

Major research project

“A Study on the Brand loyalty of pizza hut and dominos in India.”

Submitted By

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**Submitted to
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CERTIFICATE

This is to certify that Mohammad Adil 2K22/DMBA/74 has submitted the Major research project on titled **A Study on the Brand loyalty of pizza hut and dominos in India** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2023-24.

DECLARATION

I hereby declare that the work titled '**A Study on the Brand loyalty of pizza hut and dominos in India**' as part of Marketing Research as the Major Research Project for 4th Semester in MBA (DSM, DTU). This 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 original has been duly and appropriately referred/ cited/ acknowledged.

Mohammad Adil (2k22/DMBA/74)

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to everyone who has contributed to the successful completion of this major research project on the employee engagement process. I wish to express my sincere thanks to my mentor Professor P.K. Suri, Professor of Delhi School of Management, Delhi Technological University for providing me with valuable guidance and support throughout the project. Their expertise and insights have been instrumental in shaping my understanding of the subject matter and in guiding me in the right direction.

Finally, I express my sincere thanks to my Parents, Friends, and all the faculty of the Delhi School of Management for their valuable suggestions in completing this Project Report.

EXECUTIVE SUMMARY

The study aims to examine the growth and strategies of Pizza Hut, a company that started as a small pizza parlor established by two brothers in Topeka, Kansas. Over time, Pizza Hut has expanded globally, with restaurants worldwide and generating billions in annual sales. This growth can be attributed to offering a quality product at a reasonable price, providing perceived value to customers. The company has adapted to new market entrants and managed to stay ahead of competitors.

Pizza Hut's philosophy revolves around taking care of customers, believing that satisfied customers will remain loyal and become advocates for the brand. To gauge customer experiences and identify areas for improvement, the company implemented customer feedback programs. Managers received bonuses based on customer feedback from their respective locations. However, an issue arose where underperforming locations' managers received bonuses, while those at highly profitable locations did not. Recommendations were made to refine the bonus plan, balancing profits and customer service incentives. Pizza Hut is known for innovation, introducing new service initiatives and expanding its product lineup. By maintaining a customer-centric approach, the company aims to remain a leader for generations to come. In contrast, Domino's Pizza is the largest pizza delivery chain in the United States, with a presence in over 50 countries. Domino's entered the Indian market in 1996 and has become one of the most recognized pizza brands in the country.

The company's success in India can be attributed to several factors:

1. Convenience and speed: Domino's offers fast and reliable delivery services, catering to Indian consumers' demand for convenience.
2. Customization and variety: The diverse menu options and ability to customize pizzas appeal to Indian consumers who enjoy experimenting with flavors and ingredients.
3. Innovative marketing: Initiatives like the "30 minutes or free" guarantee and the Domino's app have resonated well with Indian audiences, enhancing the brand's visibility and reputation for reliability and convenience.
4. Consistent quality: Domino's maintains consistent product quality across its outlets, building trust and loyalty among Indian consumers.

While Domino's enjoys strong brand loyalty in India, it faces increasing competition from local and international players. To maintain its position, Domino's must continue to innovate, adapt to evolving consumer preferences, emphasize health-conscious options, expand its digital presence, and strengthen its delivery infrastructure.

Table Of Contents	
CHAPTER-1 Introduction	1
1.1 Background	1
1.2 Objectives of The Study	2
1.3 Scope of the Study	3
CHAPTER-2 Literature Review	4-8
CHAPTER-3 Research Methodology	9-10
CHAPTER-4 Data Representation and Analysis	11
4.1 Questionnaire and Responses	11-33
4.2 Discussion and recommendation	34-35
CHAPTER-5 Conclusion	36
References	37
Annexure	38-39

Chapter1

INTRODUCTION

BACKGROUND

The Indian pizza market is experiencing rapid growth, with evolving consumer tastes and intense competition among various players. In this dynamic landscape, fostering strong brand loyalty has emerged as a crucial factor for long-term success. Two multinational pizza chains, Domino's and Pizza Hut, have established themselves as leading brands by strategically nurturing customer loyalty. This research project aims to conduct an in-depth analysis of the key factors driving brand loyalty for these two pizza giants in the Indian market.

Domino's Pizza has gained popularity by emphasizing convenience, prompt service, and innovative approaches. The company has effectively catered to the Indian consumer's demand for swift and dependable delivery options. By offering a diverse menu that allows for customization and implementing creative marketing campaigns, such as the "30 minutes or free" guarantee and a user-friendly mobile app, Domino's has successfully resonated with the preferences of Indian customers. This customer-centric strategy has cultivated a sense of loyalty among its patrons, who value the brand's commitment to quality, accessibility, and technological integration.

On the other hand, Pizza Hut has built its brand loyalty in India by prioritizing the delivery of quality products at reasonable prices, offering perceived value to customers. The company's focus on exceptional customer service and the implementation of feedback programs has enabled continuous improvement of the customer experience. By embracing a culture of innovation and adapting to evolving market trends, such as introducing a virtual store website and employing advanced technology at its cash counters, Pizza Hut has maintained a strong presence in the industry, attracting a loyal customer base that appreciates its consistent efforts to meet their needs.

As Domino's and Pizza Hut continue to compete for market dominance in India, their respective strategies for cultivating brand loyalty will play a pivotal role in determining their long-term success. Through this research project, we aim to uncover the key drivers of brand loyalty for these two pizza giants in the Indian market, analyzing factors such as product quality, service excellence, marketing innovations, and customer engagement initiatives. By gaining a deeper understanding of consumer behavior and tailoring their offerings to meet the ever-changing preferences of Indian customers, these brands can further solidify their positions and establish themselves as iconic pizza destinations in the country.

PIZZA INDUSTRY:

- The Indian pizza market is estimated to be growing at a CAGR of around 21-25% over the 2015-2020 period.
 - Factors fueling this growth include rising disposable incomes, increasing exposure to western food habits, growing youth population, and expansion of pizza chains into smaller cities.
 - Domino's and Pizza Hut account for a major chunk (around 80%) of the organized pizza market in India.
 - Other players like Pizza Corner, Favinos, US Pizza are also expanding rapidly.
- The online food ordering/delivery segment has acted as a big catalyst for growth of pizza brands.

SOME KEY STATISTIC:

- The Indian pizza market was valued at around \$1.49 billion in 2019 and is projected to reach \$4-5 billion 2025.
- Pizza chains are opening around 300-400 new outlets every year across India to cater to rising demand.
- The pizza segment contributes around 22-25% of the overall food services market in India.

Here are some of the major competitors of Pizza Hut and Domino's in the Indian pizza market:

1. Smokin' Tankies This is a homegrown pizza chain based out of Delhi. Smokin' Tankies has over 80 outlets across North India and is known for its quirky marketing and affordable pricing.
2. US Pizza US Pizza is another prominent Indian pizza chain with a pan-India presence. It has over 80 outlets and competes directly with Domino's and Pizza Hut in terms of pricing and menu variety.
3. Pizza Corner With around 125 outlets across India, Pizza Corner is a major regional player. It has a strong foothold in states like Uttar Pradesh, Uttarakhand, and Delhi-NCR region.
4. Favinos Favinos is a Kolkata-based pizza chain that has expanded to over 70 outlets, mainly in East and North-East India. It offers a diverse menu of Indian and international pizzas.
5. Ovenstory A relatively new entrant, Ovenstory has over 35 outlets concentrated in Mumbai, Pune, and other parts of Maharashtra. It focuses on artisanal, wood-fired pizzas.
6. Big Hut Pizza This brand operates mainly in Kerala and parts of South India. Big Hut Pizza has captured a loyal customer base by offering localized pizza varieties.
7. Local Regional Chains Apart from national players, Domino's and Pizza Hut face stiff competition from numerous local/regional pizza chains in different parts of India that cater to regional tastes and offer value pricing.

OBJECTIVES OF THE STUDY

Primary Objective:

To conduct an in-depth analysis of the factors driving brand loyalty towards Pizza Hut and Domino's among Indian consumers.

Secondary Objectives:

1. To assess the level of brand loyalty exhibited by customers towards Pizza Hut and Domino's in India.
2. To analyze the effect of demographics (age, income, location) on brand loyalty towards these pizza giants and to understand the role of pricing, promotions, and loyalty programs in influencing brand loyalty for Pizza Hut and Domino's.
3. To provide recommendations on how Pizza Hut and Domino can further enhance their brand loyalty strategies in the Indian market based on research findings.

These objectives aim to provide a comprehensive understanding of the factors shaping brand loyalty for Pizza Hut and Domino's in India, enabling the brands to develop targeted strategies for customer retention and growth

Scope of the Study:

Geographic Scope: The study will focus on analyzing brand loyalty towards Pizza Hut and Domino's in the Indian market. It will cover metro cities like Delhi and Calcutta.

Customer Segments: The research will target a diverse range of customer segments to gain a comprehensive understanding of brand loyalty drivers. This includes:

- Youth and young professionals
- Working professionals and nuclear families
- Students
- Senior citizens and retirees

Study Components: The scope of the study will encompass various aspects related to brand loyalty for PizzaHut and Domino's. These components may include, but are not limited to:

1. **Product Quality and Menu Offerings:** Evaluation of customer perception towards the taste, quality, variety, and customization options available.
2. **Service Delivery:** Assessment of customer experience factors such as speed of delivery, order accuracy, staff behavior, and overall service quality.
3. **Marketing and Promotional Strategies:** Analysis of the impact of marketing campaigns, social media presence, loyalty programs, and other promotional activities on brand loyalty.
4. **Pricing and Value Perception:** Examination of customers' perception of pricing, value for money, and the role of pricing in driving loyalty.
5. **Technology Integration:** Evaluation of the influence of technology adoption, such as online ordering platforms, mobile apps, and in-store digital experiences, on customer loyalty.
6. **Competition Analysis:** Assessment of the impact of competitor strategies, including those of local/regional pizza chains, on customer loyalty towards Pizza Hut and Domino's.
7. **Brand Image and Reputation:** Exploration of customers' overall perception of the brand image, reputation, and trust in Pizza Hut and Domino's.

Chapter 2

LITERATURE REVIEW

Brand loyalty has emerged as a critical determinant of success in the highly competitive Indian food service industry, particularly in the quick-service restaurant (QSR) sector. With the rise of international pizza chains and the growing popularity of pizza among Indian consumers, understanding the factors that drive brand loyalty has become paramount for companies like Pizza Hut and Domino's.

Several studies have explored the concept of brand loyalty and its impact on consumer behavior in the Indian context. Kaura (2012) investigated the role of service quality, customer satisfaction, and brand image in building brand loyalty among customers of QSR chains in India. The study found that service quality and customer satisfaction had a significant positive influence on brand loyalty, while brand image partially mediated this relationship.

Specifically focusing on the pizza industry, Srivastava and Rai (2018) examined the antecedents of brand loyalty towards Domino's Pizza among Indian youth. Their research identified factors such as product quality, service quality, price fairness, and emotional attachment as key drivers of brand loyalty. Interestingly, the study also highlighted the importance of social media marketing and online ordering convenience in fostering brand loyalty among young consumers.

A comparative study by Verma and Gupta (2021) analyzed the brand loyalty determinants for Domino's and Pizza Hut in the Delhi-NCR region. Their findings suggested that while product quality and customer service were crucial for both brands, Domino's had an edge in terms of pricing strategies and online ordering experience, contributing to higher brand loyalty among its customers.

Furthermore, Gupta and Sharma (2020) explored the impact of brand experience on brand loyalty in the Indian pizza industry. Their study revealed that sensory, affective, behavioral, and intellectual experiences significantly influenced brand loyalty towards Pizza Hut and Domino's. The researchers emphasized the importance of creating memorable and engaging brand experiences to foster long-term customer loyalty.

In terms of marketing strategies, Mishra and Bhusan (2016) investigated the effectiveness of loyalty programs offered by Pizza Hut and Domino's in India. Their study found that while loyalty programs played a role in driving repeat purchases, personalized rewards and effective communication were critical in enhancing customer satisfaction and brand loyalty.

While these studies provide valuable insights into brand loyalty dynamics in the Indian pizza industry, there is still a need for a comprehensive and updated analysis that captures the rapidly evolving consumer preferences, technological advancements, and competitive landscape. This research project aims to bridge that gap by conducting an in-depth exploration of the factors driving brand loyalty towards Pizza Hut and Domino's in India, taking into account the latest trends and industry developments.

By synthesizing the existing literature and incorporating current data and consumer insights, this study will contribute to a deeper understanding of brand loyalty in the Indian pizza market, enabling Pizza Hut and Domino's to develop more effective strategies for customer retention and growth.

Pizza Hut

Yum! Brands, Inc.'s flagship brands include Pizza Hut, KFC, Taco Bell, A&W, and Long John Silver's. Pizza Hut is the world's largest pizza chain, with more than 12,500 locations in 91 countries. Pizza Hut operates 137 restaurants in 36 cities across India, including Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Pune, and Chandigarh, among others. Yum! is in the midst of opening Pizza Hut restaurants in numerous new places to serve a broader consumer base around the country.

Pizza Hut made its debut in India in 1996, opening its first outlet in Bangalore. Since then, it has taken a dominant and large share of the pizza business, with an astounding annual growth rate of more than 40%. Pizza Hut now operates 95 stores in 24 Indian cities and employed approximately 4,000 workers by the end of 2004. Yum! has committed over \$25 million in India to far, in addition to investments made by franchisees.

Pizza Hut is estimated to hold a close to 50% market share in India's organized pizza selling category. According to a Financial Express article, the pizza category has a market size of approximately US\$ 87 million and is now rising at a pace of 15% to 17% per year. According to Pizza Hut sources, the majority of its locations are financially successful, encouraging further expansion. In India, the average investment for each location is between \$275,000 and \$335,000, which is borne by the franchisee. The following elements have contributed to Pizza-Hut's success over the years:

Providing value food

Pizza Hut has used economies of scale to make its services more affordable. Its delivery offer of US\$4.4 for four personal pan pizzas has been incredibly successful, allowing it to grow the business by 25%. They recently launched a line of vegetarian personal pan pizzas for US\$1.1. The majority of Pizza Hut locations are located in major and minor metropolitan areas. Pizza Hut is solidifying its position across the country by opening more stores in metro areas where it already has a foothold and expanding into new markets.

Moving Beyond Metros

According to company insiders, Pizza Hut is expanding beyond the metros by entering 12 to 13 additional markets, including Trichy, Nagpur, Bhubhaneswar, Thiruvananthapuram, and Pondicherry, to improve penetration

Aggressive marketing and collaborations with local and popular businesses

Pizza Hut expanded their prominence by releasing a well-received TV campaign aimed at a younger demographic. It has created relationships with well-known companies such as Nestle and Pepsi. It also runs frequent advertising campaigns aimed at youngsters, and it uses these relationships to provide packages during

Developing the local supply chain.

Yum! established Pizza Hut's local supply chain, and 95 percent of the ingredients used are today sourced locally. They now import only a few niche items like pepperoni.

Leveraging India's advantage: International brand with an Indian heart

Pizza Hut was one of the first worldwide pizza companies to provide entirely vegetarian dine-ins in Chowpatty (Mumbai), Ahmedabad, and Surat, and it also serves Jain meals. Pizza Hut has also launched two all-vegetarian restaurants in the western state of Gujarat to cater to the Jain religious group, which prefers not to eat at locations that serve meat.

Offering more than the international menu.

International food chains often provide only a few locally sourced products in other regions of the world. However, Pizza Hut's local menu is as extensive as its worldwide one. According to Pizza Hut, Indian food legacy is highly rich, hence Indians prefer native flavours. The Tandoori pizzas, which were invented locally, account for more than 20% of the menu mix.

Raw materials are sourced indigenously

Pizza Hut has lowered its costs by obtaining raw materials locally. It has partnered with the local company Dynamix Dairy Industries Ltd (DDIL) to source mozzarella cheese. The landing cost of imported mozzarella ranges between US\$ 3.3 and 3.5 per kilogram. However, the local price ranges between US\$ 2.99 and US\$ 3.1 per kilogram. Pizza Hut is increasing its bottom line by localising equipment and focusing on inventory replenishment, which has been lowered from 60 to 30 days.

Dominos

Domino's vision centers on "exceptional people on a mission to be the best pizza delivery company in the world!" Domino's is dedicated to bringing joy and excitement into the lives of its customers by delivering tasty pizzas to their door in 30 minutes or less, and all of its initiatives are geared toward meeting this promise to its enormous and ever-growing client base.

Domino's is continually striving to develop goods that meet the tastes of its customers, resulting in the Wow effect (the feel-good factor). Domino's is a firm believer in the 'Think local and act regional' concept. Thus, Domino's has been creating toppings fit for the taste buds of the local public, and the Indian market has very well accepted them.

Domino's Pizza India Limited (DPIL) is the master franchisee for India, Sri Lanka, Bangladesh, and Nepal for Domino's Pizza International Inc. in the United States. The company was founded by Mr. Shyam S. Bhartia and Mr. Hari S. Bhartia of the Jubilant Organosys Group (formerly Vam Organic Group).

The company was established in March 1995. Domino's Pizza India opened its first store in New Delhi in January 1996. Today, the company has over 100 outlets in 27 cities across the country, including:

North - Delhi, Gurgaon, Chandigarh, Ludhiana, Amritsar, Jalandhar, Dehradun, Shimla, Agra, Kanpur, Lucknow, Noida, Faridabad, Mussoorie

South - Chennai, Bangalore, Hyderabad, Coimbatore, Mangalore, Cochin, Secundrabad, Manipal

East - Kolkata

West - Mumbai, Pune, Ahmedabad, Goa

Domino's Pizza in India has strategically planned to expand its presence in various cities by opening 20 -25 outlets annually. The company boasts a dedicated team of over 2,100 employees who are enthusiastic about their mission. With a remarkable market share of approximately 65% in pizza delivery, Domino's leads the fast-food segment in India, surpassing other food corporations. All outlets are corporate-owned and managed, ensuring consistent quality and service standards.

Since its inception in 1996, Domino's Pizza India has earned a reputation for its expertise in home delivery, promising to deliver orders within 30 minutes. The company introduced a nationwide "Hunger Helpline" (1600 -111-123), pioneering a convenient ordering system for customers.

Dominos' vision revolves around delivering exceptional customer experiences. By striving to deliver delicious pizzas to customers' doorsteps within 30 minutes or less, the company aims to bring joy and satisfaction to its growing customer base. Domino's adopts a customer-centric approach, constantly innovating its products to create a "WOW" effect and cater to local tastes. The company's "Think local, act regional" strategy ensures that toppings and flavors resonate with the diverse preferences of Indian consumers.

Recognizing the importance of community engagement, Domino's actively participates in below-the-line activities, aiming to build emotional connections and long-term relationships with customers. Additionally, Domino's is committed to corporate social responsibility, supporting charitable organizations that benefit communities nationwide.

In collaboration with NGOs dedicated to underprivileged children's causes, Domino's conducts Store Educational Tours (SET), providing educational and employment opportunities. Furthermore, the company's "30 MINUTES OR FREE" service commitment underscores its dedication to timely deliveries, achieved through continuous operational improvements.

Acknowledged by Domino's International for quality operations, Domino's Pizza India consistently ranks among the top pizza chains globally. The company's commitment to excellence extends to achieving the best delivery times worldwide, reflecting its unwavering dedication to customer satisfaction and operational efficiency.

Chapter 3

RESEARCH METHODOLOGY

Introduction to research methods

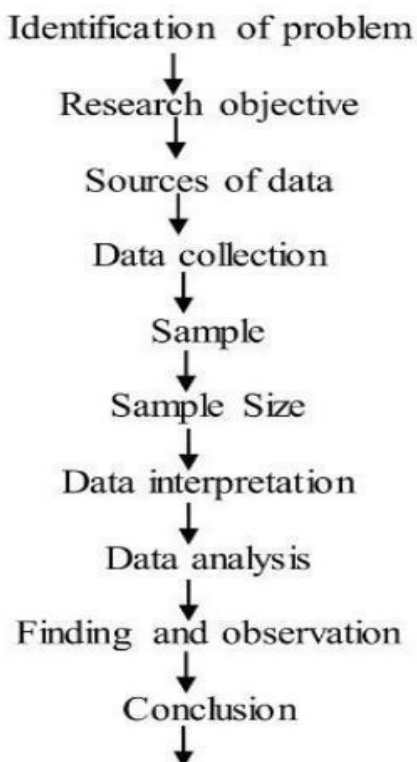
Introduction to Research Methods: This study identifies the most suitable research design as a descriptive research design to gather extensive primary information through structured questionnaire and the study has a specific purpose and focuses on evaluating and diagnosing the brand loyalty of pizza hut and dominos.

Research methodology is the systematic approach to solving research problems, akin to the science of studying how research is conducted scientifically. A structured survey was devised to collect peoples/customer's feedback.

Methodology:

1. Structured questionnaire: A questionnaire was distributed among 60 people, seeking their opinions on the effectiveness of brand loyalty of pizza hut and dominos.
2. Secondary data – review of the literature from past research papers, online sites and articles

LOGICAL FLOW OF RESEARCH IS AS FOLLOWS



REASERCH DESING

The research design adopted is descriptive research, and the sampling technique employed is simple random sampling. The research design aims to facilitate the collection and analysis of data, balancing relevance to research objectives with procedural economy.

- Geographical area: Data will be collected from the people of Delhi and Calcutta
- Duration of study: 1 month
- Sample size: 60 respondents.
- Sampling technique: Convenience sampling
- The convenience sampling method has been used because the selection of units from the population has been done based on easy or accessibility. The disadvantage of convenience sampling is that the units that are easiest to obtain may not be represented.
- DATA COLLECTION PROCEDURE: for this research study data will be collected through questionnaire from approximately 60 respondents.
- DATA ANALYSIS PROCEDURE: Qualitative and quantitative data will be used.
- DATA COLLECTION INSTRUMENT: Questionnaire will be circulated among respondents through google form.

LIMITATIONS OF STUDY

- I have considered Delhi and Calcutta City for the study results may vary due to differences in culture and eating habits in other parts of the state and region.
- The finding of the study was based on the assumptions that respondents have given correct information. Information provided by respondents may be biased.
- The final conclusion can be also affected by some of the extraneous variables.

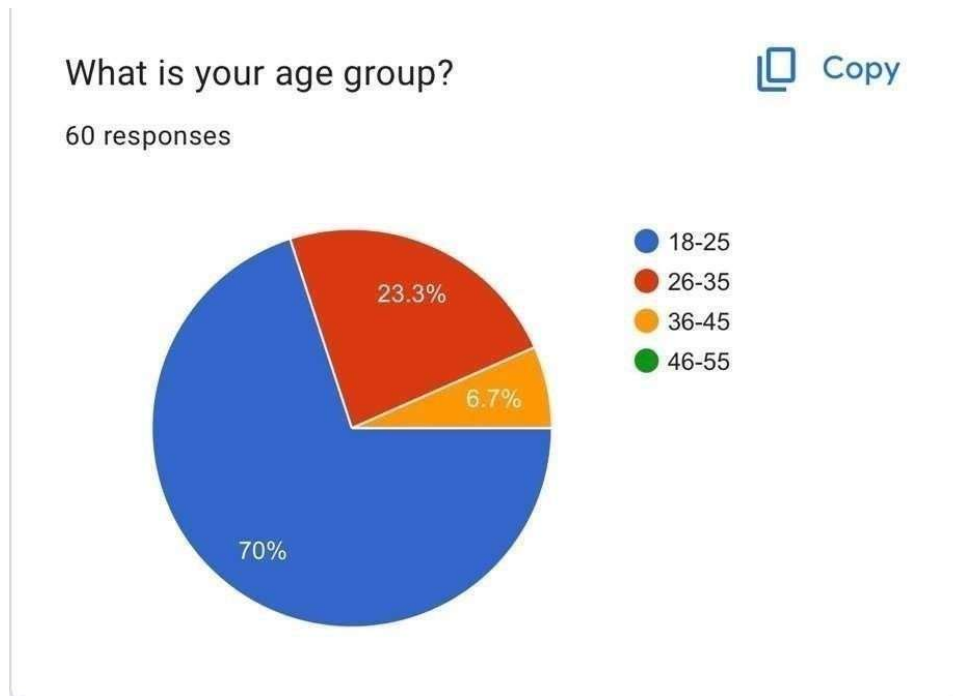
Chapter 4

DATA REPRESENTATION AND ANALYSIS

4.1 QUESTIONNAIRE AND RESPONSES

DEMOGRAPHIC QUESTION

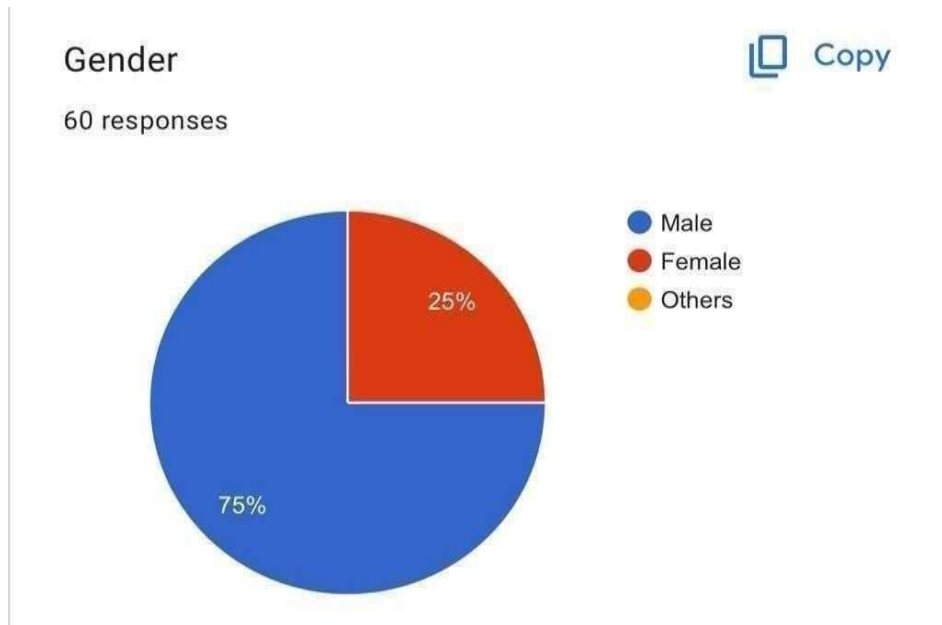
Q1.



Analysis:

- Based on the pie chart showing the age group distribution of 60 responses, the following analysis can be made:
- The majority of respondents, 70%, belong to the age group of 18-25 years, indicating a strong presence of young adults or college-age individuals in the survey.
- The second-largest age group represented is 26-35 years, accounting for 23.3% of the respondents. This group likely consists of young professionals or those in the early stages of their careers.
- The age group of 36-45 years has a relatively small representation, making up 6.7% of the respondents.
- There are no respondents from the age groups of 46-55 years and above 55 years in the survey data.

Q2.



Analysis:

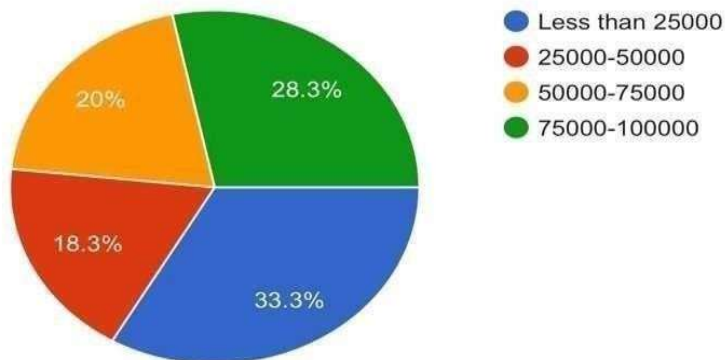
- The image is a pie chart titled "Gender" and shows the distribution of survey responses by gender. Here's what can be told.
- 75% of the respondents are female.
- 25% of the respondents are male.

Q.3

What is your average monthly household income?

 Copy

60 responses

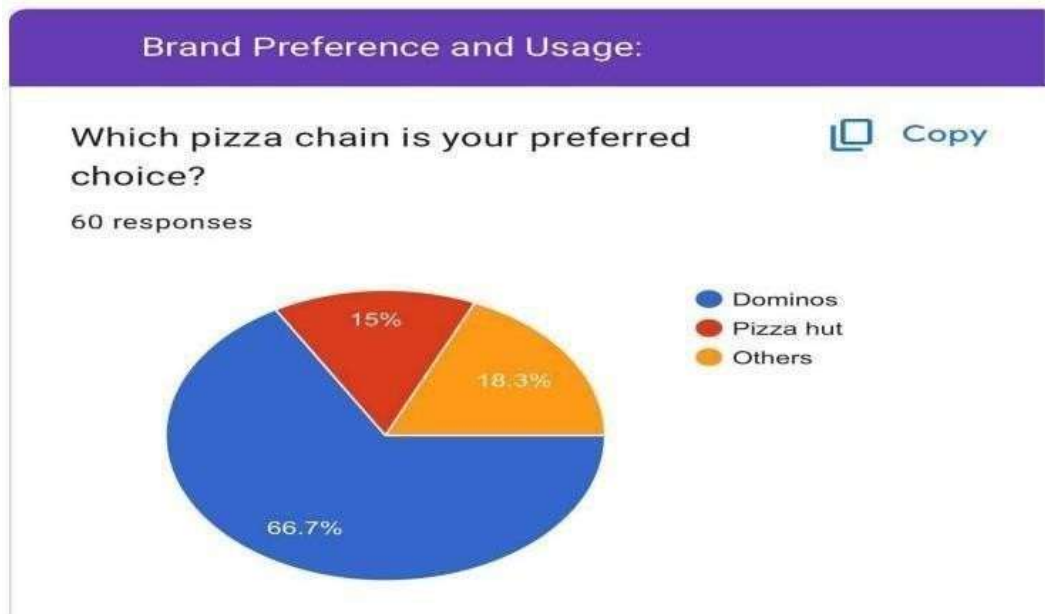


Analysis:

- The most common income bracket is "Less than 25000", with 33.3% of respondents choosing it.
- The second most common bracket is "75000-100000", with 28.3% of respondents.
- "25000-50000" is the bracket chosen by 20% of respondents.
- The least common bracket, chosen by 18.3% of respondents, is "100000 or more".

BRAND PREFERENCE AND USAGE

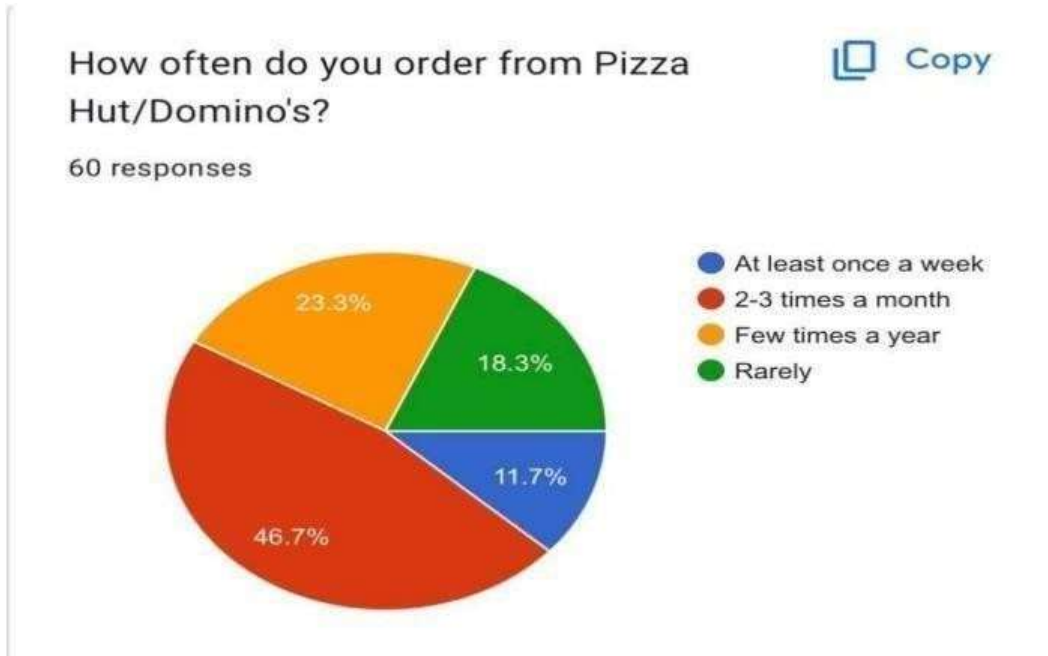
Q.4



Analysis:

- Domino's is the most preferred pizza chain, with 66.7% of respondents choosing it as their preferred choice.
- Pizza Hut is the second most preferred pizza chain, with 15% of respondents selecting it as their preferred choice.
- The "Others" category, which likely represents smaller or local pizza chains, accounts for 18.3% of the respondents' preferences.

Q.5



Analysis:

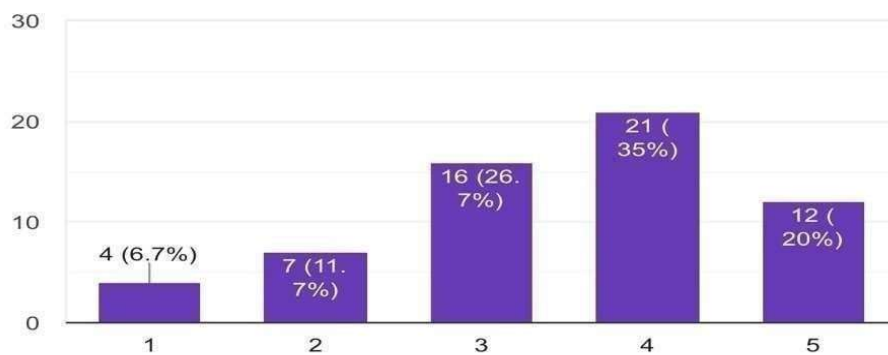
- The chart displays data on how often people order from Pizza Hut/Domino's based on 60 responses.
- 46.7% of respondents order 2-3 times a month, which is the highest percentage.
- 23.3% of respondents order a few times a year.
- 18.3% of respondents rarely order from these pizza chains.
- 11.7% of respondents order at least once a week, which is the lowest percentage.
- The chart clearly shows that ordering 2-3 times a month is the most common frequency among the respondents.
- A significant portion (41.6%) also orders infrequently, either rarely or a few times a year. • Regular weekly orders from Pizza Hut or Domino's represent the smallest group at 11.7%.

Q.6

Rate your overall satisfaction with Pizza Hut/Domino's on a scale of 1 to 5.

(Scale: 1 - Very dissatisfied, 5 - Very satisfied)

60 responses



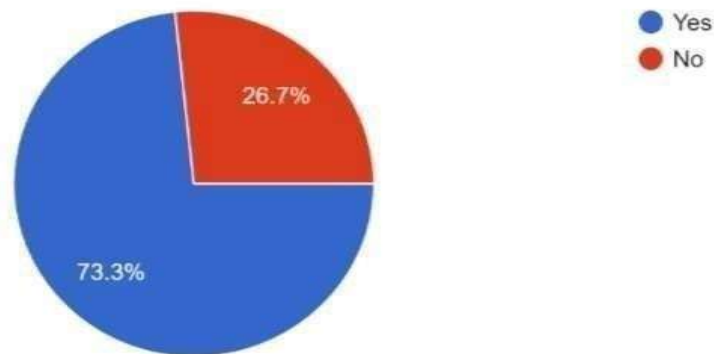
Analysis:

- The majority of respondents (57%) have a positive satisfaction level, rating their experience as 4 or 5 on the scale.
- The highest percentage (35%) gave a rating of 5, indicating they are very satisfied with Pizza Hut/Domino's.
- 20% of respondents rated their satisfaction as 4, suggesting a good but not excellent experience.
- 26.7% of respondents had a neutral opinion, giving a rating of 3.
- Only 18.4% of respondents expressed dissatisfaction, with 11.7% rating their experience as 2 and 6.7% rating it as 1 (very dissatisfied).
- The mean satisfaction score based on the ratings is approximately 3.7 out of 5, indicating an overall positive sentiment towards Pizza Hut/Domino's among the respondents.
- However, there is still room for improvement as a significant portion (43%) did not express high satisfaction levels (rating of 4 or 5).

Q.7

Does price matters in selecting the pizza outlet?

60 responses

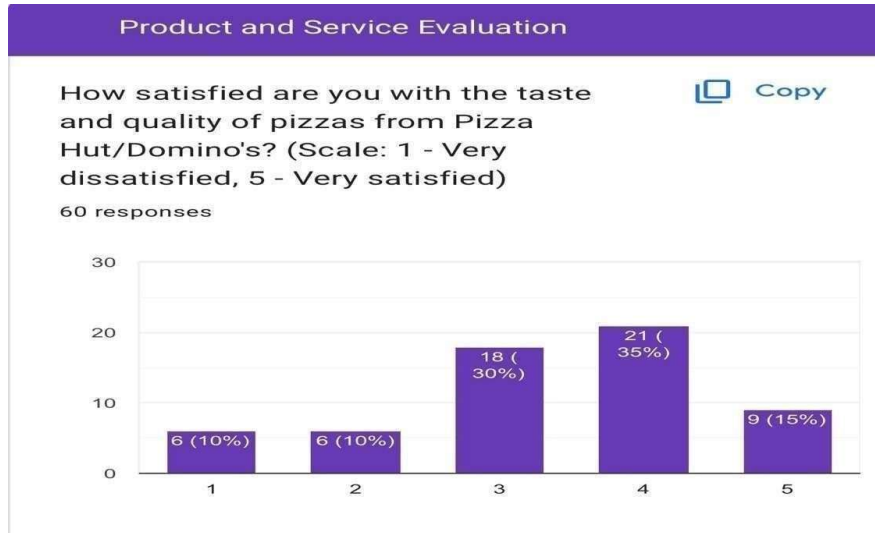


Analysis:

- Out of the 60 responses, a significant majority of 73.3% answered "Yes", indicating that price is an important factor for them when choosing a pizza outlet.
- Only 26.7% of respondents said "No", meaning price is not a major consideration for them in selecting where to buy pizza.
- The data clearly suggests that for most people in this survey group, price plays a crucial role in their decision-making process when it comes to purchasing pizza.
- Affordability and pricing seem to be prioritized over other factors like brand loyalty, location convenience, or perceived quality for a large portion of the respondents.
- However, there is still a sizable minority (over one-fourth) for whom price does not significantly influence their choice of pizza outlet.
- In summary, the analysis highlights the importance of competitive pricing strategies for pizza businesses, as the majority of customers appear to be price-sensitive when deciding where to buy pizza based on this survey data.

PRODUCT AND SERVICE EVALUATION

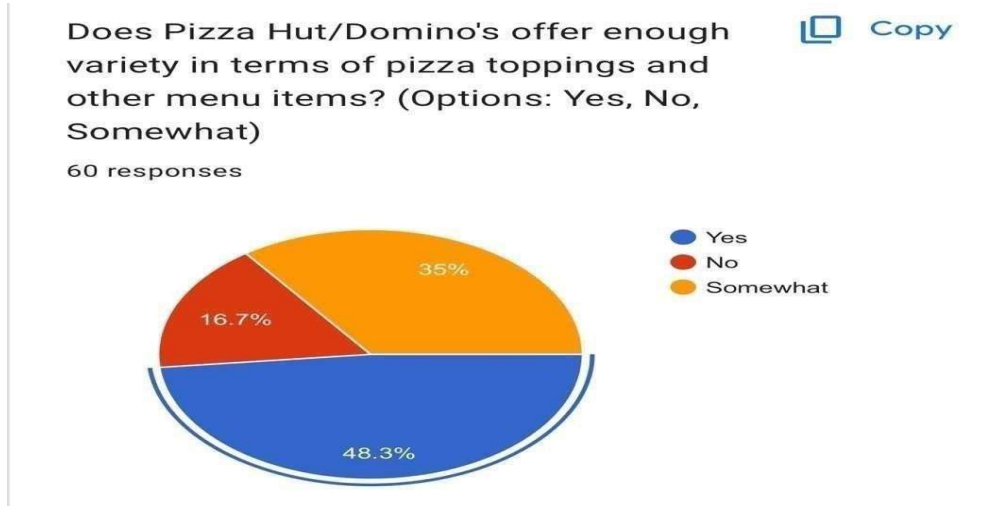
Q.8



Analysis:

- The majority of respondents (61.7%) find ordering from these pizza chains highly convenient, giving a rating of 4 or 5.
- The largest group (46.7%) rated the convenience level as 5, indicating that they consider it extremely convenient to order from Pizza Hut/Domino's via online or mobile app options.
- 15% of respondents gave a rating of 3, suggesting a moderate level of convenience.
- Only a small portion (15%) expressed low convenience levels, with 8.3% rating it as 2 and 6.7% rating it as 1 (not convenient at all).
- The mean rating based on the responses is approximately 4.0, indicating an overall perception of high convenience in ordering from these pizza outlets through digital channels.
- The data suggests that Pizza Hut and Domino's have successfully implemented user-friendly online and mobile ordering platforms, making it extremely convenient for a significant number of customers to place orders.
- However, there is still room for improvement as a considerable percentage (23.3%) did not find the ordering experience highly convenient, rating it as 3 or lower.
- In summary, the analysis highlights the importance of digital ordering channels and the overall positive sentiment towards the convenience offered by Pizza Hut and Domino's in this regard, though some customers may still face challenges with the ordering process.

Q.9



Analysis:

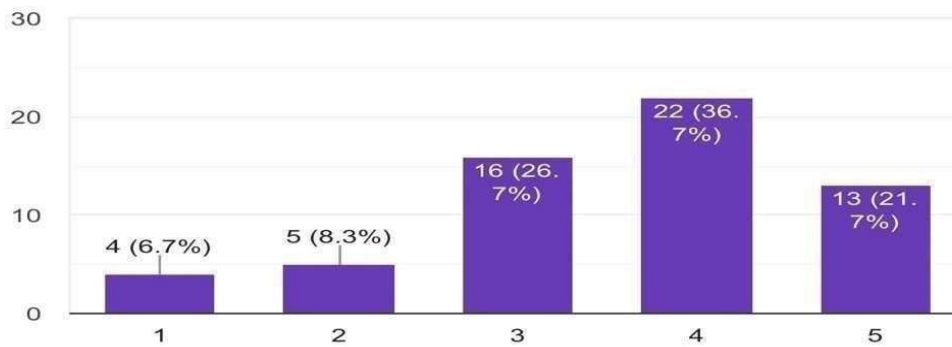
- The largest portion of respondents (48.3%) answered "Yes", indicating that they feel Pizza Hut/Domino's provides sufficient variety in their menu offerings.
- However, a significant percentage (35%) selected "Somewhat", suggesting that they believe the variety is adequate but could be improved upon.
- 16.7% of respondents answered "No", implying that they do not consider the menu variety offered by these pizza chains to be satisfactory.
- Collectively, the majority of respondents (83.3%) either fully or partially agree that Pizza Hut/Domino's provides enough variety in their menu items and toppings.
- However, more than half of the respondents (51.7%) express some level of dissatisfaction with the variety, either responding "Somewhat" or "No".
- The data suggests that while Pizza Hut and Domino's menu variety is generally viewed positively, there is still a considerable demand for expanding or enhancing the range of options available.
- These pizza chains may need to consider introducing new and innovative toppings, expanding their non-pizza menu items, or offering more customization options to better cater to diverse customer preferences and perceptions of variety.
- In summary, the analysis highlights that while the majority finds the menu variety at Pizza Hut/Domino's acceptable, a significant portion of customers feel that improvements can be made in this area to enhance their overall dining experience.

Q.10

Rate your experience with the delivery service of Pizza Hut/Domino's. (Scale: 1 - Poor, 5 - Excellent)



60 responses



Analysis:

Here are some key points based on analysing the bar graph:

- Most respondents (33.3%) rated it as "Very important" (5) for Pizza Hut/Domino's to offer healthy or vegetarian options.
- 28.3% gave a rating of 4, indicating they find it quite important.
- Fewer respondents (10%) found it "Not important at all" (1).
- There is a skew towards the higher importance ratings (4 and 5), suggesting many customers value healthy/vegetarian choices.
- However, a notable portion (21.7% rating 3, 10% rating 2) considers it less or moderately important.
- While opinions vary, the data shows offering these options is relevant for a substantial number of customers.

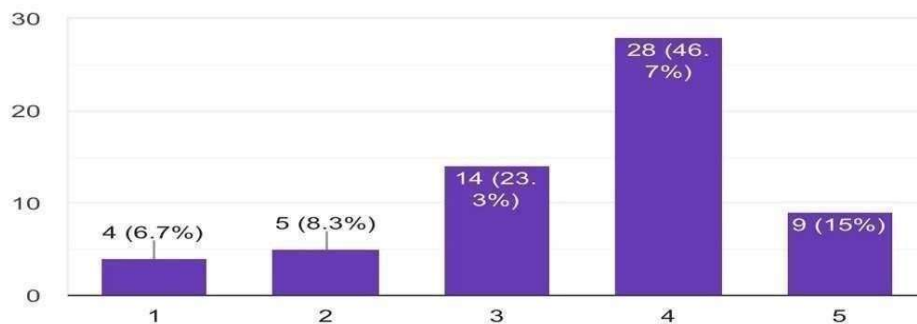
In summary, the bar graph highlights that providing healthy and vegetarian meal options at major pizza chains is an important consideration for a significant segment of customers, despite some variation in the perceived level of importance.

Q.11

How convenient is it for you to order from Pizza Hut/Domino's? (e.g., online ordering, mobile app) (Scale: 1 - Not convenient at all, 5 - Extremely convenient)



60 responses



Analysis:

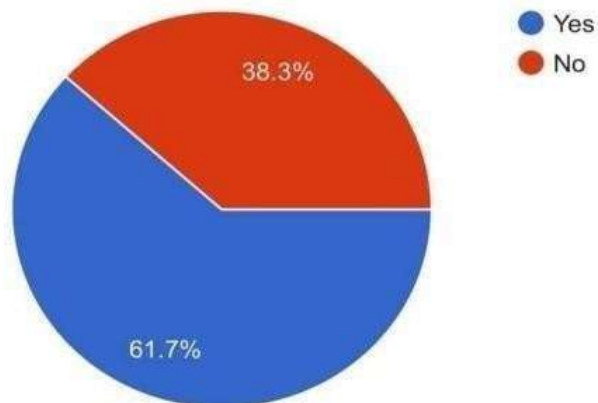
- The most common response is 4 (Extremely convenient), with 28 responses (46.7% of the total).
- The second most common response is 5 (Extremely convenient), with 9 responses (15% of the total).
- Combined, the two highest ratings (4 and 5) account for 61.7% of the responses, indicating that a majority find ordering from these pizza chains via online/mobile app to be very convenient.
- Only a small portion, 14 responses (23.3%), gave a neutral rating of 3.
- Even fewer responses, 9 in total (15%), found it inconvenient by rating it as 1 or 2.
- In summary, the data suggests that a significant majority of respondents find it convenient to order from Pizza Hut/Domino's through online or mobile app services, with over 60% rating it as extremely convenient (4 or 5 on the scale). Only a small minority rated the convenience level as low.

Q.12

Have you ever faced any issues or complaints with Pizza Hut/Domino's?

 Copy

60 responses



Analysis:

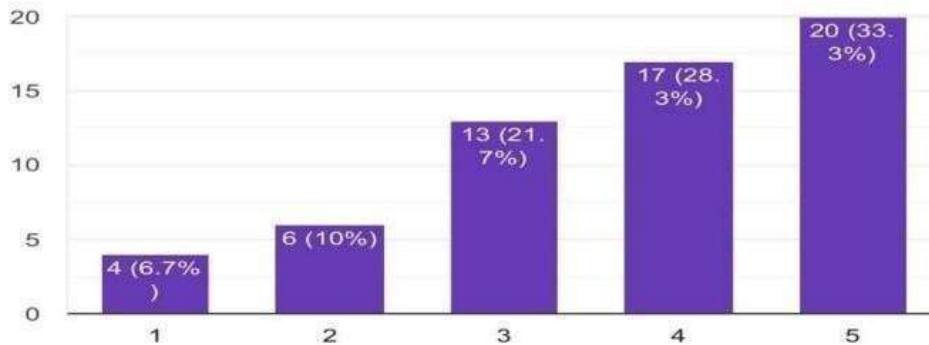
- A majority of respondents (61.7%) have faced some issues or complaints when ordering from Pizza Hut or Domino's.
- A significant minority (38.3%) have not encountered any problems with these pizza chains.
- The proportion of respondents who have experienced issues or complaints is notably higher than those who have not, indicating that customer dissatisfaction or problems may be relatively common for these pizza companies.
- While the data does not provide details on the specific nature of the issues or complaints faced, it suggests that there is room for improvement in the customer experience or service quality at Pizza Hut and Domino's, as a considerable percentage of customers have encountered problems.

Q.13

How important is it for you that Pizza Hut/Domino's offers healthy or vegetarian options? (Scale: 1 - Not important at all, 5 - Very important)



60 responses



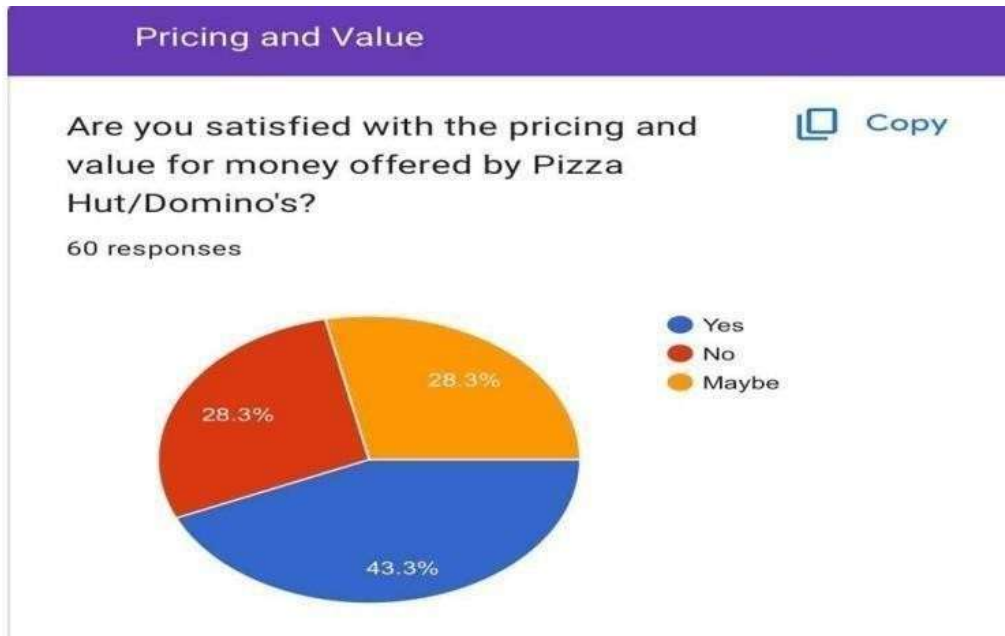
Analysis:

- The highest number of responses (20, or 33.3%) rated the importance as 5 (Very important), indicating a significant portion of respondents place high value on having healthy/vegetarian options available.
- The second highest number of responses (17, or 28.3%) gave a rating of 4, also suggesting these options are important to them.
- Combined, 61.6% of respondents (37 out of 60) rated the importance as 4 or 5, showing that a majority consider healthy/vegetarian options to be important or very important when ordering from these pizza chains.
- 13 respondents (21.7%) gave a neutral rating of 3, while only 10 respondents (16.7%) rated the importance as low, with scores of 1 or 2.
- The mean rating across all responses falls between 3 and 4, indicating an overall leaning towards healthy/vegetarian options being seen as important.

In summary, the data suggests that a considerable majority of respondents value the availability of healthy or vegetarian options when ordering from Pizza Hut or Domino's, with over 60% rating it as important or very important. Only a small minority viewed these options as unimportant. This insight could inform menu planning and marketing strategies for these pizza companies.

PRICING AND VALUE

Q.14



Analysis:

- The largest portion of respondents, 43.3%, selected "Yes", indicating satisfaction with the pricing and value offered by these pizza chains.
- However, a significant proportion, 28.3%, responded "No", expressing dissatisfaction with the pricing and perceived value.
- Another 28.3% chose the "Maybe" option, suggesting they are neither fully satisfied nor dissatisfied, or have mixed feelings about the pricing and value proposition.
- Combining the "No" and "Maybe" responses, a slight majority of 56.6% of respondents appear to have some level of dissatisfaction or ambivalence towards the pricing and value offered by Pizza Hut/Domino's.
- The data is somewhat evenly split, with a narrow margin separating those satisfied (43.3%) from those who are dissatisfied or uncertain (56.6%).

In summary, while a significant portion of respondents are satisfied with the pricing and value for money at Pizza Hut and Domino's, there is also a notable segment that finds the pricing and perceived value to be unsatisfactory or questionable. The results suggest that these pizza chains may need to evaluate their pricing strategies and value proposition to better meet customer expectations and improve overall satisfaction levels.

BRAND PERCEPTION AND LOYALTY

Q.15



Analysis:

Based on the bar graph showing the likelihood of recommending Pizza Hut/Domino's to friends or family on a scale of 1 (Not likely at all) to 5 (Extremely likely), here is an analysis:

- The largest group, 20 respondents (33.3%), gave a rating of 4, indicating a relatively high likelihood of recommending the brand.
- The second-largest group, 15 respondents (25%), gave a neutral rating of 3, suggesting they are moderately likely to recommend the brand.
- On the positive end, 11 respondents (18.3%) gave the highest rating of 5, showing a strong likelihood of recommending Pizza Hut/Domino's.
- On the negative side, 7 respondents (11.7%) each gave ratings of 1 and 2, indicating a low likelihood of recommending the brand.
- Overall, a majority of respondents (58.3%) gave ratings of 4 or 5, suggesting a relatively strong brand loyalty and likelihood of recommendation among these customers.
- However, there is still a sizable portion (37.7%) who are either neutral or unlikely to recommend the brand, highlighting potential areas for improvement.
- The mean rating, calculated as a weighted average, comes out to approximately 3.5, indicating a slightly above-average likelihood of recommendation for Pizza Hut/Domino's among the respondents.

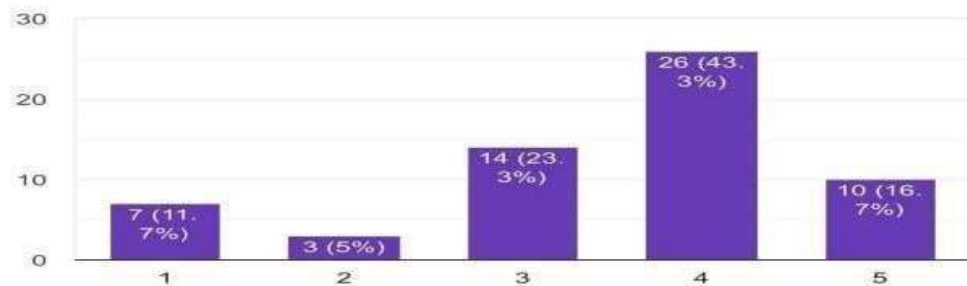
MARKETING AND PROMOTION

Q.16

How would you rate the overall brand image and reputation of Pizza Hut/Domino's? (Scale: 1 - Poor, 5 - Excellent)



60 responses



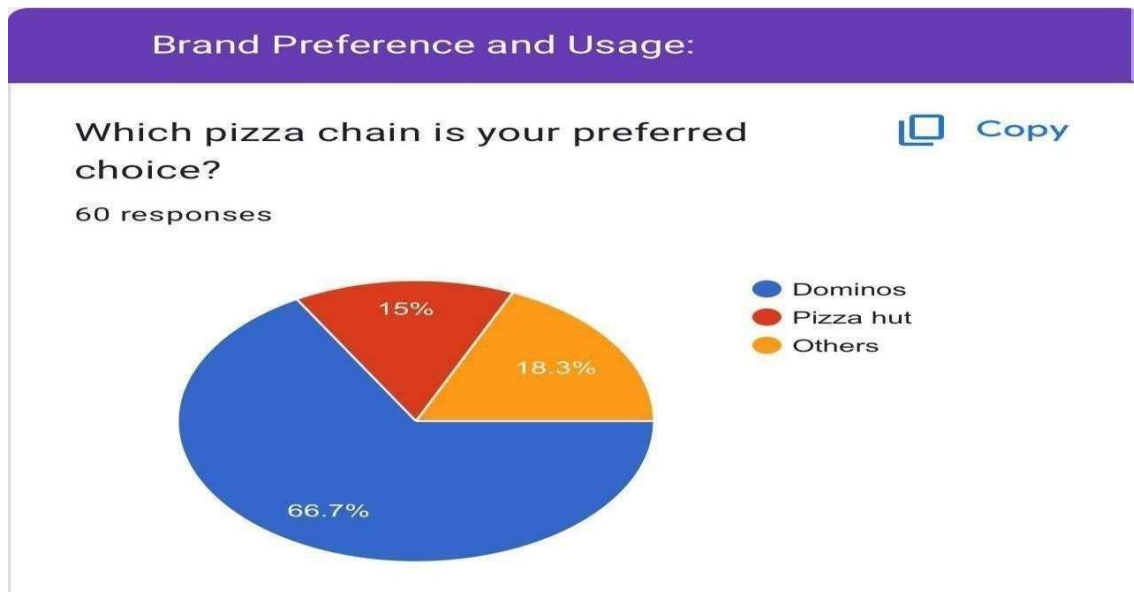
Analysis:

Based on the bar graph, the overall brand image and reputation of Pizza Hut/Domino's was rated on a scale of 1 (Poor) to 5 (Excellent) by 60 respondents. Here's an analysis of the results:

- The largest group, 26 respondents (43.3%), rated the brand image as a 4 on the scale, indicating a relatively positive perception.
- The second-largest group, 14 respondents (23.3%), rated it as a 3, which can be considered a neutral or average rating.
- Only 3 respondents (5%) rated the brand image as a 2, indicating a somewhat negative perception.
- On the extreme ends, 7 respondents (11.7%) rated it as the lowest 1 (Poor), while 10 respondents (16.7%) gave the highest rating of 5 (Excellent).
- Overall, the results suggest a generally positive brand image, with a majority (60%) rating it as a 4 or 5. However, there is also a sizable portion (35%) that perceives the brand neutrally or negatively.
- The mean rating, calculated by assigning values to each rating and taking the weighted average, comes out to approximately 3.5, indicating a slightly above-average overall brand perception among the respondents.

In summary, while Pizza Hut/Domino's enjoys a relatively positive brand image among most respondents, there is still room for improvement in enhancing their reputation and perception across all customer segments.

Q.17

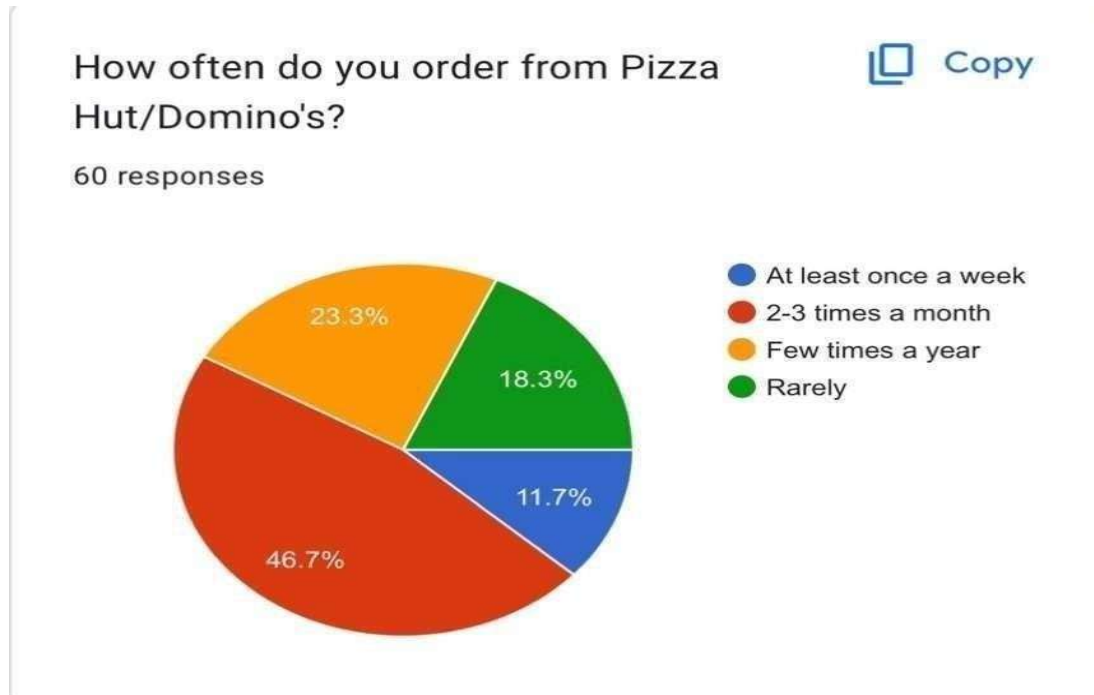


Analysis:

- Domino's is the most preferred pizza chain, with 66.7% of respondents choosing it as their preferred choice.
- Pizza Hut is the second most preferred pizza chain, with 15% of respondents selecting it as their preferred choice.
- The "Others" category, which likely represents smaller or local pizza chains, accounts for 18.3% of the respondents' preferences.

COMPETITON ANALYSIS

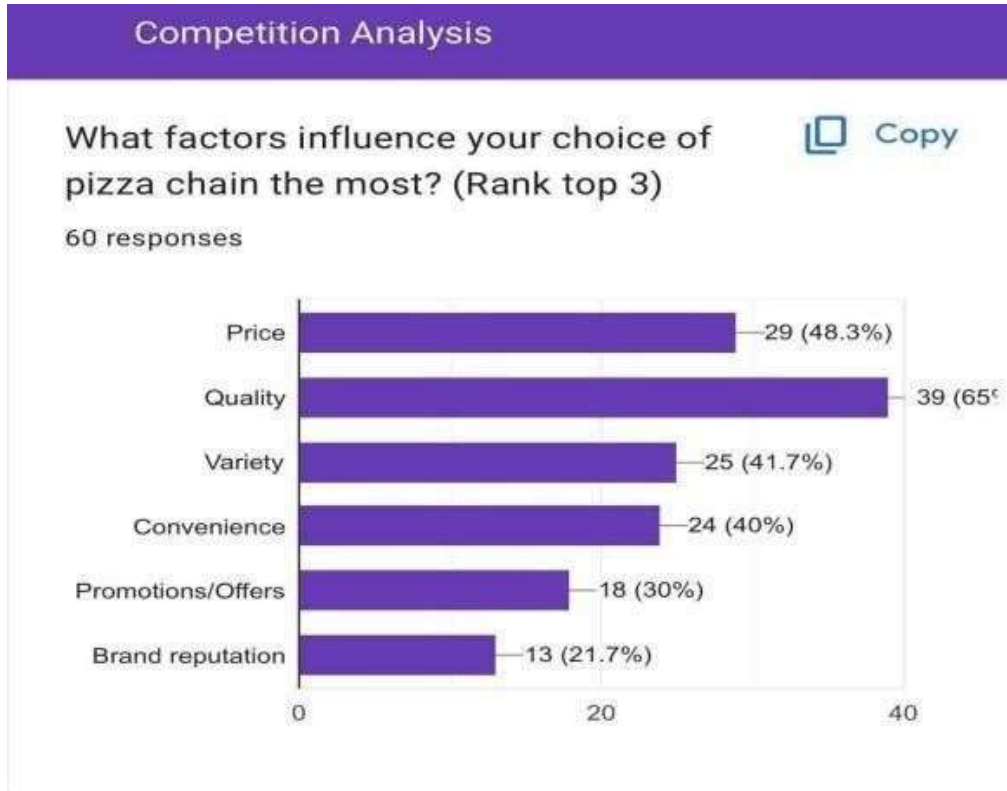
Q.18



Analysis:

- The chart displays data on how often people order from Pizza Hut/Domino's based on 60 responses.
- 46.7% of respondents order 2-3 times a month, which is the highest percentage.
- 23.3% of respondents order a few times a year.
- 18.3% of respondents rarely order from these pizza chains.
- 11.7% of respondents order at least once a week, which is the lowest percentage.
- The chart clearly shows that ordering 2-3 times a month is the most common frequency among the respondents.
- A significant portion (41.6%) also orders infrequently, either rarely or a few times a year.
- Regular weekly orders from Pizza Hut or Domino's represent the smallest group at 11.7%.

Q.19



Analysis:

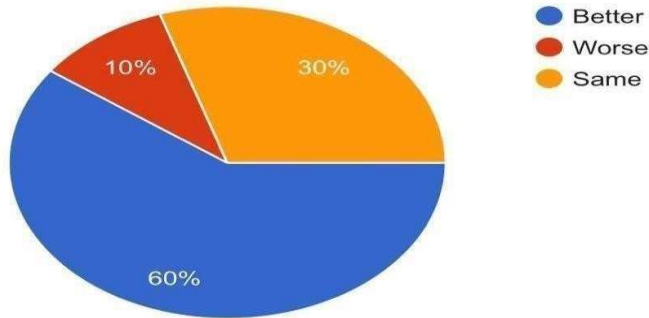
- Based on the bar chart showing the factors that influence customers' choice of pizza chain the most, with respondents asked to rank the top 3 factors, here is an analysis:
- Quality emerges as the top influencing factor, with 39 respondents (65%) ranking it among their top 3 choices. This suggests that customers place a high priority on the perceived quality of the pizza and overall dining experience.
- Variety is the second most influential factor, with 25 respondents (41.7%) ranking it in their top 3. Customers seem to value having diverse menu options and choices when selecting a pizza chain.
- Price is the third most important factor, with 29 respondents (48.3%) considering it a top influence on their choice. This indicates that consumers are also price-conscious and value for money plays a significant role in their decision-making process.
- Convenience, ranked in the top 3 by 24 respondents (40%), is another notable factor, suggesting that customers appreciate easy accessibility and potentially delivery/takeout options.
- Promotions/Offers, ranked by 18 respondents (30%), also hold influence, indicating that customers are attracted to discounts and special deals offered by pizza chains.
- Brand reputation, while still important for 13 respondents (21.7%), ranks lower than factors like quality, variety, price, and convenience.

Q.20

In your opinion, how does Pizza Hut/Domino's compare to other pizza chains in terms of quality and service?



60 responses



Analysis:

In your opinion, how does Pizza Hut/Domino's compare to other pizza chains in terms of quality and service? Better - 60%
Worse - 10%
Same - 30%

Based on the pie chart:

- The majority (60%) consider Pizza Hut/Domino's better than other pizza chains in quality and service.
- Only a small portion (10%) view Pizza Hut/Domino's as worse compared to competitors.
- 30% perceive Pizza Hut/Domino's to be the same as other pizza chains in terms of quality and service.

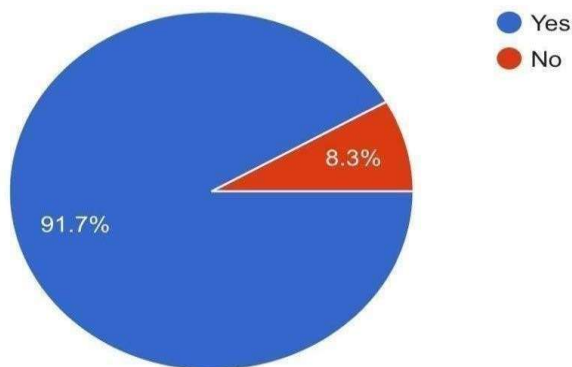
Overall, the data suggests that Pizza Hut/Domino's is perceived favorably by most respondents when compared to other pizza chain offerings regarding quality and service levels.

Q.21

Have you ever tried or considered trying other local/regional pizza chains? If yes, what was your experience? (Open-ended)

 Copy

60 responses

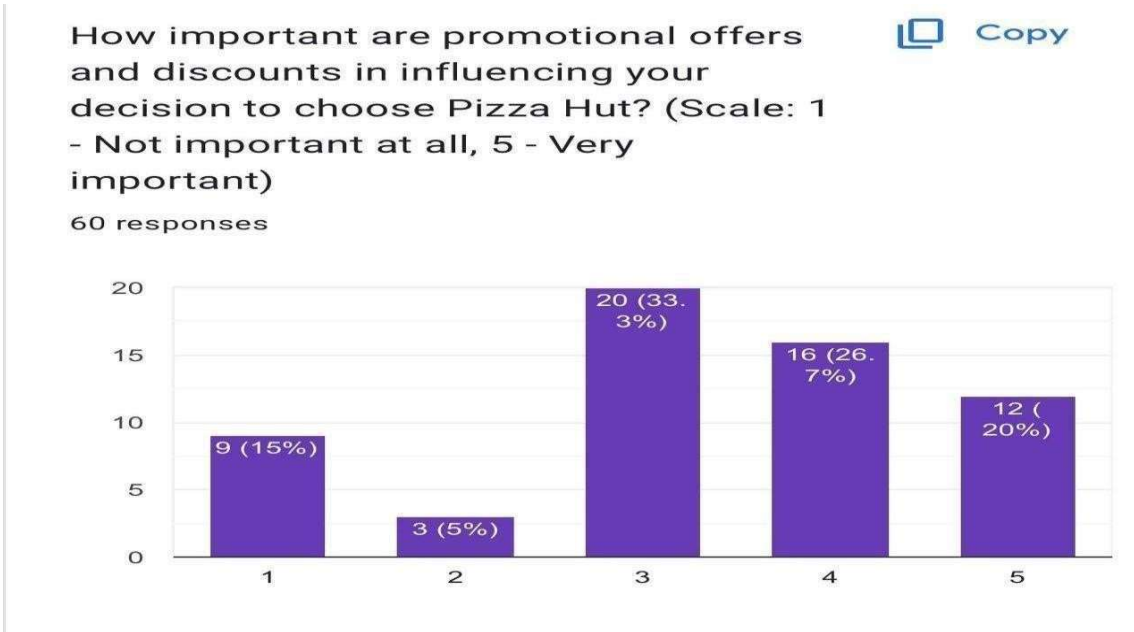


Analysis:

Here is the analysis in bullet points:

- 91.7% of respondents have tried or considered trying other local/regional pizza chains
- Only 8.3% have not tried or considered trying local/regional pizza chains
- The vast majority are open to exploring pizza options beyond major national chains like Pizza Hut or Domino's
- This data suggests a potential market demand and opportunities for local/regional pizza chains
- Customers may be seeking alternative or unique pizza experiences outside of mainstream national brands
- Local/regional chains could attract customers by offering differentiated pizza offerings from national chains

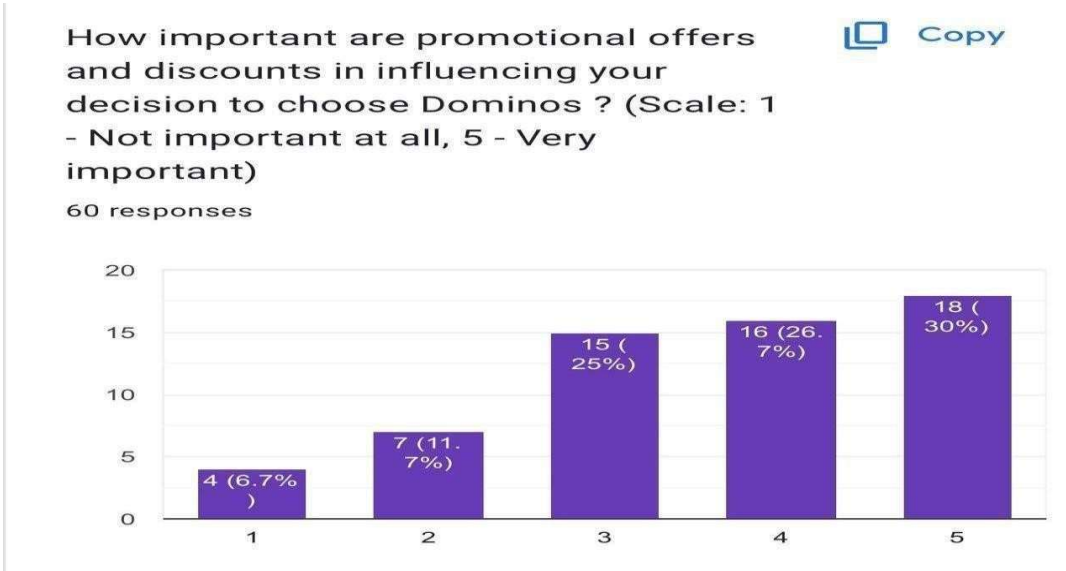
Q.22



Analysis:

- Based on the bar graph, promotional offers and discounts play a significant role in influencing customers' decision to choose Pizza Hut. The data shows:
- 20% of respondents rated promotional offers and discounts as "Very important" (5 on the scale) in their decision to choose Pizza Hut.
- 26.7% rated them as a 4 on the importance scale, indicating they are quite important.
- 33.3% rated promotional offers and discounts as a 3, suggesting they are moderately important factors.
- Only 5% rated them as a 2, showing low importance.
- 15% rated promotional offers and discounts as 1 - "Not important at all" in their decision to choose Pizza Hut.
- Overall, the majority of respondents (80%) rated promotional offers and discounts as moderately to very important factors influencing their choice of Pizza Hut. This highlights the significance of such promotional strategies in attracting and retaining customers for the pizza chain

Q.23



Analysis:

Based on the bar graph, promotional offers and discounts play a moderately important role in influencing customers' decision to choose Domino's Pizza. The data shows:

- 30% of respondents rated promotional offers and discounts as "Very important" (5 on the scale) when deciding to choose Domino's.
- 26.7% rated them as a 4 on the importance scale, indicating they are quite important factors.
- 25% rated promotional offers and discounts as a 3, suggesting they have a moderate level of importance.
- 11.7% rated them as a 2, showing low importance.
- Only 6.7% rated promotional offers and discounts as 1 - "Not important at all" in their decision to choose Domino's.

Overall, the majority of respondents (81.7%) rated promotional offers and discounts as moderately to very important factors influencing their choice of Domino's Pizza. However, the percentage rating them as "Very important" (30%) is lower compared to Pizza Hut (40% rated 5), suggesting promotional strategies may be slightly less influential for Domino's versus its competitor in attracting customers.

4.2 Discussion And Recommendation

Discussion:

The research findings highlight several key factors that influence brand loyalty towards Pizza Hut and Domino's among Indian consumers. Product quality emerges as the top priority, with customers placing a high emphasis on the taste, freshness, and overall dining experience. Variety in menu offerings is another crucial driver, as customers appreciate diverse options, including localized flavors and customization choices.

Price and value for money are also significant considerations, with a substantial portion of respondents citing pricing as a decisive factor in their choice of pizza chain. Convenience, facilitated by user-friendly online ordering platforms, mobile apps, and efficient delivery services, plays a vital role in fostering brand loyalty, catering to the modern, fast-paced lifestyles of Indian consumers.

While both Pizza Hut and Domino's enjoy a generally positive brand image and reputation, the data suggests room for improvement in enhancing customer perception and addressing concerns related to pricing, menu variety, and order fulfillment issues. Promotions, discounts, and loyalty programs hold significant sway over customer choices, particularly among younger demographics, indicating the importance of effective marketing strategies.

Furthermore, the research highlights the growing influence of local and regional pizza chains, which are increasingly challenging the dominance of established national brands. Customers are open to exploring alternative options, seeking unique flavors and experiences that cater to regional preferences and set these smaller players apart from the mainstream offerings.

Recommendations:

1. **Product Quality and Innovation:** Pizza Hut and Domino's should continue to prioritize product quality, taste, and freshness, while actively innovating their menu offerings to cater to evolving consumer preferences. Introducing new and localized toppings, experimenting with fusion flavors, and incorporating healthy or vegetarian options can help broaden their appeal and differentiate them from competitors.
2. **Pricing Strategies:** To address concerns about pricing and value perception, these pizza chains should consider implementing more competitive pricing strategies, offering bundled deals, and leveraging data-driven dynamic pricing models to optimize their offerings based on consumer demand and market conditions.
3. **Technological Integration:** Enhancing the convenience and user experience of online ordering platforms and mobile apps should be a priority. Investing in streamlined interfaces, real-time order tracking, and integrating emerging technologies like chatbots and voice assistants can further improve customer satisfaction and loyalty.
4. **Targeted Marketing and Loyalty Programs:** Leveraging data-driven marketing techniques, social media campaigns, and personalized loyalty programs can help Pizza Hut and Domino's better connect with their target audiences, foster emotional connections, and incentivize repeat business. Tailoring promotions and offers to specific customer segments can yield higher engagement and retention rates.
5. **Regional Adaptations:** To effectively compete with local and regional pizza chains, Pizza Hut and Domino's should consider introducing region-specific menu items, flavors, and branding strategies that resonate with local tastes and preferences. Collaborating with local suppliers and incorporating regional culinary traditions can enhance their appeal and authenticity.
6. **Service Excellence and Customer Experience:** Continuous improvements in service quality, order accuracy, and delivery times are crucial for maintaining brand loyalty. Implementing robust employee training programs, streamlining operational processes, and actively soliciting and addressing customer feedback can help mitigate order fulfillment issues and enhance the overall customer experience.
7. **Corporate Social Responsibility:** Engaging in meaningful corporate social responsibility initiatives, supporting local communities, and promoting sustainability can positively impact brand perception and customer loyalty, particularly among socially conscious consumers.

Chapter 5

Conclusion

The Indian pizza market is highly competitive, with evolving consumer preferences and the emergence of local and regional players challenging the dominance of established national brands like Pizza Hut and Domino's. While these pizza giants enjoy a strong brand presence and loyal customer base, the research findings indicate that sustained efforts are required to maintain and enhance brand loyalty.

By prioritizing product quality, menu innovation, competitive pricing strategies, technological integration, targeted marketing, and service excellence, Pizza Hut and Domino's can continue to cater to the diverse needs and preferences of Indian consumers. Additionally, embracing regional adaptations, fostering emotional connections through effective loyalty programs, and demonstrating a commitment to corporate social responsibility can further solidify their positions in the Indian market.

However, it is crucial for these pizza chains to remain agile and responsive to changing market dynamics, staying attuned to emerging consumer trends, and continuously refining their strategies to stay ahead of the competition. By addressing the concerns identified in this research and implementing the recommended strategies, Pizza Hut and Domino's can not only retain their existing customer base but also attract new customers and solidify their brand loyalty in the rapidly evolving Indian pizza market.

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ANNEXURE

Questionnaire for the study of brand loyalty towards Pizza Hut and Domino's in India"

DEMOGRAPHY

- What is your age group?
- What is your gender?
- What is your average monthly household income?

BRAND PREFERENCE AND USAGE

- Which pizza chain is your preferred choice?
- How often do you order from Pizza Hut/Domino's?
- Rate your overall satisfaction with Pizza Hut/Domino's on a scale of 1 to 5 (Scale: 1 - Very dissatisfied, 5 - Very satisfied)
- Does price matter in selecting the pizza outlet

PRODUCT AND SERVICE EVALUATION

- How satisfied are you with the taste and quality of pizzas from Pizza Hut/Domino's? (Scale: 1 - Very dissatisfied, 5 - Very satisfied)
- Does Pizza Hut/Domino's offer enough variety in terms of pizza toppings and other menu items? (Options: Yes, No, Somewhat)
- Rate your experience with the delivery service of Pizza Hut/Domino's. (Scale: 1 - Poor, 5 - Excellent)
- How convenient is it for you to order from Pizza Hut/Dominos? (e.g., online ordering, mobile app) (Scale: 1 - Not convenient at all, 5 - Extremely convenient)
- Have you ever faced any issues or complaints with Pizza Hut/Domino's?
- How important is it for you that Pizza Hut/Domino's offers healthy or vegetarian options? (Scale: 1 - Not important at all, 5 - Very important)

PRICING AND VALUE

- Are you satisfied with the pricing and value for money offered by Pizza Hut/Domino's?

BRAND PERCEPTION AND LOYALTY

- How likely are you to recommend Pizza Hut/Domino's to your friends or family? (Scale: 1 - Not likely at all, 5 - Extremely likely)
- How would you rate the overall brand image and reputation of Pizza Hut/Domino's? (Scale: 1 - Poor, 5 -Excellent)

MARKETING AND PROMOTION

- How influential are promotions, discounts, and loyalty programs in your choice of pizza chain?
(Scale: 1 - Not influential at all, 5 - Extremely influential)
- Which marketing channels or advertisements from Pizza Hut/Domino's do you find most appealing?
(Options: TV ads, Social media, Billboards, Promotional offers, Others)

COMPETITON ANALYSIS

- What factors influence your choice of pizza chain the most?
- In your opinion, how does Pizza Hut/Domino's compare to other pizza chains in terms of quality and service?
- Have you ever tried or considered trying other local/regional pizza chains? If yes, what was your experience? (Open-ended)
- How important are promotional offers and discounts in influencing your decision to choose Pizza Hut?
(Scale: 1, Not important at all, 5 - Very important)
- How important are promotional offers and discounts in influencing your decision to choose Dominos?
(Scale: 1, Not important at all, 5 - Very important)

Saurabh Agrawal

Word 1

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