

**Major Project Report on**  
**“STUDY ON CONSUMER BEHAVIOUR**  
**TOWARDS MARKETING STRATEGIES OF**  
**JUBILANT FOOD WORKS”**

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## CERTIFICATE

This is to certify that the work titled “**STUDY ON CONSUMER BEHAVIOUR TOWARDS MARKETING STRATEGIES OF JUBILANT FOOD WORKS**” as a part of the Final year Major Research Project submitted by **Akanksha Srivastava (2K22/EMBA/04)** in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2024 is his original work and has not been submitted anywhere else for the award any credits/degree whatsoever. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the Award of the degree of Master of Business Administration.



**Dr. Anil Singh Parihar**  
**Professor**

## **DECLARATION**

I hereby declare that the work titled “**STUDY ON CONSUMER BEHAVIOUR TOWARDS MARKETING STRATEGIES OF JUBILANT FOOD WORKS**” as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2024 under the guidance of **Dr. Anil Singh Parihar**, is my original work and has not been submitted anywhere else. The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/cited/acknowledged.

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**Akanksha Srivastava**

**2K22/EMBA/04**

## ACKNOWLEDGEMENT

Before I get into the thick of things, I would like to add a few words of appreciation for people who have been a part of this project right from its inception. This project's writing has been one of the significant academic challenges I have faced. This project would not be completed without the support, patience, and guidance of the people involved. It is my deepest gratitude to them. It gives me incredible pleasure to present my Major research project report on "**STUDY ON CONSUMER BEHAVIOUR TOWARDS MARKETTING STRATEGIES OF JUBILANT FOOD WORKS**". It has been my privilege to have such project guides who have assisted us from this project's commencement. This project's success results from sheer hard work and determination put in by me with my project guide. I now take this opportunity to thank **Dr.Anil Singh Parihar**, who acted as my mentor despite her many academic and professional commitments. Her wisdom and insight inspired and motivated me. Without his understanding and support this project would not have been exciting, and neither would have reached productivity. I also feel the heartiest sense of accountability to my family members & friends, who helped me collect data & resource material even in processing and drafting the manuscript. This project is devoted to all those people who helped us while doing this project.

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## EXECUTIVE SUMMARY

In the rapidly changing world of consumer-focused industries, customer purchasing habits are evolving quickly, significantly impacting the Quick Service Restaurant (QSR) sector, particularly in the pizza industry. This shift in consumer behaviour affects aspects such as menu choices, pricing, service quality, convenience, and the demographic profile of customers. Marketers face the challenging task of engaging with today's youth, as their shifting preferences, driven by trends and fashion, shape purchasing patterns. Consequently, significant resources and effort are invested annually in market research to anticipate and understand the changing behaviour of young consumers.

As businesses aim to attract and retain customers, new technologies continue to emerge in the industry. Smartphones play a crucial role in navigating the dynamic market and societal landscape. The availability of affordable mobile network services has made internet access more accessible, enabling individuals to stay connected. This has led to an increase in reliance on the internet, particularly among younger generations, for exploring QSR options and services.

Food businesses utilize digital marketing strategies to appeal to customers, especially the younger demographic. According to a report published in Economics, India's internet user base was projected to reach 627 million by the end of 2020. This surge in internet use has fueled the trend of off-premises ordering, with customers opting for online orders for delivery or pickup. Digital channels present challenges for QSR marketers, as modern consumers prefer online ordering and delivery services over traditional in-restaurant dining.

To address these challenges and seize opportunities, QSR businesses have implemented various marketing strategies, such as:

- **Online Ordering Platforms:** User-friendly apps and websites for placing orders, making payments, and tracking delivery offer customers easy access to their favourite pizzas. Customizable options, including various toppings, crusts, and sauces, along with gluten-free and vegan alternatives, cater to diverse

preferences. Many QSRs have their own apps for ordering to encourage customer loyalty and simplify the ordering process.

- **Delivery and Takeout Services:** Pizza chains have enhanced delivery options and established efficient takeout systems, either by partnering with third-party delivery apps or creating their own services. They may also have their own delivery personnel or fleet to meet customer demand.
- **Promotions and Loyalty Programs:** Offering deals, discounts, and rewards to frequent customers fosters repeat orders and customer loyalty, as seen with Domino's cheesy rewards program.
- **Social Media Engagement:** Utilizing platforms such as Instagram, Facebook, and Twitter to highlight new menu items, limited-time promotions, and customer experiences helps connect with a younger audience.

Given the influence of the younger generation's purchasing habits, marketers in the QSR industry must constantly adapt their strategies to remain competitive. Customers not only use the internet to order food but also to compare prices, menu options, and customer reviews. The web provides QSR businesses with an opportunity to efficiently reach existing and potential customers and expand their market reach. Leading QSR chains in India include Domino's, McDonald's, KFC, and Pizza Hut.

Five essential factors shape consumer perceptions of digital QSR services: information, user-friendliness, satisfaction, security, and the effective use of information for comparing different restaurants and offerings. By emphasizing these elements, QSR businesses can meet the evolving preferences and expectations of today's tech-savvy consumers.

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# Chapter 1

## Introduction

### 1. INTRODUCTION

#### **What is consumer behaviour?**

Consumer behaviour refers to the choices and conduct that people or households make when they choose, buy, consume, and dispose about a product or service. consumers' interactions with the market are influenced by a multitude of psychological, social, and cultural components.

The phases of the procedure, which include identifying issues, data acquisition, option research, purchase selection, and post-purchase evaluation, are all interconnected. During these times, a number of factors, such as societal norms, marketing initiatives, product attributes, individual opinions and values, and external events, may influence customers.

Companies must have a thorough understanding of consumer market behaviour in order to create effective business strategies and offer products and services that meet the requirements and desires of their customers. In order to comprehend request, recognise patterns and developments, and make sound choices regarding the creation of goods, price, marketing, and distribution, marketers are obligated to evaluate and estimate information on consumer behaviour.

#### **How does consumer behaviour impact organizations?**

i. Finding opportunities in the market

Before businesses can identify a market opportunity, they must first comprehend the desires of their customers. The most effective methods for achieving this are to identify significant trends and conduct a comprehensive market study. Surveys, focus groups, and other methodologies may be implemented to accomplish this objective.

ii. Choosing a target market

It's time to choose which clients to target now that you have identified the

market opportunity. You may also wish to include psychographics, such as values or personality traits, in addition to demographics, such as age, gender, and ethnicity, if your product has regional limitations.

iii. Retention of customers

Upon identifying your target market, your subsequent objective should be to retain their loyalty by offering products of exceptional quality at reasonable prices and providing exceptional customer service whenever feasible. Pay close attention to their needs in order to fulfil their needs more efficiently than any other individual.

iv. The market's dynamic character

The market undergoes swift and frequent alterations due to its dynamic nature. For companies trying to predict consumer behaviour, this is a problem. But it also implies that those who can adjust and improve their strategies will be ahead of their competitors.

v. Decisions about the marketing mix

The marketing mix is the process of determining the most effective product, price, location, and promotion combinations. While some organisations opt for only one or two of the four alternatives, others opt for all four. Because each component has pros and cons, choosing the best combination for your company is crucial to its success.

vi. Making efficient use of productive resources

In order for a firm to produce its goods or services, it is necessary to ensure that productive resources, including labour, equipment, and materials, are used as efficiently as possible. Over time, this aids in output optimisation.

vii. Meet a range of customer preferences

Businesses may provide products and services that appeal to their target market by using consumer behaviour to better understand what their customers need and desire. This is advantageous for businesses trying to capture more market share in untapped markets.

viii. Address customer needs

Every firm needs to understand its consumers' demands, but this is especially true for businesses that cater to certain markets or offer specific products. A business that offers luxury home goods or organic food, for instance, has to

know what kinds of products its clients are interested in and how much they are ready to pay.

## 1.2 The Seven O's framework of consumer behaviour

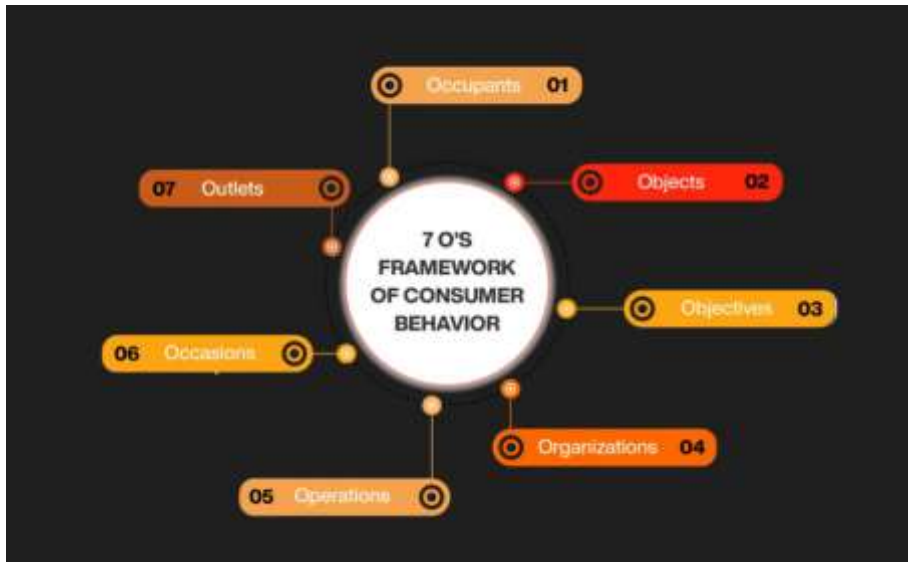


Fig 1: - Seven O'S framework

A set of seven principles known as the "Seven O's framework of market behaviour" may help marketers better comprehend the process by which individuals determine which products to purchase and how to utilise it. [1].

- **Occupants**

Occupants are the individuals who utilise a product or service. [1].

- **Objects**

- Objects are the entities that consume an individual's attention and time [1]. They may be tangible, such as an automobile or the computer, or ethereal, such as a song on the radio or a television show [1].

- **Objectives**

Objectives are what you want to accomplish with your possessions or activities [1]. You may have one objective for each object you use or goals that span multiple objects [1].

- **Organizations**

Consumer behaviour is substantially affected by the organisation [1]. Consumer behaviour is guided by an organization's mission statement, values, and vision [1].

- **Operations**

The operations of an organisation have an impact on consumers [1]. For instance, if a consumer purchases clothing from a store that fails to adequately provide the items, they are less inclined to make future purchases from that store. Furthermore, it would be challenging To encourage consumers to continue purchasing from this organisation if the costs are excessive or the quality is substandard [1].

- **Occasions**

The occasions for which consumers buy goods, such as holidays and birthdays, can affect their purchasing decisions [1].

- **Outlets**

Customers must determine where to purchase based on price and selection, among other factors, because they shop at a variety of sources, including grocery stores, pharmacy stores, department stores, and online retailers [1].

## **How do customer's buy's an item?**

### **1. Review Content**

One of the most sought-after pieces of information by consumers is reviews, which give them the confidence to buy based on other people's experiences with the brand [2].

With 97% of consumers reporting that reviews influence their shopping decisions and 88% believing them as much as a personal recommendation, it is no secret that star ratings can make or break a brand [2].

To put that into perspective, a product with five reviews is 270% more likely to be purchased than a product without any reviews [2]. For cheaper things, conversion rates increase by 190% as a function of price, but when product is accessible, this increases to an incredible 380% [2].

## **2. Price**

One of the first considerations that shoppers have when making a purchase is affordability, meaning they want to know the price immediately and readily [2].

Consumers frequently lose interest in products if prices are not revealed because they believe the price is not competitive; 56% of shoppers quit shopping carts due to unforeseen costs [2].

Being upfront about a product's pricing can help firms create consumer trust by being seen as reputable and honest while keeping the consumer interested [2].

## **3. Convenience**

As consumers desire hassle-free shopping, convenience equals conversions [2]. With options like home delivery, "Buy Online, Pick-Up in Store" (BOPIS), cost-effective subscriptions like Subscribe & Save, and in-store availability, there are more ways to shop than ever before [2]. When it comes to making purchases, half of consumers report that they base their selections on whether an item can be picked up in-store. This indicates that brands should make this information very obvious [2].

Highlighting the many pick-up methods is just as important as having these options accessible, informing consumers of the possibilities and allowing them to select a choice that works best for them [2].

Brands that promote a wide variety of options can accommodate different tastes and bring convenience to the majority, if not all, of site visitors. [2].

## **4. Promotions**

With 80% of people being motivated to make a first-time purchase if they are aware of a special offer, promotions are proven to lower cart abandonment, provide a sense of value for money, and boost first-time purchases [2]. Outlining any promotion offers that are currently running online or through merchants stocking their products might help brands take advantage of this [2].

Consumers are more likely to stay engaged by seeing this information on a brand's page, for instance, by spending the time to understand the prices of a specific product while purchasing at other retailers [2]. This might incentivise purchases by leaving the customer feeling as though they are receiving value for their money [2].

## **5. Product information**

Consumer interest may quickly dwindle if a brand does not effectively display relevant product information [2]. This is a chance for brands to highlight the unique selling points (USPs) of each product, emphasising the features that set them apart from the competition as well as the most sought-after specifications and details [2].

### **1.3 What is a QSR**

A Quick Service Restaurant (QSR) is a type of restaurant that offers quick and affordable meals that are consistently prepared. The meals are packaged for convenience, allowing customers to take them away, have them delivered, or eat them quickly in-store at the limited seating available.

QSRs typically have standardized menus focused on fast and efficient service. This allows them to serve meals at a low price point, usually around \$10 per meal, which can be quickly assembled to order. Popular food options in QSRs include burgers, fish and chips, pizza, burritos, and sandwiches.

The streamlined operations of QSRs, such as using pre-prepared ingredients and simplified cooking methods, enable them to minimize preparation and serving times. This efficiency allows QSRs to serve a high volume of customers in a short period, making them a popular choice for individuals looking for a quick and affordable meal.

Here is a summary of the key points from your detailed information on starting and managing a Quick Service Restaurant (QSR):

#### **1. Choosing the Right Location:**

- The location should have high foot traffic and be convenient for your target audience.
- Locations in marketplaces, university campuses, or shopping malls are ideal.

- Consider the high rental costs of prime locations.

## **2. Staffing and Training:**

- Employees are the face of your restaurant and their training is crucial for consistency and efficiency.
- High attrition rates are common; keeping employees engaged and feeling valued is important.
- Train staff in multiple roles to ensure smooth operations.

## **3. Operations Management:**

- Focus on three areas: product standardization, front and back of house coordination, and choosing suppliers.
- Standardize products and recipes for consistent taste and quality across locations.
- Use local suppliers when possible and establish strong relationships with them.

## **4. Menu Planning:**

- Menus should cater to impulse buying, with familiar tastes and simple, easy-to-prepare items.
- Keep menus focused and research popular products and cuisines.

## **5. Marketing Strategies:**

- QSR marketing focuses on speed and pricing rather than the dining experience.
- Use localized marketing methods such as flyers and geo-targeted online ads.

## **6. Reaching the Break-even Point:**

- Profit margins vary, with 15% being good for a startup.



- Breaking even can take from 3-6 months for a single outlet, to 26 months industry-wide.

**7. Expanding the QSR:**

- Expand within a single city before branching out to other cities.
- Consider franchising once operations are robust and standardized.

**1.4 How QSRs are catering with changing consumer habits and behaviour**

After the pandemic, the quick service restaurant (QSR) business is booming once again. More than ever, there is a glut of new brands and products on the food and beverage market. In the post-pandemic world, the QSR industry has emerged as one of the fastest-growing sectors [1]. A report published by Researches and Markets projects that between 2021 and 2025, the QSR market in India will expand at a compound annual growth rate (CAGR) of more than 18%. Numerous factors have contributed to the QSR industry's recent surge, including the entry of new players who are taking advantage of the food services market and the shift in consumer behaviour and eating habits, which is primarily being driven by millennials [1].

**Adoption of various sustainable ways of working by the food service industry**

COVID-19	Food	Production	Delivery	Experience	Digital/ Technology
Pre-COVID	Strong street food culture, infusing western food with local flavors	Efficient, consistent, seamless	Takeaway/online- An additional avenue, small share, incremental growth	Enjoyable, Unique, Socializing via Dine-in	Enabler, Convenience, Ease
Post-COVID	Safety and hygiene, healthy eating aath	Efficient, consistent, seamless	Takeaway/online- An additional avenue, small share, incremental growth	Recreate the restaurant/brand experience within the home to enhance quality perception, convenience	Contactless payment, Social media activation

Fig 2: - Sustainability Ways

The behaviours and decisions people make while purchasing products and services for personal use are referred to as consumer behaviour. Fast food, which is served quickly and conveniently available in restaurants, originated in Southern California in the 1940s and has since become a staple in American eating habits, influencing global trends. The popularity of fast food has expanded to other countries, including Sukkur, where its consumption has significantly increased.

Several factors impact consumer food choices, including the enjoyment of dining out, the social appeal of visiting fast food establishments, and the changing lifestyle associated with urbanization. Fast food appeals to many people due to its taste and the pleasure derived from eating it. Professionals and businesspeople often prefer to gather in fast food restaurants for meetings. Globalization and urbanization also play major roles in influencing customers toward fast food restaurants, as they offer a clean and safe dining environment.

In this globalized world, consumer habits are evolving with cultural shifts and new preferences. People are embracing global trends, and food processing and sales have been affected by globalization. The growing trend of fast-food items such as burgers, snacks, fizzy drinks, French fries, fried chicken, and pizzas has become ingrained in various cultures.

Urbanization is another factor driving lifestyle changes, particularly among young people who are becoming more independent. In urban areas, food consumption patterns are closely linked to lifestyle, and as income levels rise, so does the demand for fast food. This is resulting in higher incomes and a corresponding rise in food demand.

The fast-food industry is becoming increasingly important to the country's economy, contributing to its growth. The sector plays a significant role in the economic development of the nation, and the demand for fast food restaurants continues to grow.

The Quick Service Restaurant (QSR) industry operates on a foundational strategy of attracting a high volume of customers while maintaining low profit margins on food products. This approach aims to increase sales through lower prices, which makes the QSR more appealing compared to outlets with pricier options. As a result, QSRs can attract more customers and generate steady revenue despite lower margins.

Another key aspect of this strategy is focusing primarily on rapid food delivery, with limited dine-in options. By emphasizing takeout and delivery services, QSRs can reduce operational costs by minimizing the need for resources required in running a traditional dine-in restaurant. This includes saving on expenses such as interior design, seating arrangements, and staffing for table service.

Many individuals in the QSR industry adopt this strategy to keep management and operational costs low, which allows them to remain competitive in the market. By pricing their food items attractively and catering to the convenience of quick service, they can attract more foot traffic and boost sales. This efficient approach helps maintain profitability while offering affordable options to customers.

## 1.5 INDIAN QSR MARKET



Fig 3: - Indian QSR Market

Throughout the study period, platforms for quick service restaurants (QSRs) came to offer safe, hygienic, and customisable order options. Burgers have transformed into a gratifying, immediate supper as a consequence of the continuous consumption of smart-eating orders and the rapid delivery of eat-at-home orders [3]. Additionally, over the past three to four years, the country's sales have increased as a result of the strong demand for chicken products, which include meatballs, popcorn, wings, nuggets, and burgers. Typically, 250 grammes of vegetarian burgers cost USD 1.75 and 300 grammes of chicken cost USD 7 [3]. Additionally, over the past three to four years, the country's sales have increased as a result of the strong demand for chicken products, which include meatballs, popcorn, wings, nuggets, and burgers. Typically, 250 grammes of vegetarian burgers cost USD 1.75 and 300 grammes of chicken cost USD 7 [3].

The number of orders is growing quickly; in 2021, there were around 120 million pizzas ordered. As a result, the project is expected to serve significant growth over the next few years [3]. Nevertheless, Domino's and Pizza Hut control the industry with a combined market share of more than 70%. The consumer interest has been heightened by the new technologies of online meal delivery within 30 minutes and the oven sacks used for delivery [3].

Because daily orders are increasing and product costs are growing, independent outlets are expected to increase at the quickest rate among all outlet types during the forecast period, 2023–2029, with a CAGR of 9.13% by value [3]. The market and streets are where the majority of the outlets are located, making it easy for customers to visit them [3]. Product cost gains at independent outlets are about 30–40% lower than in chained outlets [3].

Due to shifting lifestyles, rising urbanisation, and a rising appetite for fast eating options, the Indian quick service restaurant (QSR) market has seen tremendous expansion in recent years. Here's a simple overview of the Indian QSR market with some examples:

1. Popular International Chains: Well-known global Fast food businesses like Subway, KFC, and McDonald's have established a strong presence in India. These chains have adapted their menus to suit Indian tastes, offering local variations such as vegetarian options and spices.
2. Local QSR Brands: India also has homegrown QSR brands that are popular across the country. For example, Jumboking is a chain that serves a variety of vada pavs (Indian-style burgers) with different flavors and toppings. Faaso's is another Indian chain that offers wraps and rolls with both vegetarian and non-vegetarian fillings.
3. Focus on Delivery: Many QSRs in India focus on delivery services, partnering with delivery platforms like Zomato and Swiggy to reach customers quickly. This approach has become even more important due to the rise in online food ordering.
4. Variety of Cuisines: Indian QSRs offer a diverse range of cuisines to cater to different tastes. For instance, Domino's Pizza offers pizzas with Indian toppings such as paneer tikka and tandoori chicken, while Goli Vada Pav specializes in various types of vada pavs, a popular street food snack.
5. Customization and Affordability: Many Indian QSRs allow customers to customize their meals to their liking. This includes choosing toppings, spice levels, and side dishes. QSRs also offer affordable meal options to appeal to a wider audience.

6. Expanding Market: The QSR market in India is continuously expanding, with new chains and outlets opening regularly. This growth is driven by a young population, changing eating habits, and a demand for quick and easy meals.

### **SOME POPULAR INDIAN BRANDS**

1. **McDonald's**: McDonald's, a company well-known for its global reach, has modified its menu to appeal to Indian consumers. It offers the Maharaja Mac, a vegetarian Big Mac with Indian spices, and the McAloo Tikki burger, which has a spicy potato patty.
2. **KFC**: Kentucky Fried Chicken (KFC) has also customized its menu for Indian customers. In addition to its signature fried chicken, KFC offers items like rice bowls with Indian flavors, and a vegetarian Zinger burger.
3. **Subway**: Subway provides fresh sandwiches and salads with options like the Paneer Tikka sandwich, which includes spiced paneer and vegetables. The brand also allows customers to customize their meals with various sauces and toppings.
4. **Domino's Pizza**: Domino's is a popular pizza chain in India that offers a variety of toppings catering to Indian tastes. Examples include the *Margherita pizza* with paneer and the *Chicken Tikka pizza*.
5. **Burger King**: Burger King has introduced unique options like the *Veg Whopper* and *Chicken Tandoor Grill* to cater to local preferences. It also offers rice bowls and wraps.
6. **Jumboking**: Jumboking is a homegrown Indian chain that serves various types of vada pavs (Indian-style burgers) with different flavors such as Schezwan, Mexican, and Cheese Burst.
7. **Goli Vada Pav**: Goli Vada Pav is another Indian QSR chain specializing in vada pavs. It offers a wide range of options including traditional, spicy, and cheesy varieties.
8. **Chaayos**: Chaayos is a popular chain that focuses on tea-based beverages and snacks. It offers unique tea blends and snacks such as samosas and sandwiches.

9. **Faaso's:** Faaso's is known for its wraps and rolls with both vegetarian and non-vegetarian fillings. It also provides meal boxes and has a strong presence in online food delivery.
10. **Pizza Hut:** Similar to Domino's, Pizza Hut offers pizzas with Indian-style toppings such as paneer and tandoori chicken. It also has sides like masala wedges and garlic bread sticks.



Fig 4 – Different Market Segments

The (QSR) segment is primarily driven by meat-based cuisines, with significant contributions from bakeries and burger outlets [3]. Over the last three to four years, there has been a noticeable increase in demand for chicken products such wings, nuggets, meatballs, and burgers, which has resulted in greater sales [3]. Burger chains have gained popularity in India as a result of millennials' changing preferences and the ability to order fast delivery for eat-at-home orders. As a result, the overall QSR market experienced a notable 43.2% increase in sales value from 2017 to 2022, according to a report by Mordor Intelligence [3].

In terms of specific cuisines, pizza is expected to see the most rapid growth, with a projected (CAGR) of 11.21% by value from 2023 to 2029. Major players in this market, such as Domino's and Pizza Hut, control approximately 70% of the sector.

Regarding the types of QSR outlets, independent establishments are predicted to achieve the value-based fastest CAGR of 9.13% from 2023 to 2029 [3]. Around 90% of these independent outlets operate as standalone businesses, strategically located in markets and streets for easy access by consumers. These outlets enjoy a cost

advantage, offering products at prices 30-40% lower than those of chain establishments, effectively capturing the attention of consumers.



## 1.6 JUBILANT FOOD WORKS

Part of the Jubilant Bhartiya Group, Jubilant Food Works Limited is the biggest food service company in India. Since its founding in 1995, the company has had the exclusive master franchise rights to well-known international brands like Popeyes, Dunkin' Donuts, and Domino's Pizza. This has allowed them to expand and manage these brands throughout the subcontinent of South Asia. With its domestic brand, Hong's Kitchen, Jubilant Food Works has also entered the Chinese cuisine segment. [4]. In more than 425 Indian locations, the company currently operates more than 2,500 store rates under multiple brands. The company operates through its wholly-owned subsidiary in Bangladesh and Sri Lanka, which presently manages 26 and 50 outlets, respectively.

By signing a deal with Dunkin' Donuts Franchising LLC, the largest bakery and coffee chain in the world, Jubilant Food Works has expanded its line of business to include expanding the Dunkin' Donuts brand and running restaurants in India [5]. Dunkin' Donuts offers a variety of products catering to the Indian palate while retaining the brand's unique charm and personality [5].



Fig 5: - JFL Revenue



Fig 6: - JFL Profit

### Corporate History: -

- **1995:** Domino's Pizza India Pvt. Ltd. was found in order to get the master franchise agreement with Domino's International for the north and west of India [4].
- **1996:** The company's first location in India opened its doors the New Delhi was the location of the first Domino's Pizza store [4]. Under the name Domino's Pizza India Limited, the business eventually became a public company [4].
- **1998:** Domino's Pizza extended their franchise rights to include Nepal and all of India [4].
- **2000:** The business signed a deal with IPEF and Indocean, who made investments in the company [4].
- **2004:** Domino's launched its well-known "30 minutes or free" campaign, offering fast delivery times. [4]
- **2006:** The company reached a significant milestone, opening its 100th restaurant [4].
- **2008:** Domino's India achieved monthly sales of one million pizzas [4].

- **2009:** The company rebranded as Jubilant Food works Ltd., and the total number of restaurants surpassed 200 [4].
- **2010:** After launching an initial public offering (IPO) and listing on the National Stock Exchange of India as well as the Bombay Stock Exchange, Jubilant Food Works Ltd. became publicly traded [4].
- **2011:** Dunkin' Donuts has granted the company a franchise agreement and a multiple unit development agreement for India [4].
- **2012:** Jubilant Food works Ltd. opened its 500th Domino's Pizza restaurant and became the first food service brand to launch an online ordering platform in India [4].
- **2013:** The company introduced a new chain of restaurants in India called "Dunkin' Donuts & More." [4]
- **2014:** Jubilant Food works opened its 700th restaurant, making Domino's India the largest Domino's operation outside the United States, surpassing the UK [4].
- **2016:** The company opened its 1,000th restaurant [4].
- **2017:** Jubilant Food works launched the "Every Day Value Offer" and the "All New Domino's" campaign [4].
- **2018:** In Greater Noida, at the Mega Commissary, commercial manufacturing first started [4].
- **2019:** The company established its first restaurant in Bangladesh and introduced a new brand, Hong's Kitchen [4].
- **2021:** Jubilant Food works announced the acquisition of a 32.81% equity stake in DP Eurasia N.V., which holds the exclusive master franchise rights in Turkey, Russia, Azerbaijan, and Georgia [4].
- **2022:** The company launched the renowned US chicken brand, Popeyes, in India [4].

## **JUBILANT BRANDS**

### **Domino's India:**



Domino's Pizza is an internationally recognized pizza chain known for its speedy delivery and quality menu items. It features a variety of pizzas, pasta, sides, and desserts. Domino's is celebrated for its menu innovation and efficient ordering and delivery services.

Domino's operates in India under Jubilant Food Works Limited, which holds the exclusive franchise rights for the brand. Domino's India offers a menu adapted to Indian tastes, including vegetarian options and local flavours. The chain has a large network of outlets across India, providing both dine-in and delivery options.

Since its establishment in 1996, Domino's India has been committed to offering delicious pizzas and sides, exceptional quality, outstanding customer service, and affordable options. The company has built a reputation as a home delivery expert, promising to deliver pizzas within 30 minutes or free to its loyal customers nationwide.

Domino's consistently seeks to develop products tailored to its customers' tastes, adhering to its 'Think global and act local' strategy by offering new and exciting products such as varied crusts, toppings, and flavours that appeal to Indian palates. Domino's operates in 1,995 stores across 428 cities in India.

## **Popeyes India:**



Popeyes is an American fast-food chain specializing in fried chicken and seafood, known for its distinctive Louisiana-style cooking and unique flavours. The menu includes a range of chicken dishes, sandwiches, and side items. Popeyes operates in India under the franchise of Jubilant Food Works Limited. It brings Popeyes' famous fried chicken and other menu items to the Indian market. Popeyes India may adjust its menu offerings to cater to local tastes and preferences.

Popeyes, founded in New Orleans, Louisiana in 1972, boasts over 50 years of rich history and culinary expertise. The brand sets itself apart with its distinctive New Orleans-style menu, offering items such as the Chicken Sandwich, Popeyes Signature Chicken, and Chicken Tenders.

With more than 3,300 locations worldwide, Popeyes is one of the biggest chicken-focused quick-service restaurants in the world because to its commitment to its Louisiana heritage and flavourful, genuine food.

In January 2022, the company introduced Popeyes to India, launching its first location in Bengaluru.

Currently we have 21 stores across 7 cities.

## **Dunkin' India:**



Dunkin' is a global chain primarily known for its coffee and donuts, as well as baked goods and other beverages. The chain offers a variety of donut flavors and coffee drinks.

In India, Dunkin' Donuts is positioned as a Food Café, offering a unique blend between cafés and quick-service restaurants [5]. Additionally, guests can enjoy a delightful selection of sandwiches made with artisanal breads like focaccia, croissants, ciabatta, and bagels [5].

The international, juvenile, colourful, and whimsical character of the brand is reflected in the considerate design of each Dunkin' Donuts location. In a casual and inviting setting, the restaurants offer patrons the opportunity to communicate with their loved ones.

Dunkin' operates in India through Jubilant Food works Limited, providing various menu options tailored to Indian tastes, including sandwiches, wraps, and donuts. Dunkin' India is a popular destination for quick snacks and beverages.

## **Hong's Kitchen:**



Hong's Kitchen is a home-grown brand by Jubilant Food Works Limited, specializing in Chinese cuisine. The brand offers popular Chinese dishes such as noodles, fried rice, and stir-fries. Hong's Kitchen emphasizes quality ingredients and authentic flavours, catering to the Indian market's appetite for Chinese cuisine.

The first restaurant in Gurugram, India, showcases a vibrant and modern international design that was influenced by the colours and ambiance of Asian street markets [5]. The carefully crafted menu highlights the best of Chinese cuisine with a twist of local ingredients to enhance flavours and provide a more delightful experience [5].

Beyond the food, the restaurant's design exhibits meticulous attention to detail and aesthetic choices. From an open kitchen where guests can watch their meals being prepared to sourcing quality ingredients from suppliers fully licensed by the FSSAI, and maintaining separate prep areas for vegetarian and non-vegetarian dishes, Hong's Kitchen aims to provide a perfect dining spot for enjoying your favourite Chinese dishes. The brand currently operates 50 stores.

## **Ek Dum Biryani:**



Ek Dum Biryani is a brand under the Jubilant Food Works Limited umbrella, focusing on biryani and other Indian rice dishes. The brand likely offers a selection of biryani options, including various proteins and vegetarian choices, to appeal to different customer preferences.

## ChefBoss:



ChefBoss is a brand that provides sauces and gravies, offering consumers an array of ready-to-use cooking bases for various cuisines. The brand aims to simplify cooking and enhance flavor by offering a range of sauces for preparing different dishes at home.

## 1.7 STRENGTH OF JFL



Fig 7: - JFL Supply Chain Management

## NEW INITIATIVES

Jubilant Food Works is thrilled to introduce our new initiative, Shakti, as part of our dedication to fostering a diverse, equitable, and inclusive workplace. We believe every individual should have access to a safe and supportive environment where they can excel.

Shakti is designed to raise awareness and promote understanding of acceptable workplace behavior. It provides employees with the tools and resources to report and prevent sexual harassment at work. We think it's crucial to ensure every employee is aware of their rights and feels empowered to speak up and seek justice when necessary.



We are eager to roll out Shakti across all our locations as we strive to cultivate a better workplace culture. Our employees are our most valuable resource, and we are dedicated to equipping them with the support and resources they need to thrive.

## 1.8 AWARDS

- **Star Retailer of the Year Award:** At the Franchise India Awards, Domino's received the Star Retailer of the Year honour [4].
- **Food Service Retailer of the Year:** The Most Admired Food Service Retailer of the Year for Retail Expansion was acknowledged to be Domino's [4].
- **Golden Peacock National Training Award:** The "Golden Peacock National Training Award" was given to Domino's Pizza India by the (IOD) [4].
- **Coca-Cola Golden Spoon Award:** The Institute of Directors (IOD) bestowed the "Golden Peacock National Training Award" to Domino's Pizza India [4].
- **National Award for Excellence in Customer Service:** At the World HRD Congress, Domino's Pizza received the National Award for Excellence in Customer Service [4].
- **National Award for Excellence in Customer Service & Loyalty:** The World Quality Congress presented the Global Awards for Excellence in Quality Management & Leadership, and Domino's Pizza won the Café Restaurant category [4].
- **Asian Award for Best in Quality Service** At the 7th Asian Best Employer Brand Awards 2016, which were organised by the World HRD Congress, Domino's received this honour [4].
- **National Award for Best Customer Service by a Café Restaurant:** Domino's was acknowledged with this accolade at the 2016 Indian Restaurants Awards, put on by Franchise India [4].
- **Food Safety Excellence Award:** The 2016 Dunkin' International Middle East Rally Awards presented Dunkin' with the Food Safety Excellence Award [4].
- **Delhi NCR Hot 50 Brands Award:** One India gave this award to Dunkin' in FY16 [4].

- **Best Marketing and Promotions Award:** The India Retail Forum organised the Images Retail Award, which Dunkin won [4].

## 1.9 AN APPETITE FOR GROWTH

The total market is projected to grow from 4,981 units to 5,662 units by 2025. Within this market:

- The unorganized sector is expected to increase from 2,076 units to 2,939 units.
- The organized sector is anticipated to grow from 1,056 units to 1,456 units.

These projections indicate growth across both the organized and unorganized sectors within the market over the given period

### Innovation at Price Point

Dominos has been the most pocket friendly Pizza brand. The USP for dominos is its pricing strategy. The launch of pizza mania is the most successful product of dominos so far. It contributed to 33% of the total pizza sale. The innovations in products and the pricing have made JFL one of the only 2 QSR companies which have reported positive LFL growth in FY 23-24.



Fig 8: - JFL Rewards

## Launching Different Formats & Empowering Customers

Now JFL is not only focusing on the Dine-in stores and delivery model. To reach the customer base and to have the most market and the pocket share, JFL has introduced Food truck concepts in the Dominos Brand. They have introduced the live tracking of their orders.



Fig 9: - JFL Food Trucks

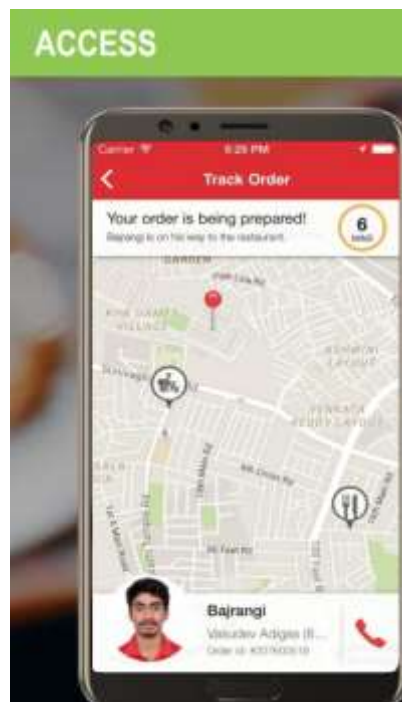


Fig 10: - JFL Food Tracking System

## Segmentation

Geographic segmentation is the process of partitioning the market into distinct geographic entities, including countries, continents, states, postal codes, trading districts, cities, and neighbourhoods. This method is highly effective for Jubilant Food Works in international markets, as customer preferences and administrative systems may vary depending on the market.

Additionally, if transportation costs play a significant role in delivering the value proposition, geographic segmentation is a sensible strategy. It allows companies to account for different costs associated with serving customers in different areas.

Jubilant Food works maintains a presence in most Tier 1, 2, and 3 cities, with a total of 428 stores across these locations. This widespread coverage enables the company to effectively cater to a diverse customer base across various geographic segments.

### 1.10 Different Campaigns



Fig 11: - It Happens Only With Pizza Campaign

Domino's Pizza's "it happens only with pizza" campaign was a marketing campaign that focused on the joy and pleasure of eating pizza. The campaign focused on Domino's pizzas and how they stood out from the rest of the food options on the menu. Domino's Pizza's goal in this campaign was to make their pizza, especially their pizza, stand out from the rest. They portrayed their pizza as high-quality and delicious, and as a favourite for many different events.

This campaign was likely to include a combination of different marketing techniques, such as TV ads, online content, social media posts, and promotions, to draw customers' attention to the uniqueness of their pizza. The goal of this campaign would be to create an emotional connection between pizza lovers and their potential customers by showing how their pizza could add value to different moments or experiences in people's lives. At the end of the day, the goal would be to boost sales and brand awareness by associating the idea that Domino's pizza offers something unique and enjoyable to customers.

### **30-Min GURANTEE DELIEVERY (NOW CHANGED TO FREE DELIEVERY ALSO)**



Fig 12: - 30 Min Delivery

Domino's Pizza is known for its "30-minute delivery" campaign, which was one of its most famous and influential marketing strategies.

The campaign had a significant impact on Domino's brand and sales, as it highlighted the company's commitment to speed and convenience, qualities that are important to customers when ordering food for delivery. The promise of receiving a pizza quickly or for free created a strong incentive for customers to choose Domino's over other pizza chains.

However, the 30-minute delivery guarantee also led to some challenges. In some instances, delivery drivers were found to be speeding or taking risks to meet the time guarantee, which raised concerns about safety and potential accidents. Due to these

safety concerns and legal challenges, the guarantee was eventually discontinued in the United States and many other countries.

## Cheesy Rewards



Fig 13: - Cheesy Reward Campaign

Domino's In order to establish itself as a brand synonymous with pizza in India, Domino's has prioritised innovation and customer centricity in their operations [6]. The company is committed to providing its customers with a rewarding and unforgettable pizza-eating experience, which is why it offers a complimentary pizza with every sixth purchase [6]. Domino's Cheesy Rewards Programme is designed to incentivize and provide customers with an additional reason to appreciate the company [6].

- For pizza enthusiasts, one of the most rewarding initiatives [6]
- By ordering through the Domino's app or visiting a nearby restaurant, all new and existing users will be eligible to participate in the Cheesy Rewards Loyalty Programme. [6].
- A pizza portion is displayed in the account following each order [6].
- Every sixth order, receive a free pizza from Domino's. [6].

## 1.11 7S Framework



Fig 14: -Strategy Growth

### Strategy

Jubilant Food works needs to strike a balance between saving money and maintaining its main strengths. Customers expect good value for their money and a bit more from Jubilant Food works. In trying to increase market share by offering lower prices, the company should avoid compromising quality and service.

### Structure

The epidemic revealed flaws in the supply chain and organisational structure of the company. To better handle future disruptions, Jubilant Food Works should diversify its suppliers across different regions to minimize the impact of climate change, geopolitical issues, and other risks.

### Systems

The following areas are where Jubilant Food Works needs to concentrate: – Enhance internal processes throughout the organisation, including data visualisation, web app optimisation, customer relationship management (CRM), and risk management [7].

Jubilant Food Works needs to implement a comprehensive system for "work from home" employees in order to increase employee interaction both online and offline [7].



## **Staff**

To enhance its human resources, Jubilant Food Works can adopt the following steps:  
Remote recruitment and induction - The pandemic has led to a substantial number of employees operating from remote locations. In order to enhance the work environment's inclusivity for fresh hires, Jubilant Food Works should create a remote induction system that includes a library of succinct videos, opportunities for small groups to interact, and technical demos [7].

Open conversations that allow individuals to approach individuals at various levels of organisation [7]. It will not only help senior management engages in interactions with the people below them directly, but it will also help in the development of a culture that is both open and transparent [7].

## **Skills**

For people who operate from remote locations, Jubilant Food Works can create a structured training and development programme [7]. As an increasing number of individuals are leaving their current employment due to a lack of challenge, Jubilant Food Works has the opportunity to recruit new talent [7].

## **Style / Leadership Style & Culture**

The leadership styles that are required in a tangible location and in a remote scenario are wholly different [7]. Managers have the capacity to engage in dialogue, offer feedback, and evaluate the work in a physical setting [7]. Leaders ought to implement an inclusive and collaborative leadership approach in order to optimise workflow[7]. As part of larger teas, leaders should construct lesser teas. [7].

## **Shared Values**

The organisation has established a successful business paradigm that is founded on its fundamental values, vision, and mission [7]. The Shared Values segment doesn't need to change much. Sustainability is one area in which it could focus more [7]. Investors are placing a significant emphasis on environmental, societal, and governance issues; as a result, it can increase transparency by using the Triple Bottom Line concept in its financial and ESG reporting. [7].



## 1.12 COMPETITIVE ANALYSIS

Table 1: Competitive analysis of different brands

Name	Last Price	Market Cap.	Sales	Net Profit	Total Assets
		(Rs. cr.)	Turnover		
<u>Nestle</u>	2,437.70	2,35,032.59	19,126.30	2,998.67	3,124.16
<u>Britannia</u>	4,668.30	1,12,444.55	15,618.42	2,139.30	5,842.93
<u>GlaxoSmith Con</u>	10,732.60	45,136.53	4,782.01	982.8	4,094.72
<u>Adani Wilmar</u>	335.4	43,591.22	55,262.45	607.23	10,113.11
<b><u>Jubilant Food</u></b>	<b>435.65</b>	<b>28,746.16</b>	<b>5,095.99</b>	<b>356.21</b>	<b>2,145.47</b>
<u>Hatsun Agro</u>	997.9	22,228.10	7,246.97	165.86	2,888.62
<u>Devyani Int</u>	161.05	19,420.36	2,668.34	246.07	1,152.21
<u>Bikaji Foods</u>	520.95	13,043.66	1,944.39	127.67	1,067.42
<u>Godrej Agrovet</u>	546.45	10,503.36	6,884.44	303.64	2,816.55
<u>Zydus Wellness</u>	1,631.80	10,383.49	251.48	66.42	4,034.28
<u>LT Foods</u>	203	7,049.23	3,914.60	160.31	1,611.60
<u>Bectors Food</u>	1,049.90	6,175.25	1,264.32	76.25	630.71
<u>Hindustan Foods</u>	495.85	5,681.12	2,383.20	64.51	713.68
<u>Dodla Dairy</u>	903.35	5,374.28	2,584.12	94.99	883.13
<u>Restaurant Bran</u>	100	4,963.97	1,439.65	-71.8	1,894.54
<u>HMA Agro</u>	63	3,154.85	3,125.55	137.32	770.08
<u>Tasty Bite</u>	11,379.35	2,919.94	475.66	30.21	319.36
<u>Heritage Foods</u>	314.35	2,917.04	3,208.67	65.89	863.17
<u>Vadilal Ind</u>	3,999.70	2,874.92	896.71	71.94	486.29
<u>Parag Milk Food</u>	210.8	2,516.44	2,853.20	68.49	1,345.14
<u>ADF Foods</u>	215.5	2,367.56	353.34	60.01	425.65
<u>DFM Foods</u>	461.7	2,321.24	586.08	-62.6	173.09
<u>Barbeque Nat</u>	551.15	2,153.39	1,073.78	6.72	448.23
<u>Prataap Snacks</u>	896.2	2,139.54	1,652.93	20.26	678.95
<u>Gulshan Poly</u>	204	1,272.36	1,179.73	45.36	823.01
<u>Foods and Inns</u>	170.9	999.73	977.35	47.24	651.03
<u>Prabhat Dairy</u>	99.6	972.85	491.6	-120.11	458.35
<u>Sukhjit Starch</u>	469.5	733.45	1,435.25	70.14	780.14
<u>Annapurna Swa</u>	357.95	629.63	160.17	7.14	81.92

<u>Sheetal Cool Pr</u>	407.05	427.4	340.26	20.45	179.47
<u>IFB Agro</u>	454.4	425.64	1,246.46	51	566.96
<u>Proventus</u>	1,000.00	343.48	337.3	2.29	74.85
<u>Euro India Fres</u>	132.1	327.61	142.97	1.21	103.01
<u>Megastar Foods</u>	277.65	313.57	267.53	9.62	103.48
<u>Coastal Corp</u>	251.8	268.89	--	--	-
<u>KSE</u>	697.65	223.25	1,609.88	-2.38	233.04
<u>Srivari Spices</u>	307.8	219.83	-	-	-
<u>Future Consumer</u>	0.95	189.72	51.73	-547.25	276.24
<u>Umang Dairies</u>	82.8	182.19	292.83	-3.26	98.12
<u>Anik Industries</u>	55	152.64	118.1	5.07	311.09
<u>Madhusudan Masa</u>	103.2	133.13	127.22	5.76	53.17
<u>Dangee Dums</u>	8.25	127.03	25.53	-0.63	30
<u>Baba Agro Food</u>	70	92.63	542.14	19.79	190.64
<u>Nakoda Group</u>	54.7	69.61	54.6	0.91	37.71
<u>Tapi Fruit</u>	142.35	59.35	20.51	-0.19	8.32
<u>Kwality</u>	2.2	53.1	120.42	-1,538.34	-850.54
<u>Italian Edibles</u>	34.5	50.98	63.21	2.64	28.09
<u>COAST-RE</u>	99.2	19.09	--	--	-
<u>COASTPP</u>	65	12.54	--	--	-
<u>Sonalis Cons</u>	30	6	6.53	--	5.09
<u>Soni Soya</u>	9.3	4.79	146.59	0.19	17.73

### 1. Jubilant Food works Ltd (Ticker: JUBLFOOD)

- **Brand:** For Domino's Pizza in India, Bangladesh, Sri Lanka, and Nepal, Jubilant Food Works is the master franchisee [4].
- **LTP (₹):** 435.65
- **P/E (%):** 107.04 (very high P/E ratio, suggesting strong market expectations of future growth).
- **Mkt. Cap (₹Cr.):** 28,746.16 (largest in the list, showing its strong market position).

- **NP Qtr (₹Cr.):** 60.95 (profitable company).
- **Div. Yield (%):** 0.28 (small dividends, likely reinvesting in growth).
- **Sales Qtr (₹Cr.):** 1,355.06 (strong sales, supporting its leadership position).
- **Book Value (₹):** 34.02 (reflects its equity per share).
- **Summary:** Jubilant Food works, through Domino's Pizza, is a market leader in the quick-service restaurant industry in India. Its strong sales, high market cap, and profitability indicate its dominant market position.

## 2. Devyani International Ltd (Ticker: DEVYANI)

- **Brand:** Devyani International is a conglomerate that operates Costa Coffee, Pizza Hut, and KFC in India.
- **LTP (₹):** 160.50
- **P/E (%):** 124.42 (high P/E ratio, indicating strong growth expectations).
- **Mkt. Cap (₹Cr.):** 19,354.03 (second largest market cap in the list).
- **NP Qtr (₹Cr.):** 18.01 (profitable, but less so than Jubilant Food works).
- **Div. Yield (%):** 0.00 (no dividends, likely reinvesting profits).
- **Sales Qtr (₹Cr.):** 796.36 (decent sales, reflecting brand popularity).
- **Book Value (₹):** 9.73 (lower book value than others).
- **Summary:** Devyani International benefits from operating popular fast-food brands and maintains a strong presence in the market. High P/E and market cap suggest strong investor confidence in its future growth.

## 3. Westlife Food world Ltd (Ticker: WESTLIFE)

- **Brand:** Westlife Food world operates McDonald's in western and southern India.
- **LTP (₹):** 812.70
- **P/E (%):** 213.31 (extremely high, possibly indicating overvaluation).

- **Mkt. Cap (₹Cr.):** 12,672.93 (substantial market cap).
- **NP Qtr. (₹Cr.):** -0.08 (slight loss, possibly due to higher costs).
- **Div. Yield (%):** 0.42 (small dividends, likely trying to balance growth and shareholder returns).
- **Sales Qtr. (₹Cr.):** 0.22 (unexpectedly low, may be an error in data).
- **Book Value (₹):** 31.53 (reasonable book value).
- **Summary:** Westlife Food world operates McDonald's, a popular global brand. Despite its strong market position, the company faces challenges, indicated by its quarterly loss and very high P/E ratio.

#### 4. **Sapphire Foods India Ltd (Ticker: SAPPHIRE)**

- **Brand:** Pizza Hut, KFC, and Taco Bell are the brands that Sapphire Foods operates in India.
- **LTP (₹):** 1,477.95
- **P/E (%):** 50.55 (moderate P/E ratio compared to others).
- **Mkt. Cap (₹Cr.):** 9,415.19 (lower than other major players).
- **NP Qtr. (₹Cr.):** 10.04 (profitable but less than Jubilant Food works).
- **Div. Yield (%):** 0.00 (no dividends).
- **Sales Qtr. (₹Cr.):** 568.54 (good sales, reflecting strong brand appeal).
- **Book Value (₹):** 210.50 (highest book value, reflecting strong equity base).
- **Summary:** Sapphire Foods manages popular fast-food brands and performs well in terms of profitability and sales. Its moderate P/E ratio and high book value suggest stability and a strong foundation.

#### 5. **Restaurant Brands Asia Ltd (Ticker: RBA)**

- **Brand:** Restaurant Brands Asia operates Burger King in India and Indonesia.
- **LTP (₹):** 99.90

- **P/E (%)**: Not available, possibly due to operating loss.
- **Mkt. Cap (₹Cr.)**: 4,959.01 (the smallest market cap on this list).
- **NP Qtr (₹Cr.)**: -6.41 (operating at a loss).
- **Div. Yield (%)**: 0.00 (no dividends).
- **Sales Qtr (₹Cr.)**: 445.42 (reasonable sales).
- **Book Value (₹)**: 37.74 (reflects the equity per share).
- **Summary**: Restaurant Brands Asia faces challenges with profitability despite operating a well-known brand like Burger King. It may need to focus on improving cost management and operational efficiency to become profitable.

### 1.13 SWOT ANALYSIS

	Opportunities	Threats
Strengths	<b>Strength Opportunities (SO) Strategies</b> Leveraging brand recognition in new segments	<b>Strength Threats (ST) Strategies</b> Investing into R&D to thwart Services industry disruptors.
Weaknesses	<b>Weakness Opportunities (WO) Strategies</b> Investing into customer oriented services and supply chain	<b>Weaknesses Threats (WT) Strategies</b> Get out of the business and focus on growth areas

Fig 15:- SWOT ANALYSIS

#### Strengths of Jubilant Food works

The resources and capabilities of the organisation are its strengths, which it can leverage to establish, cultivate, and maintain a competitive edge in the marketplace [7].

- **Talent management** Employee talent development at Jubilant Food Works - The success of Jubilant Food Works in the restaurant industry depends heavily on human resources [7].

- **Strong brand recognition** - In the restaurant industry, Jubilant Food Works products have significant product recognition [8]. In comparison to its competitors in the restaurant This has allowed the organisation to set up a premium in the industry [8].

- **Brands catering to different customers segments within Restaurant's segment** - The company has been able to penetrate various customer segments in the Restaurants segment thanks to Jubilant Foods' comprehensive product offering. Furthermore, it has permitted the organisation to diversify its revenue streams [8].

- **Success of new product mix** - To its customers, Jubilant Food Works offers a wide range of product mix options [8]It helps the company appeal to a wide range of customer segments within the Restaurants industry [8].

- **Diverse Revenue models** - Jubilant Food Works has expanded its business operations beyond the services industry over the years [7].

- **Market Leadership Position** - The Restaurants industry is one in which Jubilant Food Works holds a dominant market position [7]. It has enabled the company quickly scale the success of new products [7].

### **Weaknesses of Jubilant Food works**

What exactly are the "weaknesses" within the context of a SWOT analysis?

The deficiencies of Jubilant Food Works classified as either strengths of skills which the organisation is currently lacking or a dearth of resources [7]. Managers have to be aware that vulnerability exists as a consequence of a strategic decision or a lack of planning for strategy [7].

- **The expense of replacing current experts is substantial.** The Jubilant Food Works [8]. In the current circumstances, it is going to exceedingly challenging to supplant the limited number staff members who have been accountable for Jubilant Food's knowledge base [8].

- **Business Model** Jubilant Food's Business Model works well for competitors in the restaurant industry. [8]. A business must establish an operating strategy that can bring together suppliers, vendors, and final clients in in order to surmount these obstacles [8].

- Extra expense associated with the development of a fresh logistics and supply chain network - Jubilant Food Works is required to establish a more resilient supply chain as a consequence of the deteriorating merchant system. The internet and artificial intelligence have had a substantial impact on the economic model for services businesses [7].

- **Declining market share** The Restaurants industry is expanding faster than the company, despite Jubilant Food's declining market share and rising revenues [8]. In order to determine what it needs to do to foster future development, In this scenario,

Jubilant Food Works must conduct a thorough examination of the diverse trends inside the service industry. [8].

- **High turnover of employees** Jubilant Food Works is also concerned about the high attrition of employees at the lower level. It has the potential to result in increased compensation in order to retain the company's top talent [7].

### **Opportunities for Jubilant Food works**

In a SWOT analysis, that which are the "opportunities"?

Opportunities are prospective areas where the firm may discover the possibility of development, earnings, and market share. [7].

- **Local Collaboration** - In international markets, Jubilant Food Works may also benefit from partnerships with local actors [7]. Local actors possess only local expertise, whereas Jubilant Food Works can contribute global processes and execution expertise [7].

- **Increasing government** The restaurant industry is becoming increasingly difficult for unorganised actors to operate due to the expanding regulations of the government. [7]. This presents an opportunity for Jubilant Food Works to increase its customer base [7].

- **Opportunities in Online Space** - Jubilant Food Works will be able to offer new offerings to the customers in the Restaurants industry as a result of the growing adoption of online services by customers [7].

- **Increasing customer base in lower segments** - As customers in the service industry transition from unorganised operators to licenced participants [8]. With a straightforward offering, it will give Jubilant Food Works the chance to enter the entry-level market [8].

- **Customer preferences are fast changing** - The rapid adoption of technological products, the ease of access to information, and the increasing disposable incomes of consumers have resulted in a greater willingness to experiment with and try new products in the market. [8]. In addition to the diverse trends within the Restaurants



industry, Jubilant Food Works must also meticulously monitor the trends in the Services sector [8].

- **Lower inflation rate** - The market is more stable due to the low inflation rate, which allows Jubilant Food Works' customers to receive credit at a lower interest rate [8]. This will increase consumer demand for Jubilant Food Works products [8].

### **Threats to Jubilant Food works**

#### **What are "Threats" in SWOT Analysis?**

Threats are potential hazards to the firm's business models that may arise as a result of changes in consumer perceptions and macroeconomic factors [8]. Managed threats are manageable; however, they cannot be controlled [8].

- **Institutional distrust and the growing likelihood of legal action against Jubilant Food Works** - The enforcement of WTO regulations and statutes in a variety of markets is challenging [7]. The legal process has become a costly and protracted endeavour [7]. It may result in a reduction in investment in emergent markets by Jubilant Food Works, which could lead to a reduced growth rate. [7].

- **Changing demographics** - Baby boomers are retiring, and the younger generation is experiencing difficulty in supplanting their purchasing power [7]. This can lead to higher profits for Jubilant Food Works in the short term, but lower margins in the long term, as young people are less brand loyal and more receptive to experimentation [7].

- **Saturation in urban market and stagnation in the rural markets** - For Jubilant It Works for Food In the Restaurants segment, this trend is an ongoing challenge [7]. One of the reasons is that the rural market is sluggish to acquire products [7].

- **Growing technological expertise** Increasing technological proficiency of native competitors in the export market - One of the most significant risks associated with forming a partnership with local competitors in the export market for Jubilant Food Works is the potential loss of intellectual property rights [7]. The intellectual property rights framework in emergent markets is not particularly robust, particularly in China [7].

- **Changing political environment** The business of Jubilant Food Works may be influenced by the evolving political environment, which includes the impacts of Brexit on the European Union, the US-China trade war, and the general instability in the Middle East. This could be true for both the local and international markets [7].

- **Shortage of skilled human resources** - Due to the high attrition rate of employees and the growing dependence on innovative solutions, the company name may face competent human resources challenges in the near future [7].

## **1.14 Problem Statement**

To analyze and evaluate the consumer behaviour towards the marketing strategies implemented by Domino's Pizza, with a focus on understanding the effectiveness of various promotional tactics, product offerings, and customer engagement initiatives in influencing consumer choices and brand loyalty within the competitive fast-food market.

## **1.15 Objective of the Study**

- To determine the impact of different marketing strategies on consumer behaviour on JFL sales and brand growth [9].
- To find out the ways these media impact us [9].
- To study the impact of Different parameters on fast food consumption [9].
- To find out best strategies which has high impact consumer behaviour for effective marketing.
- To find out the factors considered by customers at the time of choosing Fast-Food

## **1.16 Scope of Study**

The scope of the study is limited to the Tier-1 city [9]. Only customer perception is the primary focus of this study. The purpose of the study is to determine the reasons why the fast food chain JFL (Domino's, Popeye's, Dunkin' Donuts, and Hong's) is more referred to by the consumer, as well as the factors contributing to this preference. The data is collected using both primary and secondary sources in descriptive research, which is undertaken for the purpose of this study will help the manufacturers of QSR Competitors learn about customer satisfaction levels [10]. The results will assist service providers in concentrating on these factors in order to address consumer mentality disparities [10].

## **CHAPTER 2**

### **LITERATURE REVIEW**

Jubilant Food Works is a market leader [11]. The quality, price, and brand image of JFL Brands like Domino's and Popeye's have made them the global symbol of quality and brand value. [11]. However, a small number of respondents expressed dissatisfaction with the quality of the existing offers [11]. A complex undertaking is purchasing consumer behaviour. When they buy products, many factors influence them [11]. In order to affect consumer purchasing behaviour, businesses must maintain a high level of product quality, availability, and awareness [11]. This will help consumers set their minds to buy their products [11].

A study was conducted to evaluate the factors that influence the soft beverages preferred by rural consumers in relation to their preference for JFL's brands [12]. They found that the Product quality and the product pricing plays a vital role in decision making [12]. Now a day most customers are ready to pay price for value and quality [12]. The primary factors that influenced the rural consumers of a specific product part were good quality and availability [12].

The marketer's responsibility is to understand what occurs in the buyer's consciousness between the onset of external stimuli and the decision to buy [13].

The preponderance of online purchasers are between the ages of 25 and 29, as indicated by the results [9]. This study examines how people acquire, pay attention to, select, and process information, as well as their search for user-generated content, prior to making a purchase online. This review will focus on two critical phases of purchasing behaviour: ordering and order fulfilment [9]. In this study, we examine how behaviours affect the five phases of the purchase decision process [9]. In light of the study's findings, it is now primarily employed as a tool for information collection due to its perceived efficacy, convenience, and credibility. Purchase decisions are influenced by social media opinions and reviews [9]; The propensity to share one's post-purchase expertise is, however, unexpectedly low [9].

It has also been found that there is a significant disparity in the efficacy of the marketing strategies used by various retailers. Even though some of them have

developed competitive pricing strategies and promotion techniques, they have yet to effectively target their audience. The market participants are therefore actively seeking to acquire a competitive advantage in the market in order to enhance their productivity, profitability, and performance [9].

Kotler(2009) It was asserted that the primary objective of any fast food retailer must be to provide customers with value for their money. Additionally, the retailer must utilise sophisticated marketing programmes and communication channels to enhance the overall marketing campaign [9]. Moreover, Ali et al. (2010) found that fast food retailers in India could gain an advantage by enhancing customer relationships, provided that they are able to manage and develop new marketing tools and practices to provide a better overall experience and increase customer satisfaction [9].

Given the fast-paced evolution of the quick service restaurant (QSR) industry in India, research into consumer behavior within this sector is essential. This investigation aims to analyze customer habits and preferences, providing insight into how industry players can utilize their core competencies and capabilities to adopt new strategies and improve customer experiences. Additionally, the study will assess the potential effectiveness of customer loyalty programs within current marketing strategies, considering their role in fostering long-term relationships with consumers.

A strategic approach is necessary to demonstrate how modern social marketing communication channels, such as social media platforms, can be leveraged to promote brands among consumers using informal messaging. This method allows for a more targeted and relatable approach, catering to the youth and tech-savvy population's preferences.

The study will aim to summarize various theories, tools, and practices for recognizing key consumer buying behaviours and assessing the impact of loyalty programs. These programs may serve as a competitive advantage in the market, as they can encourage repeat business and brand loyalty. Through in-depth analysis, this research seeks to uncover the most effective strategies for QSR businesses to adapt to the evolving needs and preferences of their digital-savvy customer base.

# CHAPTER 3

## Research Methodology

### 3.1 Research Methodology

Using an online questionnaire with a focus on objectives, data is gathered from 100 distinct customers, each of whom belongs to a distinct age group and vocation. The results will be analysed after data is acquired using a combination of descriptive and exploratory research methodologies [9].

Primary Data is basically the taken from research papers and online articles to gather the marketing strategies used by JFL and its competitors.

For Secondary Data, Online Survey has been done to find out customer behaviour and their perception in buying behaviour.

### 3.2 Hypothesis of the Study

H0: Marketing Strategies of JFL have high impact on Consumer's Buying Behaviour.

H1: Marketing Strategies of JFL have no impact on Consumer's Buying Behaviour.

### Tools

- Graphs
- Tables
- Excel

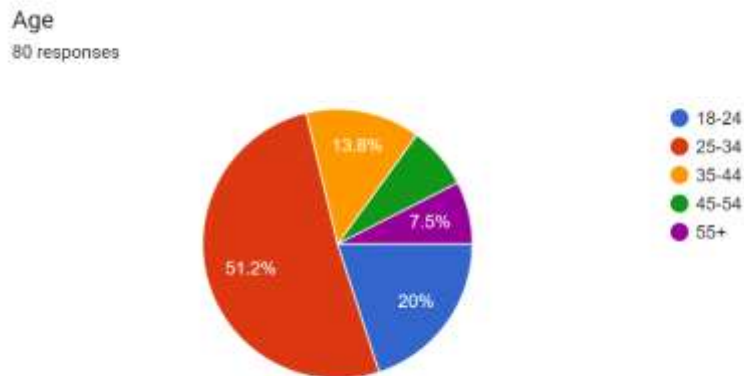
### 3.3 Limitations of the study

- The study results may differ due to disparities in culture and dietary habits in other portions of the state and region, which is why I have considered Tier-1 City.
- The study's conclusion was predicated on the assumption that respondents provided accurate information. Respondents' responses may be biased.

## Chapter 4

### Data representation and Analysis

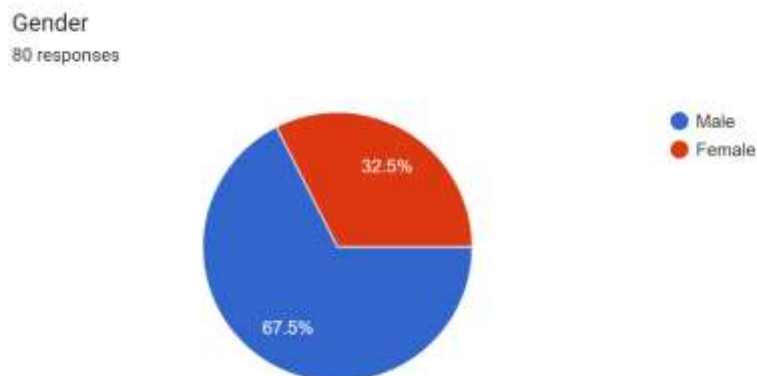
Q1.



Interpretation-

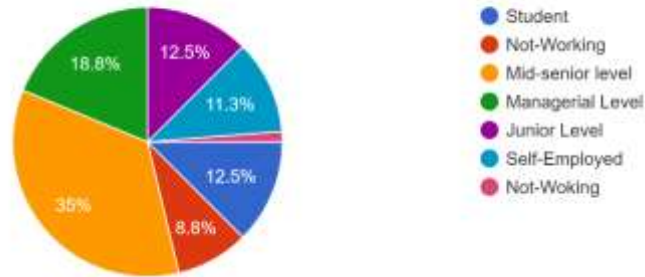
Out of 80 respondents 20% are of age group 18-24 and majority that is 51.2% are from 25-34 years of age group while 13.8% from 35-44 years of age group and 7.5% from both 45-54 and 55+ years of age group.

Q2.



According to the finding only 32.5% are females and 67.5% are males from 80 respondents Q3.

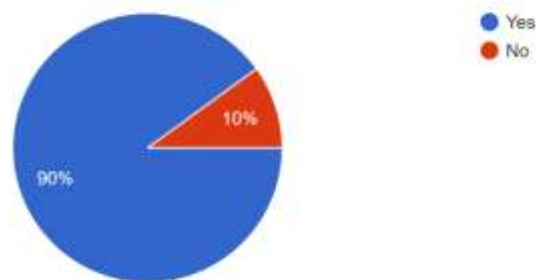
Occupation  
80 responses



Out of 80 respondents 12.5% are students, 8.8% are unemployed, 35% are working on Mid Senior level, 18.8% are at managerial level, 12.5% are of Junior level and 11.3% are self-employed

Q.4

Are you aware of JFL (Domino's, Popeyes, Dunkin, Hong's)?  
80 responses



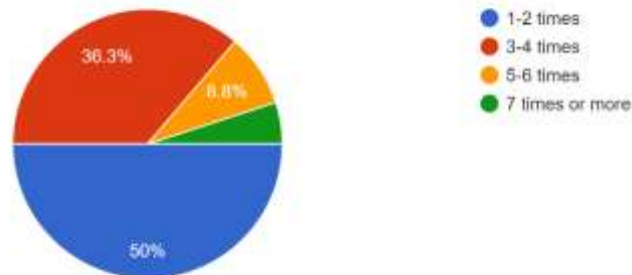
It is found that 10% of the respondents didn't know about JFL brands earlier but 90% of them did know about the brand.



Q.5

How often do you consume fast food on a weekly basis?

80 responses

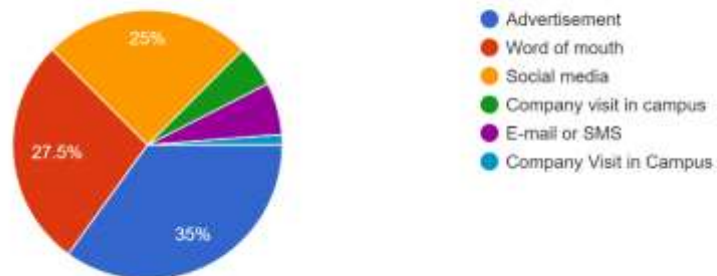


Out of 80 respondents 50% consume 1-2 times , 36.3% consume 3-4 times ,8.8% consume 5-6 times and 5% consumes fast food 7 times or more in a week.

Q6.

How did you first become aware of JFL (Domino's, Popeyes, Dunkin, Hong's)?

80 responses

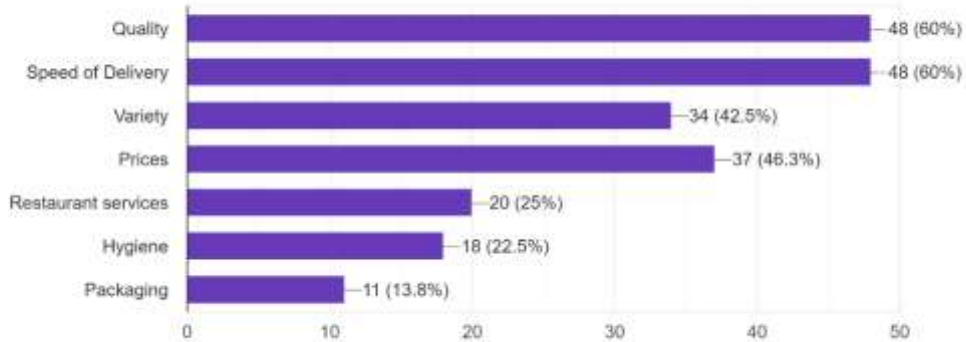


Out of 80 respondents 35% became aware of JFL by advertisement while 27.5% became aware of JFL brands by word of mouth, 25% became aware by social media , 5% by company visit in campus and 6.3% by Emails or SMS.

Q7.

What is perception for choosing JFL (Domino's, Popeyes, Dunkin, Hong's)?

80 responses

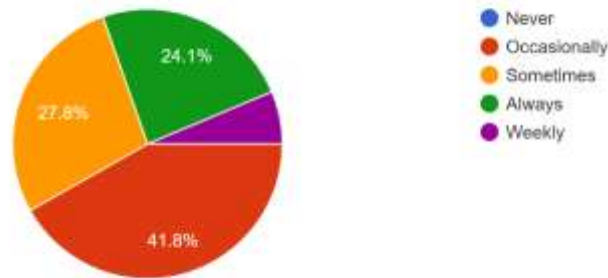


When considered scale wise 60% preference is given to Quality and Speed of delivery while 42.5% preference is given to variety of products they are offering and 46.3% preference is given to the prices of product. 25% weightage is given to restaurant services, 22.5% to hygiene and 13.8% to packaging.

Q8.

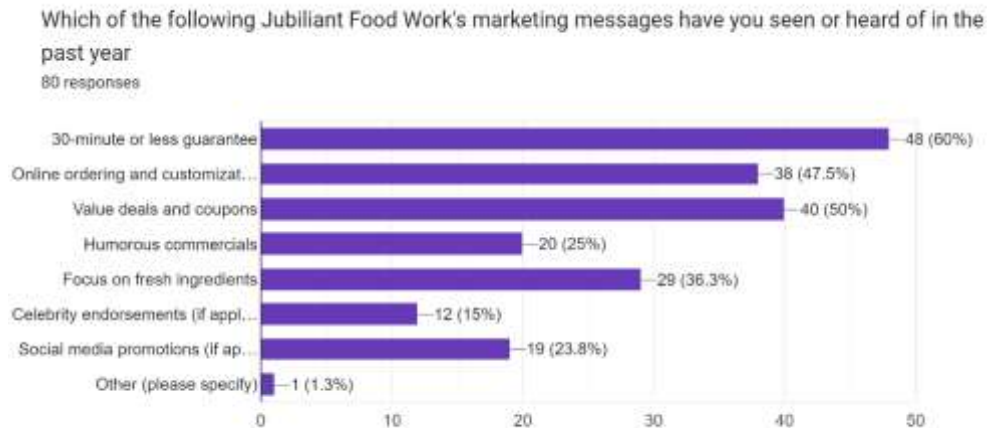
How often do you order Domino's pizza?

79 responses



Out of 80 respondent's majority that is 41.8% order pizza from dominos occasionally while 27.8% order sometimes, 24.1% order always from dominos while 6.3% order weekly from Dominos.

**Q9.**



Out of 80 respondents 60% of them likes the Dominos 30 min Del. 50% has seen the value coupons and deals. The app has a good reach. 47.5 % knows about online-ordering and customizations. 36.3 % are aware of the campaign about fresh veggies and quality cheese. 25% have seen the commercials and celebrity endorsement. 23.8% are aware of the Twitter, Insta handles and other social media marketing schemes.

**Q10.**

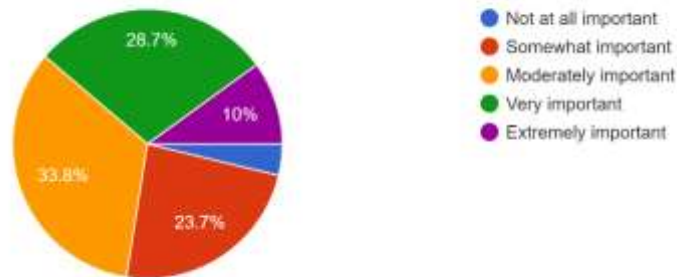


Out of 80 respondents 26.3% customers decision is moderately affected by marketing strategies. 23.8% finds it somewhat important in buying decision. 22.5% finds it very effective in decision making. 15% were in favor of extremely important. 10% thought that the marketing strategies are not at all effective. 2.5% were having other decision-making factors.

Q11.

How important are Jubilant Food Work's coupons and deals in your decision to order?

80 responses

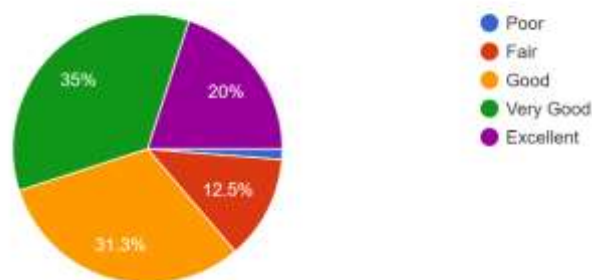


Out of 80 respondents 33.8% customers decision is moderately affected by Coupons and deals. 28.7 % finds it most important in buying decision. 23.7% finds it somewhat important. 10% were in favour of extremely important. Only 3.8% voted for Not at all important in decision making.

Q12.

How would you rate the quality of JFL (Domino's, Popeyes, Dunkin, Hong's) products?

80 responses

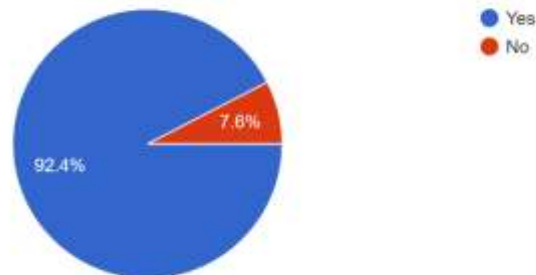


Out of 80 respondents 35% respondents finds its very Good. 31.3% finds it good. 20% voted for excellent. 12.5% were in favour of fair. 1.3% voted for Poor.

Q13.

Are you aware of JFL (Domino's, Popeyes, Dunkin, Hong's) competitors?

79 responses

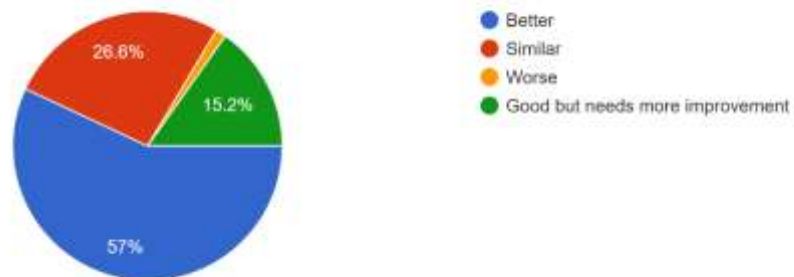


Out of 80 respondents 92.4% i.e., 73 customers were aware about the JFL competitors. 7.6% had no idea about the competitors.

Q14.

How do you perceive JFL (Domino's, Popeyes, Dunkin, Hong's) compared to its competitors?

79 responses

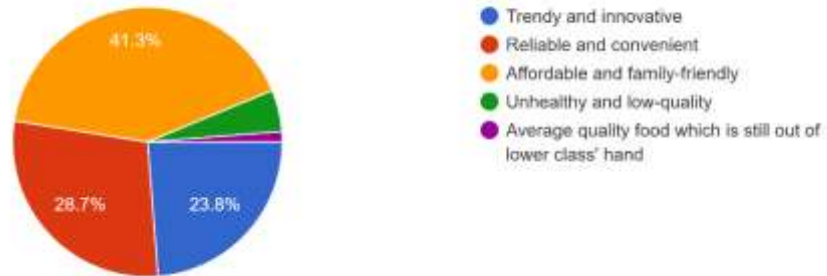


Out of 80 respondents 57 % thinks that JFL brands are better than its competitors. 26.6% thinks it is similar to its competitors. 15.2% finds it good but needs more improvements. 1.3% finds it worse compared to competitors.

Q15.

How would you describe Domino's overall brand image?

80 responses

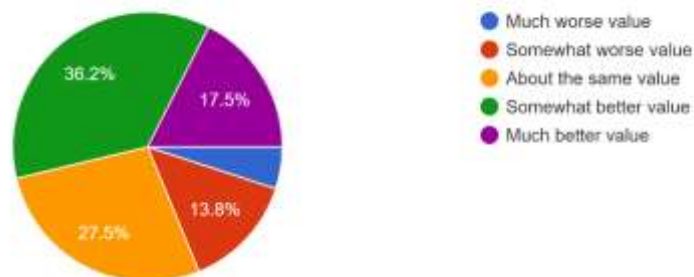


Out of 80 respondents 41.3% finds its affordable and the family-friendly. 28.7% ,23 customers find it reliable and convenient. 23.8% finds it trendy and innovative. 5 % tells it is an Unhealthy and low quality.1.2% think it is a Average quality food which is still out of lower class's hand

Q16.

Compared to other pizza chains, how would you rate the value you get for your money at Domino's

80 responses



Out of 80 respondents 36.9% finds the better value for money. 27.5% thinks it offers the same value for money. 17.5% finds it as the more value than the price offered. 13.8% are not happy with product and price. 5% finds it of much worse value.

Q17.

Thoughts and behavior change after previously purchased products from JFL will lead to  
79 responses



Out of 80 respondents 32.9 will have repeat purchase. 24 customers 30.4% are ready to explore more brands. 13.9% will increase the use of JFL brand. 8.9% will switch the brand. 8 Customers will do word of mouth marketing.

# Chapter 5

## Conclusion

### 5.1 Findings

Responses were collected by floating a Google Form in JFL Brand Stores. Around 100 Consumers were asked to fill their responses out of which only 80 consumers responded to the form. The target audience for the survey was all the different age customers who visits the stores so the consumer behavior can be studied from different age groups perspectives. In order to know or understand more about the customer behavior influences by marketing strategies of JFL, the questionnaire was prepared to gather information related to brand preference and what attracts the customers more towards JFL products.

According to the collected data, majority of the respondents were males who visited stores contributing to 67.1%. Only 26 Females customers responded to the Survey contributing to 32.9%. Those who polled were majorly belongs to the age of 25-34 years (50.6%). The second highest respondents were the youngsters of 18-24 Years of age contributing to 20.3%. Out of rest who polled 13.9% were from the age group of 35-44 Years. 55+ age customers contributed to 7.6% and the rest respondents belongs to the age group of 45-54 Years.

As the majorly respondents were from the age group of 25-34 Years, they were the part of Mid-Senior level is at 34.2%. Students were and Junior Level employees were at the same contribution of 12.7%. 19 % were at the Managerial Level. Self-Employed people are also active users for Domino's. They contributed 11.4 % in the total poll.

From the collected responses it is found that mostly people are aware of the JFL as a brand. Only Few people were there who were not aware about the brand from earlier. The total population of these types of customers was only 10.1%. It signifies that the Marketing and operations teams of JFL understands the customer needs and offers the best marketing strategies to attracts the Fast-Food Customer Base. Marketing Strategies of JFL is contributing to get the mind share and hence the pocket share. 89.9% of the customers were aware about the company, its brands and its different Offers and campaigns.

People who are more Junky visits stores 1-2 times a day. The major contribution in this category is from Students or from the age group of 18-24. There were very few people who visits the stores or eat outside almost daily. As with changing trend, Outside Food eating habit has seen a significant growth. 36.7% of the people who polled eats outside 3-4 times in a week. Fast food industry has been growing due to the changing habits of the customers and changing in their preference.



Advertisement Play a vital role in Marketing for JFL. Most Customers were aware about the JFL Offers and stores and its products through Different advertisements run by JFL team. 35.4 % Were first aware by the JFL brands and its products by advertisements only. The Major awareness was about the Domino's brand of JFL as it is 25 years old brand. The second-best marketing strategy or the strategy which attracts the most customer attention is through social media. Now a days everyone is tech savvy and digital marketing is a new trend. JFL runs different campaigns on social media to gain the customer base. As mostly people prefer JFL brands when it comes to the Fast Food, JFL has 27.8% of Word-of-Mouth Marketing. Due to its quality, variety and pricing strategy JFL has gained the customer loyalty and word of mouth marketing. JFL has also started ODCs. And hence they are getting customers from the Campus visits also.

Quality and Sped of The Delivery is one of the most top-notch factors which contributes in the customer decision making. As now a days everyone is working on a fast pace the door the door delivery in guaranteed 30 min is what contributes in the growth of the JFL. Next factor which contributes in the customer's preference is the Pricing. A lot of different Offers, Meals, Now nearly introduced thali combo contributes in attracting the customers. Around 46.8% of the customers prefers JFL due to its pricing and the value for money. In a competitive pricing they are getting Quality products and value for money. Very less no. of customers is concerned about the Packaging. JFL offers the serving and packaging in a same box. This is what a feature preferred by many customers. The products are handy and good. 22.8% of customers prefers JFL because of its Hygiene.

Due to above parameters about what attracts the customers more, The sales and operations of JFL is growing. 42.3 % Customers orders Food from Domino's occasionally, they are not the regular outside eaters. Dominos has 24.4% of the loyal customers. They always prefer or orders from Domino's whenever they crave for a pizza. 26.9 % are the customers who explores different brands but sometimes orders from Domino's. The 36.7% eaters who eats outside 3-4 times a week Orders from Domino's weekly. They are 6.7% of the total contributors.

Most of the customers or fast-food eaters prefers Domino's because of its strategy of 30-min delivery. Domino's also offers Coupons and customizations. Around 48% of the people are influenced by this. The Quality of the product as they use fresh veggies, Quality cheese etc. contributes significantly of around 36.7% in the decision making. Customers are less influenced by the Humor Commercials. However Digital Marketing or the social media campaigns shows high results. Around 20% of the overall population makes their decision based on celebrity endorsement and the marketing campaigns.

Domino's marketing strategies and the different deals, offers are moderately influencing the customer's decision. Due to strategies contribution is 25.3% and because of several schemes and offers its 32.9% only. There are very few or less customers whose decision do not get influenced or effects by the schemes or the offers. Overall, for around 15% of the total population, offers and marketing strategies are most important. They only make their buying decisions depends upon the Offers or the coupons. In both the fields whether strategy or offers for 21.4% of the customers it is less effective. It does not impact high on decision making but if they get offers or a good campaign affect them, they buy from Domino's.

92.3% customers are aware of the the JFL competitors. Like for Domino's, Pizza hut is a big competitor. Still Due to the Quality, Pricing and other factors most of the customers prefers Domino's. 20.3% finds out that the quality of products is excellent. Domino's may find out ways or offers to make these customers loyal to the brand. 34.2 % of the customers finds out the quality is very good. 31.6% customers find out the quality is good. Which signifies that the brand needs to work upon its quality improvement to achieve the customer satisfaction and gain the market share.

57.7 % of the customers thinks that the JFL offers better quality than the other brands signify that quality is major contributor in the decision making. 25.6 % customers find out no difference in the product .15.4 % thinks that JFL needs to work more upon its Products to gain the more customer base and customer interest in the brand.

Domino's overall is defined as the Affordable and family-friendly brand. As Dominos offers the Happiness and the product which is liked by everyone. Around 41.8% customers find out Dominos as a family friendly brand. Also, the stores location, Placement strategy makes the JFL Reliable and convenient brand. 27.8% polled for the Reliable and Convenient brand. 24.1% prefers Dominos because it is trendy and innovative. Dominos have a vast variety range of Pizza and sides.

36.7 % people thinks that they get better value for money when they are buying from the Domino's. 26.6% of the customers polled that they are getting exactly what they are paying for. 17.7% are the most loyal and brand marketers. They are the one who contributes maximum in word-of-mouth marketing. They polled for the much better value. 13.9% finds out that the products are not worth the prices. Dominos needs to work on these factors and try to bring improvements in the products.

Customer Perceptions is not same all the time. The buying behaviors keeps on changing time to time with different factors effecting or influencing the decisions. 30.8% of the respondents are Brand Loyal customers based on the last service they have got. 33.3% of the customers are ready to make the Repeat Purchase. They liked the products but these are not purely loyal customers. 14.1 % thinks that the brand services and products are good and can be considered in choice while making the buying decision next time. 9% were not satisfied with the services and they wanted to explore with the other brands present in the market. 10.3% were the satisfied customers. They were happy and were ready to contribute in word-of-mouth marketing. Dominos as a brand has got around 65% of the total market share in the pizza market by its different marketing strategies and sales offers.

## **5.2 Results and Recommendations**

Changes in lifestyle have increased the popularity of fast food. Consumer Behaviour is the key The challenge for any type of business is identifying market demands and requirements. If you save Customer satisfaction increases customer loyalty. Among the companies doing business Companies need to pay more attention to what consumers think and what factors influence them. What are the negative elements that they need to change? Customer satisfaction is part of marketing and It plays an important role in the market. Additionally, in this study, to measure customer satisfaction, the relationship between price, quality, strategies and customer satisfaction with products was investigated and studied. Quality, location, environment and menu variety are key factors in determining consumer demand and needs when purchasing from fast food chains. Also, QSR companies needs to pay more attention to prices, menu variety, Delivery timings and other services.

QSRs needs to Maintains continuity of taste and quality and generates more transactions. JFL offer high quality food at reasonable prices. In summary, we can conclude that Domino's Pizza is growing rapidly by providing high quality and consistent service, bringing joy to all the customers. The organization adapted to new business players and was able to survive. Though there are a lot of factors which were effecting the operations of JFL. From Survey we can conclude that there is very less no. of loyal customers. Companies has to come up with the new ideas and innovations until consistency is reached.

Our conclusion from this investigation is that Quality & Value has an impact on consumer purchasing behaviour [9]. Since the advent of e-mobility and the internet, consumer purchasing behaviour has increased. Today, customer shopping demands are met by

online portals like Instagram, Facebook, and YouTube [9]. The greatest benefits of Position & Segmentation, which significantly influenced QSR growth, include convenience of ordering from home, lower cost and discounts, and variety of products [9]. The accessibility of e-commerce is a game-changer in terms of the ability to reach rural areas [9]. Smartphones and the internet have enabled individuals to place orders without travelling a significant distance [9].

# CHAPTER 6

## ANNEXURE

### Jubilant Food Work's Marketing Strategy and Consumer Behavior Questionnaire

Thank you for participating in our survey. Your insights are crucial for our MBA project focused on consumer behavior towards marketing strategy at Domino's. Please answer the following questions to the best of your ability. Your responses will remain confidential and will only be used for academic purposes.

kakashkumar007@gmail.com [Switch accounts](#)



Not shared

Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

Gender

- Male
- Female
- Other: \_\_\_\_\_

Occupation

- Student
- Not-Working
- Mid-senior level
- Managerial Level
- Junior Level
- Self-Employed

Are you aware of JFL (Domino's, Popeyes, Dunkin, Hong's)?

Yes

No

How often do you consume fast food on a weekly basis?

1-2 times

3-4 times

5-6 times

7 times or more

How did you first become aware of JFL (Domino's, Popeyes, Dunkin, Hong's)?

Advertisement

Word of mouth

Social media

Company visit in campus

E-mail or SMS

Other: \_\_\_\_\_

What is perception for choosing JFL (Domino's, Popeyes, Dunkin, Hong's)?

Quality

Speed of Delivery

Variety

Prices

Restaurant services

Hygiene

Packaging

How often do you order Domino's pizza?

- Never
- Occasionally
- Sometimes
- Always
- Weekly

Which of the following Jubilant Food Work's marketing messages have you seen or heard of in the past year

- 30-minute or less guarantee
- Online ordering and customization options
- Value deals and coupons
- Humorous commercials
- Focus on fresh ingredients
- Celebrity endorsements (if applicable)
- Social media promotions (if applicable)
- Other (please specify)

How effective do you find Domino's marketing in influencing your decision to order?

- Not at all effective
- Somewhat effective
- Moderately effective
- Very effective
- Extremely effective
- Decision-Making Factors

How important are Jubilant Food Work's coupons and deals in your decision to order?

- Not at all important
- Somewhat important
- Moderately important
- Very important
- Extremely important

How would you rate the quality of JFL (Domino's, Popeyes, Dunkin, Hong's) products?

- Poor
- Fair
- Good
- Very Good
- Excellent

Are you aware of JFL (Domino's, Popeyes, Dunkin, Hong's) competitors?

- Yes
- No

How do you perceive JFL (Domino's, Popeyes, Dunkin, Hong's) compared to its competitors?

- Better
- Similar
- Worse
- Good but needs more improvement

How would you describe Domino's overall brand image?

- Trendy and innovative
- Reliable and convenient
- Affordable and family-friendly
- Unhealthy and low-quality
- Other: \_\_\_\_\_



Compared to other pizza chains, how would you rate the value you get for your money at Domino's

- Much worse value
- Somewhat worse value
- About the same value
- Somewhat better value
- Much better value

Thoughts and behavior change after previously purchased products from JFL will lead to

- Committed Customer / Brand Loyalty
- Repeat Purchase
- Increase Use
- Brand Switch
- Word of mouth marketing
- Explore more brands (JFL Competitors)

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