

A STUDY ON CUSTOMER PREFERENCE WITH REFERENCE TO PIZZA HUT, CHENNAI

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Abstract: The title of project is “A study on customer preference with reference to pizza hut” and this is solidly an external analysis of the organization.

This project aims at analyzing customer preference towards product and service offered in pizza hut. It also analyses customer satisfaction towards different product and service offered by pizza hut. The analysis of data was done using statistical tools like chi-square test. The project is based on primary and secondary data. Primary data were collected through questionnaire and survey. Secondary data was obtained from organization a general view about company's product and service and response from customers.

Keywords: analyzing customer preference, service offered, response from customers.

INTRODUCTION TO THE STUDY

In 1958, Frank and Dan Carney had an idea for a great local pizza restaurant in Wichita Kansas. The small 25 seat restaurant only had room for 9 letters on the sign... the building looked like a hut... so 'Pizza Hut' was born!

Fifteen years later, we opened the first UK restaurant and since then we have become the biggest Pizza Company on the planet, Let see listen Pizza Hut Story from them!

The research design used for the study is Descriptive research. Total Population of research is infinite, the sample size is 100 and the sampling technique undertaken is Convenience Sampling.

OBJECTIVES OF THE STUDY

- To analyze customer preferences with reference to Pizza hut.
- To study the customer preferences.
- Promptness of service advisor in attending you.
- Courtesy in serving customers.

NEED FOR THE STUDY

Have you ever wondered why your company often loses relatively satisfied customers? Why is it that customers will often indicate they are satisfied with how they have been treated but

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then leave for a competitor at the first opportunity? Why is customer defection often unrelated to price? The answers to these and other related questions are found in coming to an understanding of **Customer Preference**.

The idea that customers prefer one product or one service over another is not new. The ability to identify and measure the elements of such preference decisions with any accuracy and reliability has only recently become available.

SCOPE OF THE STUDY

- To analyze customer opinion on service provided in pizza hut when compared to other shops.
- To analyze different product offered and customer opinion on product and their prices.

The data collected are analyzed with help of statistical tools, percentage method, correlation and weighted average method. The findings and suggestions are formed with the help of analyzed data.

LITERATURE REVIEW

Nobel laureate Herbert Simon sees economic decision making as a vain attempt to be rational. He claims (in 1947 and 1957) that if a complete analysis is to be done, a decision will be immensely complex. He also says that peoples' information processing ability is very limited. The assumption of a perfectly rational economic actor is unrealistic. Often we are influenced by emotional and non-rational considerations. When we try to be rational we are at best only partially successful.

In an early study of the buyer decision process literature, Frank Nicosia (Nicosia, F. 1966; pp 9-21) identified three types of buyer decision making models. They are the univariate model (He called it the "simple scheme".) in which only one behavioral determinant was allowed in a stimulus-response type of relationship; the multi-variant model (He called it a "reduced form scheme".) in which numerous independent variables were assumed to determine buyer behavior; and finally the "system of equations" model (He called it a "structural scheme" or "process scheme".) in which numerous functional relations (either univariate or multi-variant) interact in a complex system of equations. He concluded that only this third type of model is capable of expressing the complexity of buyer decision processes. In chapter 7, Nicosia builds a comprehensive model involving five modules. The encoding module includes determinants like "attributes of the brand", "environmental factors", "consumer's attributes", "attributes of the organization", and "attributes of the message". Other modules in the system include consumer decoding, search and evaluation, decision, and consumption.

RESEARCH METHODOLOGY

Research

'Research' is a systematic and scientific activity to achieve the truth. Research includes procedures of collecting data, analysis the data and finding the conclusion or truth.

Research Methodology

'Research Methodology's a way of systematically solves the research problem. It is a science of studying how the research is done successfully.

Title of the Study

The title is the study on '**A study on customer preference with reference to Pizza Hut**'.

RESEARCH DESIGN

DESCRIPTIVE RESEARCH DESIGN

The researcher has followed the descriptive research by using primary and secondary data collections.

SAMPLE SIZE

The researcher takes the sample size as 50.

SAMPLING METHODS

The researcher has followed Simple Random sampling method in this project.

SIMPLE RANDOM SAMPLING

A subset of a statistical population in which each member of the subset has an equal probability of being chosen

DATA COLLECTION METHODS

Primary Data

The Researcher has collected the primary data by using questionnaire.

Secondary Data

Secondary data from company magazine and previous ledgers & journals, etc.

1.7.3 STATISTICAL TOOL OF TECHNIQUES:

1. Percentage Method

PERCENTAGE METHOD

Percentage refers to a special kind of ratio percentages are used in making comparing between expectations, awareness and satisfaction with various other factors

$$\text{Percentage} = \frac{\text{Observed Data}}{\text{Sample size}} \times 100$$

LIMITATION OF THE STUDY

The project deals with “A STUDY ON CUSTOMER PREFERENCE WITH REFERENCE TO PIZZA HUT”.

A Study on “Customer Preference with reference to Pizza Hut”.

1. Which needs large sample size. A large sample gives more results rather than small but my sample size is only 100, which is a limitation to my project.
2. As we know a good marketing research takes time and money but time and money are again the limitation of my project.
3. Some respondents show unwillingness to fill the questionnaire.
4. Some respondents give the biased information in case of close-ended questions & multiple choices.
5. Due to huge area of Chennai & small sample size all areas of Chennai are not included in this research.

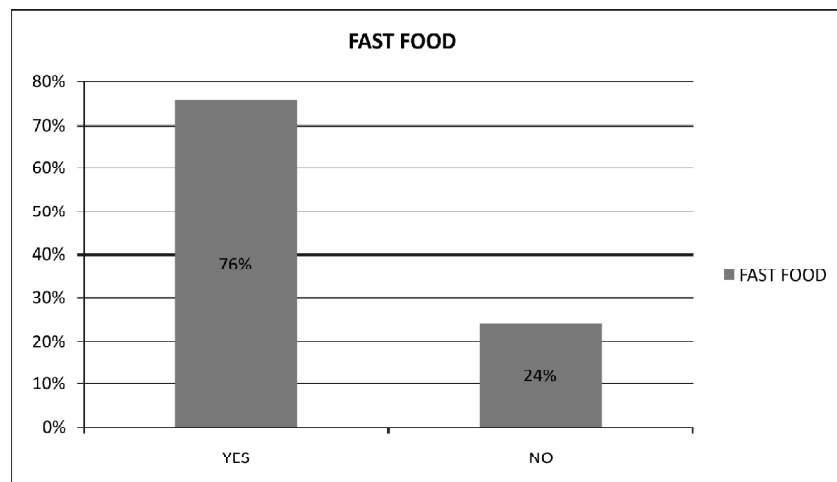
PEOPLE WHO LIKE FAST FOOD

Table

<i>Fast Food</i>	<i>No of Respodents</i>
Yes	76.0
No	24.0
Total	100.0

INFERENCE: From the above figure we can observe that the majority of respondent 76% likes fast food restaurant.

CHART

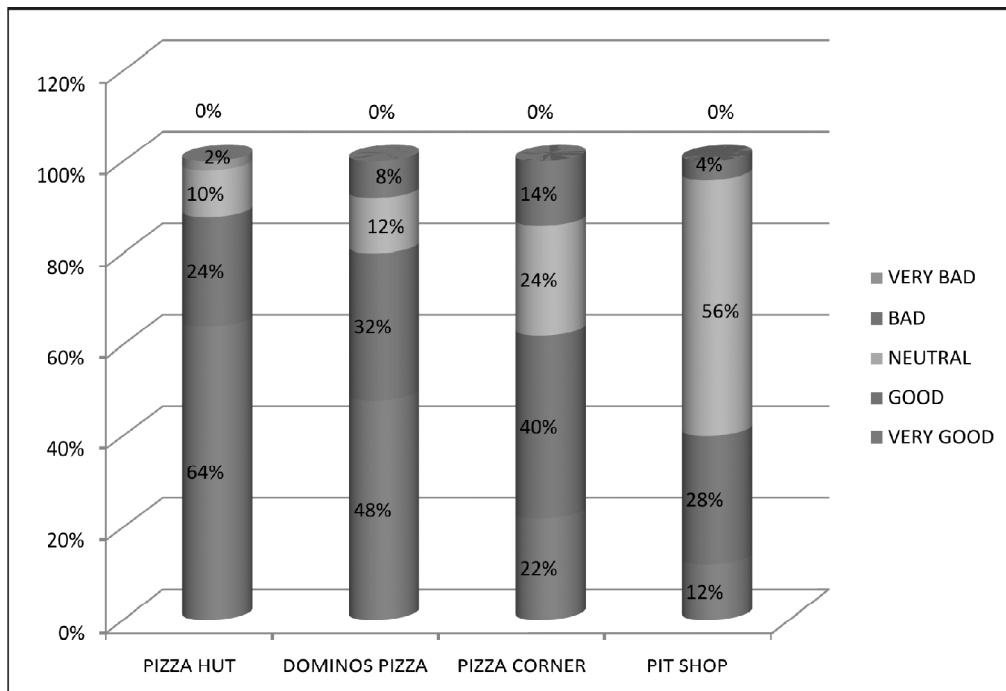


PEOPLE WHO RATED THE FOLLOWING FAST FOOD RESTAURANTS:

Table

<i>Restaurants</i>	<i>Verygood</i>	<i>Good</i>	<i>Neutral</i>	<i>Bad</i>	<i>Very Bad</i>	<i>Total</i>
Pizza Hut	64	24	10	0	2	100.0
Dominos Pizza	48	32	12	8	0	100.0
Pizza Corner	22	40	24	14	0	100.0
Pit Shop	12	28	56	4	0	100.0

CHART



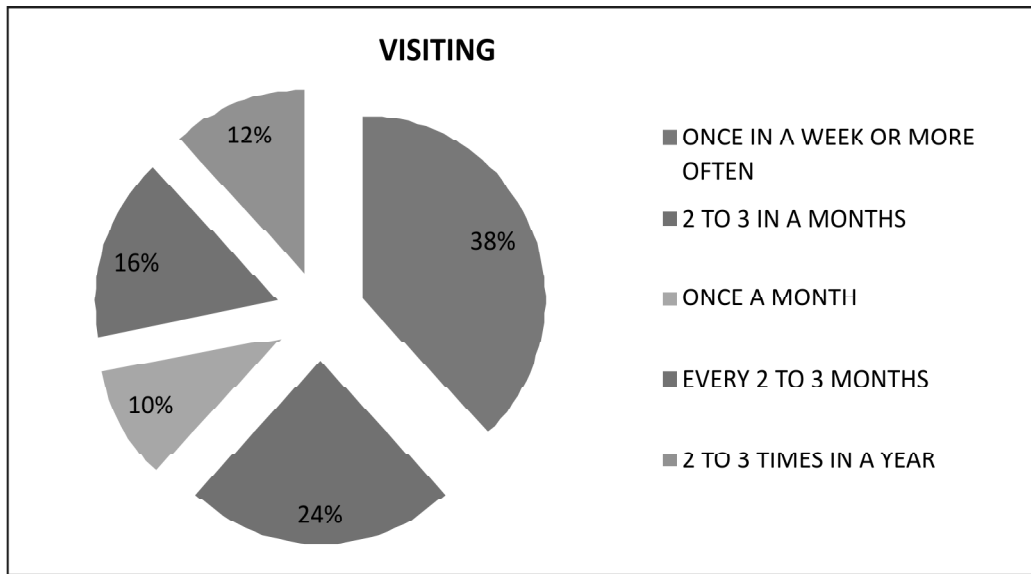
PEOPLE WHO OFTEN VISIT PIZZA HUT

Table

<i>Visiting</i>	<i>No. of Respondents</i>
Once in a Week or More Often	38.0
2 to 3 in A Months	24.0
Once a Month	10.0
Every 2 to 3 Months	16.0
2 to 3 Times in A Year	12.0
Total	100.0

INFERENCE: From the above figure we can observe that majority of respondents 38% of them given as once in a week or more often to Pizza Hut.

CHART



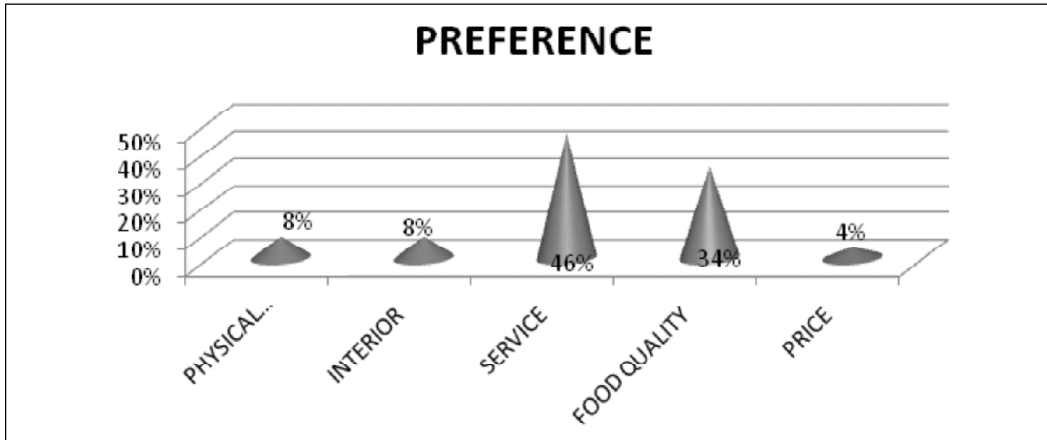
PEOPLE WHO AFFECT PREFERENCE WHILE CHOOSING ANY PLACE FOR HOTELLING

Table

<i>Preference</i>	<i>No. of Respondents</i>
Physical Environment	8.0
Interior	8.0
Service	46.0
Food Quality	34.0
Price	4.0
Total	100.0

INFERENCE: From the above figure we can observe that majority of respondents 46% of them affects by service while choosing any place for hostelling.

CHART



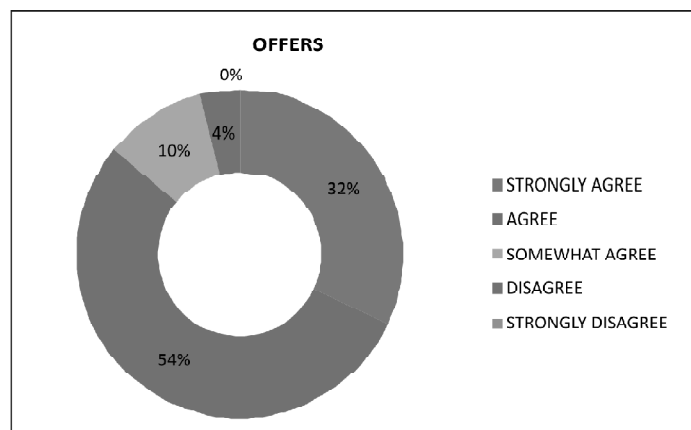
PEOPLE WHO THINK THAT PIZZA HUT OFFERS ENOUGH VARIETY OF FOOD:

Table

Offers	No. of Respondents
Strongly Agree	32.0
Agree	54.0
Somewhat Agree	10.0
Disagree	4.0
Strongly Disagree	0.0
Total	100.0

INFERENCE: From the above figure we can observe that the majority of respondents 54% of them agree with that pizza hut offers enough variety of food.

CHART



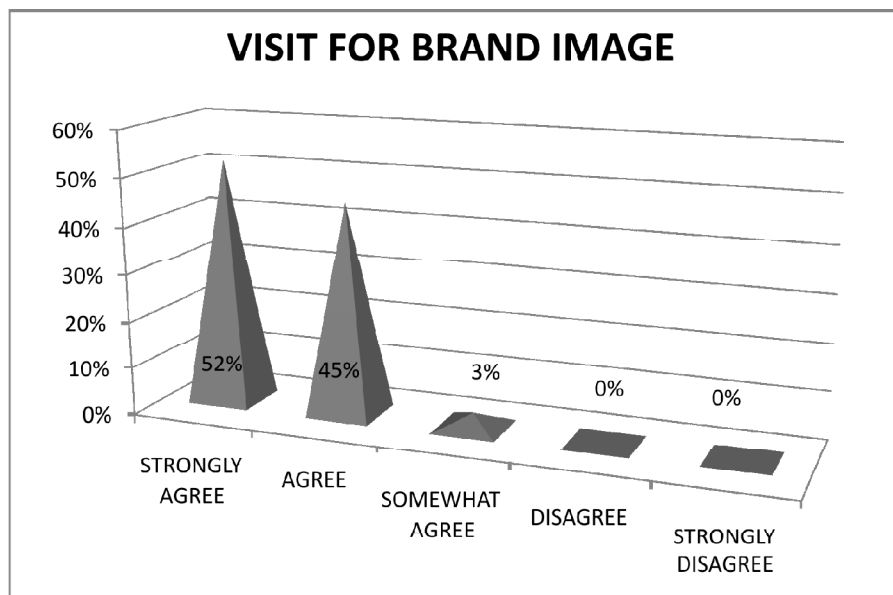
PEOPLE WHO VISIT PIZZA HUT BECAUSE OF THE BRAND IMAGE

Table

<i>Visit for Brand Image</i>	<i>No. of Respondents</i>
Strongly Agree	52.0
Agree	45.0
Somewhat Agree	3.0
Disagree	0.0
Strongly Disagree	0.0
Total	100.0

INFERENCE: From the above figure we can observe that majority of respondents 52% of them strongly agree with visiting Pizza Hut because of the brand image.

CHART



FINDINGS

- We can observe that the majority of respondent 66% age group (21-35) peoples are coming to the Pizza Hut.
- We can observe that the majority of respondent 76% likes fast food restaurant.
- We can observe that majority of respondents 38% of them given as once in a week or more often to Pizza Hut.
- We can observe that majority of respondents 46% of them affects by service while choosing any place for hostelling.

- We can observe that the majority of respondents 54% of them agree with that pizza hut offers enough variety of food.
- We can observe that majority of respondents 52% of them strongly agree with visiting Pizza Hut because of the brand image.
- We can observe that majority of respondents 94% of them satisfied with the ingredients used in its food items.
- We can observe that majority of respondents 96% of them satisfied with the pizza Hut is consistent in its food quality wherever go.
- We can observe that majority of respondents 98% of them satisfied with Pizza Hut.
- We can observe that majority of respondents 96% of them refer to friends and relatives about Pizza Hut.

SUGGESTIONS

- They are more concentrating on non-vegetarian items. But to attract new customers they should concentrate on vegetarian items too.
- Use of more board display advertisement is suggested.
- They can use more attractive media advertisement at local channels in order to increase sale.
- They can change the seating arrangements.
- In order to attract kids they can have cartoons on their wall.
- They have to increase their space for car parking.

CONCLUSION

Pizza Hut has many targets, which it has achieve in a given period of time. The time-period is mostly a year. Therefore, in order to fulfill the targets different strategies are adopted by Pizza Hut. It can be concluded that these strategies have been successful and there is flexibility in the strategies, as they can be changed with the changes in the market conditions as well as the targets.

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Website

www.pizza.co.in

www.google.com

www.yahoo.com

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