

# A COMPARATIVE ANALYSIS OF GUEST FOOD SATISFACTION IN INTERNATIONAL FAST-FOOD CHAINS IN INDIA

## Abstract

The entry of international fast-food chains into India has had a tremendous effect on Indian consumers' palates. Due to Western influences, increased income & resulting style of living, convenience, etc., instant food is outpacing traditional meals in popularity. As a result, fast food menus are becoming more and more popular among Indian consumers. The industry's desire for domestic consumers is also being fuelled by factors such as busy lifestyles, standardised cuisine, and fewer time-consuming processes. As the demand for all types of fast food continues to climb, pizza, hamburgers, and French fries have become the preferred fast food options among young Indians. This is particularly true today since the nation is home to some of the most well-known burger and pizza eateries, like McDonald's, Domino's, KFC, Pizza Hut, etc. In order to appeal to Indian consumers, producers have started adding innovative flavours to noodles and pastas, as per a recent study on the Indian fast-food industry. This change in eating patterns has been particularly noticeable in major cities. In this present study, Domino's and Pizza Hut, two worldwide fast-food brands with different locations in North India, will be compared to see how satisfied Indian customers are with the food they receive in these fast-food chains. This study will focus on the components of food attributes, service quality, physical surroundings, customer satisfaction and repurchase motives.

**Keywords:** Fast food, Restaurants, Guest Satisfaction, Quick service, Food quality, ethnic food.

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## I. INTRODUCTION

The fast food industry in India is expanding like crazy. Individuals usually eat at least one item from a chain restaurant or any other food establishment as a snack or just for fun. The young generation is obsessed with fast food from all around the nation and their respective regions. Every day, a large number of new fast-food businesses are opening up, bringing with them a wide variety of foods besides pizza and burgers. Their food has been upgraded with a wide variety, is appealing, healthy, and delicious, and is sold at affordable costs. Technology, equipment, and facility planning are doing an excellent job of delivering services as quickly as the consumer demands.

The Indian market is where international fast food chains like Domino's, Pizza Hut, McDonald's, KFC, Starbucks, Café Coffee Day, and many more are performing the best. Nonetheless, Domino's, followed by Pizza Hut and other fast-food restaurants, is the best brand among all the international chain restaurants for the majority of customers. Because of their superior food quality, service delivery, ambiance, parking availability, locations, customer relationship management, discounts, coupons, and other entertainment offerings, these quick service restaurants are outpacing Indian and regional fast food franchises.

This paper revealed the customer food satisfaction and comparative analysis of Domino's and Pizza-Hut. The objective of this study is to compare the food satisfaction levels of customers among Domino's and Pizza Hut.

A quick service restaurant, usually referred to as a fast food establishment, is one that offers quick preparation and service. Very few options are available on the menu, there is little table service, the food is prepared in bulk, and the finishing touches are added shortly after the customer orders. Typically, it is offered for home delivery, takeaway, and counter sales with limited seating. The majority of quick service restaurants are franchisee operations that offer primarily manufactured and convenience meal ingredients as well as their own proprietary styles and recipes.

In 1921, a fast-food restaurant was founded in the United States. There are other idea variations, including fast-casual and food trucks. Quick casual eating offers both fine dining service and counter service so customers can sit down. Most food trucks park close to crowds and a busy marketplace. Because Indian food preferences and eating customs vary greatly from place to region, international fast food restaurants have altered their menu selections.

## II. LITERATURE REVIEW

**1. Nutritional Aspects and Hygiene Factors:** According to (Goyal, A. and Singh, N.P. 2007) investigate and revealed that customer perception of fast food in India McDonald's provides all the determinants of customer satisfaction but the menu variety, nutritional values and cleanliness part in the kitchen areas are lacking behind. Besides, service quality attributes quick service restaurants focus must be on the food variety, information about hygiene and nutritional part are other determinants of consumer preference.

(Chitnis. S. P 2019) reveals fast food industry is quite beneficial for those who have less time, fast life, work pressure but nutritional factors and health issues related to highly seasoned and food made artificially tasty are dangerous and health hazards needs to controlled for betterment and long-term sustainability and good will.

According to (Anand, R. 2011) investigates Indian consumer preferences od eating fast food are outing and eating, ambience, taste of food and socializing mostly for higher education students and both parents working families in cities and towns. Further added, health factor is the challenging factors for this industry for the years to come as the consumers become more conscious about health and hygiene factor.

2. **Service Quality:** According to (Hong Qin, Victor R. Prybutok, Qilan Zhao, 2010) found that service qualities trustworthiness , problem solving, substantial, and responsiveness was remarkable aspects of perceived service quality. Standard of food, discern value, services, every features of service quality straightaway and conclusive linkages with customer satisfaction, resulting positive behavior on the image of the restaurant.

(Akusu M.O, Ebere C.O, 2015) found that foods such as soups, fried chicken, rice dishes and ice creams were liked by the consumers of fast-food restaurant as compared to other dishes. Restaurant atmosphere and service quality was the major source of influence in the meal experience of the customer.

The results of an investigation by Dutta, K., et al. (2014) focused on ambience, service, and meal quality. According to the findings, customers favour quality over service more in high-end restaurants and service over ambience more in quick-service establishments. It was shown that food quality had a significant interaction effect with two other variables. Consumer preferences for ambience and service tended to alter in the same direction, but not always at the same degree, as meal quality rose from low to excellent.

3. **Food Quality:** According to Muhammad Nur et al. (2013), people are passionate about returning to their neighborhood restaurants because of the high quality cuisine and perceived value they provide. It has been demonstrated that customers care about the quality of the food served by their neighborhood fast-food establishments, particularly with regard to the halal aspect, the healthy menu, and the menu appeal. Additional benefits like a fair price and a cheerful atmosphere in the restaurant add to the pleasant experience and indirectly affect customers' intentions to return.

Fast food consumers, according to Sudhagar(2017), place a high value on the flavour of the food, nutritional value, food prepared hygienically, food safety, quick service, value for money, use of fresh ingredients, as well as other food service attributes like menu variety, prompt food service, attractive food presentation, and innovative food items.

Rana. T. N et. el (2016) discovered that the best customer service of the highest food quality and perceived price displayed as a key factor in a fast-food restaurant customer service training, and they also studied the impact driver to control a fast-food restaurant (Qin and Prybutok, 2009; Qin, Prybutok, and Zhao, 2010).

Anitharaj (2018) investigates and found that service quality and food quality and variety of services such as counter service is easy to get quick food, seating space, home delivery to remote places, quick food delivery, and takeaway options for those who wants to eat outside the outlets. that influence customer satisfaction.

4. **Marketing Strategy:** According to (Panwar. D & Patra. S 2017), found that Mc Donald's marketing strategy is to familiarization of products to the local markets to be survive and successful in Indian markets. The localization policy has been great idea for the Mc. D's retention in the and growth in the competitive Indian fast food business strategy.

(N. Thamaraiselvan, et el, 2019) reveals technology has change the food business in new direction. Smart phones and food apps have a crucial role for the marketing and business capture in wide areas. Tech savvy, western culture, food habits has influenced a lot to Indian potential customers for purchasing food through electronic media.

5. **Perceived Value:** According to (Shikha Bhagat, S., 2017), revealed that the young generations of Bangalore city's most preferred quality of fast-food industry is taste of food followed by restaurant atmosphere, speed of service, menu variety, price of food, location and the space for parking vehicles. Further, innovative menu items, price discount offers such as coupons, nutritious and healthy food choices are few more factors that influence young customer towards theses fast food chain restaurants.

In a study (Zila binti Jaini, et el 2015) identifies there is a positive relationship between three factors such as food quality, service quality, and perceived value and customers' experience. Perceived value is the main reason for people to dine-in at a chosen fast-food restaurant.

6. **Customer Satisfaction:** According to (Azila, J. et el. 2014) investigate and found that the local fast food restaurant customers are interested to visit theses restaurants because of the food quality and values offered by them. Customer positive dining experience and satisfaction creates positive attitude and revisit intension toward these outlets.

(Rajput.A, and Gahfoor. R. Z,2020) identify there is a positive association of food quality, restaurant service quality, physical environment quality, and customer satisfaction with revisit intentions of customers at fast food restaurants. Further, food standard, service quality, restaurant ambience influence customer revisit intension in the fast- food restaurant.

According to (Slack, N.J., et el, 2021) they found compound effect of fast food restaurants service quality attributes on customer perceived value reveals two important quality i.e. food quality and physical environment are significant considerations of customer perceived value. Likewise, the outcome of ready to serve food and the service quality dimensions acting alone on consumer's judgments value. The outcome also established that guest's perceived value is significant constituent of guest satisfaction and guest satisfaction is important antecedent of psychological motives.

According to (Ghosh. D. 2020) investigate and revealed that the determinant factors of customer satisfaction factors are food quality, value for money, timely delivery, customer service with quality being the best notables.

(D.P. Sudhagar,2017) found that determinants of customer satisfaction in the fast food restaurants are food taste, service quality, reasonable price, new innovation, food safety, hygiene and cleanliness, menu variety, and attractive presentation of food that highly influences customers to revisit and word of mouth publication.

According to (HON G Qin &Victor R. Prybutok, 2017) examined and found that all attributes of service quality as well as food quality are the most important part of customer satisfaction in the fast food chain restaurants and service quality and customer satisfaction are the antecedents of customer revisit intension.

7. **Value for Money:** According to (Tiwari, et el 2017) found that customer sensitivity towards customer satisfaction in the fast-food restaurants preferably by be young generation are value for money, reasonable price, variety of food, prompt service, yummy food, access, vehicle parking, easy preparation, and fast product delivery.

(R. K. Srivastava, 2017) defines Indians prefer international fast-food chain as compared to local fast food because of higher quality food, reasonable price, tasty and yummy food, quick service, lively ambience, location and easy access, parking facility, food safety and hygienically prepared foods.

8. **Traditional and Ethnic Food:** According to (Kim, S.(S)., Choe, J.Y. and Lee, A. 2016) found that US food consumers sensitivity towards ethnic Korean food choice depend upon cultural factor, passionate about Korean food , demanded healthy and exotic food, low interest group. Different people from different areas have different expectations, different socio demographic profile, different menu, different growth factors for Korean ethnic food.

(Van den Berghe &Pierre L.1984) defines ethnic food does not lost in cities industrial environment and in the modern culture, neither it gets constant, it gets reshaped as the passage of time to serve new ends.

In his (Torbjorn Bildtgard, et el. (2013) investigates that France and Sweden did not like the exotic or fast food of US because of their political history background, rather they opt for healthy and nutritional food. They would go for Mediterranean or south east Asian food instead of US fast food.

(Sue Reeves, et el. 2011)informed the quantity of food served, price of food and their nutritional values of fast food and fine dining restaurants of London found that there no such information displayed from their end. Less than half of the restaurant provide information in the children's menu. Nutrition and portion size information will attract more consumers in future business.

### **III. OBJECTIVES OF THE STUDY**

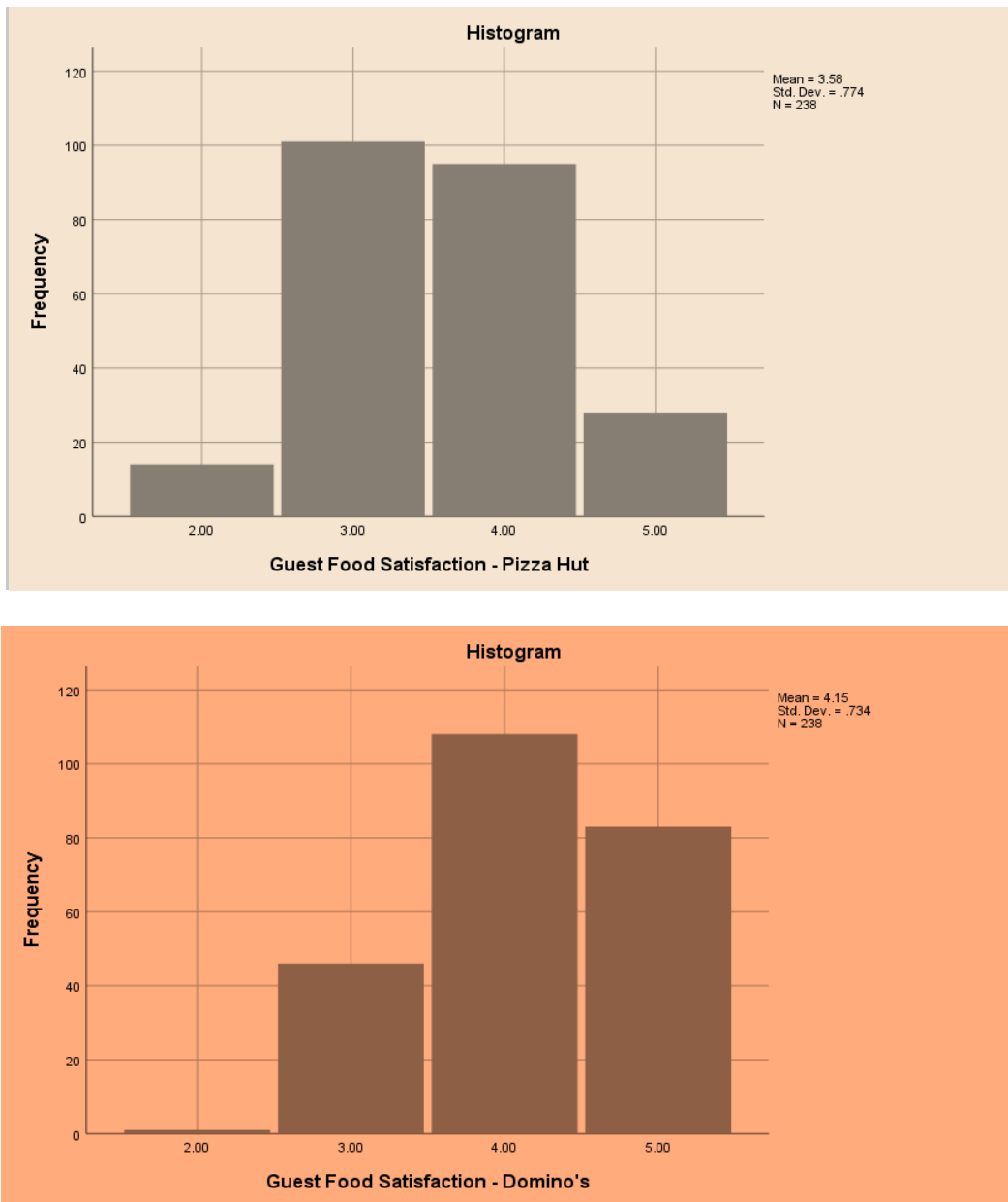
The study was conducted to compare the food satisfaction levels of guest visiting two fast food chain i.e., Dominos' and Pizza Hut. To achieve the objective, a null hypothesis  $H_0$  i.e. "There is no difference between Guest food satisfaction levels in Domino's and Pizza Hut chains" was formulated.

### **IV. RESEARCH METHODOLOGY**

The three important Indian cities of Ambala, Kurukshetra, and Yamuna Nagar served as the study's locations. The study relied on primary data, and it used a survey questionnaire with closed-ended questions to acquire the data. The questionnaire's statements (research variables) defining the factors of guest food satisfaction were written in English. Since it was impossible to examine every member of the study population, non-probability convenience sampling was used to acquire samples. Customers of both fast-food chains who had consumed their items made up the study's target demographic. 278 clients in total were approached and given the survey to complete; 270 of these participants agreed to participate in the study and finished the survey. After all of the completed questionnaires were checked for omissions, mistakes, or incompleteness, it was found that 40 out of 278 had these flaws. Such questionnaires were not utilized, bringing down the final sample size to 238 in order to guarantee that the outcomes of the subsequent analysis were accurate and significant. The formulated hypothesis was subsequently tested by analyzing the data using IBM SPSS 26 software.

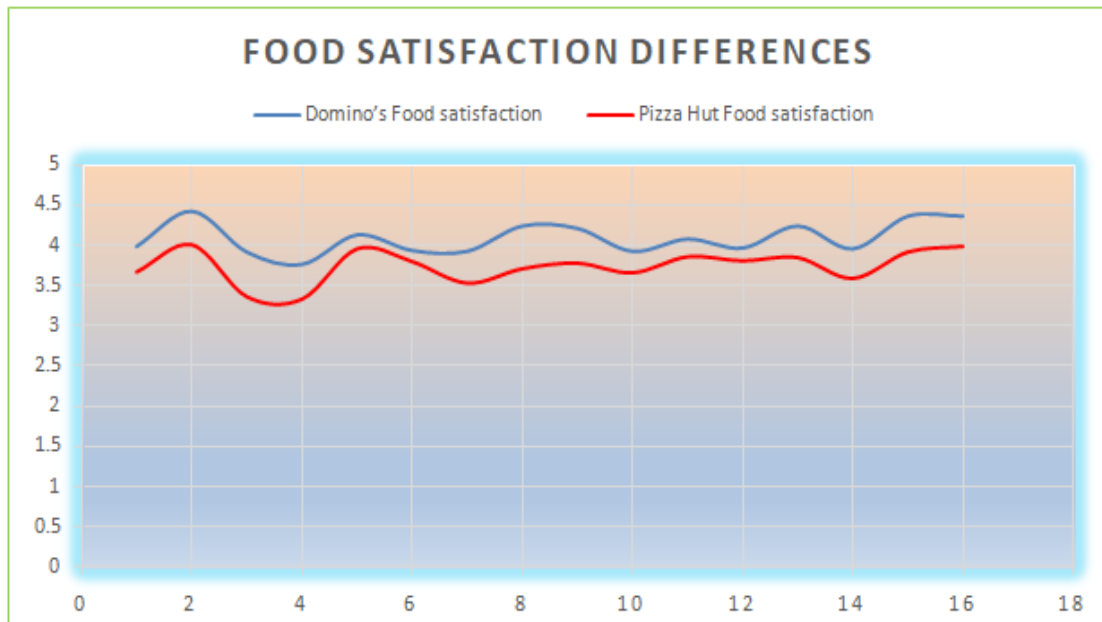
### **V. DATA ANALYSIS AND RESULTS**

By using the Shapiro-Wilk test, the gathered data was first examined for normality. The data being normal serves as the null hypothesis for the Shapiro-Wilk test. The null hypothesis is rejected at 5% significance if the test's pvalue is less than 0.05, at which point it is determined that the data is not normal. The data is considered normal if the Shapiro-Wilk Test Sig. value is higher than 0.05. In the present study, the test results showed that the data deviated significantly from normality. For Domino's,  $W(238) = 0.812$ ,  $p\text{-value} < 0.000$  and for Pizza Hut,  $W(238) = 0.851$ ,  $p\text{-value} < 0.000$ . By looking at the histograms (Figure 1) it was found that the histogram didn't have the bell shape, confirming that the data was not normally distributed. Based on this outcome, a non-parametric test (Wilcoxon Signed Rank Test) was applied.



**Figure 1:** Histograms for mean score of Guest Food Satisfaction in Domino’s and Pizza Hut

It is clear from the data depicted in table 1 below that for all the all the response variable, the means score was high for Domino’s as compared to Pizza Hut. The differences between mean scores of responses for Domino’s and Pizza Hut Food satisfaction attributes is clearly evident from line chart presented below (Figure 2).



**Figure 2:** Differences between Mean scores of responses for Domino's and Pizza Hut Food satisfaction attributes

A Wilcoxon Signed-Rank test was performed to compare the difference in responses for the food satisfaction attributes of guests who tried food at Domino's and Pizza Hut (Table 1). As can be seen in the table, a positive mean difference indicates that Domino's food satisfaction qualities were on average higher than those of Pizza Hut. Analysis of matched pairs statistical significance values (p-value) indicated that the mean differences between Domino's and Pizza Hut food satisfaction attributes were statistically significant ( $p < .05$ ) for all the attributes. This concluded that people who consumed food items at Domino's were more satisfied with the food items than the food products they consumed at Pizza Hut. Hence our null hypothesis H01 i.e. "There is no difference between Guest food satisfaction levels in Domino's and Pizza Hut chains" was rejected.

**Table1: Results of Wilcoxon Signed-Rank test to measure the differences between Domino's and Pizza Hut Food satisfaction attribute responses**

Attributes of Food Satisfaction	Pizza Hut Food satisfaction		Domino's Food satisfaction		Food Satisfaction Difference values (Domino's - Pizza Hut)		
	Mean	Median	Mean	Median	Mean	Z	P value
Use of Fresh ingredients	3.68	4.00	3.99	4.00	0.31	- 4.965	<b>.000</b>
Tasty and flavorful	4.02	4.00	4.42	5.00	0.4	- 7.232	<b>.000</b>
Healthy and safe to consume	3.37	3.00	3.92	4.00	0.55	- 7.351	<b>.000</b>
Easy to digest	3.34	3.00	3.77	4.00	0.43	- 6.029	<b>.000</b>
Visually attractiveness	3.97	4.00	4.13	4.00	0.16	- 2.890	<b>.004</b>
Food garnishing	3.81	4.00	3.94	4.00	0.13	- 2.403	<b>.016</b>



Convenient to consume	3.54	4.00	3.93	4.00	0.39	- 6.609	<b>.000</b>
Sufficient Portion sizes	3.72	4.00	4.24	4.00	0.52	- 7.120	<b>.000</b>
Variety	3.79	4.00	4.21	4.00	0.42	- 6.162	<b>.000</b>
Availability of Regional dishes	3.67	4.00	3.93	4.00	0.26	- 3.892	<b>.000</b>
Traditional and ethnic food items	3.87	4.00	4.08	4.00	0.21	- 3.365	<b>.001</b>
Authentic and exotic Food items	3.82	4.00	3.97	4.00	0.15	- 2.363	<b>.018</b>
Moderate price	3.86	4.00	4.24	4.00	0.38	- 5.318	<b>.000</b>
Quick and efficient Food	3.60	4.00	3.96	4.00	0.36	- 5.206	<b>.000</b>
Value for money	3.93	4.00	4.36	4.00	0.43	- 6.678	<b>.000</b>
Positive food experience	4.00	4.00	4.36	4.00	0.36	- 6.521	<b>.000</b>

## VI. CONCLUSION

The study was conducted with the purpose to compare Food Satisfaction levels of guest visiting two International fast-food Chains in India. These fast-food chains were Domino's - Pizza Hut and the deciding variables of the study were 16 attributes of food satisfaction. The statistics of matched pairs Wilcoxon Signed-Rank test revealed that the mean score of guest responses for the food satisfaction attributes were significantly higher for Domino's as compared to that of Pizza Hut. This concluded that people visiting both Domino's and Pizza Hut were more satisfied with their food experiences in Domino's than in Pizza Hut.

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