

A Study on Brand Awareness and Consumers' Buying Decision with reference to Fast Food Products of Domino's Pizza

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Abstract: *The main objectives of the present paper are to find out the factors that influence the customers' in buying fast food products of Domino's Pizza India in Guwahati city and to examine the level of awareness among the respondents on various items of fast food product of Domino's Pizza India. The findings reveal that awareness level of fast food products of Domino's Pizza among the respondents is very poor; however, there is significant relationship between brand awareness and customers in buying fast food products of Domino's Pizza.*

Key words: *Domino's Pizza, brand awareness, customers, buying decision.*

1. INTRODUCTION:

The present day fast food product market in India is monopolistic competition in nature. There are number of producers of fast food products in the Indian market; hence, product differentiation has become essential for all the producers to make the customers easily distinguish between the products produced by different producers. The product differentiation in case of fast food products can be done by brand name, packaging, prompt after sales services, etc. Since, a number of both foreign and domestic brands of fast food products are available in India, today; brand awareness has also become an important area of study in marketing.

The term 'brand' can be defined as a name given to a product and/or service to make an identity by itself. According to American Marketing Association 'brand is a name, term, symbol or a design or a combination of them which is intended to identify the goods or services of one another or group of sellers and to differentiate them from those of competitors'. Upshaw (1995) also defines a brand as 'not only a symbol, a mark, a name that acts as a means of communication which brings about an identity of a given product but also product image and symbol of quality of product and it is an emotional and physiological relationship a firm has with a customer that strong brands elicits thoughts, emotion and sometimes-physiological responses from a customer'. According to Aaker, (1996) Brand awareness means the ability of a consumer can recognize and recall a brand in different situations.

In some studies, it is clearly mentioned that even though consumers familiarize and are willing to purchase a product, brand awareness is still an important factor to influence purchase decision (Macdonald and Sharp, 2000). In the studies of Dodds, Monroe, & Grewal, 1991; Grewal, Monroe & Krishnan, 1998, it is clearly revealed that consumers' purchase decision can be influenced if a product has higher brand awareness. Hence, a product with higher brand awareness will have higher market share and better quality evaluation. In the present paper, the authors study the relationship between the brand awareness and costumers' buying decision with regard to the fast food products of Domino's Pizza.

2. STATEMENT OF THE PROBLEM:

In today's marketplace, when there is teeming with thousands of products and service, a brand stands out from the clutter and stands for loyalty, trust, faith, or mass market appeal. Brand and its influence on the buying behaviour of the customer have already been revealed by many scholarly articles. Thus, it becomes important to study the brand awareness on consumer buying decision. Is it a matter of discussion that quality product can only be supplied by the brand products as compared by the non- brand products? Both rural and urban customers of India are acquainted with the branded product as being advertised by the producers in both print and electronic Medias. The more the customers are aware with the items or goods/ services of the brand the more their buying decision increases thus, creating a brand loyalty. Is it in the case of consumption of fast food products of Dominos Pizza India?

3. REVIEW OF LITERATURE:

According to Hoyer and Brown (1990), brand awareness has two important measures which are brand recognition and recall. Dodds *et al.* (1991), Grewal *et al.* (1998) view that brand awareness acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. According to them, a product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation; hence, brand awareness can help consumers to

recognize a brand from a product category and make purchase decision by Percy & Rossiter, (1992). According to Herbig & Milewicz (1993); Janiszewski & Van Osselaer (2000); Turley & Moore (1995) brand name offers a symbol that can assist consumers to identify service providers and to predict service results; as a consequence, brand awareness will affect purchase decision through brand association, and when a product owns a positive brand image, it will help in marketing activities (Keller 1993). According to Stryfom *et al.* (1995) the marketers can create brand awareness among their target audience by repetitive advertising and publicity. Macdonald & Sharp (2000) also reveals that brand awareness plays an important role on purchase intention because consumers tend to buy a familiar and well known product. According to Chaudhuri, & Holbrook (2001), brand awareness and brand image to be ascendant to brand satisfaction and brand trust. Hoeffler & Keller (2002) indicate that brand awareness can be distinguished from depth and width and if a product owns brand depth and brand width at the same time, consumers will think of a specific brand when they want to buy a product. According to Aaker (2002), Mark, Goransson & Sevansson, (2005), brand awareness consists of brand recognition and recall performance. According to them, brand recognition is related to consumers' ability to confirm prior exposure to the brand when given the name as a cue and brand recall relates to consumers, ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe or a cue.

4. OBJECTIVES OF THE STUDY:

- To find out the factors that influence the customers in buying fast food products of Domino's Pizza India in Guwahati city.
- 2 To examine the level of awareness among the respondents on various items of fast food product of Domino's Pizza India in Guwahati city.

5. HYPOTHESES:

H1: Customers are influenced by different factors in buying fast food products of Domino's Pizza India in Guwahati city however there is no similar degree of influence among the respondent by different factors.

Ho1: There is no significant relationship with the brand awareness and frequency of consumption of different items of fast food product of Domino's Pizza in Guwahati City.

6. METHODOLOGY:

The study is descriptive and analytical in nature and based on both primary and secondary data. The primary data have been collected from 50 respondents people who consume fast food products of Domino's pizza in Guwahati City through schedule and personal interview. A set of closed ended question are distributed to the sample respondents who consumed fast food in Guwahati City. The data are analysed and interpreted through descriptive statistics like tabulation, chart, simple percentage, nonparametric chi square test, etc.

7. FINDINGS:

7.1 Profile of respondents

Table no 1: Distribution of respondents based on the socio-economic variables

Marital Status	Frequency	Percentage	Gender		Percentage
Married	20	40	Male	31	62
Unmarried	30	60	Female	19	38
Total	50	100	Total	50	100
Age	Frequency	Percentage	Religion	Frequency	Percentage
11-20	8	16	Hindu	40	80
21-30	34	68	Muslim	6	12
31-40	6	12	Christian	4	8
41& Above	2	4	Total	50	100
Total	50	100	Caste	Frequency	Percentage
Qualification	Frequency	Percentage	General	19	38
HSLC	4	8	OBC	16	32
HS	13	26	ST	11	22
Graduation	25	50	SC	4	8
PG	8	16	Total	50	100
Total	50	100			

Source: Field Survey

From Table 1, it is found that 60 percent of the respondents are unmarried and 40 percent are married and 62 percent are male and 38 percent are female respondents It means majority of respondents are unmarried and male. It

is also found that 68 percent belong to the age group of 21-30, which is followed by 16 percent in the age group of 11-20 are 16 percent. The religion wise distribution of respondents shows that 80 percent are Hindu, 12 percent are Muslim and 8 percent is Christian respectively. It means majority of respondents are Hindu. The caste wise distribution of respondents shows that 38 percent belong to General category which is followed by 32 percent OBC, 22 percent ST and 8 percent SC respectively

7.2 Factors that influence in buying of Domino's Pizza in Guwahati.

Table 2: Factors that influence in buying of Domino's Pizza

Items/ Rank ↓	Well-known brand	Well- advertised,	Mental Satisfaction,	Price	Status Symbol	Better Service Delivery
1	2 (4)	3 (6)	2 (4)	5 (10)	8(16)	8 (16)
2	3 (6)	2(4)	3(6)	4(8)	7(14)	17(34)
3	4(8)	13(26)	6(12)	9(18)	8(16)	9(18)
4	10 (20)	14(28)	9(18)	10(20)	9(18)	5(10)
5	15 (30)	10(20)	10(20)	15(30)	5(10)	8(16)
6	16 (32)	8(16)	20(40)	7(14)	13(26)	3(6)
Total	50 (100)	50 (100)	50(100)	50(100)	50(100)	50(100)

Source: Field Survey

The influencing factors are recorded from most influencing (1) to least influencing (6). From Table 2, it is clearly revealed that in case of 'Well known brand', for 32 percent of the total respondents, it is the least influencing factor; in case of 'well advertised' and 'Mental Satisfaction' for 16 percent and 40 percent, these factors are the least influencing factor. 14 percent also feel that Price is the least influencing factor while for 26 percent, 'Status Symbol' is the least influencing factor; but only 6 percent feel that 'Better Service Delivery' is the least influencing factor. Hence, the working hypothesis '*Customers are influenced by different factors in buying fast food products of Domino's Pizza India in Guwahati city however there is no similar degree of influence among the respondent by different factors*' is accepted.

7.3 Awareness on Different brands of Domino's Pizza and frequency of Consumption

Table 3: Distribution of respondents based on Awareness on Different brands of Domino's Pizza and frequency of consumption

Period of consumption	Frequency	Percentage	Items	Yes	No	Total
Daily	0	0	Chicken Dominator	25(50)	25 (50)	50 (100)
Once in a week	9	18	Chefs Chicken Special	7(14)	43 (86)	50 (100)
Once in a month	27	54	Barbeque Chicken	42 (84)	8 (16)	50 (100)
Once in a quarterly	14	28	Chicken Salami Special	15 (30)	35(70)	50 (100)
Once in half-yearly	00	00	Country Special	28(56)	22(44)	50 (100)
Once in a year	0	0	Peppy Paneer	28(56)	22(44)	50 (100)
Total	50	100	Margherita	6 (12)	44(88)	50 (100)

Source: field survey

The distribution of respondents based on Awareness on Different brands of Domino's Pizza and frequency of consumption which is shown in Table 3 clearly reveals that majority of the respondents (54 percent) consume Domino's Pizza once in a month, 28 percent in a quarterly and 18 percent once in a week respectively. However, most of the respondents do not aware of the different items of fast food products Domino's Pizza which is offered in the outlets in Guwahati. For example 'Chefs Chicken Special' is known to only 14 percent and Margherita is known to 12 percent respondents respectively. Out of the 10 items of Domino's Pizza, which is taken into considered in the present study, Barbeque Chicken is the only item which is known to more than 80 percent (that is 84 percent) of the total respondents. Country Special and Peppy Paneer are the items which 56 percent of the total respondents are aware of.

In order to find out the relationship between the brand awareness among the respondents and consumption of different items of Domino's Pizza, India in Guwahati, the frequency of consumption of among the respondents who are aware of Barbeque Chicken, Country Special and Peppy Paneer among the respondents are examined. It is found that out of 42 percent who are aware of Barbeque Chicken, 48 percent respondents consume once in a month, 19 percent consume once in a week and 33 percent consume once is a quarterly. In case of Country Special and Peppy Paneer, out of 28 respondents who are aware of these items, 44 percent respondents consume once in a month, 28 percent each consume once in a week and once is a quarterly respectively.

Hypothesis testing :

(a) Brand awareness and consumption of Barbeque Chicken:

Result: since the calculated p value is more than .05, it can be said that there is significant relationship between brand awareness and consumption of this item.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.198 ^a	2	.906
Likelihood Ratio	.198	2	.906
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	42		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.67.

(b) Brand awareness and consumption of Country Special and Peppy Paneer: Result: since the calculated p value is more than .05, that is .751, it can be said that there is significant relationship between brand awareness and consumption of these items.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.574 ^a	2	.751
Likelihood Ratio	.569	2	.752
Linear-by-Linear Association	.253	1	.615
N of Valid Cases	28		

a. 5 cells (83.3%) have expected count less than 5. The minimum expected count is 3.14.

Hence, the null hypothesis '*Ho1: There is no relationship with the brand awareness and frequency of consumption of different items of fast food product of Domino's Pizza in Guwahati City*' is rejected.

8. CONCLUSION:

In this study we have discussed about brand awareness and consumers buying decision with reference to fast food products of Dominos pizza. And found that most of the consumers are not aware of different items of Domino's Pizza India. However, there is significant relationship between their consumption pattern and awareness of a particular item of Domino's Pizza in the study area. It can be mentioned here that as long as the consumers get benefits and satisfaction from consumption of the product, they will more likely continue to buy that brand. Hence, development of a brand image among the customers is an important function of the firms. Here, it may be mentioned that, the product that maintains the highest brand image in compare to its competitors will usually get the most sales. The findings of the present paper also clearly revealed that brand awareness is an important factor in consumers' buying decision in case of fast food products like Domino's Pizza India. From the findings the study concluded that there is a significant relation between brand awareness and its consumptions of Domino's Pizza in India.

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