

Effectiveness in Brand Positioning and Strategies in Competitive Advantage: A Case Study on Domino's Pizza

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Abstract: Brand positioning is essential for establishing a company's competitive advantage in a saturated market [1]. Effective brand strategies differentiate businesses, attract consumers, and foster long-term brand loyalty [2]. This study examines the brand positioning strategies used by Domino's in Sultan Bathery, Wayanad, assessing their effectiveness in achieving a competitive advantage. Using surveys and secondary data analysis, the research explores key factors influencing brand perception, customer loyalty, and market differentiation. Findings indicate that promotional strategies, customer engagement, and localised marketing contribute significantly to Domino's competitive position [3]. The study provides strategic recommendations for improving brand positioning and sustaining competitive advantage.

Keywords: brand positioning, competitive advantage, Domino's, marketing strategy, customer loyalty, market differentiation

1. INTRODUCTION

The fast-food industry is highly competitive, requiring businesses to employ robust brand positioning strategies for long-term success [4]. Brand positioning creates a distinct identity in consumers' minds, helping companies stand out among competitors [5]. Domino's has successfully positioned itself as a leader in the pizza delivery segment by leveraging speed, service quality, and aggressive marketing strategies [6].

In Kerala, Domino's competes with local restaurants and other fast-food chains. Its market strategy involves digital engagement, promotional campaigns, and localized product offerings [7]. This study explores the effectiveness of Domino's brand positioning and its role in maintaining a competitive advantage.

2. RESEARCH OBJECTIVES

1. Examine the brand positioning strategies of Domino's.
2. Assess the impact of these strategies on customer perception and brand loyalty.
3. Identify key factors contributing to Domino's competitive advantage.
4. Provide strategic recommendations for enhancing brand positioning.

3. LITERATURE REVIEW

Brand Positioning and Competitive Advantage

Brand positioning is a strategic approach used to create a unique market identity, ensuring that customers associate a company with specific values and benefits [8]. Strong brand positioning improves consumer trust, leading to customer retention and competitive advantage [9].

Porter argues that businesses with a well-defined brand strategy can sustain long-term market success by differentiating themselves through pricing, service, or product quality [10]. Domino's has built its competitive edge through its commitment to fast service, consistent product quality, and a customer-centric approach.

Consumer Perception and Brand Loyalty

Consumer perception is a critical factor influencing brand loyalty. Positive brand experiences enhance customer retention and word-of-mouth marketing. Research suggests that brands maintaining strong engagement strategies, such as personalized marketing and reward programs, achieve higher loyalty levels. Domino's employs aggressive digital marketing and localized promotions to attract and retain customers in Sultan Bathery.

Research Methodology

This study employs a mixed-method approach, combining qualitative and quantitative research to

gain comprehensive insights into brand positioning strategies.

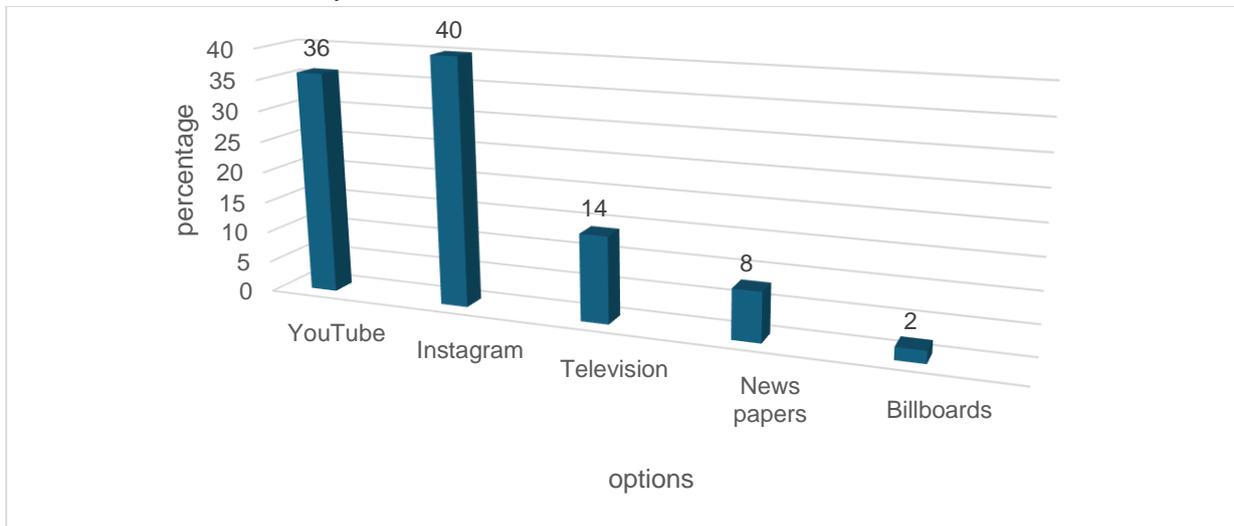
Research Design

Research design is the structured framework or blueprint that guides the process of conducting a research study. This study adopts a descriptive survey method to gather insights from Domino's customers in Sultan Bathery. This approach is simple, effective, and provides clear data to evaluate the effectiveness of Domino's brand positioning. Descriptive designs focus on studying existing conditions or problems as they currently exist in order to derive meaningful conclusions.

Data Collection Techniques

Data collection is the process of gathering and analyzing accurate data from various sources to find answers to research problems. In this study, data are collected through a convenient sample survey of Domino's customers using a structured questionnaire. This method ensures that relevant customer insights regarding brand perception, marketing impact, and purchasing behaviour are effectively captured.

Chart 1: Platform wise visibility of Domino's



Interpretation: Among the platforms, 40% of respondents notice Domino's on Instagram, 36% on YouTube, 14% on television, 8% in newspapers, and 2% on billboards. This indicates that social media platforms like Instagram and YouTube are the primary channels for Domino's visibility.

Table 2: Satisfaction with pricing of Domino's

Options	No	Of	Percentages
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Data Collection Methods

1. Primary Data: Surveys were conducted with 100 customers Kerala to assess their perception of Domino's brand strategies
2. Secondary Data: Market reports, academic literature, and industry case studies were analyzed to support the findings and provide broader market insights

Sampling Method

A convenient sampling method was used to select 100 respondents based on their availability and willingness to participate. This non-probability sampling technique ensures that data are collected efficiently from customers who actively interact with Domino's in the study area.

Table 1: Platform wise visibility of Domino's

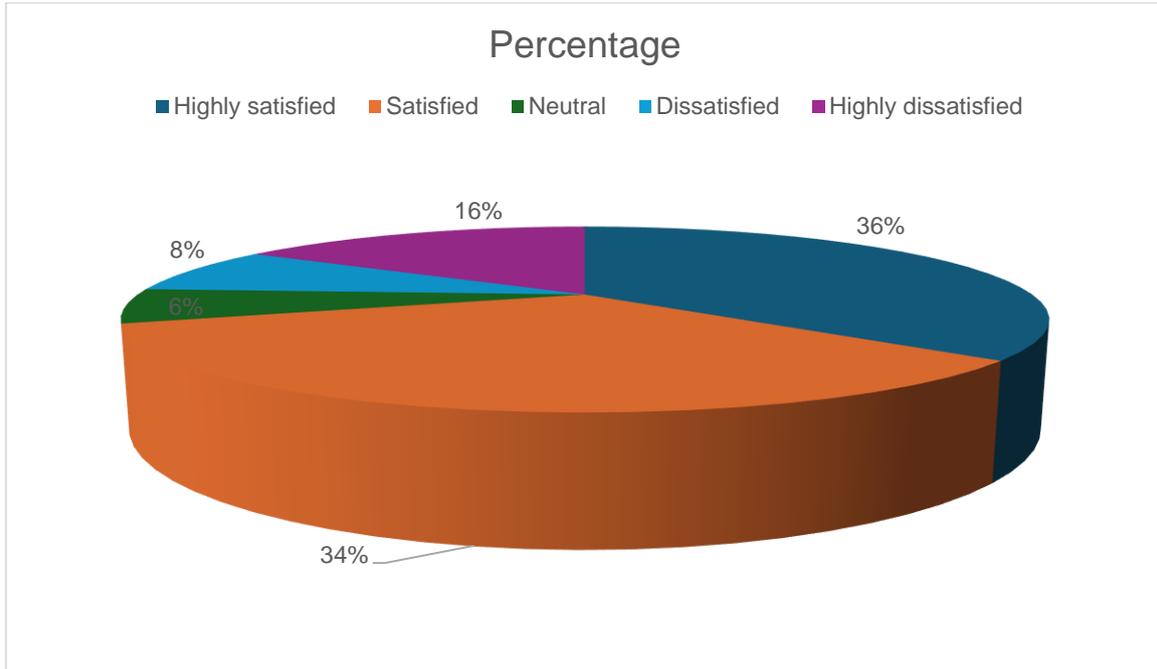
Options	No of Respondents	Percentages
YouTube	18	36
Instagram	20	40
Television	7	14
News paper	4	8
Billboards	1	2
TOTAL	50	100

Source of data: primary data

	Respondents	
Highly satisfied	18	36
Satisfied	17	34
Neutral	3	6
Dissatisfied	4	8
Highly dissatisfied	8	16
TOTAL	50	100

Source of data: primary data

Chart 2: Satisfaction with pricing of Domino's



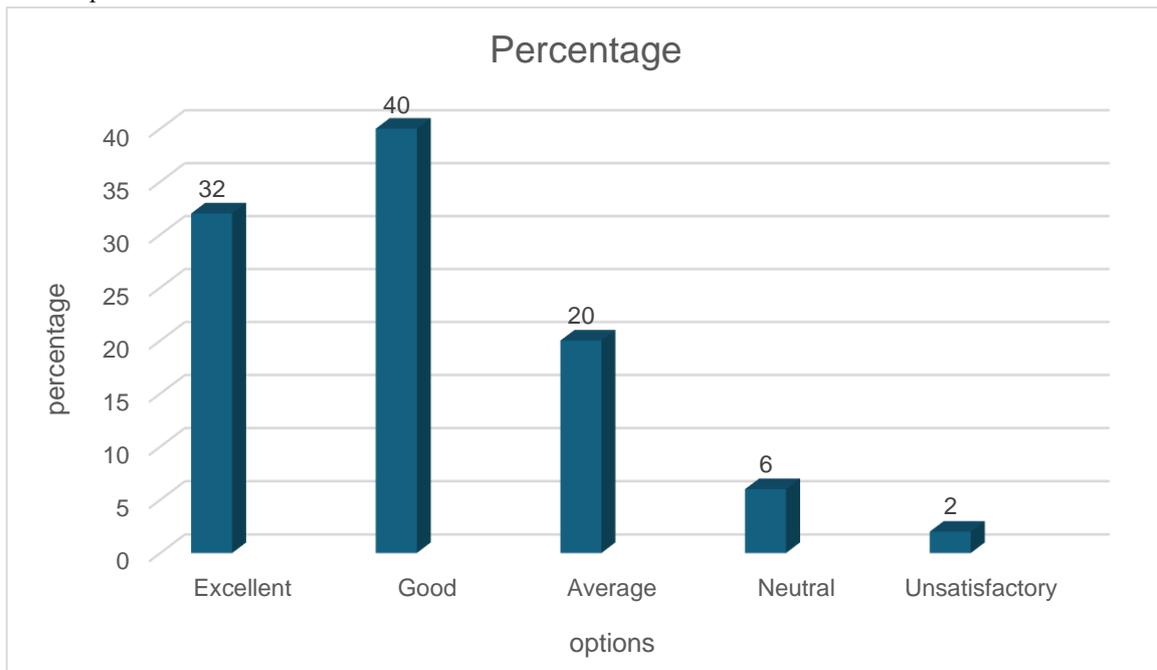
Interpretation: The table shows that 70% of respondents are either highly satisfied or satisfied with Domino's pricing, indicating that the majority perceive the pricing to be fair. However, 24% expressed dissatisfaction, suggesting that some customers might find the products overpriced. Domino's could consider pricing adjustments or targeted promotions to address this concern.

Table 3: Speed of service at Domino's

Options	No Of Respondents	Percentages
Excellent	16	32
Good	20	40
Average	10	20
Neutral	3	6
Unsatisfactory	1	2
TOTAL	50	100

Source of data: primary data

Chart 3: Speed of service at Domino's



Interpretation: The table shows that 40% of respondents rate the speed of service at Domino's as

good, while 32% consider it excellent. Together, 72% of customers are satisfied with the speed of

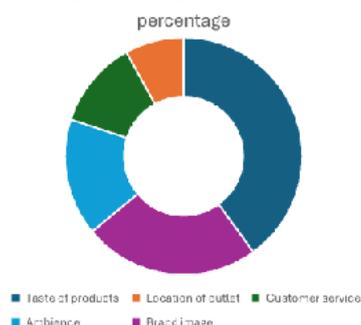
service, reflecting a generally efficient operation. However, 20% rate it as average, and 8% are neutral or unsatisfied, indicating some inconsistency in service speed. Domino's could benefit from streamlining processes to maintain quick service consistently.

Table 4: Features considered most likeable by the customers while purchasing Domino's

Options	No Of Respondents	Percentages
Taste of products	20	40
Location of outlet	4	8
Customer Service	6	12
Ambience	8	16
Brand image	12	24
TOTAL	50	100

Source of data: primary data

Chart 4: Features considered most likeable by the customers while purchasing Domino's



Interpretation: The most liked feature is the taste of Domino's products (40%), followed by its brand image (24%). Ambience (16%) and customer service (12%) are also appreciated but to a lesser extent. This highlights the importance of maintaining product quality while gradually improving service and atmosphere to cater to diverse customer preferences.

4. RESULTS AND DISCUSSION

Impact of Brand Positioning on Customer Perception

Survey data revealed that 78% of respondents associated Domino's with fast service and quality ingredients. Additionally, 65% of customers cited promotional offers as a significant factor in their purchasing decisions. These findings align with previous studies highlighting the role of consistent branding and promotions in shaping consumer perception.

5. CHALLENGES IN BRAND POSITIONING

- Competition from Local Restaurants: Small eateries offer lower-priced alternatives, attracting price-sensitive customers
- Pricing Perception: Some consumers perceive Domino's as relatively expensive compared to local competitors

6. CONCLUSION

Effective brand positioning is essential for maintaining a competitive advantage in the fast-food industry. Strong customer perception, pricing strategies, and digital engagement play a crucial role in a brand's success. Companies that focus on fast service, promotional strategies, and localized offerings can attract and retain a loyal customer base.

However, challenges such as competition and pricing concerns require continuous innovation. To sustain growth, brands should prioritize value-based pricing, personalized marketing, and customer engagement to remain competitive.

In conclusion, brand positioning is an ongoing process that requires adaptability and strategic innovation. By enhancing digital presence, menu diversity, and affordability, businesses can strengthen their market position and ensure long-term success

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