



To Study Gen Z Attitudes Towards Domino's in Ahmedabad City

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ARTICLE INFO

Keywords: Generation Z, Domino's, Consumer Attitudes, Ahmedabad, Marketing Strategy

Received : 5 December

Revised : 23 January

Accepted: 23 February

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ABSTRACT

This study explores Generation Z's attitudes towards Domino's in Ahmedabad, focusing on various factors that may influence their perceptions of the brand, such as value for money, food quality, menu offerings, customization options, delivery services, and technological engagement. The primary objective was to assess whether age, within the 18-23 age range, plays a significant role in shaping these attitudes. Through hypothesis testing and statistical analysis, the study found no significant relationships between age and the evaluated factors, suggesting that Generation Z in Ahmedabad holds relatively uniform views on Domino's, regardless of age differences. The results challenge traditional consumer segmentation models that prioritize age as a critical determinant of brand perceptions, implying that non-demographic factors, such as lifestyle, digital engagement, and personal preferences, may have a greater influence on consumer behavior. The findings highlight the importance of focusing on factors like technological convenience, sustainability, and customization in marketing strategies targeting Generation Z. Additionally, the study emphasizes the need for brands like Domino's to adopt a more holistic approach to customer engagement, moving beyond age-based segmentation. Future research is encouraged to explore alternative segmentation models, including psychographic factors, and consider the influence of social media, regional cultural differences, and sustainability on consumer attitudes

INTRODUCTION

We must learn about Generation Z's distinct patterns when they buy things. People born between 1997 and 2012 make up Generation Z and display distinct character because digital age methods gave them access worldwide. Younger people today form opinions about brands and shop differently because they have grown up with easy access to any information and worldwide internet connections. This generation of true digital natives uses technology and digital platforms to handle every part of their life from learning to socializing and spending money.

These consumers value genuine experiences and have strong beliefs about personalization while choosing sustainable products over physical possessions. Brands seeking Gen Z customers must now create authentic and compelling content instead of using basic marketing approaches. Knowing Gen Z's behavioral patterns should be a priority for global and local companies operating in competitive QSR segments.

Domino's Pizza expanded from a local quick-service restaurant into an international brand that delivers food nationwide while remaining loyal to neighborhood markets.

As a worldwide QSR leader Domino's Pizza enjoys widespread acceptance as a trusted name throughout India. Since Domino's launched in India in the mid-1990s the company has delivered global standards while adapting its menu to meet local Indian customer preferences. Due to its strong product standards and delivery network Domino's Pizza has established itself as a trusted name in quick and budget-friendly food services.

Ahmedabad has built a strong name for itself through its diverse culinary scene and enterprising spirit making Domino's an important part of local life. Gen Z in the city makes up many people especially students, younger workers, and families who prefer fast food options that they can get delivered.

Research Objectives

1. Brand Perception: What features make Generation Z view Domino's differently from other fast food chains? What characteristics influence how they judge Domino's food standards and the deal they get?
2. Consumption Patterns: Problems fix or desire every week that Gen Z in Ahmedabad turns into Domino's orders. Their decisions to order from Domino's come from special events, easy access needs, or strong hunger desires.
3. Digital Engagement: What patterns of digital interactions does generation Z demonstrate with Domino's mobile apps, social accounts, and delivery platforms? How does technology integration affect the way they engage with Domino's services?
4. Taste and Innovation: What types of food do Gen Z customers like to see when they visit Domino's? Are Generation Z customers in this location drawn to test new offerings and local product variations?
5. Price Sensitivity: Gen Z buyers in Ahmedabad highly value price matters when making their food choices. Are the ways Domino's adjusts prices, provides deals, and rewards its customers helping to draw more members of this group?

6. Social and Environmental Consciousness: The purchasing behavior of Gen Z residents in Ahmedabad reveals if they consider Domino's approach to ethical business processes and environmental awareness.

LITERATURE REVIEW

Generation Z people born between 1997 and 2012 show different buying patterns because they grew up in a digital environment. Scientists have studied this population extensively because they shop differently through priority selections of authentic experiences plus technology and ease. Gen Z people grew up completely in digital spaces which changed their habits when they shop and connect with brands. The way Gen Z acts and decides is affected by major social developments including globalization, environmental consciousness, and the growth of the gig work market.

Store owners need to understand how Generation Z makes buying choices. Gen Z consumers choose brands whose principles match their own according to research by Gentina et al (2021) and value purchasing opportunities that create meaningful experiences. They make buying choices based on what other people do and say about products and services online. Gen Z customers demand ongoing meaningful engagement from brands unlike millennials who tend to stay loyal when brands show value (Fromm & Read, 2018).

Indian Gen Z forms their views based on Indian culture, economic differences and quick adoption of digital technology. Deloitte's 2021 study shows Gen Z in India focuses on cheap prices, online connections, and eco-friendly practices. It is essential for Domino's and other companies to adjust their operations for India's market while sustaining their international quality standards.

Research Gap

A significant research gap exists in understanding Generation Z's attitudes towards Domino's in Ahmedabad, particularly within the context of the Indian market. While global studies have explored consumer preferences towards fast food and quick-service restaurants (QSRs), there is limited research specifically focused on how Generation Z in India perceives brands like Domino's. Most existing studies concentrate on broader demographic factors such as age, gender, and income, without delving deeply into the unique attitudes and preferences of the younger, digitally savvy generation that makes up the core of Domino's customer base in urban India. Additionally, while some research touches on the influence of social media, sustainability, and customization in QSR branding, few studies have integrated these factors in relation to Generation Z's perceptions of Domino's, particularly in the regional context of Ahmedabad. Understanding how local culture, technology adoption, and brand values shape the consumption habits of Generation Z in this city remains underexplored. This research gap highlights the need for more targeted studies to examine the specific drivers of brand loyalty, purchasing behavior, and engagement with digital platforms like mobile apps and delivery services within this demographic, providing valuable insights for marketers aiming to refine

strategies for engaging Generation Z consumers in Ahmedabad and similar urban markets in India.

METHODOLOGY

Hypothesis

- H1 There is a significant relationship between age and whether Domino's offers good value for money.
- H2 There is a significant relationship between age and whether the quality of Domino's food meets expectations
- H3 There is a significant relationship between age and whether the taste of Domino's food makes it preferred over other QSR brands.
- H4 There is a significant relationship between age and whether Domino's menu caters well to local tastes and preferences.
- H5 There is a significant relationship between age and whether the customization options available at Domino's are important to customers.
- H6 There is a significant relationship between age and whether Domino's delivery service is fast and reliable.
- H7 There is a significant relationship between age and whether the Domino's app or website is easy to use for placing orders.
- H8 There is a significant relationship between age and whether Domino's promotions and discounts influence purchase decisions.
- H9 There is a significant relationship between age and whether customers consider Domino's to be a socially and environmentally responsible brand.
- H10 There is a significant relationship between age and whether customers would recommend Domino's to friends or family.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
H1 There is a significant relationship between age and whether Domino's offers good value for money.	(Vidani, 2015)
H2 There is a significant relationship between age and whether the quality of Domino's food meets expectations	(Vidani & Solanki, 2015)
H3 There is a significant relationship between age and whether the taste of Domino's food makes it preferred over other QSR brands.	(Solanki & Vidani, 2016)
H4 There is a significant relationship between age and whether Domino's menu caters well to local tastes and preferences.	(Pradhan, Tshogay, & Vidani, 2016)
H5 There is a significant relationship between age and whether the	(Sukhanandi, Tank, & Vidani, 2018)

customization options available at Domino's are important to customers.	
H6 There is a significant relationship between age and whether Domino's delivery service is fast and reliable.	(Vidani, 2016)
H7 There is a significant relationship between age and whether the Domino's app or website is easy to use for placing orders.	(Singh & Vidani, 2016)
H8 There is a significant relationship between age and whether Domino's promotions and discounts influence purchase decisions.	(Vidani, 2018)
H9 There is a significant relationship between age and whether customers consider Domino's to be a socially and environmentally responsible brand.	(Odedra, Rabadiya, & Vidani, 2018)
H10 There is a significant relationship between age and whether customers would recommend Domino's to friends or family.	(Vasveliyya & Vidani, 2019)

**Source: Author's compilation*

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	74
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

RESULT

Demographic Summary

The demographic summary of the sample consists of 74 participants. The age distribution is predominantly between 18 to 20 years, making up 60.8% of the sample, while 39.2% are aged 21 to 23. In terms of gender, 56.8% of participants are female, 24.3% are male, and 18.9% did not specify their gender. Regarding occupation, the majority of participants are students (55.4%), followed by those employed in jobs (31.1%). Smaller percentages are involved in business (6.8%), professional work (5.4%), and homemaking (1.4%).

Cronbach Alpha

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
0.861	10

*Source: SPSS Software

In this study, the Cronbach's alpha value was calculated as 0.861, based on 10 items. This value indicates a high level of internal consistency and reliability for the scale used in the research. According to commonly accepted guidelines, a Cronbach's alpha value above 0.8 suggests that the items in the scale are well correlated and measure the same underlying construct reliably. Therefore, the scale employed in this study can be considered dependable for assessing the intended variables.

Table 4: Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is a significant relationship between age and whether Domino's offers good value for money.	0.182	>	H01 Accepted (Null hypothesis Accepted)	0.900	Weak
H2	There is a significant relationship between age and whether the quality of Domino's food meets expectations	0.686	>	H01 Accepted (Null hypothesis Accepted)	0.633	Weak
H3	There is a significant relationship between age and whether the taste of Domino's food	0.397	>	H01 Accepted (Null hypothesis Accepted)	.449	Weak

	makes it preferred over other QSR brands.					
H4	There is a significant relationship between age and whether Domino's menu caters well to local tastes and preferences.	0.334	>	H01 Accepted (Null hypothesis Accepted)	.158 ^c	Weak
H5	There is a significant relationship between age and whether the customization options available at Domino's are important to customers.	0.529	>	H01 Accepted (Null hypothesis Accepted)	0.680	Weak
H6	There is a significant relationship between age and whether Domino's delivery service is fast and reliable.	.196	>	H01 Accepted (Null hypothesis Accepted)	.303	Weak
H7	There is a significant relationship between age and whether the Domino's app or website is easy to use for placing orders.	.161	>	H01 Accepted (Null hypothesis Accepted)	.152	Weak
H8	There is a significant relationship between age and whether Domino's promotions and discounts influence purchase decisions.	.190	>	H01 Accepted (Null hypothesis Accepted)	.805	Weak
H9	There is a significant relationship between age and whether customers consider Domino's to be a socially and	.430	>	H01 Accepted (Null hypothesis Accepted)	.995	Weak

	environmentally responsible brand.					
H10	There is a significant relationship between age and whether customers would recommend Domino's to friends or family.	0.281	>		.980	Weak

**Source: Author's compilation*

DISCUSSION

This research examined Generation Z consumers in Ahmedabad to understand their responses to Domino's by studying their thoughts on brand worth, food standards, meal options, order customization, delivery service, and purchase drivers. The tests explored whether age influenced these consumer attitudes through statistical analysis of results from young shoppers.

We found no support for our hypotheses because every p-value calculation exceeded the critical 0.05 threshold value. Our results prove that age plays no essential role in customer perception of Domino's services and products. The study produced low associations for every measure including how customers perceive money value (p=0.182), quality standards (p=0.686), taste comparisons versus rival QSR brands (p=0.397), and whether Domino's provides local food options (p=0.334). Ahmedabad Generation Z customers reject the idea that their age affects how they view Domino's menu and service features.

Age had no effect on consumers' preferences for customized order options (0.529), delivery reliability (0.196), app order ease (0.161) or how promotions (0.190) affected their purchase choices. Age did not affect how consumers evaluated Domino's social and environmental impact or referral potential in this study (p = 0.430 and p = 0.281). The analysis demonstrates that no strong age differences exist in customers' reactions to different Domino's aspects.

Theoretical Implications

Understanding Generation Z's Domino's preferences in Ahmedabad adds new insights to Quick Service Restaurant consumer behavior research. This research shows traditional age-based demographics do not strongly affect how Generation Z customers think and behave in their food choices. This research shows that age by itself does not explain brand attitudes as existing consumer behavior models typically predict.

Our data shows that young consumers in Generation Z think similarly about Domino's whether they are 18 or 23 years old. Data indicates that age fails to explain important differences between customers who interact with Domino's. Consumer behavior research shows age often affects how people make buying choices and see brands differently. Age seems to matter less for Generation Z preferences about brand features compared to other characteristics that affect their brand perception and behavior.

Our study adds evidence to existing research that shows traditional demographic segmentation fails to capture consumer behavior accurately. These

findings show Generation Z consumers respond more to their personal views and digital behavior than their actual birth year. Generation Z consumers value technology comfort so digital platform features like simple apps and quick delivery become more important than just their age when making buying decisions.

Practical Implications

The findings from our Generation Z survey in Ahmedabad direct QSR marketers and business leaders toward effective marketing strategies. The study results showing no age impact on Generation Z's Domino's preferences suggest businesses should modify their targeting strategy to reach this group directly.

Businesses should note that different age groups between 18 and 23 in Ahmedabad hold the same views about the brand. The data shows marketers can market to this audience without dividing them by age. Domino's must design marketing messages that target Generation Z's desire for speed, technology integration and personal choices all in a single approach. Domino's can attract its high-tech audience by showing how users can order fast through the app while making easy customization choices in online ordering.

The preferences for modern technology and personal life practices affect consumer decisions more than generational age does. To reach Generation Z customers Domino's needs to make their digital services better while creating special deals and rewarding loyal customers to match this digitally-oriented generation. Domino's should enhance its digital service and user experience to establish its market presence and build better bonds with Generation Z customers.

Throughout the study researchers observed no age-based differences in how people valued their food purchases, ate their meals and their preferences for local dining options. According to the study Domino's serves the same core customer base across age groups so they can maintain consistent menu offerings without differentiating by age group.

CONCLUSIONS AND RECOMMENDATIONS

Based on this study we conclude that Generation Z consumers in Ahmedabad have similar perceptions of Domino's regardless of their age group. We found no connection between customer age groups and their overall perception of Domino's regarding pricing, meal quality, personalization choices, and service delivery services. Young people from Generation Z across the 18-23 age spectrum in Ahmedabad express comparable opinions about Domino's pizza.

The study demonstrates that traditional theories about consumer behavior need revision because age does not always influence market segmentation and brand tactics. Factors such as lifestyle preferences online habits and personal choices seem to affect Generation Z's perception of Domino's more directly than their age. Domino's which represents the QSR sector must work on both digital accessibility and service customization to connect better with their target customers.

This study shows that businesses need to look past basic age-group divides and develop strategies that focus on the true traits that unite Generation Z buyers. Domino's and QSR brands will thrive in today's market by meeting the digital and value needs of this consumer group.

Recommendations for Future Research/ Future Scope of the Study

For future research on Generation Z's attitudes towards brands like Domino's, several avenues could be explored to expand on the findings of this study. Although age was not a significant factor in shaping consumer perceptions, future studies can focus on other variables that may provide a deeper understanding of consumer behavior within this demographic.

1. **Psychographic Segmentation:** Researchers need to analyze how Generation Z lives their daily lives and what values drive their buying behavior for food products and preferred brands. We explore how generation Z views technology, sustainability, and convenience to uncover new details about their brand preferences and brand loyalty.
2. **Impact of Social Media and Digital Engagement:** Studying advertising messages on social media and influencer promotions will help predict how Generation Z forms brand perceptions because they are digital natives. Studies of digital influences on customer buying choices offer businesses important guidance when designing marketing approaches for Generation Z users.
3. **Cultural and Regional Variations:** We need future research to understand how Generation Z in other cities and regions interacts with Domino's while considering their food preferences and local customs. Research in multiple regions will reveal how well our conclusions work for both Indian consumers at large and international markets.
4. **Sustainability and Corporate Social Responsibility (CSR):** Research teams should study how Generation Z uses their sustainability and CSR interests to make food brand choices. Studies about Domino's use of eco-friendly packaging, sustainable sourcing and community programs will show how these practices affect Generation Z consumer views and help Domino's brands capture market interest.
5. **Longitudinal Studies:** By conducting long-term studies researchers can see how Generation Z develops their brand preferences at different times through several points in time. By following Generation Z's purchasing patterns over time we can see how their buying choices adapt to their life stage growth and market conditions that affect their spending habits.

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