



A Study on Customer Satisfaction and Preference towards Oyalo Pizza with Special Reference to Coimbatore City

S. Muruganantham^a, Kirthika . B^b

^aAssistant Professor, Department of Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College Coimbatore, INDIA

^bUG Students, Department of Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College Coimbatore, INDIA

ABSTRACT

Customer satisfaction is an unstable scale of measuring the utility of a product or a brand by the customer which is rapidly growing in this discipline of study. It is just more than purchasing and consuming a product by the customer. It is complex, multi-dimensional and reflects the variety of customer buying behaviour and decisions with respect to acquisition, consumption and disposal of products or commodities of a particular brand. This study is conducted to identify the customer satisfaction and perception of the brand Oyalo customers. Oyalo is taking efforts to produce quality products and sell it at reasonable prices, improve the after-sale service facilities and provide with suitable taste and preference to customers. However the brand should also care to attend the problems faced by the customers to retain their market share, loyalty among customers and their brand name.

Keywords: Customer Satisfaction, Buying Behaviour, Purchase Decision, Loyalty, Market Competition, Quality and Service

1. Introduction

Pizza is the “ general term used for limited menu of foods that lend themselves to production line techniques; suppliers tend to specialize in different varieties of the same product such as cheese pizza, Mexican pizza etc., Rapid urbanization coupled with busy lifestyle and advancement in technology has greatly changed the way of life of many people including people in the developing countries. The effects of these changes altered the tradition of cooking and eating at home. People are now reliant on ready to eat meals offered by businesses for their daily sustenance and popular among them are pizzas. Before the advent of pizza, people needed to buy a lot of ingredients from the market to prepare food to serve to the family on time.

2. Statement of the Problem

In today's technology pizza is one of the fast growing food in industry. The youngsters prefer the food freshness, taste and consistency. Pizza is the term given to food that can be prepared and served quickly. Pizza are quick, reasonably priced and readily available alternatives home cook food. The consumers taste and needs are dynamic, implying that every brand should constantly seek ways to offer freshness in order to remain relevant in the market place. Many of the pizza restaurants offer similar products or service. Consequently, this paper sought to assess the perception and satisfaction of consumer towards pizza in Coimbatore.

* Corresponding author.

E-mail address: kirthisumi8@gmail.com

3. Scope and Objective of the Study

Scope of the Study:

Since there are number of pizza items made available in the market, the project discussion is about the consumer satisfacton and perception towards pizza on the health of human being. Thus, the project is restricted to perception towards pizza on human health only and does not cover other aspects.

Objectives of the Study:

1. To understand the reason for patronizing pizza.
2. To examine the factor influencing popularity of pizza.
3. To examine the motivational factor in choosing pizza.
4. To analyse the problem faced by the respondents.

4. Research Methodology

Research methodology is a set of objectives to explain or understand the problems to find a solution. It is a systematic effort to gain knowledge. Research methodology defining the problem formulation of hypothesis collecting, organising, evaluating the data and finally reaching the conclusion.

DATA USED: Primary data are used.

AREA OF THE STUDY: The study was undertaken in Coimbatore city.

SAMPLE SIZE: The study was conducted with a sample size of 110 respondents.

ANALYTICAL TOOLS USED: Simple percentage, Likert scale analysis, Ranking Analysis

5. Review of Literature

Suresh kumar. S and Hemamala.k(2016) analysed the customer service experience quality at fast food in Tamilnadu, India. The paper also attempts to determine the service quality gap between customer expectation and their experience in fast food. Among the many fast food in tamilnadu Pizza is the first fast food to be delivered. Primary data were collected through questionnaire floated to the customers of the pizza hut, dominos pizza within the age group of 18 to 26. Through the survey, the service quality gaps between customer expectation and the experience was determined.

Shikka Bhagat(2018) Conducted the Customer satisfaction is one of the most common and important aspects in any organisation, particularly in fast food. This research paper is based on an emperical analysis on customer satisfaction level in fast food among the major competetors. All studied organisation are leading fast food business in US and other international countries.

6. History & Profile of the Study

The modern pizza was originally invented in Naples, Italy but the word pizza is Greek in origin, derived from the Greek word "Pektos" meaning solid or clotted. The ancient Greek covered their bread with oils, herbs and cheese. The first major innovation that led to flat bread pizza was the use of tomato as a topping. It was common for the poor of the area around Napples to add tomato to their yeast-based flat bread, and so the pizza began. The first Pizzeria, Antica Pizzeria Port'Alba was opened in 1830 in Naples. The Oyalo Pizza was started in September 2019. It is a triangle that is winning hearts. A flat piece of ready- to - eat crispy baked dough piled with half a dozen different types of toppings is fast running off the shelves across Oyalo counters in the city. Clearly, the pizza lovers have found a different way of eating their favourite snack as a meal or viceversa.

7. Analysis

Table 1 Consumer Preference towards Oyalo Pizza

S.No	Factors	No. of Respondents	Percentage
1	YES	78	65
2	NO	42	35
TOTAL		120	100

(Source: Primary data)

7.1 Interpretation

The table shows that out of 120 respondents, 65% of the respondents says yes to the consumer preference towards Oyalo pizzas and 35% of the respondents says no to consumer towards Oyalo pizzas.

7.2 Inference

The majority 65% of the respondents says yes to the consumer preference towards oyalo pizzas.

Table 2 Satisfaction Towards Recent Purchase on Oyalo Pizza

S. No.	Factors	No. of Respondents	Likert Sacle Values(X)	Total
1	Excellent	21	5	105
2	Very Good	38	4	152
3	Good	24	3	72
4	Fair	19	2	38
5	Poor	18	1	18
TOTAL		120		385

(Source: Primary data)

$$\begin{aligned}
 \text{Likert scale} &= \sum(fx) / \text{Total number of respondents} \\
 &= 385/120 \\
 &= 3.2
 \end{aligned}$$

7.3 Interpretation

Likert scale value 3.2 which is equal to the mid value 3, so the customers are neutral in buying a product of Oyalo Pizza

8. Findings

1. Simple Percentage Method

- (i.) The survey resulted that majority 54.17% of the respondents are Female
- (ii.) It is cleared that majority 38.33% of the respondents are in the age group of 20-25

- (iii.) It is arrived that majority 36.66% of the respondents are the UG students
- (iv.) It is understandable that majority 40% of the respondents are gaining the annual income of 200001
- (v.) It is resulted that majority 64.17% of the respondents says Yes to Pizzas
- (vi.) It is viewed that majority 39.17% of the respondents have visited 1-5 times
- (vii.) The survey concluded that majority 65% of the respondents says Yes to the consumer preference towards Oyalo Pizzas
- (viii.) It is concluded that majority 45% of the respondents visit Occasionally
- (ix.) The survey revealed that majority 36.66% of the respondents prefer non veg pizzas

2. Likert Scale Analysis

- (i.) Likert scale value 3.2 which is equal to the mid value 3, so the customers are neutral in buying a product of Oyalo Pizza

3. Ranking Analysis

- (i.) Price has been ranked 1st by the customers for the performance towards Oyalo Pizzas.
- (ii.) Word of mouth has been ranked 1st by the factors contributing towards Oyalo pizza

9. Suggestions

There are a few suggestions made to improve Oyalo Pizzas.

- (i.) To provide more attractive offers and discounts to the customers
- (ii.) To maintain the delivery and service .Also to maintain a stability in their services and quality of Pizza.
- (iii.) Natural Ingredients should be brought in Pizzas
- (iv.) As majority of the respondents are been facing the problems in consuming Pizzas and have undergone discomforts in health. Pizzas can be made with natural ingredients can be change in way they don't affect the health of the consumer.

10. Conclusion

The study reveals that young people mentioned as being of major importance when choose Oyalo Pizza are the food and beverages taste, freshness and consistency, the physical environment - including the hygiene/ cleanliness, spatial layout and functionality, atmosphere and ambient conditions - and qualities like: punctuality, promptness, kindness, responsiveness, attractive physical appearance and clothing, transparency , correctness and empathy.

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