



MARKETING OF FASHION RESTAURANT IN MYSORE

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Abstract: *This paper focuses on service provided by Pizza Hut and rapport with the customer. The paper describes the characteristics of fashion restaurant and the consumer. The paper analyses the impact on branch location upon customer. And also the paper explores on different income groups.*

Key words: *Branch location, Income group, Pizza, Rapport, Fashion restaurant*

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INTRODUCTION:

A consumer is the king and has the right to choose from a large variety of offering. He is the main person around which all business evolves. Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service.

Thus, business is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing but never dull. The topic “service provided by pizza hut towards its customers regarding their preferences” is chosen to study the service provided by pizza hut restaurants in the city of Mysore.

The main intention of conducting the study to overcome the needs of the customers and to make them delightful by providing them better service.

Pizza Hut is one of the flagship brands of Yum! Brands, Inc., which also has KFC, Taco Bell, A&W and Long John Silver’s under its umbrella. Pizza Hut is the world’s largest pizza chain with over 12,500 restaurants across 91 countries.

In India, Pizza Hut has 137 restaurants across 36 cities, including Delhi, Mumbai, Bangalore, Mysore, Chennai, Kolkata, Hyderabad, Pune and Chandigarh amongst other. Yum! is in the process of opening Pizza Hut restaurants at many more locations to service a large customer base across the country.

Pizza hut invest considerable resources in researching who are their customers are and their needs. For our Full Service Restaurants our primary customer segment is families with the need for a special place to share those little every day moments. For the Home Delivery Service the primary customers are teens and young adults who seek convenience. We also conduct market research to find out what their customers think of the brand, whether they remember the advertising and what their dining experiences have been like. Having identified what the customer needs and wants are from our brand, the Marketing team are responsible for developing new products and new promotions to satisfy these needs and increase sales and profitability.

A key part of Pizza Hut’s success has come from product innovation. The New Product Development Team runs focus groups with customers to generate ideas for new products. These ideas are then turned into concepts that are then put in front of a customer panel to see how exciting they are. The best concepts are then transformed into actual products



ready to be tested by customers. If a product proves popular then it will move into the next stage of the marketing process.

RESEARCH OBJECTIVE:

1. To understand the proper service provided by pizza hut towards its customers.
2. To understand the consumer preferences for choosing a branch of pizza hut restaurants.
3. To identify the branch characteristics that attracts the customers to visit any specific branch restaurant.
4. To find out relationship between different branch characteristics and customer of different income groups.
5. To analyze the impact of branch location upon customer preference.

DATA COLLECTION :

Primary Data :

Data which is collected for the first time is called primary data. In the study primary data includes the data which is collected from the customer directly with interaction. The study includes data got with personal interaction.

The data was collected directly from executives and customers of Pizza Hut, Mysore. The information collected from executives through personal and direct interview to collect primary data, a detail and structured questionnaire was formed to suit the objectives of the study which contain definite and predetermined questions, containing information relating to service.

Sampling :

Here a sample size of 50 respondents was chosen from different areas of Mysore, and the questionnaire were duly filled. Data relating to the objectives of the study is obtained by meeting customers, consumers, in area like Mysuru town.

Analysis of Customer Satisfaction on Service Provided by Pizza Hut through questionnaire

1. **How do you rank the following fast food restaurant?**

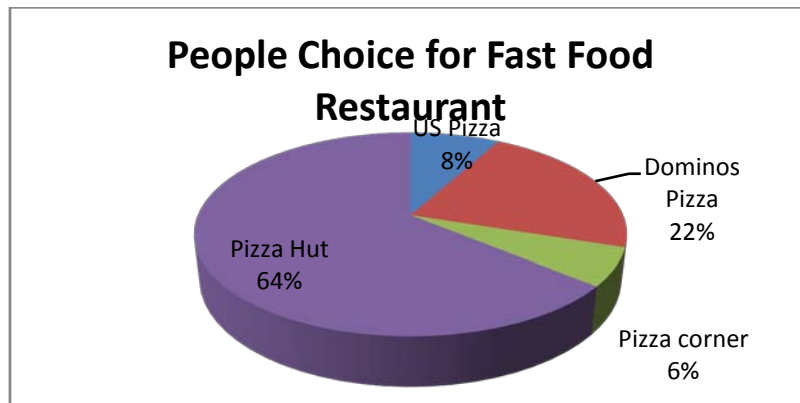


Table – 1

| Response | No. of Customers | Percentage |
|---------------|------------------|------------|
| US Pizza | 4 | 8 |
| Dominos Pizza | 11 | 22 |
| Pizza corner | 3 | 6 |
| Pizza Hut | 32 | 64 |
| Total | 50 | 100 |

Source : Field Survey

Graph -1



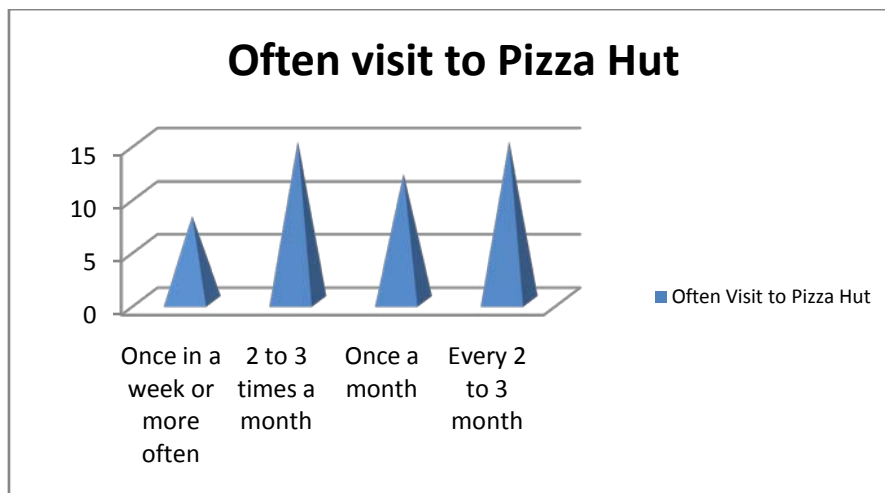
2. How often do you visit Pizza Hut?

Table – 2

| Response | No. of Customers | Percentage |
|------------------------------|------------------|------------|
| Once in a week or more often | 8 | 16 |
| 2 to 3 times a month | 15 | 30 |
| Once a month | 12 | 24 |
| Every 2 to 3 month | 15 | 30 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 2





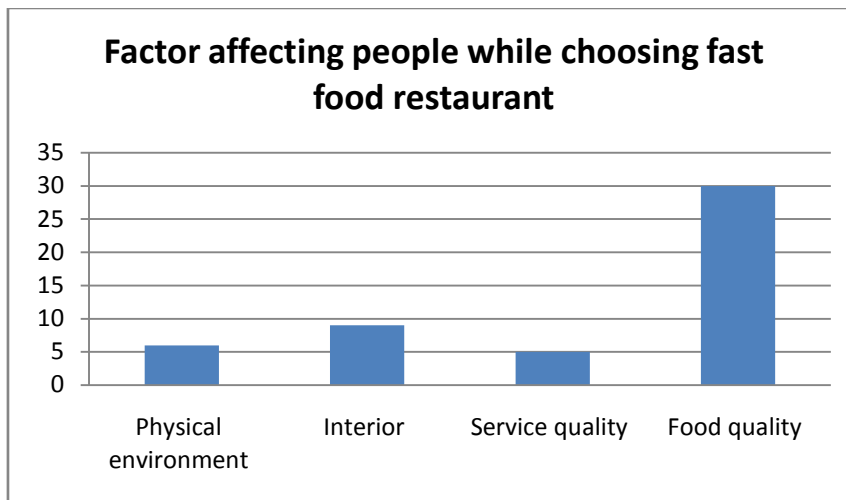
3. Which factor affects your preference while choosing fast food restaurant?

Table – 3

| Response | No. of Customers | Percentage |
|----------------------|------------------|------------|
| Physical environment | 6 | 12 |
| Interior | 9 | 18 |
| Service quality | 5 | 10 |
| Food quality | 30 | 60 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 3



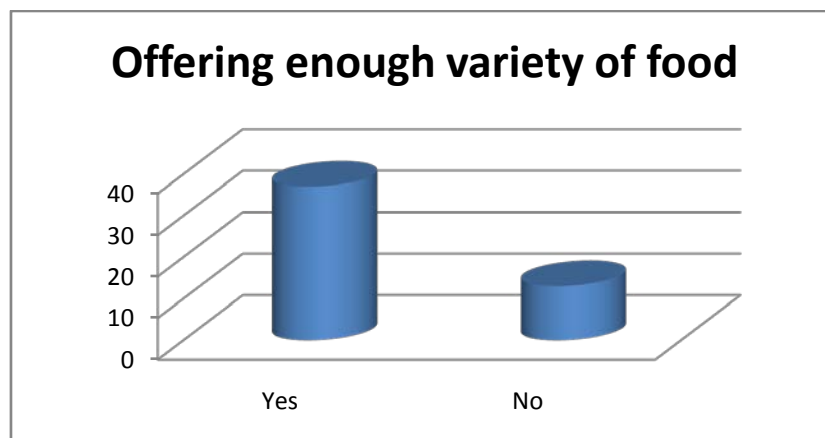
4. Do you think Pizza Hut offers enough variety of food?

Table – 4

| Response | No. of Customers | Percentage |
|----------|------------------|------------|
| Yes | 37 | 92 |
| No | 13 | 8 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 4





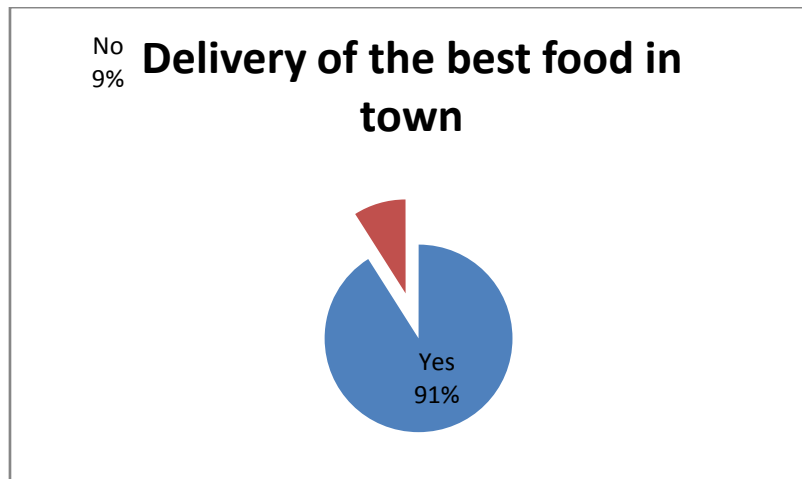
5. Do you think Pizza Hut delivers the best food in town?

Table – 5

| Response | No. of Customers | Percentage |
|----------|------------------|------------|
| Yes | 34 | 91 |
| No | 16 | 9 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 5



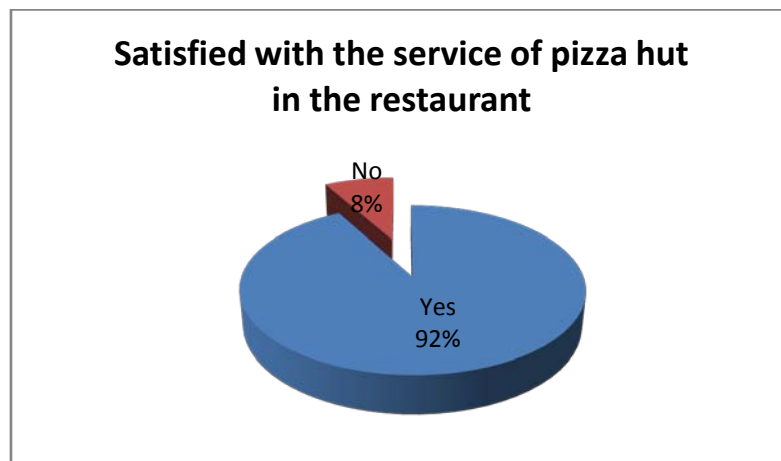
6. Are you satisfied with the service of Pizza Hut when you dine in ?

Table – 6

| Response | No. of Customers | Percentage |
|----------|------------------|------------|
| Yes | 37 | 92 |
| No | 13 | 8 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 6





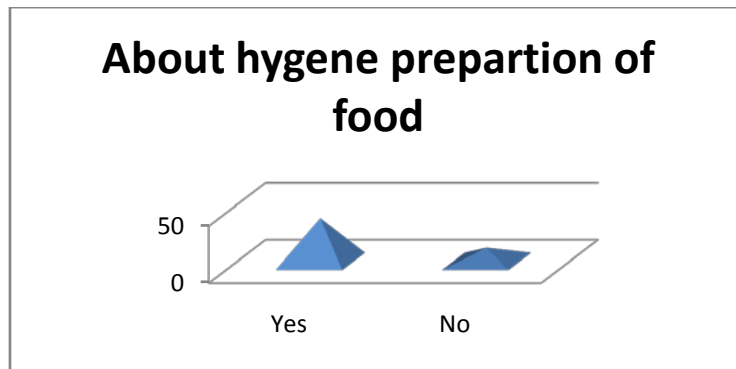
7. Do you think that preparation process of food in pizza hut is hygienic?

Table – 7

| Response | No. of Customers | Percentage |
|----------|------------------|------------|
| Yes | 38 | 41 |
| No | 12 | 59 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 7



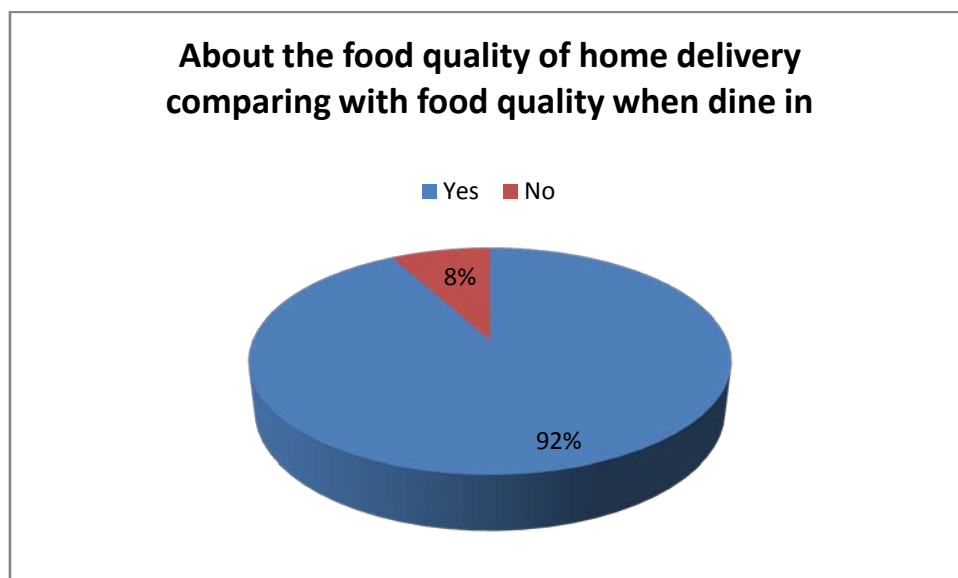
8. Are you satisfied with the home delivery service of pizza hut that the food delivered is of same quality as when you dine in ?

Table – 8

| Response | No. of Customers | Percentage |
|----------|------------------|------------|
| Yes | 39 | 92 |
| No | 11 | 8 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 8





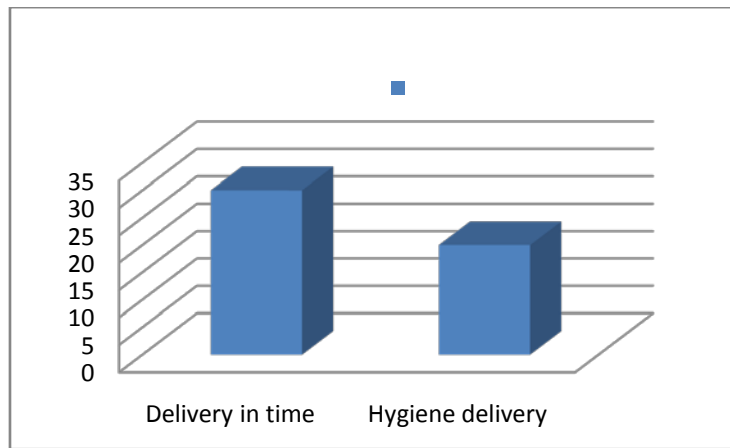
9. Rate the service given below according to your satisfaction?

Table – 9

| Response | No. of Customers | Percentage |
|------------------|------------------|------------|
| Delivery in time | 30 | 60 |
| Hygiene delivery | 20 | 40 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 9



10. Do you find the service center staff co-operative, courteous and polite?

Table – 10

| Response | No. of Customers | Percentage |
|-----------|------------------|------------|
| Excellent | 13 | 26 |
| Good | 20 | 39 |
| Fair | 17 | 33 |
| Poor | 0 | 2 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 10





Analysis :

Above question is taken for the analysis to know whether the behavior of the service staff is up to the mark or not.

According to the survey of 50 respondent 13 i.e 26% of the responded feel better about the staff. 20 i.e 40% of the respondents says the service staff is good, and the 17 i.e 34% of the people go with the answer that is fair.

11. Please rate the overall performance of pizza hut service department ?

Table – 11

| Response | No. of Customers | Percentage |
|-----------|------------------|------------|
| Agree | 19 | 38 |
| Disagree | 5 | 10 |
| Average | 14 | 28 |
| Satisfied | 12 | 24 |
| Total | 50 | 100 |

Source : Field Survey

Analysis

Above question is taken for the analysis to know whether the overall service department of pizza hut is up to the mark or not.

According to the survey out of 50 respondents 19 i.e 38% of the people are agree with the overall service department. 5 i.e 10% of the people are disagree with the service department 14 i.e 28% of the people are giving average marks and 12 i.e 24% of the people are little bit satisfied with the overall service department.

12. How do you rate the cleanliness and comfort of service at the restaurant?

Table – 12

| Response | No. of Customers | Percentage |
|-----------|------------------|------------|
| Excellent | 19 | 39 |
| Good | 15 | 31 |
| Fair | 14 | 28 |
| Poor | 2 | 2 |
| Total | 50 | 100 |

Source : Field Survey



Graph – 11



Analysis

Above question is taken for the analysis, whether the restaurant is clean and comfort or not. According to the survey out of 50 respondents, 19 i.e 39% of the respondents say excellent, 15 i.e 31% of the respondents say that the cleanliness and comfort of the restaurant is good, 14 i.e 28% of the people say fair, and 2 i.e 2% of the people go with poor level of cleanliness and comfort in the restaurant.

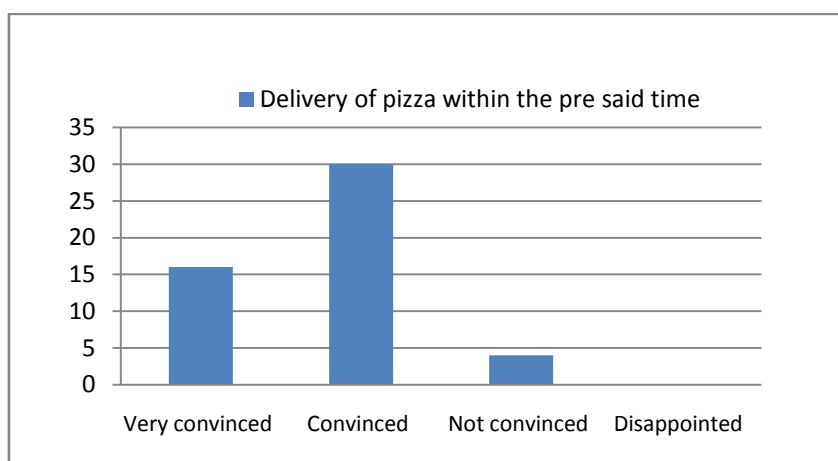
13. How convinced are you about the delivery of pizza within pre-said time?

Table – 13

| Response | No. of Customers | Percentage |
|----------------|------------------|------------|
| Very convinced | 16 | 31 |
| Convinced | 30 | 59 |
| Not convinced | 4 | 8 |
| Disappointed | 0 | 2 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 12





Analysis

Above question is taken for the analysis whether the pizza is delivered in pre said time or not.

According to the survey out of 50 respondents 16 i.e 31% of the people are very much convinced, about 59% of the people little bit convinced, 10% of the respondent are not convinced.

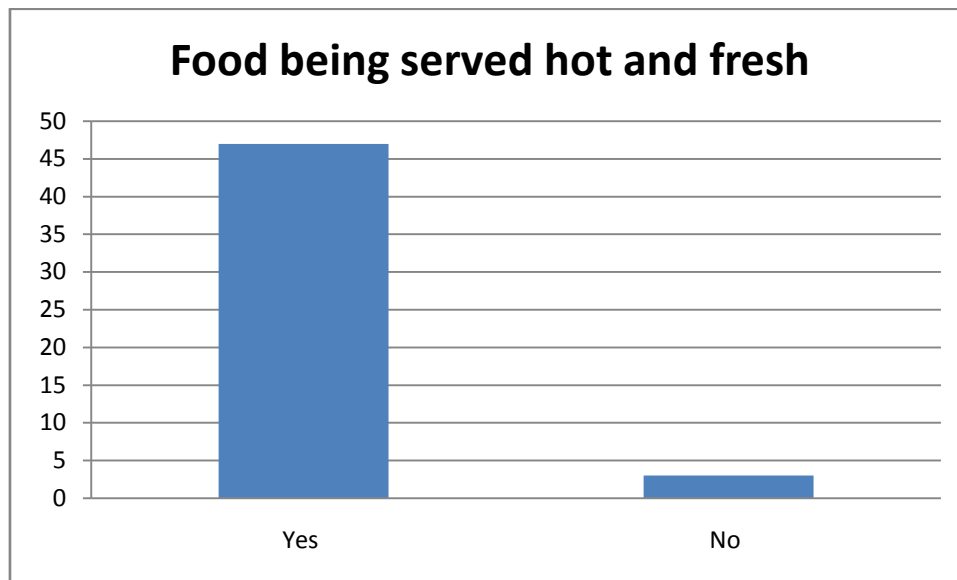
14. Is the food being served hot and fresh?

Table – 14

| Response | No. of Customers | Percentage |
|----------|------------------|------------|
| Yes | 47 | 94 |
| No | 3 | 6 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 13



Analysis :

Above question is taken for the analysis that whether the food served hot and fresh or not. According to the survey out of 50 respondents, 47 i.e 94% of the respondent say that the food in the restaurant is served hot and fresh. Whereas 3 i.e 6% of the respondents say the food is not served hot and fresh.

15. What type of service improvement do you expect from pizza hut in future?

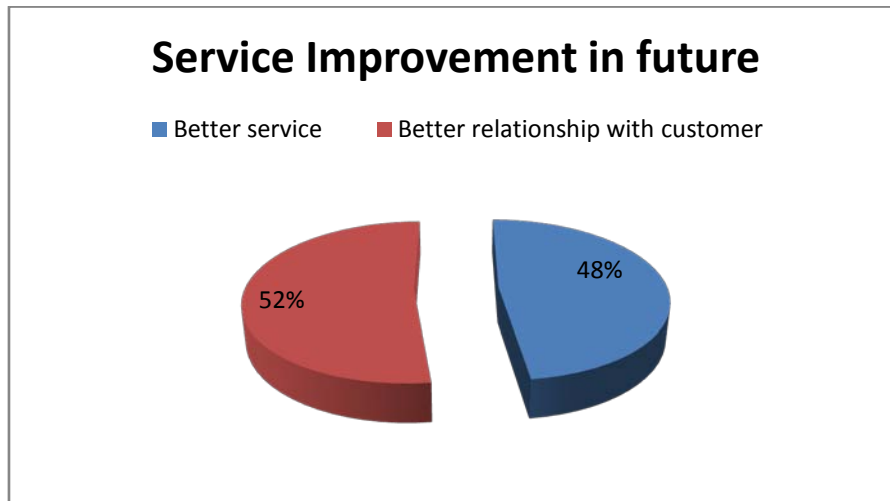


Table – 15

| Response | No. of Customers | Percentage |
|-----------------------------------|------------------|------------|
| Better service | 24 | 48 |
| Better relationship with customer | 26 | 52 |
| Total | 50 | 100 |

Source : Field Survey

Graph – 14



Analysis

Above question is taken for the analysis about what kind of service improvement people expect in future.

According to the survey out of 50 respondents, 24 i.e 48% of the respondent expect better service in future whereas 26 i.e 52% of the people expect better relationship with customer.

Summary of Findings :

After my study at "Pizza Hut" on service provided by pizza hut towards its customers, below is the list of findings.

- Pizza hut a fast food restaurant in the city of Mysore was able to satisfy its customers in the area of service.
- Few of the customers aren't satisfied with the service because food is not delivered in time.
- Due to lack of people in the service department customers weren't attended within the expected time of the customers.
- Most of the customers felt the staff still requires more skill to treat customers.
- Management is not fully aware of the relationship between the customer and staff.



- Customers feel that they won't get the same response what they get during the sales.
- Most of the respondents are not satisfied with the price of the product and they feel the charges are not reasonable.
- Few customers are having the complaint of not receiving the delivery of the pizza in the pre-said time.
- Management must provide equal weightage for both the restaurant service and home delivery service, as both are related to the customers.

CONCLUSION AND SUGGESTIONS

Suggestions :

- Based on the overall findings, the suggestions can be as follows
- Management must seriously look to improve the overall service provided to the customers.
- Pizza hut has to make sure that they make all the customer feel comfortable.
- Pizza hut has to give delivery of the pizza within the pre-said time so that the customers are not disappointed.
- Management should interface frequently in order to make sure that all of its customers are satisfied.
- Considering sales and service, equal importance must be given for both.

Conclusion

- After my analysis on the "service provided by pizza hut towards its customer" in pizza hut, I have come to the conclusion where I strongly consider that pizza hut is being only renowned pizza brand and fast food restaurant in the city of Mysore has got better room for improvement in satisfying its customers.
- However, I consider management also has a important role to play here by making sure all the customers are treated as same starting from the sales and till the services provided to the customers.

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