



A COMPARATIVE STUDY OF CUSTOMER SATISFACTION TOWARDS LEADING QUICK SERVICE RESTAURANTS IN PUNE

Prof. Amita Kolapkar¹ and Dr Sachin S. Vernekar²

¹Assistant Professor, BV(DU) Institute of Hotel Management & Catering Technology, Pune, Maharashtra, India.

² Dean, FMS, BV(DU) Institute of Management & Entrepreneurship Development, Pune, Maharashtra, India.

ABSTRACT :

The worldwide market is overflowed with different divisions and ventures that include results of day by day and incidental use for the consumers. In the current competition, the most vital instruments for estimating satisfied customer is Service Quality. The principle target of the examination is to think about customer satisfaction level towards leading quick service restaurants Pizza hut and Dominos, Pune. In this examination Engaging exploration is followed. The clients of Pizza Hut and Dominos, situated in Pune are the respondents.

The examples (i.e. test measure 50) were chosen among the clients of Pizza hut and Dominos, situated at Pune for this exploration. The real discoveries of the investigation are 20% Pizza hut customers are satisfied with pricing where as 14% dominos customers are satisfied. 22% Pizza Hut customers are satisfied and 20% Dominos customer are satisfied with the quality of food. 24% pizza hut customers likes the taste of food served and 18% dominos customers like the taste of food. QSR customers from both are are contented with the array of food offered.



KEYWORDS : worldwide market, customer satisfaction level, quality of food.

INTRODUCTION

Indian customer ways of life has tremendously help out the quick service restaurant industry to grow and expand in the course of the most recent years. The development of the QSR and eating out patterns has been considerably influenced due to many diverse cause like family members number getting higher, presentation of cooking styles from countries of west and worldwide media, working ladies number rising. The business specialists believe that; the white collar youthful populace will spend more on eating out at affix QSR as they have more extra cash and the importance for prepared to-eat package food. Gustafsson, Johnson and Roos, (2005) opined that Consumer loyalty is what client assesses the progressing execution. Deng et al (2009) stated that consumer contentment is vital in the present business world. It is essential to have high level execution. It is essential for an expert organization to make high level of execution to build a strong relationship with customers. As a result of the above reasons the organizations consider consumer contentment as essential component while formulating their center techniques.

History of Dominos and Pizza Hut

Pizza Hut is an American QSR established in 1958, Dominos is an American pizza self service restaurant established in 1960. The first store of Dominos was started in Winnipeg, Canada in 1983 and completed its 100 store the same year. Pizza Hut started diversifying in 1959.

REVIEW OF LITERATURE

Kinnary Thakkar and Mrunmayee R.Thatte (2014), in their investigation endeavored to think about the buyer's recognition of two very important food establishments, KFC and McDonalds. The necessary information for the study was gathered through a survey from 150 respondents in Thane city. Different fundamentals like variety of food items were considered to look at buyer insight in relation to the company. The examination uncovered that cost influences the recurrence of visits. Vanishree, M, and Shanthi, L (2013), opined about the client mindfulness and fulfillment in QSR KFC. French SA et al, (2001) called attention to that meeting drive-thru food eatery is to put in energy with members of the family and companions. R Gilbert, C Veloutsou, M Goode, L Moutinho, (2004) have considered on approximating purchaser reliability in QSR. The study gives a diverse relationship of management fulfillment of low quality food establishments in four English-speaking nations. It relies upon data assembled from customers of five generally expanded low quality food chains.

A Law, Y Hui, X Zhao, (2004) have examined the connections between client fulfillments; repurchase recurrence, waiting time and further administration quality factors in junk food outlets are demonstrated. The outcome demonstrates that consumer loyalty is altogether influenced by waiting time, state of mind of employees, and food variety and the quality of food served. Drewnowski and Specter, (2000) says that generally individuals with low financial position incline toward wayside food joints that are economical; cleanliness isn't a standard for them. The important feature that impacts usage of these kind of food is by financial status. There is a difference between individuals who have high wages with individuals who have low pay. Schlosser E. (2001) brought up the most much of the time proclaimed the idea of eating at junk food eateries were the immediate service of food. Laroche and Parsa (2000) opined that the reason behind individuals to choose to pick junk food restaurant is the taste and incline toward moment fulfillment of their taste buds. Quick service restaurants include an wide diversity of prompt and immediate service, brands and take just brief period to serve it.

OBJECTIVES OF THE STUDY

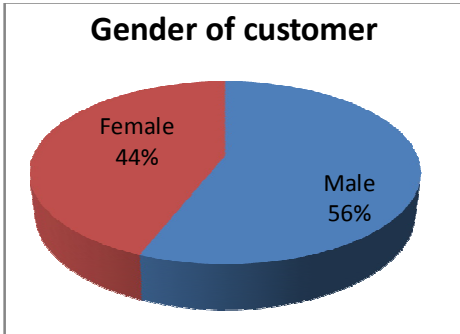
- 1) To identify the connection between factors of customer satisfaction and demographic profile towards Dominos and Pizza Hut.
- 2) To evaluate the fulfillment level of Dominos and Pizza Hut customers.
- 3) To review customer satisfaction of product delivery, service quality, housekeeping and marketing.

RESEARCH METHODOLOGY

- The respondents were the customers of Pizza Hut and Dominos in Pune for this exploration.
- Non probability sampling technique was considered on the grounds that correct population size is obscure and the ease of access of the client is hard. Sample size 50 was chosen among the clients of Pizza Hut and Dominos, situated in Pune.
- For information accumulation survey technique was utilized in this examination. The essential information was gathered utilizing organized survey.
- **ANALYSIS AND INTERPRETATION OF DATA :** The data generated was collected and was processed using statistical tests with the aid of Statistical Package for Social Sciences (**SPSS**) **18.0** software and MS-Excel package.

DATA ANALYSIS AND INTERPRETATION

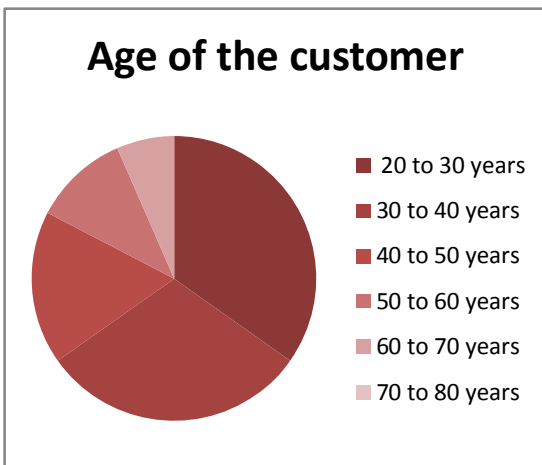
Table 1 Distribution of customer respondents by their gender



Gender of the customers		
	Frequency	%
Male	28	56
Female	22	44
Total	50	100

Interpretation: Table and graph 1 denotes the gender distribution of the customers included in the study sample. Among total 50 respondents the proportion of female customers was nearly 44% whereas the percentage of male customers was 56% respectively. It can be observed from the table that the proportion of male dining out is more than of the female customers.

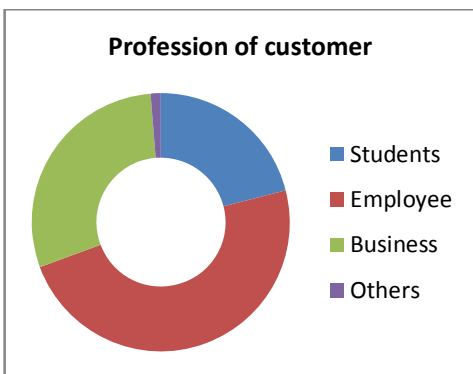
Table 2 Distribution of customer respondents by their Age



Age of the customers		
	Frequency	%
20 to 30 Years	16	32
30 to 40 Years	14	28
40 to 50 Years	8	16
50 to 60 Years	5	10
60 to 70 Years	3	6
70 to 80 Years	4	8
Total	50	100

Interpretation:The age distribution of the customers is explained in table and graph 2. The age of the customers is categorized into 6 categories with the interval of 10 years up to 80 years. It can be seen from the table and graph that the proportion of customers going to the quick service restaurants up to 20 years of age group is almost 32 %. Majority of the customers fall within the 3 categories i.e. 20-30 years, 31-40 years and 41-50 years. It can be also seen that the proportion of senior citizen customers is 6 % and 8 % respectively. Hence it can be inferred that the distribution of the customers as per their age groups supports the current trend.

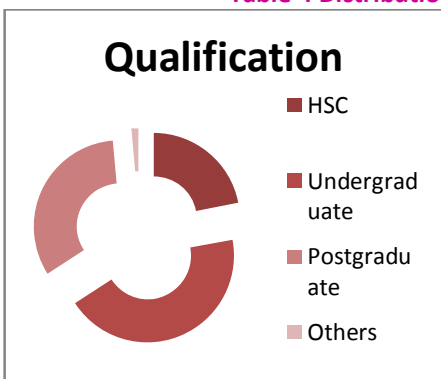
Table 3 Distribution of customer respondents by their profession



Profession of the customers		
	Frequency	%
Student	10	20
Employee	23	46
Business	14	28
Others	3	6
	50	100

Interpretation: In case of profession of the customers table and graph no 3 shows that most of the customers are working and from business sector 46% and 28% respectively. The proportion of students is nearly 20 %.

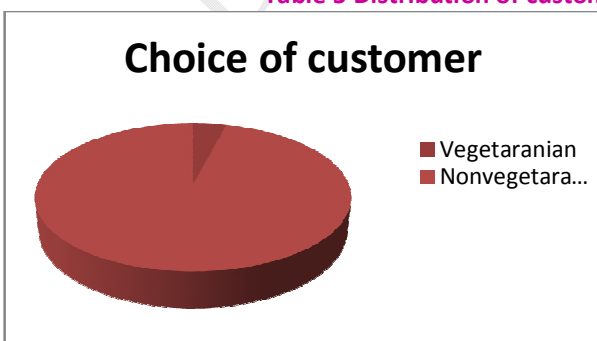
Table 4 Distribution of customer respondents by their qualification



Qualification of the customers		
	Frequency	%
HSC	10	20
Undergraduate	20	40
Postgraduate	15	30
Others	5	10
	50	100

Interpretation: In case of qualification of the customers table and graph no 4 shows that most of the customers are UG and PG 40% and 30% respectively.

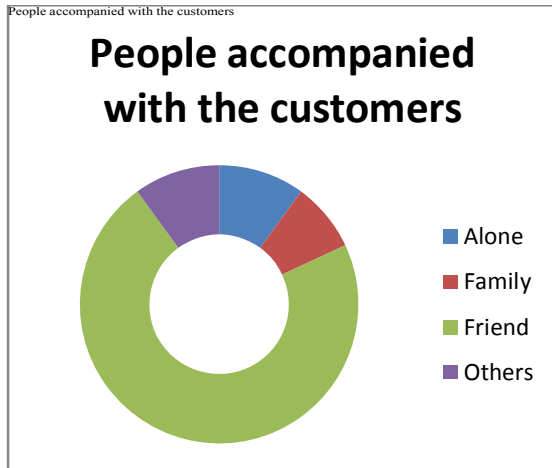
Table 5 Distribution of customer respondents by their choice



Choice of the customers		
	Frequency	%
Vegetarian	2	4
Non Vegetarian	48	96
	50	100

Interpretation: In case of choice of food of the customers table and graph no 5 shows that 96% customers prefer non vegetarian food .

Table 5 Distribution of customer respondents by accompanist



People accompanied with the customers		
	Frequency	%
Alone	5	10
Family	4	8
Friend	36	72
Others	5	10
	50	100

Interpretation: In case of people accompanied with the customers table and graph no 5 shows that 72% customers prefer to visit quick service restaurant with friends .

Table 6: Distribution of customer respondents by their frequency of dining in quick service restaurants



Frequency of dining in Quick service Restaurant		
	Frequency	%
Once a week	6	12
Once in two weeks	24	48
Once in month	17	34
Once in 6 months	3	6
Total	50	100

Interpretation: In case of frequency of visit to QSR of the customers table and graph no 6 shows that 48% people visit once in two week and 34% visit once in month.

Table7 Association between level of satisfaction with Dominos and Pizza Hut and choice of food of the customers

Overall satisfaction towards Pizza Hut					
	Extremely dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely satisfied
Vegetarian customers	0	0	0	0	0
Non vegetarian customers	3	1	12	4	5
Total	3	1	12	4	5
%	12	4	48	16	20
Overall satisfaction towards Dominos					
	Extremely	Dissatisfied	Neutral	Satisfied	Extremely

	dissatisfied				Satisfied
Vegetarian customers	0	0	0	1	1
Non vegetarian customers	0	2	13	6	2
Total	0	2	13	7	3
%	0	8	52	28	12
Overall satisfaction					
	Extremely dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely satisfied
Vegetarian customers	0	0	0	1	1
Non vegetarian customers	3	3	25	10	7
Total	3	3	25	11	8
%	6	6	50	22	16

Interpretation: Table 7 presents that, only 4% customers of Dominos are vegetarians and are satisfied. Out of 96% of non vegetarian customers, 48% are the customers of Pizza Hut out of which 16% are satisfied customers from Pizza Hut and 20% are highly satisfied for non vegetarian food. Out of 48% of Dominos customer, 28% of Dominos customers are satisfied and 12% are highly satisfied with non vegetarian food. Overall 22% of customers are satisfied and 16% are highly satisfied with quick service restaurants.

Table8 Association between level of satisfaction of the customers with Dominos and Pizza Hut and food quality and service quality

Overall satisfaction towards Pizza Hut					
Parameters	Extremely dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely satisfied
Price of food	0	18	10	20	2
Quality of food	0	4	22	22	2
Taste of food	0	4	16	24	6
Freshness of food	0	0	24	12	14
Variety of food	0	12	12	24	2
Preparation time	2	4	24	18	2
Employee service	0	6	18	18	8
Service delivery(Home)	2	0	20	20	8
Servicescapes	2	8	12	22	6
Offers and advertisement	0	2	14	16	18
Overall satisfaction towards Dominos					
	Extremely dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely satisfied
Price of food	0	12	18	14	6
Quality of food	0	8	18	20	4
Taste of food	2	4	22	18	4
Freshness of food	0	2	28	14	6
Variety of food	0	0	24	26	0
Preperation time	2	0	30	16	2
Employee service	2	0	16	28	4
Service delivery(Home)	2	0	22	18	8
Servicescapes	2	0	10	32	6

Offers and advertisement	0	0	10	26	14

Interpretation: From the above table it is observed that 20% Pizza hut customers are satisfied with pricing where as 14% dominos customers are satisfied. About the quality of food served almost 22% Pizza Hut customers are satisfied and 20% Dominos customer are satisfied. 24% pizza hut customers likes the taste of food served and 18% dominos customers are satisfied. 14% Dominos customer feel that the food served is fresh whereas the 12% of Pizza Hut customers felt the freshness. Almost 26% of dominos customers and 24% of Pizza Hut customers are satisfied with the variety of food offered. 28% of the Dominos customers are satisfied with the employee service whereas 18% is the satisfaction of Pizza Hut customers. 20% of Pizza Hut customers are satisfied with the home delivery whereas only 18% are satisfied Dominos home delivery service. 32% dominos customers are satisfied with the sevicescapes where as the satisfaction with pizza Hut is 22%. To say about satisfaction levels with the offers and advertisement 16% of customers from dominos and 26% customers of Pizza Hut are satisfied.

OBSERVATION:

- It can be observed that the proportion of male dining out is more than of the female customers.
- Majority of the customers visiting Quick service restaurant are from 21 years of age to 50 years .
- It is observed that the customers visitng Quick service restaurant are working and from business sector 46% and 28% respectively.
- Most of the customers are UG and PG 40% and 30% respectively that visit Quick service restaurant.
- 96% customers prefer non vegetarian food in Quick service restaurant .
- 72% customers prefer to visit quick service restaurant with friends.
- 48% people visit Quick service restaurants once in two week and 34% visit once in month.
- 16% of customers from Pizza Hut are satisfied and 20% are extremely satisfied for non vegetarian food. 28% of Dominos customers are contented and highly pleased customers with non vegetarian food are 12%.
- 20% Pizza hut customers are satisfied with pricing where as 14% dominos customers are satisfied.
- 22% Pizza Hut customers are satisfied and 20% Dominos customer are satisfied with the quality of food
- 24% pizza hut customers likes the taste of food served and 18% contened customers are of dominos .
- Both the QSR customers are happy with the variety of food offered.
- Customers are more satisfied with employee service quality in Dominos than Pizza Hut, whereas in case of home delivery pizza Hut customers are satisfied.
- 32% dominos customers are satisfied with the sevicescapes where as the satisfaction with pizza Hut is 22%.
- 16% customers of dominos and 26% customers of Pizza Hut are pleased with the offers and advertisement.

RECOMMENDATION:

In order to have satisfied customers the following recommendations are done. Pizza Hut can pay attention on the physical environment and Hygiene and employee service.

Dominos can pay attention on the service delivery, Taste of food served, Quality of food served and the price. Customers are satisfied with the non vegetarian options served, so both the Quick service restaurants can introduce more vegetarian options.

CONCLUSION:

In India overall retail industry is unequivocally overwhelmed by these Dominos and Pizza Hut brands. In any case, looking at these two brands the associated investigation conclude that to the extent Dominos

showcases brand esteem and can certainly give a point to themselves and therefore leading in Indian market based on services Quality & most importantly employee service.

Pizza hut on other hand do provide quality varieties in the menu but failed to catch the Indian consumers on price , delivery and marketing whereas quality is in beatable but Indian consumers always look for the complete package when appreciating the services. Therefore brand value of Dominos is much higher than Pizza Hut in Pune. But with changing trend its unpredictable that in future situation may change with change of trend of customers therefore Pizza hut do have scope as well in the nearest future.

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Prof. Amita Kolapkar

**Assistant Professor, BV(DU) Institute of Hotel Management & Catering Technology,
Pune, Maharashtra, India.**