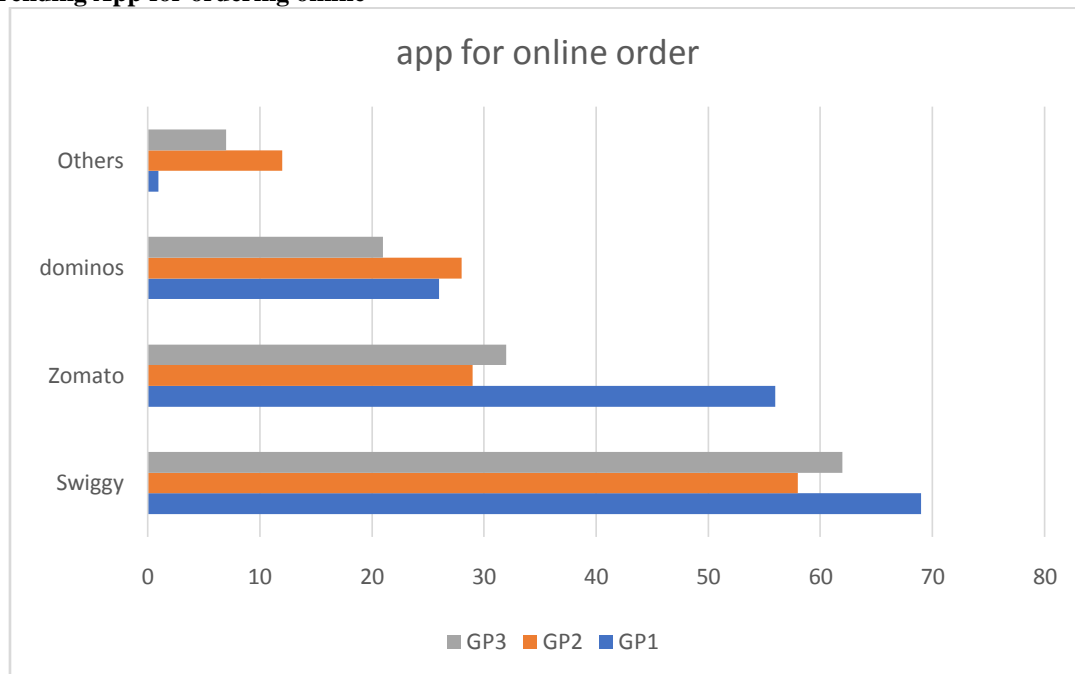
Graph 6.4.1

6.5 Sharing of product reviews

Sharing of product [here product refers to various dishes offered by dominos] reviews with others changes the sales of the products or enhances the brand/image . Still almost 30% of the

respondents never share the product reviews either online or with friends / colleagues. Here also GP 2 group of people are having more discussions regarding the product being bought.

6.6. Tending App for ordering online



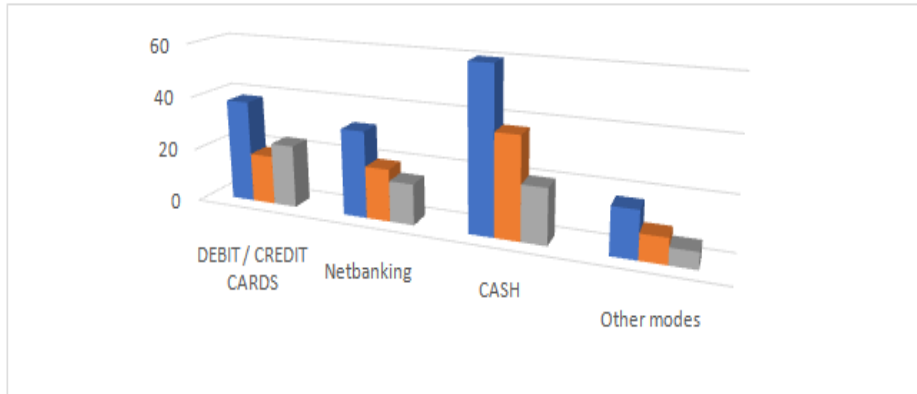
GRAPH 6.6.1

The graph 3.2 shows the use of app which is being used for ordering dishes from dominos . the results shows most of people including GP1 , GP2 ,GP3 prefer swiggy for ordering online very tiny segment of people only uses the dominos . The dominos app is mostly used by IP-1 sector people who are NRI's . IP-2 people rarely uses the dominos app .

One of the important thing for ordering online is the safety during the online . When enquired about the customers feel about the safety of online shopping 80% of the respondents have shown confidence and felt safe for ordering online. While still 30% of respondents both in GP1 GP2 and overall are not aware of the safety features of the website on which they are during the online ordering .

6.7 Mode of payment

Past expenses have been shown to influence future spending behaviour by depleting available budgets. However, a prerequisite for this relationship is the accurate recall of past payments and the experiencing of the full aversive impact associated with them. This article shows that the use of different payment mechanisms influences both these factors and hence moderates the effects of past payments on future spending. Specifically, past payments strongly reduce purchase intention when the payment mechanism requires the consumer to write down the amount paid (rehearsal) and when the consumer's wealth is depleted immediately rather than with a delay (immediacy) So mode of payment also has effect on consumer behaviour



Graph 6.7.1

Here the green line indicates GP3, red line indicates GP2 and blue line indicates GP1. Overall the most preferred mode of payment is cash

6.8 veg vs non veg

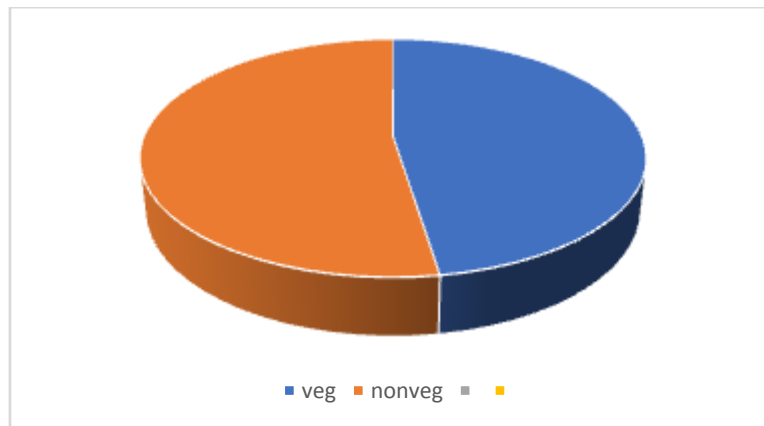
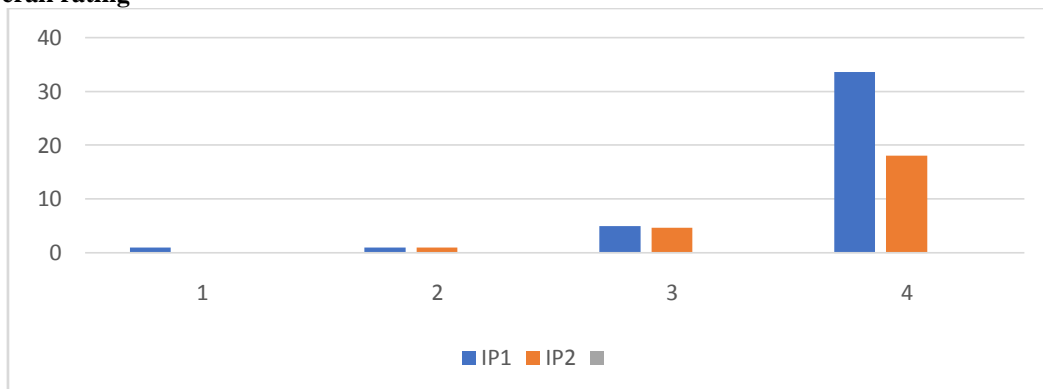


Figure 6.8.1

The respondents from all the age groups i.e. GP1 , GP2 , GP3 are preferring both the veg and non veg pizzas equally . But with regards to nationality IP-1 respondents mostly prefer non veg pizzas compared to IP-2 .

6.9 Overall rating



Graph 6.9.1

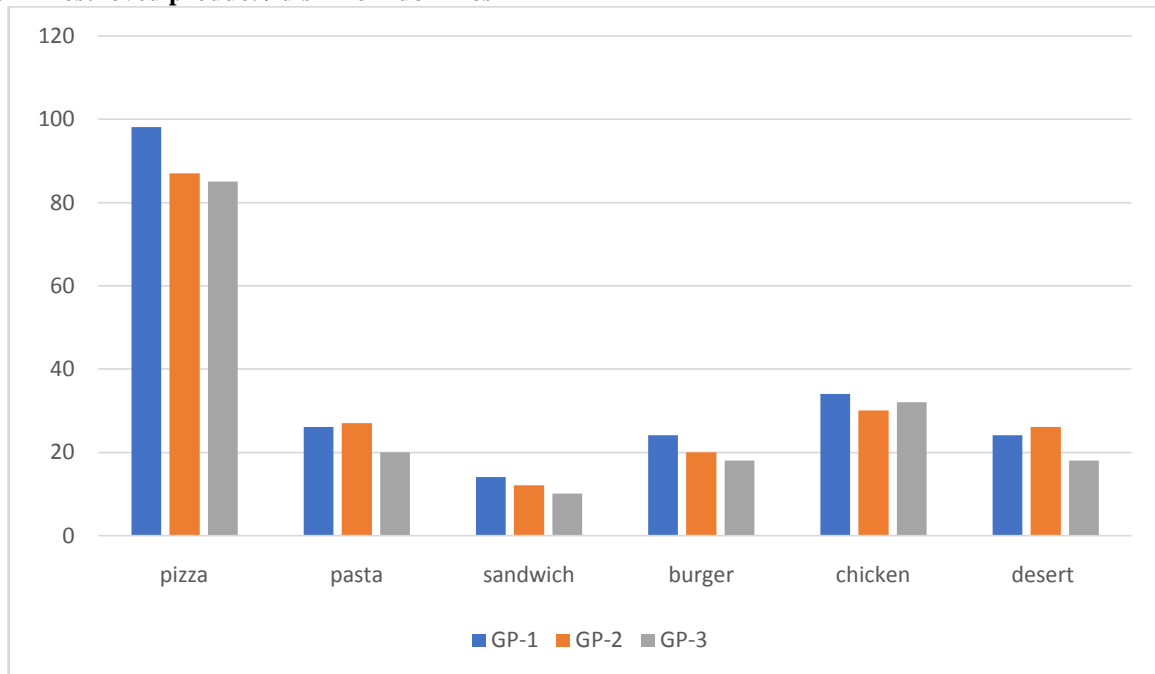
When respondents were asked to rate dominos on basis of safety and hygiene on an scale 1 to 4 . one being least and 4 being best . the graph shows the variation of the rating on basis of the nationality i.e. IP-1 and IP-2 .

6.10 Awareness of latest campaigns / promotions

Being aware of the latest campaigns and promotions shows how effective is dominos in

taking their products into people . still almost 56 % of people are not aware of the dominos latest campaign “ great food delivered safe” which has been started in view of present regimen of covid19 . Here GP-3 people are less aware than GP-2 and GP-1 people . when we compare ion between IP-1 and IP-2 people IP-1 people are more aware than IP-2 people .

6.11 Most loved product / dish from dominos



Graph 6.11.1

As expected most loved product from dominos is pizza . as it is a king of pizza makers . every one gave a unanimous option irrespective of the age group and nationality . next most preferred product from dominos is chicken followed by deserts , pasta and sandwich .

1 prefer regular and small pizzas this can be attributed to they may go single with out family . since most of the people in this group are students and young professionals . the people of GP-2 and GP-3 mostly preferred medium , large size pizzas as they mostly have food with their family and dear ones .

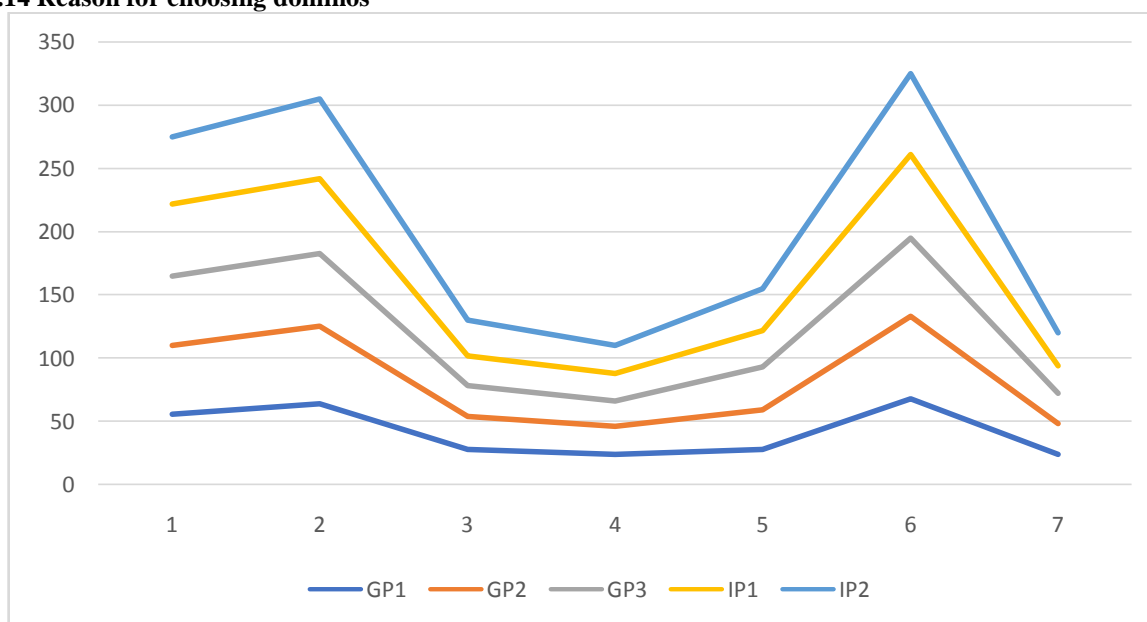
6.12 Size of pizza :

Size of also shows an effect on business , the size of the pizza should be changing in coordination with changing customers preferences . when we asked people about this most of the people on an average prefer medium pizzas . when we go with the analysis according to age group i.e. GP-1 , GP-2 , GP-3 . most of the people from GP-

6.13 Extra cheese and toppings

Most of people preferred extra cheese and toppings . 63% percent of the total people preferred extra cheese and toppings , still 37% percent people don't like to have extra cheese and toppings . extra cheese and toppings would boost the company's revenue .

6.14 Reason for choosing dominos



Graph 6.14.1

In the graph 6.14.1 we can see the analysis of different segments of the people based on their age group i.e. GP-1 , GP-2 , GP-3. And also based on their nationality such as IP-1 & IP-2 . in the graph the numbers on the x axis indicates different reasons why they have preferred dominos . 1 indicates the brand , 2 indicates variety range of dishes available in dominos , 3 indicates delivery or the serving time for food , 4 indicates hospitality , 5 indicates price , 6 indicates the most important characteristic that is taste and last but not least the 7 indicates offers . we can see people choose the domino mostly for its taste and when we compare with age groups the top three priorities for people from GP-1 are , taste , variety range of dishes and the brand . the top three choices of people from GP-2 are taste , hospitality and price . same for the people from GP-3. When we analyse the people according to nationality the top 3 preferences for people from IP-1 are variety range of dishes , price and taste . when we come to the people of IP-2 their choices being price , taste and brand .

6.15 Dominos & covid -19

6.15.1 Awareness on covid-19

The corona virus disease 2019 [often referred as covid-19] , the deadly disease which has spread over all the world and creating terror . has shown an effect on each and every person . in the survey we were trying to know actually how many people are aware of this virus and its preventive measure . such that we can assess its impact on the dominos . Among the respondents 99.66 % are aware of this global pandemic and taking the safety measures in order to prevent themselves from being affected by covid 19.

6.15.2 Purchased something from dominos in lockdown ?

We got some interesting statistics in this sector 74% of the respondents purchased something from the dominos through various modes like visiting stores or ordering online . most of the people from this seventy four percent people have ordered online.

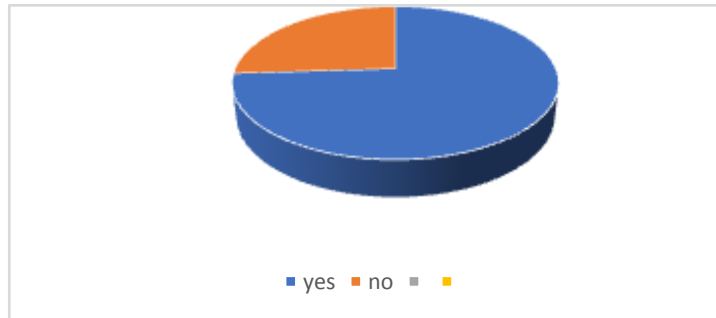


Figure 6.15.2.1

6.15.3 Continuing having food in dominos in covid era

About 64% of people wants to continue having the food in dominos in this covid era . dominos need to increase its promotions and bring confidence in people that dominos makes safe food . ensuring all the covid precautions . still 36% of people does not show preference to have food in dominos in the present regimen of covid-19.

the whole world is in the situation of lockdown facing the invisible global enemy , this has shown a great effect on global economy , according to latest reports around 4.8 – 6.3 percent of global employees are going to face recession . keeping this in view company need to change few of its strategies . in the survey we have asked respondent about a situation where the pizza size along with price will be reduced . 74% of respondents have liked this proposal and they want dominos to do it . and 26% of people disliked this proposal .

6.15.4 Reduce pizza size and reduce price

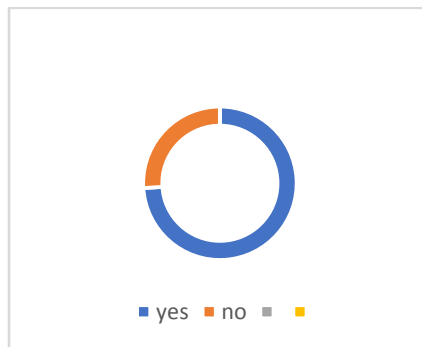
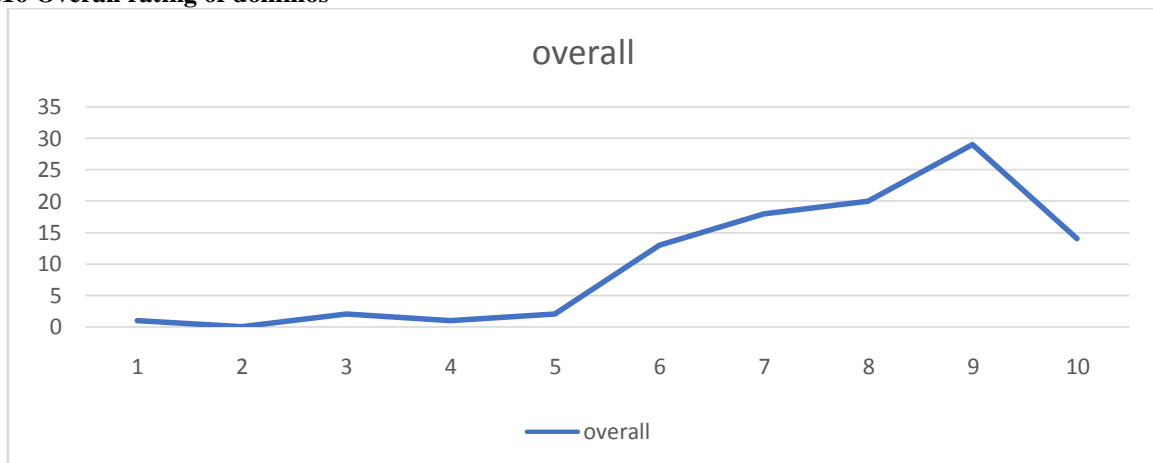


Figure 6.15.4.1

6.16 Overall rating of dominos



Graph 6.16.1

The graph 3.8 shows the overall rating of dominos given by all the respondents irrespective of categories. We can clearly see that the most commonly given rating is 9. The rating scale varies from 1 to 10. One being the poor and 10 being the best. So on an average we can come to a conclusion that dominos has a very good rating in the market.

VII. FINDINGS FROM IN-DEPTH INTERVIEWS:

1) Age group of major customers who visited FFRs Age group of customers depended on the location of restaurant. FFR which are close to schools or college, have more of students and teenagers as their customers while FFR which are in and around residential areas have more of families as their major customers. Also, the customers change with timings. Children and teenagers visit the FFR more during daytime while most families visit during evenings/night. Also, teenagers and children visited FFRs more on weekdays while families with children preferred weekends. Kids visit FFRs more often during vacations. School children visited FFRs in school uniform too. They mostly visit in groups, with the friends. Teenagers visited restaurants with friends or with boyfriend of girlfriend.

2) Trends observed at FFRs Children in the age group of 8 to 10 years come with their family members. They are more aware of the types of food than their parents. They know all the details of the type of food. Approach of Children/teenagers have changed drastically. They have become more techno savvy which they were not earlier. They have all the updates on promotional events. They can order online and they know how to do it. Teenagers either come with their boyfriend or girlfriend or they come in groups. The youth who visit are more mature, with latest gadgets, updated information. Also, they are conscious about brands and want to visit MNCs. The children are only young in age. Due to internet, have gained lots of knowledge. It is interesting to see some kids place order with confidence. They know exactly what to ingredients to be put in their food and in what quantity.

3) Enjoyment of Children / teenagers : The practitioners opined that they enjoyed their signature food. After they walk-in, they simply want to enjoy the moment. They want to spend time and interact with friends who accompany them. People do not bother about product quality, they want quick service, AC, comfortable

chair/sofa and music. Food appeared to be secondary for them. Teenagers enjoy their special moments with their friends, they place request for birthday song and cut cake, give flowers and enjoy the service the most They enjoy value for money and quality and the fact that the restaurant is an MNC. They just want to celebrate the moment. Although one of the practitioners mentioned that a lot depends on the family background also.

4) Expectation of people from fast food restaurant : The researcher got few different answers and few common ones. Hence for the summary of this point, all answers are separately listed.

people expect hygiene, good food quality, good quantity, hot food.

They want good music, good ambience, a good place to hang around. They want fun and show off as they are eating MNC products.

Going by order they expect quick and good service, good ambience, and product quality.

They expect premium quality, good ambience (décor and music). Also, people enjoy the taste, flavours, sauces etc. Teenagers prefer huge quantity of food while kids want just the right quantity. They also enjoy quick service and want to enjoy the moment. They are very brand conscious. All answers were significant for the research.

5) Type of food ordered at FFRs : people order food which is offered at affordable price and has an Indian taste. They order food in the economy range. Some people also order as per their taste, regardless of the price.

6) Price consciousness of people : On enquiring about the price conscious nature of people they shared interesting observations. Adults who visit FFRs are price conscious but children are not as it is their parents who pay. Also, when children are with parents they are not at all price conscious. But teenagers are very much price conscious. Teenagers are conscious about how much to spend probably because they get limited pocket money. On the other hand, some spend a lot, and especially teenage couples are not bothered about the price. Few children are price conscious. They buy the best they can, as per their pocket money. Even when employees suggest them, they buy keeping in mind their budget. They prefer economy pizza, except on birthdays.

7) Health concerns : All the adults, said that children and youth are not at all health conscious. They have never got any query related to health issues. Although of health related talks have been encountered. Nobody checks for the health guidelines/calories mentioned on the food packaging. Instead they misunderstand it for the price.

8) Promotional campaigns : All agreed to the fact that promotional events have a direct impact on sales. Foot falls increase when there is a promotional campaign. In low volume restaurants, people come for time pass. They order for one item and sit for hours. In high volume restaurants, the footfall is more. One practitioner opined that promotional events boosted sales and footfalls by 10 to 15%. Television commercials (TVCs) and promotional offers, an increase in sales is observed. Children, also enquire about promotional offers during their visit

7.1 A summary of the findings from the In-depth interviews

- Age group of customers who visit FFRs depend on the location of restaurant.
- Children and teenagers visit the FFR more, during daytime while most families visit during evenings/night. Teenagers and children visited FFRs more on weekdays while families with children preferred weekends.
- Kids visit FFRs more often during vacations.
- School children visited FFRs in school uniform too. They mostly visit in groups, with the friends.
- Teenagers visited restaurants with friends.
- people have become more techno savvy and have all the updates on promotional events.
- people know how to order food online
- people enjoyed fast food want to enjoy, spend time and interact with friends / family who accompany them.
- people expected hygiene, good food quality, good quantity, hot food, good music, good ambience, a good place to hang around, fun, MNC brand, quick and good service, décor and music, taste, flavours and enjoyment.
- people on their visit to FFR, complained about food, quality and price issues.
- people order food which is offered at affordable price and has an Indian taste.
- people take snaps at FFRs, share pictures with their friends / family and upload them on social media websites.
- Youth celebrate their birthdays with their friends and their family members do not accompany them.

TESTING FOR EXECUTIVES DATA:

Formula of “t” test

$$t = \frac{\bar{x} - \mu}{\sigma / \sqrt{n}}$$

X=mean

μ =mean population

S.D. = standard deviation

n = sample size

- Teenagers visit FFRs with their friends, in groups. Couples also visit the restaurant. Kids come with their family members.
- Parents do not join children in their party.
- Parents drop the children at FFRs and pick them later
- Parents have given full decision power to children.
- Social class has an impact on communication style of people
- Teenagers are conscious about how much to spend probably because they get limited pocket money
- Children and teenagers are not health conscious with respect to fast food.
- Promotional campaigns boost sales at FFRs.
- some people are inquisitive about promotional offers

VIII. HYPOTHESIS TESTING

Hypothesis testing Hypothesis testing is the often used strategy for deciding whether a sample data offer such support for a hypothesis that generalization can be made[18]. Hypothesis testing enables us to make probability statements about population parameter(s). The hypothesis may not be proved absolutely, but in practice it is accepted if it has withstood a critical testing. In this study we have made the hypothesis testing for the data collected through telephonic interviews. The sample being less than 30 so we have chosen the t-test

Test adopted : t –test

TEST APPLIED : t - TEST

t –test is based on the normal probability distribution and is used for judging the significance of several statically measures, particularly the mean. The relevant test statistic, t, is worked out and compared with its probable value at a specified level of significance when the sample size is less than 30 and it is used for judging the significance of the measure concerned. This is most frequently used test in research studies.

s.no	xi	Xi- \bar{x}	$(xi - \bar{x})^2$
1.	15	- 1	1
2.	12	- 4	16
3.	15	- 1	1
4.	17	1	1
5.	18	2	4
6.	15	- 1	1
7.	15	- 1	1
8.	19	3	9
9.	15	- 1	1
TOTAL	141		35

n= 30

$$\bar{x} = \frac{141}{9} = 15.66 \text{ OR } 16$$

$\mu = 18$ (Assumed mean)

$$S.D.=\sqrt{(xi - x)2/n - 1}$$

$$= \sqrt{35/9 - 1}$$

$$= \sqrt{35/8}$$

$$= \sqrt{4.375}$$

$$= 2.09$$

$$Z = \frac{\bar{x} - \mu}{\sigma/\sqrt{n}}$$

$$= \frac{16 - 18}{2.09/\sqrt{9}}$$

$$= \frac{-2}{2.09/3}$$

$$= -2.871$$

$$= 2.87$$

5% level of significance

Critical value – 1.860

The null hypothesis is that consumers are not satisfied with Domino's and alternative is that consumers are satisfied with Domino's. So we can calculate the value of t-test and in the critical value is less than the calculated value (critical value 1.860 and calculated value is 2.87) so the null hypothesis is rejected and alternative hypothesis is accepted.

“That means consumers are satisfied with domino's pizza”

IX. CONCLUSIONS

Based on the survey conducted and analysis carried out following conclusions can be drawn.

1. Dominos best serves the people between the age group of 18 to 32
2. Most of the people who visits dominos are students , belongs to working class or the business owners
3. Most of people prefer dominos in case of pizzas
4. Customers of dominos visit once in two weeks
5. According to survey dominos is the most preferable place to catch up with friends and enjoy private space
6. Most of the people spend between 150-700 rupees in dominos
7. Dominos is known to the people without any advertisement. People know about it through their friends or themselves by seeing the outlets
8. Survey shows that most of the people are not aware of marketing / promotional strategies of dominos and those who know feel that these strategies should be improved
9. Most of the people spend 1-2 hours in dominos
10. It has been founded in survey that most of the people feel that pizza hut possess great threat to dominos
11. Most of the people have suggested that dominos should reduce its price of products to combat the present situation of covid 19
12. Survey finds that dominos should adopt advertising as the preferable way of selling

Based on above results some of the suggestion to improve the dominos sales are

1. The Domino's should increase its quality, reduce price, and give customers better service
2. Dominoes should spend more awareness among its customers regarding the safety measures that the company is taking to ensure the safety of customers health in the present regimen of covid-19
3. Dominos can reduce the size of pizzas and quantity of products in order to reduce the price
4. Dominos should go for music or lounge of café so as to meets the demand of people
5. Dominos should provide special provisions in its stores for the team meetings / team lunches and parties.

X. LIMITATION OF THE STUDY

- 1] As there is vast area of research the consumer sample size is restricted up to certain limit
- 2] Limitation of time : the research can be done in more intensive way but lack of time restricted the study vastness
- 3] limitations of human behaviour : very often people express their views correctly . in some cases their habitual , practice preference cannot be assed correctly
- 4] limitation of response : the responses given to researcher were not always accurate and complete which causes the declined accuracy of data

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