

**CHAPTER SIX  
FINDINGS,  
SUGGESTIONS AND  
CONCLUSION**

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### FINDINGS, SUGGESTIONS AND CONCLUSION

**Introduction:** Based on the observations, data analysis, and desk research carried out during the study has given sufficient evidences to claim the following as findings of the study:

#### 6.1 FINDINGS & OBSERVATIONS

1. It is found in both cases, men frequent fast food outlets more than women. This may be attributed to the fact that in Indian society still women refrain from socializing while men with their friends tend to visit such outlets again & again. Also many times it is men who take the responsibility of carrying parcels. Therefore, the data may not precisely be able to prove that more men like fast food than women.
2. Younger population likes fast food more. This may be due to their lesser concern for nutrition & more inclination towards taste & fancy foods.
3. Individuals as go up in the education ladder, show more liking for fast-foods. This is because, the learned class looks for more socialization & fast food joints are right platforms for the same.
4. For obvious reasons people in the higher income group prefer fast food due to their higher disposable income.
5. As far as popularity of brands in fast food market is concerned both McDonald & Dominos share almost customer base of same size. This also indicates that customers generally keep changing their loyalty for the sake of variety.
6. A significant 79% (40-McDonald+38.67- Dominos Pizza) population visits fast food joints at least in a week. This shows growing popularity of fast food like pizza's, burger & pastas.

7. Majority of the people visit fast food outlets either with family or friends. This shows that the fast food outlets are more of a socializing platforms rather than regular eateries.

8. The factors influenced purchase decisions as below- **McDonalds**

<i>Influencing factors</i>	<b>Net Positive response</b>
Parking space	33.33
Customer service	33.33
Acceptance of credit cards	31.11
Store operating hours	30.22
Display	28.88
Reasonable price	28
Layout of store	28
Location	26.66

9. The factors influenced purchase decisions as below- **Dominos Pizza**

<i>Influencing factors</i>	<b>Net Positive response</b>
Parking space	32.44
Customer service	29.33
Acceptance of credit cards	28.89
Store operating hours	28.89
Layout of store	26.66
Reasonable price	25.33
Location	25.33
Display	23.11

10. In both cases brand name plays major role in attracting customers followed by quality, print ads, service, delivery, electronic advertising and so on. McDonald is generally associated with tasty burger while Dominos is associated with mouthwatering Pizza's.

11. Majority of existing customers for both brands are seeking variety. The brands need to diversify their product range.

12. From the study it is apparent that customers of McDonalds are more satisfied (75% Vs 25%) than Dominos (33% Vs 67% Dissatisfaction or unable to articulate)

This creates doubts about Dominos ability to keep their customers loyalty interact. while customers of both brands are seeking variety , in case of dominos the situation is more serious and needs quick attention.

Further, Dominos scores over Mcdonald due to its quick door delivery system, But Mcdonald prices range is found to be more satisfactorily than that of Dominos.

As far as service quality staff behaviour with the customers & cleanliness are found to be equally satisfactory in both cases.

Overall McDonalds elicits more satisfaction than Dominos.

13. McDonald also scores higher than Dominos in imparting relevant product information to the customers.
14. Majority of customers believe that fast-food may be tasty but basically lack in nutritional value.

## 6.2 SUGGESTIONS

1. Further investigation is needed by both brands to find reasons for less women visiting the outlets. Making oneself easily accessible, friendly & conducive for women folk can become a point of differentiation for each of these brands. Because owing to increasing number of working, independent women in urban societies, they are potential chunk of a market segment.
2. In order to widen to product appeal, these brands may diversify in terms of price. Taste & nutritional value of the products. They may also consider developing marketing communication to highlight how these so called “junk foods” are essentially carrying some nutritional benefits.
3. Adapting to local taste may also attract people in the age group above 35 years.
4. As far as accessibility is concerned, McDonald will have to increase the number of outlets in pune. while Dominos seems to be having good number of outlets in the area. also the “Door Delivery in 30 Minutes” concept of Dominos has made it more popular than McDonald.
5. Both McDonald & Dominos need to consolidate upon their brands & position themselves as staff with some nutrition. This will only ensure their survival in the long run.
6. In order to strengthen their marketing communication both brands need to increase their presence in print media (newspapers, magazines) and electronic media (T.V, internet, FM radio). This recommendation has been given by the researcher due to respondent’s frequent claim that McDonald (in particular) has a very poor marketing communication reach masses.
7. Customer satisfaction is a key element for the planning of the marketing in view of the fact that satisfaction does sway customer's intention to re-patronage the restaurant in fast food industry. Therefore, marketers are supposed to look into the issues that would have an effect on customer satisfaction intensity. Besides, as customer prospect are altering over time and it is advised to determine the customer satisfaction and expectation on regular basis and grip complaints timely and effectively.

### 6.3 CONCLUSION

Concerning all types of business organizations, customer satisfaction is the most important issue, and considered as most reliable source of input for achieving excellence in any business organization. This study was conducted to measure the customer satisfaction and to examine the relationship between the customer satisfactions to: Promotion, Service quality, Customer expectations, Brand, Physical Environment, Price, and Taste of the product. Brand, Service quality, physical environment and promotion are the key determinant of customer satisfaction in the purchase of fast food industry. At the end it could be concluded that, there is a significant positive relationship between the Promotion, Service quality, Customer expectations, Brand, Physical Environment, Price, and Taste of the product to customer satisfaction.