

A COMPARATIVE STUDY ON “CUSTOMER EQUITY IN FAST FOOD INDUSTRY WITH SPECIAL REFERENCE TO CAFE COFFEE DAY AND DOMINO'S PIZZA IN HYDERABAD”

S.Rajani ¹, Sunkari Rambabu ²

¹S.Rajani, assistant professor, Master of Business Administration. Malla Reddy Engineering College. Campus 1, Dhulapally Road Maisammaguda Post via. Kompally Rangareddy, Dt, Secunderabad, Telangana 500100.

²Sunkari Rambabu, Master of Business Administration. malla reddy engineering college. Campus 1, Dhulapally Road Maisammaguda Post via. Kompally Rangareddy, Dt, Secunderabad, Telangana 500100.

ABSTRACT: Patron fairness is true representative of dating marketing. There are primary methods to degree client equity: Transaction/income based approach and Attitudinal method. This studies is an attempt to test patron equity of speedy meals restaurants of Pakistan with the aid of the usage of attitudinal method. Transactional customer equity is dealt with as criterion for attitudinal customer equity. 3 drivers of consumer fairness are cost equity, emblem equity and dating equity are taken as unbiased variables on this research. Handy sampling approach turned into used and sample size was 393 respondents. The consequences show that attitudinal customer equity had sturdy affiliation with transactional fairness. Emblem fairness, cost fairness and dating fairness display wonderful institutions with attitudinal consumer equity.

Keywords: Customer Equity, Domino's Pizza, Cost Equity, Consumer PMS.

1. INTRODUCTION:

FAST FOOD is the time period given to food that may be prepared and served in no time. Even as any meal with low coaching time may be taken into consideration to be fast food, commonly the time period refers to food bought in a restaurant or save with low exceptional preparation and served to the purchaser in a packaged form for take-out/take-away. Stores may be stands or kiosks, which might also offer no shelter or seating, or fast meals eating places (also referred to as brief provider eating places). Franchise operations which can be a part of eating place chains have standardized foodstuffs shipped to each eating place from vital places. The capital necessities concerned in starting up a fast meals restaurant are exceedingly low. Restaurants with plenty better take a seat-in ratios, in which customers tend to sit and feature their orders delivered to them in a apparently extra upscale atmosphere may be known in a few regions as fast casual restaurants. For the reason that commencement of manufacturing revolution, there was surprising increase in provider zone. Traditional transaction oriented advertising and marketing has been replaced with the aid of relationship advertising. All through the beyond decades, courting advertising becomes top focus of entrepreneurs.

2. PURPOSE OF THE STUDY:

- ❖ The take a look at enables CAFÉ espresso DAYA and Domino's Pizza India Ltd. To understand the elements main to consumer pride.
- ❖ The look at helps to recognize purchaser's mind-set towards CAFÉ coffee & Domino's Pizza India restrained services and products.
- ❖ The examine additionally helps Domino's Pizza India Ltd. To obtain tips concerning development in the services supplied

3. STATEMENT OF THE PROBLEM:

This topic is ready analyzing the delight of the purchasers toward the offerings supplied by using Domino's Pizza India Ltd. It has come through to present a clear cut concept to the market method, the methods of ways the advertising and marketing pattern of Domino's Pizza India Ltd is. Its most important purpose is to find out the advertising method and sample of Domino's Pizza India Ltd. In HYDERABAD and also how it properly acts to attract customers to its corporation.

4. OBJECTIVE OF THE STUDY

- To pick out the significance of consumer equity Of first-rate dimensions in the fast meals eating place enterprise in India and in the event that they vary with USA Of beginning.
- to analyze consumer expectations (might- have to) for immediate food eating places and in the event that they range on the premise of their USA of starting place
- to research the difference in consumers' notion for instant meals eating places that differs on the basis of their US Of foundation.
- To do customer price analysis which includes figuring out the foremost attributes that customers value in a speedy food chain restaurant, assessing the excellent of the distinctive attributes.
- To shed mild on one-of-a-kind aspects that a service based totally food chain must follow with the intention to growth its marketplace proportion and for being on a continuous increase circulation.
- To identify exclusive activities that an aggressive enterprise like Dominos comply with so that you can establish itself in a local marketplace and increasing income via being in patron's thoughts and coronary heart.
- To recognize the consumer belief and desire approximately Dominos merchandise

5. SCOPE OF THE STUDY

The look at is completely performed for clients of CAFÉ coffee and Domino's Pizza India Ltd. Which might be dispersed in exceptional areas of HYDERABAD city. As each organizational and private clients use the product, their wishes, desire, usage dependency, submit purchases moves vary- broadly which in turn gave the study a huge and big scope for evaluation.

6. RESEARCH METHOD

Descriptive Research

A research layout wherein the important emphasis is on identifying the frequency with which some thing takes region. For example, how frequently customers get admission to internet in a given month. The focal point of descriptive research is to offer an correct description for something that is taking place.

Facts source:

In this project each primary records further to secondary information are used.

Primary information

Number one records used in this project is gathered threw 3 sources:

- ❖ Questionnaire method
- ❖ Direct non-public Interview approach
- ❖ observation method

Secondary information

It isn't possible to acquire first hand information for every & everything so, secondary statistics from numerous belongings like net, A. C Neilson's report on Jan, 2007, records from television channels like CNBC, Z business enterprise, NDTV income etc. Three.3 SamplingA outstanding subset of the population, decided on from it with the dreams of investigating its houses is known as a sample and the range of unit inside the pattern is called sample length. Sampling is a device which enables us to draw end about the characteristics of the populace after reading most effective those topics or gadgets that are covered inside the pattern. In sampling approach simplest few gadgets of the population is taken into consideration. The selection of the correct sampling layout is of maintaining in view the goals and scope of the enquiry and the kind of the universe to be sampled.

Sampling techniques:

- ❖ Random sampling
- ❖ Non random sampling

Random sampling:

A random sampling is completed on this form of manner that every member of the universe has a change of being decided on, which allows records techniques for use below the stop result to estimate sampling.

Non random sampling:

Within the non-random sampling the danger of any particular unit within the population being decided on is unknown. The judgments sampling method below non-random sampling method end up followed for the study with a sample length of 100 respondents, which might be chosen in a judgment way from the purchaser. In this approach a designed amount of sample unit is selected intentionally or purposely relying upon the objectives of the enquirer so that simplest the important gadgets representing the genuine developments of the populace are blanketed in the sample.

Region of sampling-

In this have a look at number one statistics plays a critical role. The procedure of selecting an appropriate form of respondents is not anything but sampling system.

Sampling location: HYDERABAD city

Sampling length-

A hundred is the variety of gadgets to be decided on from the universe to represent the sample. The method used here is random sampling and on- the spot sampling, where the samples are decided on without thinking about any specific nice.

Sample method-

Random Sampling

7. LIMITATIONS OF THE STUDY

Seeing that the avenue to improvement is in no way ending, so this have a look at additionally suffers from high quality limitations. Some of them are as follows:

- Scope of venture is confined interior the feel that satisfactory Dominos has been taken for consumer studies.
- The quantity of the survey modified into HYDERABAD simplest. So the hints or arguments given in the document won't maintain actual for unique places in India.
- Questionnaire technique involves some uncertainty of response. Co-operation at the a part of informants, in some instances, end up difficult to presume.
- due to time constraints and reserve constraints, a mixture of reachable sampling and judgment (hazard & Random) sampling turned into used.
- moreover because of above mentioned constraints, the sample length decided on for the survey grow to be a hundred human beings.
- it is feasible that the statistics provided by using the informants may be wrong

8. DATA ANALYSIS & INTERPRETATION

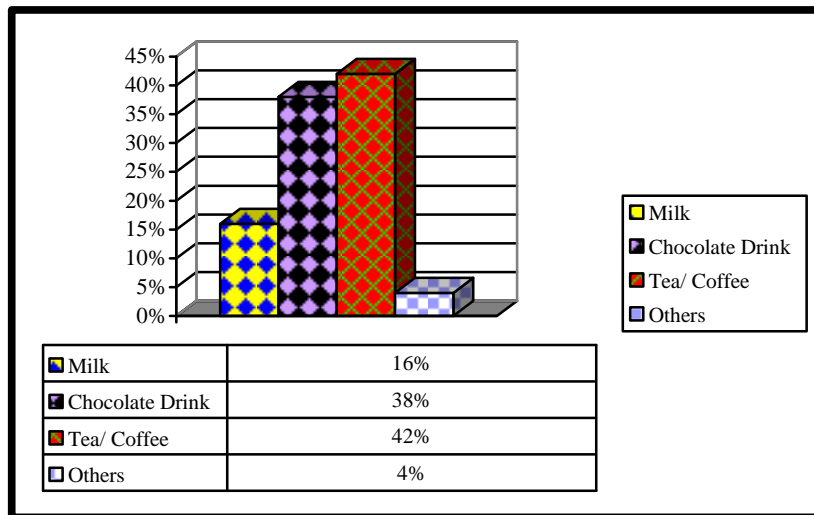
What do you normally prefer to drink as a sweet item?

Milk ----- 16 per cent

Chocolate Drink ----- 38 per cent

Tea/ Coffee ----- 42 per cent

Others ----- 04 per cent



Interpretation:

Tea and coffee have emerged because the favored candy drink a number of the clients against chocolate drink and milk.

Do you like cafe coffee, as compared to other forms of coffee?

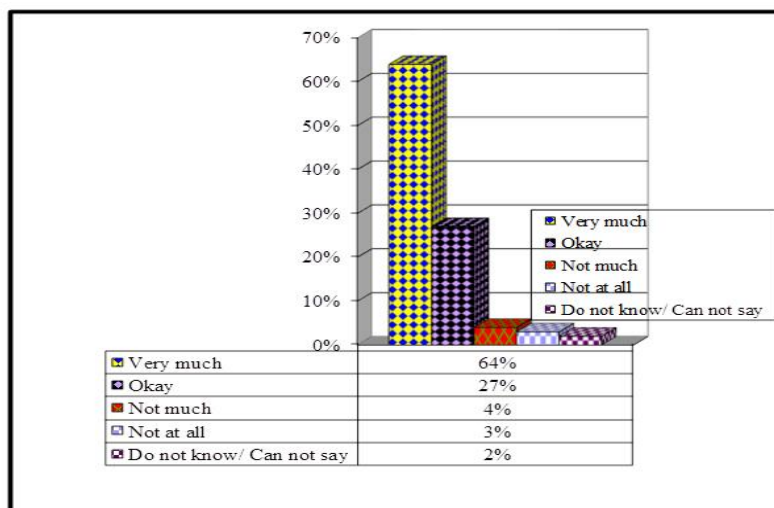
Very much ----- 64 per cent

Okay ----- 27 per cent

Not much ----- 04 per cent

Not at all ----- 03 per cent

Do not know/ Can not say ----- 02 per cent

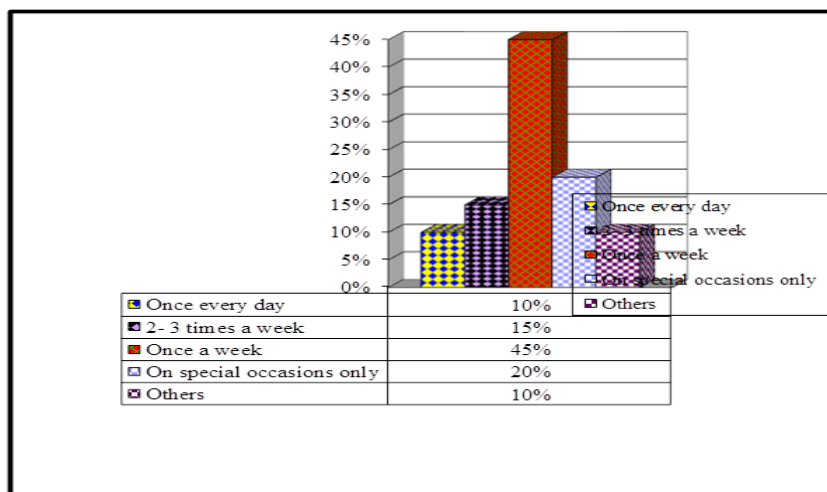


INTERPRETATION:

Cafe espresso has emerged as the favored emblem within the espresso phase. 91 according to cent of the consumers studied had been of the opinion that they do select cafe espresso over others.

How many times do you buy cafe coffee?

Once every day -----	10 per cent
2- 3 times a week -----	15 per cent
Once a week -----	45 per cent
On special occasions only -----	20 per cent
Others -----	10 per cent



Interpretation:

As regards the frequency of purchasing the cafe coffee is worried, it's miles greater a weekly affair among the consumers. This could establish a certain dating among the fee of the product and its market length.

9. FINDINGS

- ❖ The clients are basically happy toward the rate, best and flavor of KFC products. In line with Hygiene, preparation time, Nature of product and hospitality CAFE COFFE turned into organized lots.
- ❖ There may be no considerable relation among vegetarian and non-vegetarian respondents to opt for the made from KFC and CAFE COFFE.
- ❖ There is no relation between qualification of the respondents and the charge, first-rate and taste of CAFE COFFE and KFC products.
- ❖ 48% of respondents visit KFC or CAFE COFFE as soon as in weeks. Majority (72%) of respondents go to KFC or CAFE COFFE with their buddies. 40% of customers spends between Rs.100 and Rs.500 in KFC or CAFE COFFE eating places.
- ❖ 22% of KFC clients and 18% of CAFE COFFE clients aren't opined both definitely or negatively with admire to the quality of meals. 18% of KFC clients and 12% of CAFE COFFE customers are not satisfied with price of the meals. 24% of KFC clients and 18% of CAFE COFFE customers are happy with taste of the food.
- ❖ DOMINO'S PIZZA are the sector's largest user of cheese, one of their secret recipes is the Insider pizza and that on my own makes use of a pound of cheese on each pizza. Over the course of a summer season, it's far estimated that DOMINO'S PIZZA uses a a hundred million kilos of cheese. DOMINO'S PIZZA uses more than 300 million kilos of cheese annually.
- ❖ DOMINO'S PIZZA purchases more than 3 percent of all cheese production within the America, which calls for a herd of about 170,000 dairy cows to produce it.

- ❖ In addition they use seven-hundred.000.000 pounds of pepperoni and 525.000.000 pound of tomatoes in one year.
- ❖ Ringo Starr (the drummer of the Beatles) played in a DOMINO'S PIZZA industrial in 1995, collectively with The Monkees.
- ❖ Gorbachev (the former president of the united states of america) also played in a DOMINO'S PIZZA commercial.

10. SUGGESTIONS

- ❖ The clients are usually glad closer to the fee, quality and taste of KFC merchandise. Consistent with Hygiene, practise time, Nature of product and hospitality CAFE COFFEE was prepared a great deal.
- ❖ There's no giant relation among vegetarian and non-vegetarian respondents to pick the made from KFC and CAFE COFFEE.
- ❖ There may be no relation between qualification of the respondents and the fee, fine and taste of CAFE COFFEE and KFC products.
- ❖ Forty eight% of respondents visit KFC or CAFE COFFE once in two weeks. Majority (72%) of respondents visit KFC or CAFE COFFE with their pals. 40% of customers spends between Rs.A hundred and Rs.500 in KFC or CAFE COFFE eating places.
- ❖ 22% of KFC customers and 18% of CAFE COFFE customers are not opined both definitely or negatively with admire to the high-quality of meals. 18% of KFC customers and 12% of CAFE COFFEE clients aren't happy with charge of the meals. 24% of KFC customers and 18% of CAFE COFFE customers are glad with taste of the meals.
- ❖ The maximum crucial aspect is they must additionally promote pizza's with out cheese due to the fact nowadays era is extra eating regimen conscious and every and every pizza of Dominos is more or much less of cheese in order that they must make pizza's with out cheese.
- ❖ One element extra Dominos must start is giving custom designed waiter services as opposed to Self offerings.

11. CONCLUSION

- ❖ Going via the evaluation of reaction from the survey conducted, it's miles concluded that Dominos is capable of be and hold at top amongst all the fast meals chains like Nirula's, Subway and Burger King, Sbarro.
- ❖ Dominos is likewise favored over DOMINO'S PIZZA, CAFE COFFEES and KFC.
- ❖ Dominos is offering its customers excellent exceptional meals merchandise.
- ❖ Even though now not wide however its product line is quite awesome. It consists of meals for both Vegetarian and Non-Vegetarian and satisfies both segment of clients.
- ❖ Dominos is also supplying its clients a well supplied and secure atmosphere.
- ❖ It's been rated as 'superb' via its customers in phrases of taste and style of food and promptness of delivery.

BIBLIOGRAPHY

12. Books referred:

- ❖ Kotler P. (2004) 'Marketing Management: Analysis, Planning, Implementation & Control', Prentice Hall of India, New Delhi
- ❖ Christopher G and Harold W Bukman, 'Marketing management C.B.Gupta

Websites referred:

- ❖ www.wikipedia.com
- ❖ www.dominos.co.in
- ❖ www.cafecoffeeday.com
- ❖ www.google.com
- ❖ Websites of different fast food restaurants.