

APPENDIX

QUESTIONNAIRE

Dear Sir/ Madam,

I am currently engaged in a study on “A Comparative study of Customer Satisfaction with special reference to Fast Food Retail outlets of Mcdonald and Domino’s Pizza in Pune City” in this connection I request you to read the following items carefully & answer them. The answer you give will be held confidential & used purely for academic purpose.

Indicate your response by tick marking when applicable.

➤ Name:.....

.....

➤ Contact

No:.....

➤ Sex:- Male Female

➤ Age:- 15-25 years 25-35 years

35-45 years 45 and above

➤ Educational Qualification:- Matriculate(SSC Pass) Intermediate

Graduate Post Graduate

Others (Specify) Profession

➤ Average Monthly Income:-

Below Rs.10,000 Rs.10,000-Rs.20,000

Rs.20,000-Rs.30,000 Above Rs.30,000

Q.1 where do you prefer to hang out?

McDonald Dominos Pizza Any Other

Q.2 How frequently do you visit fast food retail outlet?

Frequency	Mcdonald	Dominos Pizza
Once in two months		
Once a month		
Twice a month		
Once a week or more		
Your own pattern of visits		

Q.3 When you visit the retail outlet, you go.....

Alone With family with friends

Q.4 Please rate the factors given below that influence your visit at the fast food retail outlet.

1. Not at all important 2- Quite important 3- important 4-Extremely important

Factors	McDonald	Dominos Pizza
Display		
Location		
Parking space		
Layout of store		
Acceptance of credit cards		
Reasonable Price		
Store Operating Hours		
Customer Service		

Q.5 what makes you Patronize McDonalds/Dominos Pizza?

Factors	McDonald	Dominos Pizza
Brand name		
Word of Mouth Communication		
Electronic media advertisement		
Print media advertisement		
Taste		
Door delivery		
Nutritional value		
Service		
Quality		
Reasonable Price		

Q.6 McDonald /Dominos Pizza should improve upon

Factors	McDonald	Dominos Pizza
Product range		
Adaptability to local taste		
Nutritional value		
Service		
Location		
Advertising & sales promotion		
Ambience		

Q.7 How do you rate your satisfaction about McDonald /Dominos Pizza

1. Very dissatisfied 2. Dissatisfied 3.Neutral 4.Satisfied 5.Very satisfied

Mcdonald						
Sr.No.	Statement	1	2	3	4	5
1	Are you satisfied with the variety of meal served?					
2	Are you satisfied with the price of meal served?					
3	Are you satisfied with the service of Mcdonald?					
4	Are you satisfied with the quality of meal served?					
5	Are you satisfied with the cleanliness of restaurants?					
6	Are you satisfied with self service at the restaurants?					
7	Are you satisfied with the friendliness of the employees?					
8	In all are you satisfied with Mcdonald's performance?					

Dominos Pizza						
Sr.No.	Statement	1	2	3	4	5
1	Are you satisfied with the variety of meal served?					
2	Are you satisfied with the price of meal served?					
3	Are you satisfied with the service of Dominos Pizza?					
4	Are you satisfied with the quality of meal served?					
5	Are you satisfied with the cleanliness of restaurants?					
6	Are you satisfied with self service at the restaurants?					
7	In all are you satisfied with Dominos Pizza's performance?					

Q.8 Do you get adequate information regarding the new foods & new offers by Mc Donald / Domino Pizza on time?

Retail Outlets	Frequently	Some times	Never
Mcdonald			
Dominos Pizza			

Q.9 The behaviour of staff with you at -

Retail Outlets	Extremely Pleasant	Friendly	Tolerable	Irritating
Mcdonald				
Dominos Pizza				

Q.10 How do you define -

Retail Outlets	Nutritious & Delicious	Nutritious but not tasty	Tasty but not Nutritious	Neither tasty nor Nutritious
Mcdonald				
Dominos Pizza				

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