



## A STUDY ON CONSUMER PERCEPTION ON DOMINO'S PIZZA IN MADURAI CITY

**K. NAGARAJ**

III-B.COM (CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

**ES. R. NAVEEN RAJ**

III-B.COM (CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

**MS. M. SHANMUGA PRIYA**

ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

### ABSTRACT:

This study explores consumer perception of Domino's Pizza in Madurai City, focusing on factors influencing customer satisfaction, preferences, and brand loyalty. With the growing competition in the fast-food industry, understanding consumer behavior is crucial for maintaining a competitive edge. The research employs a quantitative approach, utilizing structured questionnaires distributed to 50 respondents across various demographics in Madurai. The data collected were analyzed using statistical tools to assess customer perceptions regarding product quality, pricing, service efficiency, and overall dining experience. The findings reveal that Domino's Pizza is highly regarded for its consistent quality, quick delivery, and innovative menu offerings. However, pricing and occasional service delays were identified as areas needing improvement. The study also highlights the impact of promotional strategies and digital ordering platforms on customer engagement. Recommendations include enhancing value-for-money offerings, improving service speed during peak hours, and leveraging local preferences to strengthen brand loyalty. This research contributes to the understanding of consumer behavior in the fast-food sector, particularly in tier-2 cities like Madurai, and provides actionable insights for Domino's Pizza to refine its marketing strategies and operational efficiency.

### KEYWORDS:

**CONSUMER PERCEPTION, DOMINO'S PIZZA, CUSTOMER SATISFACTION, BRAND LOYALTY, FAST-FOOD INDUSTRY, MADURAI CITY.**

### 1.1 INTRODUCTION

The fast-food industry in India has witnessed exponential growth over the past decade, driven by changing lifestyles, urbanization, and increasing disposable incomes. Domino's Pizza, a global leader in the pizza delivery segment, has established a strong presence in India, including tier-2 cities like Madurai. However, with rising competition and evolving consumer preferences, understanding customer perception is critical for sustaining growth and maintaining market leadership. This study aims to analyze consumer perception of Domino's Pizza in Madurai City, focusing on factors such as product quality, pricing, service efficiency, and overall customer experience.

### 1.2 STATEMENT OF THE PROBLEM

Consumer perception plays a critical role in shaping the success of food brands in competitive markets. Despite Domino's Pizza being a leading global pizza chain, understanding local consumer preferences and perceptions in Madurai City remains underexplored. This study aims to identify factors influencing consumer

perception, such as taste, pricing, service quality, and brand image. It also seeks to evaluate how these perceptions impact customer satisfaction and loyalty. The research addresses the gap in localized insights, which are essential for Domino's to tailor its strategies effectively. By analyzing consumer behavior, the study aims to provide actionable recommendations to enhance Domino's market position in Madurai.

### 1.3 OBJECTIVE OF THE STUDY

To assess consumer perception of Domino's Pizza in Madurai City.

To identify key factors influencing customer satisfaction and loyalty.

To evaluate the impact of pricing and promotional strategies on consumer behavior.

To provide recommendations for improving service quality and customer engagement.

**1.4 METHODOLOGY:**

The methodology outlines the systematic approach to conducting the research. For this study on consumer perception of Domino’s Pizza in Madurai city, the following methodology is proposed:

**1.4.1 RESEARCH DESIGN**

The sampling method is a crucial aspect of the research design, as it determines how respondents are selected for the study. we obtained responses from 50 participants who utilized the Consumer purchasing behavior towards digital marketing in Madurai City. We employed questionnaires and conducted personal interviews as part of the convenience sampling method with individuals who visited as customers. The sampling method is a critical component of the research design, as it determines how respondents are selected for the study.

**1.4.2 METHODS OF DATA COLLECTION**

The study employed two methods for data collection: primary data and secondary data. Primary data, collected firsthand through observation and measurement during the research process, was obtained using the questionnaire method. The researcher conducted personal interviews with respondents, clearly outlining the study’s objectives before administering the questionnaire

**1.4.3 TOOLS FOR ANALYSIS**

For a study on consumer perception of Domino’s Pizza in Madurai City, data collection can be conducted using a combination of tools. A structured questionnaire with both closed-ended and open-ended questions will be used to gather quantitative and qualitative data on factors like taste, pricing, service quality, and brand image. Interviews, including focus group discussions, will provide deeper insights into consumer preferences and experiences. Online surveys and social media platforms will help reach a broader audience efficiently. Additionally, observational methods and analysis of existing customer feedback forms will complement the primary data, ensuring a comprehensive understanding of consumer perceptions. The tools used for study in percentage analysis.

**1.5 DATA ANALYSIS:**

**TABLE 1.5.1**

**RESPONDENTS OF AGE - WISE CLASSIFICATION**

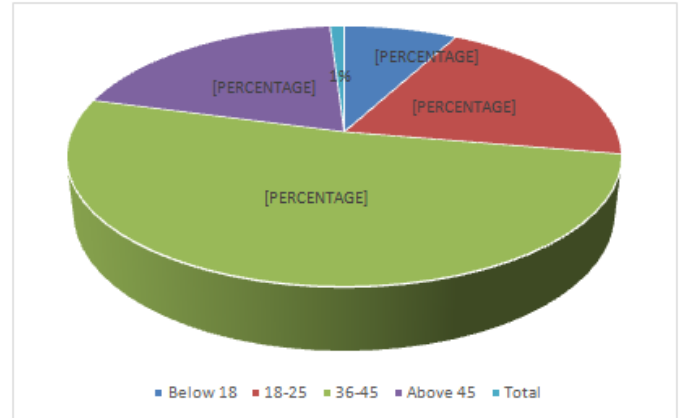
Age	No.of. Respondents	Percentage
Below 18	4	8
18-25	10	20
36-45	26	52
Above 45	10	20
Total	50	100

Source: Primary Data

**INTERPRETATION:** The table provides an age-wise classification of respondents, including the number of respondents and their corresponding percentages.

**DIAGRAM 1.5.1**

**RESPONDENTS OF AGE - WISE CLASSIFICATION**



**TABLE 1.5.2**

**RESPONDENTS' PERCEPTION ON DOMINO'S PIZZA INGREDIENTS**

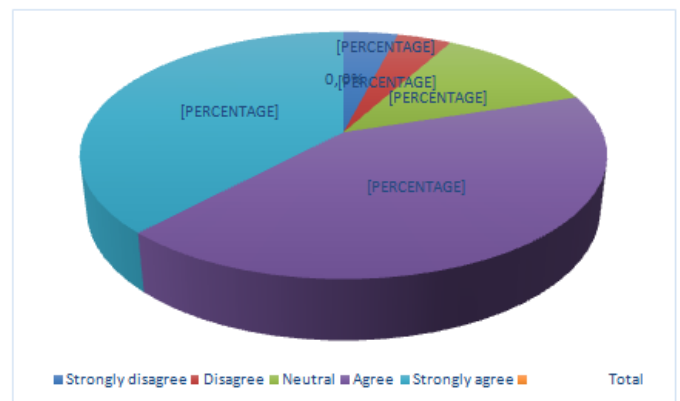
Particulars	No.of.respondents	Percentage
Strongly disagree	2	4
Disagree	2	4
Neutral	6	12
Agree	21	42
Strongly agree	19	38
Total	50	100

Source: Primary Data

**INTERPRETATION:** The table provides data on respondents' perceptions of Domino's Pizza ingredients, including the number of respondents and their corresponding percentages for each level of agreement.

**DIAGRAM-1.5.2**

**RESPONDENTS' PERCEPTION ON DOMINO'S PIZZA INGREDIENTS**



**1.6 FINDINGS AND SUGGESTIONS:**

**1.6.1 FINDINGS**

- Over 90% of respondents prefer vegetarian pizzas, aligning with cultural and dietary norms.
- Many consumers perceive Domino's as expensive compared to local eateries and street food, despite value deals and discounts. Budget-friendly options like mini pizzas are well-received, especially among students and young professionals.
- From the above table for perception for domino's pizza ingredients 42% agree and 38% strongly agree, 12% neutral, 4% disagree and another 4% strongly disagree

**1.6.2 SUGGESTIONS:**

- **Understand Local Consumer Preferences:** Investigate how local tastes and preferences in Madurai influence consumer perception of Domino's Pizza. For example, analyze the popularity of localized menu options (e.g., spicy toppings, vegetarian choices) and how they compare to traditional offerings.
- **Price Sensitivity and Affordability:** Study how pricing affects consumer perception in Madurai. Assess whether Domino's is perceived as an affordable or premium brand in the city. Explore the impact of discounts, combo offers, and value-for-money perceptions.
- **Impact of Location and Accessibility:** Assess how the location of Domino's outlets in Madurai influences consumer perception. Study whether

consumers prefer outlets in malls, standalone stores, or delivery-only kitchen

**1.7 CONCLUSION:**

The study on consumer perception of Domino's Pizza in Madurai City reveals several key insights into how the brand is viewed by its customers in this culturally rich and price-sensitive market. Domino's has successfully established itself as a reliable and convenient pizza delivery option, leveraging its strong brand image, technological innovations, and customer-centric approach. However, the study also highlights areas where the brand can improve to better align with the unique preferences and expectations of Madurai's consumers.

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