

A Study on Customer Satisfaction Towards Dominos

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Abstract – Happiness among buyers shapes how well quick-service eateries perform over time. Looking closely at Domino's Pizza, this work checks what people think about the meals and support they get. Different things come into play when deciding if someone feels good about their order - flavour matters, so does freshness, cost plays a role too. Speed counts just as much as how polite staff are during pickup or drop-off. Special deals might sway opinions, yet spotless spaces leave strong impressions. Each part adds up to shape the full picture of being pleased - or not. What happens behind the counter often shows up in how folks rate their visit. From those answers, patterns began to emerge. Information came straight from Domino's customers via a detailed survey form. Books, academic papers, online sources, and earlier work about fast food and what people like helped add context later. Instead of just counting numbers, the team used visual graphs, simple math, and organized layouts to spot trends in how satisfied buyers really were. Most people say they like what Domino's offers, especially the taste of their pizzas, how many choices there are on the menu, how easy it is to order online, also how quickly orders arrive. Still, some parts could be better - prices feel high to some, waits get longer when busy, customizing orders isn't always smooth. Staying consistent with service while really listening to what customers want turns out to matter a lot if the brand wants repeat buyers and an edge over others selling quick meals.

Keywords – Customer Satisfaction, Food quality, taste, price, customer service.

I. INTRODUCTION

Food habits shift as city dwellers choose meals outside home more frequently. Not just local names like Haldiram's, but global players such as Domino's and Pizza Hut find steady ground here. Rising spending power acts as a quiet engine behind this trend. Instead of saving every extra rupee, people now spend it on quick bites. What draws big brands isn't flashiness - it's consistent demand. More young workers with jobs mean more orders during lunch and evening hours. Even evenings turn into chances for casual dining, not just family dinners. With each passing year, plates served at restaurants pile higher than before.

The well-known Indian chains such as Nirula's include several active players in India

Surprisingly, a few top global eateries seem focused on India now. Not just one or two - names like Sbarro have been mentioned. Then there is Burger King, popping up in talks again. KFC too has come into view lately. Even Dunkin Donuts shows signs of interest. One after another, they appear drawn here. Sub also joins that list quietly. Some examples include various chains and similar brands. Right now, each one competes fiercely over a tiny market share because eating fast food isn't deeply rooted in Indian culture yet many believe growth could come.

Out there, competition plays out through items people buy, how much they cost, where brands stand, yet delight comes from service that keeps customers coming back after the first try. Taste matters most here - getting it right every single time shapes what people expect. When speed counts, predictability wins; folks want their cravings met without surprises, just like flipping open a familiar book and finding the story unchanged.

II. LITERATURE REVIEW

Out of past work, patterns emerge about what diners value - speed, taste, consistency. Some papers dig into how friendly staff sway repeat visits. Others track if better ingredients boost long-term trust in a brand. One study links clean spaces to quicker return trips. Another questions whether ads shape expectations too high. Through these lenses, Domino's finds context - not answers, just echoes. Each piece adds shade to why people choose it again, or walk away

1. S. Kumaresan along with Manikandan and A.K. Subramani published work in 2015

Looking into how people feel about Domino's in Chennai, a research project checked opinions on food and overall experience. What stood out was taste, cost, along with speed of getting orders. Happier buyers often pointed to better ingredients, fair prices, followed by quick drop-offs.

2. Vinod Bhatnagar (2013)

Smiles come back again, then tell others too. Things work better if they last long - but speed of help counts just as much. Fair cost keeps folks near, even when quiet days pass. Trust builds slow, mostly after things go right. Was it the moment something clicked? What people feel about a brand often shapes their level of satisfaction. When delivery drags, it weighs things down; yet flavor that hits right lifts the whole experience higher. A brand seen as reliable tends to stay on minds longer.

3. Elyas Shahzad (2024)

Surprising results came from looking at how people feel about Domino's Pizza. What matters most isn't just service - it's whether reality matches their predictions. When orders arrive fast and menus offer real choices, feelings tilt positive. Getting what you thought you would pay off in loyalty. Pricing that stays steady builds trust over time. Convenience while placing orders plays a quiet but strong

role too. Feelings shift based on gaps - between imagined experience and actual outcome.

Need of the Study

Customer satisfaction is one of the most significant aspects which influence the success and sustainability of any business. In other words, it is a key element which makes the business thrive in an extremely competitive environment. For example, in the quick-service restaurant (Q.S.R.) industry, a company should constantly address the current customer demands and measure the satisfaction level in order to remain on the first floors of the industry. Domino's pizza is a well-known brand of pizza delivery which has developed successful strategies to remain a constant leader in the industry. The company offers a variety of pizzas, fast delivery, online system for pizza ordering and special promotions for loyal clients. Nevertheless, as the competition among pizza delivery companies becomes stronger, Domino's should analyze and measure the level of customer satisfaction on an ongoing basis in order to remain a preferred pizza brand among its clients.

Firstly, the main aspect of this research is the fact that it will provide a thorough understanding of the customer's opinion about the products and services of Domino's pizza. Moreover, a specific set of factors which influence the customers' satisfaction level should be taken into account. These factors may include: the quality and taste of pizza, ingredients, delivery speed, price list, variety of menu options, packing, staff behavior, online experience, special offers and customer support.

Secondly, it is critical to highlight that the level of customer satisfaction is positively correlated with the number of loyal clients and overall popularity of the brand. In other words, an increase in the degree of satisfied clients results in greater profitability and growth of any business. For instance, a company can develop stronger relationships with clients and obtain greater profits through maintaining and enhancing customer satisfaction. On the contrary, the failure to ensure the satisfaction of clients will lead to negative changes in the company's image and decreased revenues.

Scope of the Study

Surprise finding here: the study explores customer happiness with Domino's Pizza through personal experiences, expectations, and preferences. Not random - specific elements decide if a person returns or walks away. What shapes their view isn't luck. Past bites matter. Hopes before ordering count too. Likes shift choices each time.

Key Areas Covered

Piled high on a bed of bold taste, your order lands just right, one crunchy mouthful after another. Every piece arrives sharp and ready, never late or hiding behind excuses. Swaps come easy but nothing loses its shape along the way. Flavors lead the moment they hit, ignoring whatever everyone else is doing. Choices shift like tides, pulled by what works, not what's loud.

Things start with people. The way they act decides speed once an order lands. Errors in service appear fast. If problems come up, their reaction speaks volumes. How they handle upset customers shows truth.

The price of something means things to people. If people see that they can get a discount on the price they think about the price in one way. If people see that they can get a deal on the price they think about the price in another way. If people see that they get a bonus with the price they think about the price in a different way too. If people just see a lower number on the price tag they think about the price in yet another way. The price is not a number it is what people think about the price that matters. People think about the price differently depending on what they see like a discount on the price or a deal on the price or an extra bonus, with the price.. Money shapes opinions more than any ad ever could.

Picking up groceries eats hours folks can't spare. Yet delivery arrives close to schedule more often than not. Spotting your package on the map makes timing easier somehow. Sometimes a box drags its feet, still confidence grows drop by drop.

Digital Experience Usage and satisfaction with online ordering platforms (apps/websites).

Inside feels welcoming when floors stay spotless, chairs support without strain. A place where lighting settles just right, noise stays low enough to talk. Comfort shows in how space flows, menus appear clear. First impressions stick because details matter more than flash. People notice if restrooms match front-of-house care.

Most folks return to Domino's simply because the food hits right. When flavor lands well each time, coming back feels obvious - no big decision needed. Satisfaction isn't shouted; it shows up quietly through repeat visits. Over time, a pattern forms without anyone announcing it. Sharing happens on its own when dinner turns out good again and again. What keeps people coming back isn't luck - it's built on purpose. When confidence is present, word spreads without pushing.

Objectives of the Study

- To determine the level of customer satisfaction with the meals provided by Domino's Pizza.
- To assess customer satisfaction with the flavor, taste, and quality of Domino's food products.
- To evaluate customer satisfaction with the food delivery service provided by Domino's.
- To identify customer perceptions about the value for money of Domino's food items and their prices.
- To evaluate customer satisfaction with the variety of food items available at Domino's.
- To determine customers' views on ingredients used in Domino's food products.
- To ascertain the factors that influence customers' preference for Domino's over its competitors.

- To evaluate customer satisfaction with the online platform and mobile applications provided by Domino's.
- To evaluate customer satisfaction with the promotional offers, rewards, and schemes of Domino's.

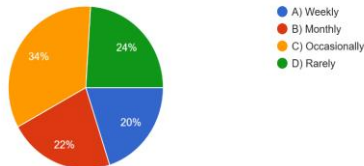
Limitations of the Study

- The study uses a number of people who responded which might not represent all Domino's Pizza customers.
- The data we collected is from one area so it might not show how satisfied customers are in other places.
- We chose people who were easy to reach which might make the results not entirely fair.
- We did the study in a time, which limited how much we could analyze and collect data.
- Some people might have given answers that sounded better or more acceptable of their real thoughts.
- We only looked at a things like price, quality and service and might have missed other important things that affect how satisfied customers are

III. DATA ANALYSIS AND INTERPRETATION

1. How often do you visit Domino's?

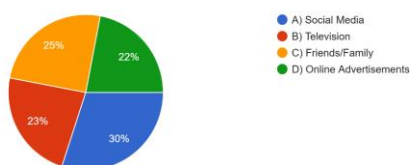
100 responses



Interpretation: The highest number of respondents (34%) visited dominos occasionally, which shows that most likely prefer them as an occasional treat. Only 20% of respondents visited dominos weekly, which indicates that the company could benefit significantly from a customer loyalty program as many people would probably visit dominos more often if they received some rewards for their frequent visits.

2. How did you first hear about Domino's?

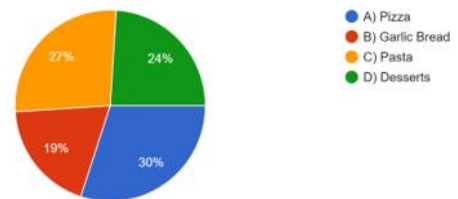
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Interpretation: Social media (30%) is the most common source of information about Domino's, making it the most effective marketing channel. In addition, the influence of friends

3. What do you usually order from Domino's?

100 responses

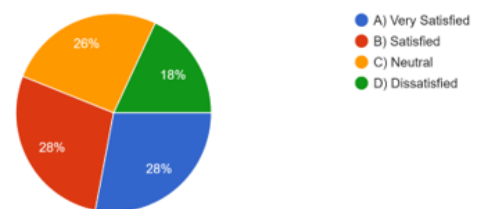


Interpretation: Pizza is the preferred food in Domino's with 30%, followed by the Pasta with 27%. Garlic Bread is the least preferred with only 19% which suggests that clients prefer core items to others

Interpretation: I think we can see from the numbers that most people who took the survey thought that the Domino's pizza was excellent. In fact, almost 40% of respondents had a positive opinion about the food quality. Despite some customers were quite disappointed (21%) and only 23% were rather neutral, the overall customer satisfaction was high.

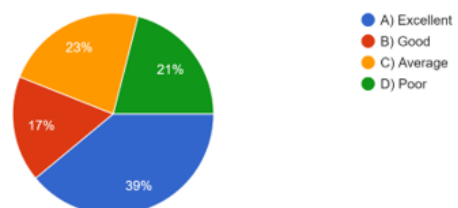
5. How satisfied are you with the quality of food?

100 responses



4. How would you rate the taste of Domino's products?

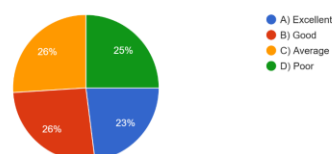
100 responses



Interpretation: The given data represents that 56% of the respondents are either Very Satisfied or Satisfied with the food quality at Domino's, which shows a high level of customer satisfaction with the food provided by the company. However, 18% of the respondents are Dissatisfied, which indicates that the company has some areas to improve on.

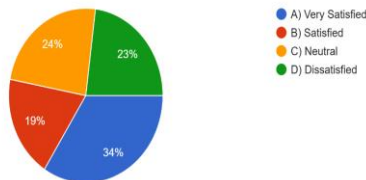
6. How do you rate the variety of menu items?

100 responses



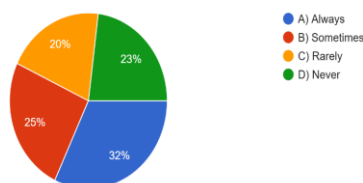
Interpretation: The majority of respondents assessed the variety of Domino's menu items as Good (26%) and Average (26%). Therefore, the company should consider adding more variety and unique items to increase customer satisfaction as 25% of respondents were Dissatisfied with the existing variety.

7. How satisfied are you with the pricing of Domino's products?
100 responses



Interpretation: The highest percentage of respondents (34%) have selected the category of Very Satisfied with Domino's prices, which indicates that most customers view them as appropriate. However, almost a quarter of customers (23%) are Dissatisfied with prices, which suggests the necessity to reconsider the pricing strategy and provide more value for money.

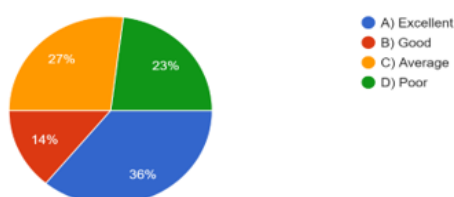
8. Do offers and discounts influence your purchase decision?
100 responses



Interpretation: The pie chart below is telling us that 32% of respondents are always influenced by offers and discounts, which is presented as the largest category, therefore, plays the most significant role in purchase decisions, and 25% are sometimes influenced.

Only 20% are rarely influenced and 23% are not influenced at all, which demonstrates that promotional offers have a noticeable impact on the majority of customers and their buying behavior.

9. How would you rate the speed of delivery?
100 responses



Interpretation: The pie chart illustrates that the most popular customer's degree satisfaction with the food delivery was Excellent (36%), followed by Average (27%), Poor (23%), and Good (14%).

So, although the most substantial part of the population surveyed is pleased with the rapid delivery, about a quarter of customers believe that the delivery performance should be improved to

Summary

People think Domino's Pizza is very good at letting everyone know about Domino's Pizza. A lot of people found out about Domino's Pizza from things they saw on the media and from television advertisements and also from friends and family members.

This means Domino's Pizza has done a job of using new ideas to tell people about Domino's Pizza so people can learn about Domino's Pizza and go to the restaurant.

The good image that Domino's Pizza has is a reason why people choose to eat at Domino's Pizza of other places.

Domino's Pizza has a brand image that helps Domino's Pizza stand out. That is why people, like Domino's Pizza.

People also like the service they get from Domino's Pizza. They are happy with how they get their food the way it is packaged how clean the restaurants are and how the staff treats them. Fast delivery and nice staff make people happy with their experience, at Domino's Pizza. The good things people say about these things show that Domino's Pizza cares about its customers and wants to do things

The study also found out that when Domino's Pizza offers discounts and special deals it makes people want to order food. Many people said they are more likely to order from Domino's Pizza when they can get a deal. People also like that they can order food from Domino's Pizza using their phones and computers. Most people think it is easy and fast to order food from Domino's Pizza. This shows that online ordering is becoming more important in the food business and Domino's Pizza is doing a job of keeping up with what people want.

Findings

- Most people like Domino's and visit it often or sometimes.
- Customers are happy with the taste, quality and variety of Domino's food.
- Pizza is what most customers prefer from Domino's.
- People mostly learn about Domino's from media, TV and friends and family.
- Customers are happy with how Domino's delivers food packages it keeps outlets treats staff.
- Discounts and offers make a difference in what customers choose to buy.
- Most people find Domino's mobile app and online ordering easy to use.
- Good taste, a strong brand and fair prices make customers choose Domino's.
- Many customers plan to keep buying from Domino's.

- Customers are willing to recommend Domino's showing they trust and are loyal to the brand.

Suggestions

- Domino's should keep making high-quality food that tastes good.
- Domino's should add menu items and flavors to attract more customers.
- Domino's should offer discounts, rewards and promotions to keep customers coming back.
- Delivery services should get better to ensure orders are fulfilled quickly and reliably.
- Domino's should listen to customers feedback
- Domino's should improve its marketing and social media.
- Employees should get training to improve customer service.
- Domino's should improve areas where customers not fully satisfied.
- Online ordering should be made smoother.
- Domino's should focus on keeping customers for a time, with personalized offers and good service.

IV. CONCLUSION

This study is about what customers think of Domino's Pizza. It shows that Domino's Pizza is very popular in the fast-food business because it has food serves customers quickly has good prices and people know the brand well. The people who did the study found out that a lot of customers go to Domino's Pizza all the time and they really like the taste, quality and all the different foods they have.

The study also says that Domino's Pizza is good at getting to customers through ads being on media and people telling their friends. Customers like that they can order food online using the Domino's Pizza app and website which makes things easier for them. Things like getting food on time clean packaging, nice staff and clean stores also make customers happy.

When Domino's Pizza has deals, discounts and meals that are a good value it helps people decide to buy from them again. The study also found out that most customers will keep buying from Domino's Pizza and tell others to go too which means they really like the place. Domino's Pizza is doing a lot of things which is why customers like it so much. The customers, like Domino's Pizza because of all these things and that is why they keep going to Domino's Pizza.

REFERENCES

1. Research Articles

- Domino's Pizza, (2023). Annual Report. The reading provides information on customer satisfaction with fast delivery, online ordering, and products. The report concludes that the company maintains its customers by investing in innovation and technology.

- Philip Kotler & Kevin Lane Keller (2022). Marketing Management (16th Edition). The authors define customer satisfaction as a feeling arising when a product or service meets or exceeds customer expectations, resulting in their loyalty and repeat purchasing.
- Valarie A. Zeithaml, Mary Jo Bitner, & Dwayne D. Gremler (2021). Services Marketing: Integrating Customer Focus Across the Firm. The book highlights the significant influence of service quality, employee behavior, and quick service on customer satisfaction.

2. Books

Marketing Management

Philip Kotler and Kevin Lane Keller

Publisher: Pearson Education

This book dives into what makes customers happy. What stands out is how it links satisfaction to the worth people feel they get. Service quality shows up as a key piece of the puzzle. Loyalty often follows when those pieces fit together.

Principles of Marketing

Philip Kotler and Gary Armstrong

Publisher: Pearson

Inside these pages, a look at what keeps customers happy unfolds slowly. Customer loyalty sticks around when handled right - this part explains how. Marketing ideas appear next, each tied closely to real talk. Relationships grow better once you see the patterns hidden here.

3. Websites

- www.wikipedia.com
- www.dominos.com
- www.dominosindia.com