



A study on Factor affecting sales of dominos .

CP GUIDE-

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Abstract:

This paper examines the factors that influence the sales of Domino's Pizza, one of the largest pizza chains in the world. The research is based on a case study of the company's sales performance, with a focus on analysing various factors that may impact sales. The paper also examines the strategies employed by the company to drive sales growth, as well as the challenges faced by the company in the highly competitive pizza market.

Keywords:

Sales performance, Sales Growth, Product & Pricing strategy, Service quality, Consumer preference.

1. Introduction:

Domino's Pizza is a popular pizza chain with a global presence. The sales of Domino's Pizza are influenced by various factors that impact the demand for its products. Some of the key factors affecting the sales of Domino's Pizza include the overall economic climate, competition from other pizza chains, changes in consumer preferences and behavior, technological advancements, and changes in the company's marketing and promotional strategies. Additionally, factors such as the quality and consistency of the products, pricing

strategy, delivery time and service quality, and the availability of different menu options also play a crucial role in shaping the sales of Domino's Pizza. Understanding these factors and how they affect sales can help the company make informed decisions to improve customer satisfaction and drive revenue growth.

Domino's Pizza is a global fast food chain that operates in over 90 countries, with over 17,000 stores worldwide. The company is known for its delivery model, which has helped it become one of the largest pizza chains in the world. However, despite its success, the company faces intense competition from other fast food chains, including Pizza Hut, Papa John's, and other local pizza chains. To stay ahead in this highly competitive market, Domino's must continuously evaluate the factors that influence its sales and implement strategies to drive sales growth. This paper seeks to identify the factors that impact the sales of Domino's Pizza and analyze the strategies employed by the company to drive sales growth.

1.1 Some factors that affect sales of Dominos are as follows:

Quality of food: The quality of food is a critical factor that influences customer satisfaction and repeat purchases. If customers enjoy the food and consider it to be of high quality, they are more likely to return and recommend the restaurant to others.

Price of food: The price of food can be a determining factor in the decision to purchase from Domino's Pizza. If the price is too high, customers may choose to go elsewhere, but if the price is reasonable, it can attract more customers.

Speed of service: The speed of service is another crucial factor that can influence customer satisfaction. If the food is delivered quickly and accurately, customers are more likely to have a positive experience and return.

Convenience of delivery: The convenience of delivery is an important factor for customers who order from home or work. If delivery is fast and reliable, customers are more likely to order from Domino's Pizza.

Menu variety: The variety of menu options can influence the sales of Domino's Pizza. Offering a wide range of menu items can attract more customers and increase sales.

Promotional offers: Promotional offers and discounts can encourage customers to purchase from Domino's Pizza. This can help to attract new customers and retain existing ones.

Brand reputation: The reputation of the brand can significantly influence sales. If customers perceive Domino's Pizza as a high-quality and reliable brand, they are more likely to make repeat purchases.

Overall, these factors can affect the sales of Domino's Pizza and are important to consider when looking to improve the company's sales performance and customer satisfaction.

1.2 Objective of study:

- To identify the key factors that influence customer satisfaction with Domino's Pizza
- To analyse the effectiveness of the company's marketing and promotional strategies

2. Literature Review

Vimi Jham and Shobhit Tandon(2012)- Asian Case Research Journal, Volume 16, Issue 01, ISSN: 39-63“Domino's Pizza India Ltd.: Driving Business Growth through Consumer Engagement”

The case describes how the Domino's Pizza India Ltd. designed a customer relationship program with direct marketing as a tool and rolled it out nationally. Today with 321 stores, Domino's is the market leader in the organized pizza category and is the largest international chain in the country. The case discusses strategies adopted by Domino's, keeping in mind the emerging competition, rising income levels and change in customer preference to gain new customers and increase repeat purchase. It highlights the need to design a unique customer relationship management program which will try to sell a single customer a basket of products and offers that he may need at different consumption occasions over as long a period of time as possible. The focus of the case is on the use of direct marketing in designing a new CRM program. The case highlights the advantages and disadvantages along with the challenges and problems involved in designing the program.

A Goyal, NP Singh(2007) - British food journal, Volume 109,Issue 2 ISSN: 0007-070X “Consumer perception about fast food in India: an exploratory study”

This paper seeks to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. Fast food providers need to focus on quality and variety of food besides other service parameters. There is need to communicate the information about hygiene and nutrition value of fast food which will help in building trust in the food provided by fast food players.

John Akanksha, John Byju(2021)- Asian Journal of Management, Volume 12, Issue 4,ISSN: 2321-5763“To Study the consumer Satisfaction in consuming the Fast Food product with special Reference to Domino’s”

This research aims at providing information about fast food industry, its trend, reason for its emergence and several other factors that are responsible for its growth.⁵ This report provides extensive research and rational analysis on the Indian fast food industry and about the changing trends in market. The research study looks into the market condition and future forecasts, and outlines of current trends and analyses. Domino's pizza is an American restaurant chain and international franchise pizza delivery. This project will be focusing the customers of Domino's pizza outlets in Chhattisgarh.⁹ The purpose of this project is to view the customer satisfaction in domino's pizza outlets. It tells about the consumer perception and consumer preference about the Domino's products. It will explore the level of satisfaction of customers in pricing factors and in delivery of a products and it will give the suggestions to the Domino's outlet to improve some extra qualities such adding some products reduction in price etc.⁷ This research is based on consumer perception of domino's quality of service. The fast food industry of India and is one the country. Further, on the back of changing and busy lifestyle, middle class population and the industry will continue to grow at a pace in coming years. In the developed countries and continues to expand there and in many other industrial countries in the coming years.¹⁰ They are

most trends developed in the youth areas. Youth like most fast food then the elder ones. In Chhattisgarh region the dominos trends are in DURG Region and RAIPUR.12 To explain customer satisfaction better it may be important to look additional factors to seek better measures of the constructs. Customer satisfactions are different. Full service restaurants should focus on three elements- service quality, price and food quality, value.

Rupam Gain (2020)-Journal of University of Shanghai for Science and Technology Volume 22, Issue 12, ISSN: 1007-6735 “A Study on Domino’s India Delivery System During Covid19”

From this research we can conclude that An effective contactless delivery process will retain sales of pizza and other products from Domino’s India during COVID19, our customer are willing to have our food product and enjoy during this time of uncertainty, only if all the hygienic and health requirement of the customers are taken care the company will able to retain the customers during this situation.

Dr. P. PrasadaRao (2021)- IJAEM, Volume 3, Issue 3 Mar, ISSN: 2395-5252 “ The Study on Impact of Covid-19 on Dominos Sales Promotion and Change in Consumers Preferences after the Outbreak of Pandemic”.

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

Uce Karna Suganda, Putri Oktavia, Virilia Dian Fridayanti (2021)- REVIEW OF INTERNATIONAL GEOGRAPHICAL EDUCATION. Volume11 ISSN: 2146-0353” The Effect of Experiential Marketing and Service Quality on Customer Loyalty of Domino's Pizza in Cirebon City”

The business world continues to grow and creates increasingly fierce competition, encouraging every company to improve the quality of their products and services. Competition in the culinary field in particular, namely pizza restaurants, causes entrepreneurs to have the best and most appropriate strategy to consider the conditions that exist within the company. Every company should be able to create products and services that evoke unforgettable experiences. Experiential marketing is a relatively new marketing approach, which was presented to the marketing world through the book *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*, by Schmitt. Schmitt stated that the essence of the concept of experiential marketing is marketing and management driven by unique, positive, and memorable experiences to consumers. Domino's Pizza is a company that is trying to implement this concept. The tight competition in the culinary field in particular restaurants, encouraging entrepreneur must have the most appropriate strategies to support the success of the company. One of them is the company should be able to create products and services that evoke an unforgettable experience, that is applying the strategies in named experiential marketing. In addition to the need for experiential marketing, generally high standards of service quality will result in higher satisfaction and will create a purchase more, or commonly called customer loyalty. The purpose of this research is to know the influence of experiential marketing and service quality against customer loyalty. Type of this research is descriptive and verified.

Gender	Frequency	Percentage
Male	66	60
Female	44	40
Total	110	100

3. Hypothesis

H1: The quality & variety of pizza offered by dominos significantly affects customer satisfaction.

H2: The price point of dominos pizza relative to its competitors affects the overall sales performance.

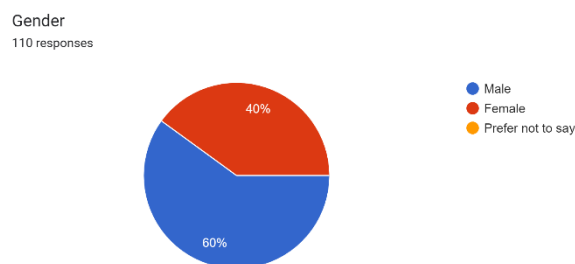
4. Research Methodology:

In This study **primary data** is collected through conducting an online survey with 110 respondents. To understand their purchase decision making on pizza for this survey I am going to use Qualitative research then in it mainly going to use **Experimental research as the research strategy**.

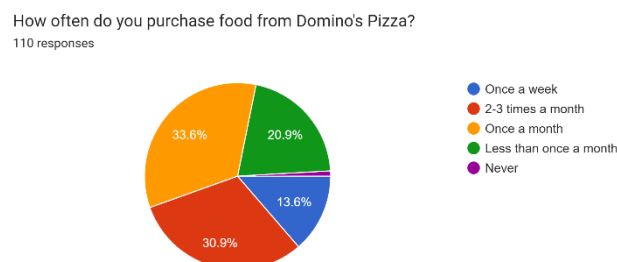
Experimental: Here I am going ask questions like **what, why, how** to explore deeply into the research to identify the purchase behaviour.

- **Research approach:** Inductive research approach is used, here from data that we gathered we conclude theories.
- **Sampling:** Convenient sampling approach is used for the data collection and it is a non-probability approach.
- **Sampling size:** Big samples provide more trustworthy findings than small sample, but due to time and financial constraints end up doing small sample, that is 110.

5. Data analysis & Interpretation



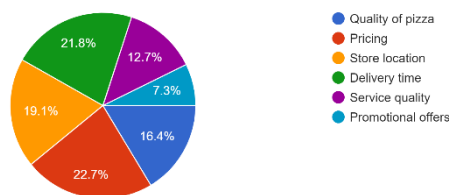
Here we collected 110 responses out of which 60% are male & remaining 40% are female.



How often do you purchase from domino's?	Frequency	Percentage
Once a week	15	13.6
2-3 time a month	34	30.9
Once a month	37	33.6
Less than once a month	23	20.9
Never	1	1
Total	110	100

Out of 110 respondent we found that 33.6% purchase pizza once in a month,13.6% purchase once in a week,30.9% purchase 2-3 times in month & 1% never purchase.

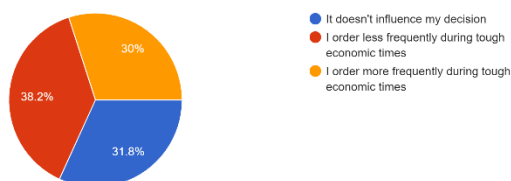
Which factors do you consider before purchasing pizza from Domino's Pizza?
110 responses



Which factors do you consider before purchasing pizza from Domino's Pizza?	Frequency	Percentage
Quality of pizza	18	16.4
pricing	25	22.7
Store location	21	19.1
Delivery time	24	21.8
Service quality	14	12.7
Promotional offers	8	7.3
Total	110	100

Out of 110 sample we found 22.7% people give first preference to pricing compare to other for purchasing at dominos. after pricing 21.8% give preference to delivery time, 19.1% to store location, 16.4 to quality of pizza, 12.7% to service quality & 7.3% to promotional offers.

How does the economic climate impact your decision to purchase from Domino's Pizza?
110 responses

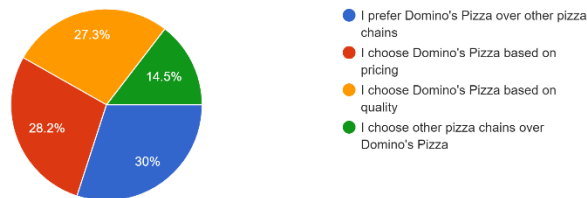


How does the economic climate impact your decision to purchase from Domino's Pizza?	frequency	percentage
It doesn't influence my decision	35	31.8
I order less frequently during tough economic times	42	38.2
I order more frequently during tough economic times	33	30
Total	110	100

Out of 110 respondent we found that 38.2% of people get affect by econmic factor and they purchase less during tough time, 31.8% dosent influnce with economic change & 30% make more order when economic is tough.

How does competition from other pizza chains influence your decision to purchase from Domino's Pizza?	frequency	percentage
I prefer Domino's Pizza over other pizza chains	33	30
I choose Domino's Pizza based on pricing	31	28.2
I choose Domino's Pizza based on quality	30	27.3
I choose other pizza chains over Domino's Pizza	16	14.5
Total	110	100

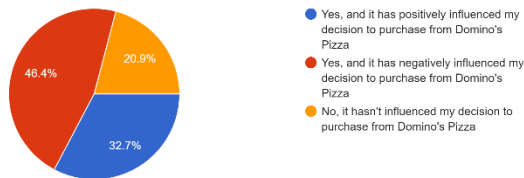
How does competition from other pizza chains influence your decision to purchase from Domino's Pizza?
110 responses



Out of 110 respondent we found that 30% of people get influence by dominos pizza chain, 28.2% by pricing, 27.3 by quality of pizza & 14.5% influence with other pizza chain.

Have you noticed any changes in the marketing and promotional strategies employed by Domino's Pizza? If so, how have these changes influenced your decision to purchase from them?	frequency	percentage
Yes, and it has positively influenced my decision to purchase from Domino's Pizza	36	32.7
Yes, and it has negatively influenced my decision to purchase from Domino's Pizza	51	46.4
No, it hasn't influenced my decision to purchase from Domino's Pizza	23	20.9
Total	110	100

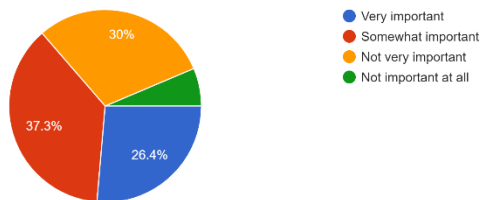
Have you noticed any changes in the marketing and promotional strategies employed by Domino's Pizza? If so, how have these changes influenced your decision to purchase from them?
110 responses



Out of 110 respondent 46.4% found that dominos had changed their marketing strategy and which make negative effect,32.7% found positive change & 20.9% found there is no change.

How important is the quality and consistency of the pizza in your decision to purchase from Domino's Pizza?	frequency	percentage
Very important	29	26.4
Somewhat important	41	37.3
Not very important	33	30
Not important at all	7	6.4
Total	110	100

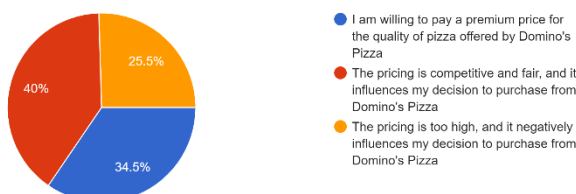
How important is the quality and consistency of the pizza in your decision to purchase from Domino's Pizza?
110 responses



Out of 110 respondent we foud that 37.3% give some importance to the quality of pizza and 26.4% think quality if pizza is more important, 30% found that it is not as much as important & 6.4% think quality is not important.

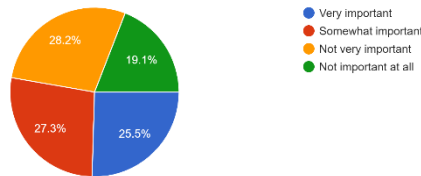
How does the pricing strategy of Domino's Pizza influence your decision to purchase from them?	frequency	percentage
I am willing to pay a premium price for the quality of pizza offered by Domino's Pizza	38	34.5
The pricing is competitive and fair, and it influences my decision to purchase from Domino's Pizza	44	40
The pricing is too high, and it negatively influences my decision to purchase from Domino's Pizza	28	25.5
Total	110	100

How does the pricing strategy of Domino's Pizza influence your decision to purchase from them?
110 responses



Out of 110 respondent we found that 40% think price of dominos is fair that’s why they purchase their pizza, 34.5% think quality is good that’s why price is high and they are ready to pay& 25.5% think price is too high & its make negative effect.

How important is the delivery time and service quality in your decision to purchase from Domino's Pizza?
110 responses

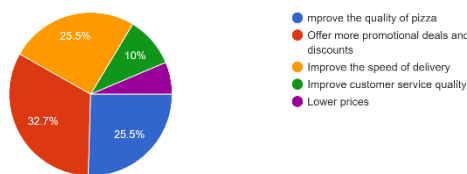


How important is the delivery time and service quality in your decision to purchase from Domino's Pizza?	frequency	percentage
Very important	28	25.5
Somewhat important	30	27.3
Not very important	31	28.2
Not important at all	21	19.1
Total	110	100

Out of 110 respondent 28.2% dosent think that service quality and delivery time is very important to considered for purchasing factor,25.5% think its very important,27.3% think its some what important & 19.1% think its not important at all.

What improvements do you suggest for Domino's Pizza to increase customer satisfaction and drive sales growth?	frequency	percentage
improve the quality of pizza	28	25.5
Offer more promotional deals and discounts	36	32.7
Improve the speed of delivery	28	25.5
Improve customer service quality	11	10
Lower prices	7	6.4
Total	110	100

What improvements do you suggest for Domino's Pizza to increase customer satisfaction and drive sales growth?
110 responses



32.7% out of 110 respondent want more improvement in promotional offer and discount,25.5% want to imporive in quality of pizza, 25.5% want to improve in speed of delivery &10% want to improve in service quality & 6.4% want to improve in lower price.

6. Findings

The study found that the factors that affect the sales of Domino's include pricing strategies, quality of products, advertising and promotions, convenience and accessibility, and the level of competition in the industry. The pricing strategy has a significant impact on the sales of Domino's. The company has adopted various pricing strategies such as value pricing, promotional pricing, and dynamic pricing to attract customers. The quality of products also influences the sales of Domino's. The company has made significant investments in improving the quality of its products, which has helped to improve its sales performance.

The level of competition in the industry is also an important factor that affects the sales of Domino's. The fast-food industry is highly competitive, and companies must come up with strategies to stay ahead of their competitors. The study found that Domino's has been able to stay ahead of its competitors by adopting innovative strategies such as online ordering, mobile applications, and social media marketing.

7. CONCLUSION/ SUGGESTIO

As per the findings and analysis of the data gathered, Quality, price, supply chain & economic factors influence the customer for making a purchase decision and this factor affect the sales of dominos and help dominos in increasing the sales of pizza. Before conclude the study here are few suggestions, there is vast scope so in future if anyone want to do their study, they can concentrate mostly on primary data that will helps in drawing the interpretation for hypothesis and can explore more compared to secondary data, so that the entities can also change their marketing strategies accordingly. we also come to understanding that as there is too much competition dominos have to more focus on the promotional strategy this help them to increase more sales in future.

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