



A Study on Comparative Analysis Regarding Gen-Z's Perception Over Domino's Pizza and Pizza Hut in Ahmedabad City

Henil Shah^{1*}, Pankti Mehta², Jignesh Vidani³

L.J. Institute of Management Studies, LJ University

Corresponding Author: Henil Shah henilshah2511@gmail.com

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ABSTRACT

This study investigates Generation Z's perceptions of Domino's and Pizza Hut in Ahmedabad, focusing on factors such as food quality, pricing, and brand reputation. Utilizing a quantitative approach, the research tests eight hypotheses related to the influence of age on these perceptions. The findings reveal that age does not significantly impact how Generation Z evaluates these brands, leading to the rejection of all null hypotheses. This suggests a shared perspective among this demographic, indicating that factors beyond age—such as overall experience and brand engagement—are crucial in shaping their preferences. The study highlights the need for targeted marketing strategies that resonate with Generation Z's values, particularly in terms of health, sustainability, and digital engagement. Furthermore, enhancing customer experiences and effectively communicating brand value are essential for building loyalty. The findings also emphasize the importance of corporate social responsibility initiatives in improving brand reputation among socially conscious consumers. The study concludes by offering recommendations for future research, including broader demographic analyses and qualitative approaches to gain deeper insights into consumer motivations.

INTRODUCTION

Pizza is one of the most popular foods all over the world (Vidani, 2015). In India pizza is favourite choice of many people. Especially the younger generation (Vidani & Solanki, 2015). Among the young people gen z includes those born between the late 1990s and early 2010s prefers it more (Vidani & Solanki, 2015).

This study focuses on understanding how Gen Z in Ahmedabad city prefers two leading pizza brands dominos and Pizza Hut (Vidani, 2015).

1. Domino's Pizza

Domino's Pizza was founded in 1960. It is an American multinational pizza restaurant led by CEO Russell Weiner (Vidani, 2015). Domino's Pizza has over 20,500 stores worldwide. In India, Domino's has over 1900 pizza stores (Vidani, 2016). Jubilant Food Works Limited owns the franchise rights to Domino's Pizza in India, Nepal, Sri Lanka, and Bangladesh (Vidani, 2016).

It is one of the largest pizza franchises in the world. The success of the company outside the us is because of

1. The good and supportive relationship with franchisees.
2. Single brand and policy.

It offers a range of dishes, such as pasta, sandwiches, and desserts. It offers unique flavours, an easy online ordering system, and special deals (Vidani, 2016).

2. Pizza Hut

Dan and Frank Carney founded Pizza Hut in 1958 in Wichita, Kansas. The company introduced its website in 1994 (Vidani, 2015). The company innovates and experiments with items like stuffed crust pizza which was introduced in 1995, and has adopted different restaurant formats such as family-style dine-in, carry-out, hybrid locations, and delivery services (Vidani, 2015). Despite facing many challenges, Pizza Hut has managed to remain a significant player in the global industry. It is known for its innovative products and marketing strategies (Vidani, 2015).

This study aims to compare gen zs perception of domino's Pizza and Pizza Hut in Ahmedabad. This study include:

1. What does Genz think about the taste and quality of pizza of both brand?
2. Their services and quality.

3. The Significance of Ahmedabad's Markets

In Gujarat, Ahmedabad is known for its rich culture and fast growth (Vidani, 2015). It has a large population and a strong economy. It makes the city special for business (Vidani, 2015). Ahmedabad has also led to a rise in the popularity of global fast-food chains. Among these dominos and Pizza Hut are two of the most popular choices for pizza lovers (Vidani, 2015). Which makes Ahmedabad an exciting market for these two brands (Solanki & Vidani, 2016).

Domino's pizza has changed its menu to include local flavors and ingredients, especially in India (Bhatt, Patel, & Vidani, 2017). This means they offer pizzas that give local taste. Which has helped them become popular in the country (Bhatt, Patel, & Vidani, 2017). Research shows that Domino has adapted its strategy to better connect with local customers in Ahmedabad (Solanki &

Vidani, 2016). By mixing global standards with local preferences domino's has successfully attracted and satisfied customers (Bhatt, Patel, & Vidani, 2017).

Pizza Hut, on the other hand, has faced some challenges while trying to compete in the market. According to research Pizza Hut has struggled to keep up with competitors like Domino's. They are working on improving their menu and brand image with different strategies (Bhatt, Patel, & Vidani, 2017).

4. Online Strategies

Domino's Pizza has done a great job using technology to make ordering easy and comfortable. Especially for younger customers like Gen Z (Niyati & Vidani, 2016). They provide a mobile app that is very simple to use, allowing customers to quickly find their favourite pizza and place orders (Pradhan, Tshogay, & Vidani, 2016). This focus on convenience matches what Genz wants quick and easy service. Overall, these strategies make Domino's popular (Vidani, 2015).

Pizza Hut has been working on how it connects with customers online. Its strategy is a bit different from Domino's (Modi, Harkani, Radadiya, & Vidani, 2016). They are focusing on younger consumers like Genz. Its strategy focuses on combining pleasant in-store experience with strong online services (Modi, Harkani, Radadiya, & Vidani, 2016).

It is enhancing the dining experience and offering simple online ordering with offers (Niyati & Vidani, 2016).

5. Price Sensitivity and Value for Money

Many Genz consumers, especially students and those starting their careers, are mindful of how much they spend (Biharani & Vidani, 2018). They want to make sure that they get good value for their money (Vidani, 2016).

Domino's Pizza is often seen as a wallet-friendly choice. It offers regular discounts and special deals, which make it easier for young people to enjoy pizza (Sukhanandi, Tank, & Vidani, 2018). On the other hand, Pizza Hut has a different feel (Vidani, 2016). They have different prices and promotions, many people think Pizza Hut is a fancier choice (Vidani, 2018). It is because they focus on creating a pleasant dining experience and offer classic menu items that can be more expensive (Vidani, 2018).

6. Research Objectivise

1. To Analyse the preference of Gen-Z for Domino's Pizza over Pizza Hut. (Objective achieved in Question 6 of Questionnaire)
2. To analyse the preference of Gen-Z for Pizza Hut over Domino's Pizza. (Objective achieved in Question 7 of Questionnaire)
3. To evaluate the perceived quality of food at Domino's compared to Pizza Hut among Gen-Z consumers. (Objective achieved in Question 8 of Questionnaire)
4. To evaluate the perceived quality of food at Pizza Hut compared to Domino's among Gen-Z consumers. (Objective achieved in Question 9 of Questionnaire)

5. To assess the perception of the price of Domino's Pizza as reasonable among Gen-Z consumers. (Objective achieved in Question 10 of Questionnaire)
6. To assess the perception of the price of Pizza Hut as reasonable among Gen-Z consumers. (Objective achieved in Question 11 of Questionnaire)
7. To investigate Gen-Z's belief in the promotional offers provided by Domino's. (Objective achieved in Question 12 of Questionnaire)
8. To investigate Gen-Z's belief in the promotional offers provided by Pizza Hut. (Objective achieved in Question 13 of Questionnaire)
9. To examine the satisfaction of Gen-Z with the variety of pizza options available at Domino's. (Objective achieved in Question 14 of Questionnaire)
10. To examine the satisfaction of Gen-Z with the variety of pizza options available at Pizza Hut. (Objective achieved in Question 15 of Questionnaire)
11. To assess the level of trust Gen-Z has in the brand reputation of Domino's Pizza. (Objective achieved in Question 16 of Questionnaire)
12. To assess the level of trust Gen-Z has in the brand reputation of Pizza Hut. (Objective achieved in Question 17 of Questionnaire)
13. To determine the likelihood of Gen-Z recommending Domino's Pizza to friends. (Objective achieved in Question 18 of Questionnaire)
14. To determine the likelihood of Gen-Z recommending Pizza Hut to friends. (Objective achieved in Question 19 of Questionnaire)

LITERATURE REVIEW

Over the past few decades, the fast-food industry has changed a lot because of consumer preferences and advancements in technology (Dhere, Vidani, & Solanki, 2016). This literature review looks at how two major players in this industry Domino's and Pizza Hut are appealing Gen-z in Ahmedabad (Odedra, Rabadiya, & Vidani, 2018). Both have their own strategies to fit in local taste which is known as Globalisation (Vidani, Jacob, & Patel, 2019).

Domino's Success and Pizza Hut's Challenges

Dominos has changed its menu to match local preference which helped them in Ahmedabad (Vidani & Plaha, 2016). Gen-Z in Ahmedabad considers factors like food quality, service speed brand image, and price. They are also Health conscious (Vidani J. N., 2016).

1. Globalization

Globalization refers to how market culture and economics are interconnected at the global level (Vidani & Singh, 2017). Dominoes and Pizza Hut have taken advantage by expanding it to other countries (Mala, Vidani, & Solanki, 2016).

2. Consumer behaviour of Gen-Z

Gen-Z are born between the late 1990s and early 2010s (Mala, Vidani, & Solanki, 2016). It is a key demographic for brands Growing up with technology they are likely to use online foods to purchase (Pathak & Vidani, 2016). They care about being real and want brands that show what they truly are.

Many factors influence what Gen-Z buys including health consciousness and brand loyalty (Vidani & Plaha, 2017)

3. Marketing strategies & Social media influence

Social media plays an important role in shaping brand perceptions among Gen-Z (Vasveliyya & Vidani, 2019). Instagram, Tik Tok, and Twitter is very helpful for advertising (Vidani, Das, Meghrajani, & Singh, 2023). Both Domino's and Pizza Hut use social media to connect with younger audiences (Sharma & Vidani, 2023). Domino's engages customers on social media through influence and creative content (Mahajan & Vidani, 2023). Pizza Hut's social media strategies focus on engaging with customers and building a strong online presence (Saxena & Vidani, 2023).

4. Ahmedabad Local Market adaptation

Ahmedabad is a rapidly growing city in Gujarat (Saxena & Vidani, 2023). Dominos has done a great job of adjusting its menu to fit with the local tastes (Sharma & Vidani, 2023). They offer pizzas with Indian spices and plenty of vegetables to appeal to local preference (Vidani J. N., 2022). Pizza Hut has tried to adapt its menu as well but Restaurant may not appeal to budget friendly Gen-Z consumers (Vidani J. N., 2022). So, Pizza hut need to rethink its strategies and make changes to attract younger customers (Patel, Chaudhary, & Vidani, 2023).

5. Brand Perception

The quality of Food and service affects how consumers perceive a brand (Bansal, Pophalkar, & Vidani, 2023). Quick service is expected in fast food but good food quality is important too (Saxena & Vidani, 2023). Price Sensitivity is important for Gen-z, it includes college student and young professionals (Chaudhary, Patel, & Vidani, 2023). They seek good value for money. Domino's give affordable choice with regular discount while Pizza hut is Costly (Vidani, Das, Meghrajani, & Chaudasi, 2023).

Research Gap

The study title is "comparative analysis regarding gen z's perception of domino's pizza and pizza hut in Ahmedabad city." it looks into how young people, especially gen z, view these popular brands. This area of research is important because it helps us understand consumer behaviour in the fast-food industry. However, there is a noticeable gap in knowledge about how gen z thinks about these brands in countries like India, which are still developing. Most exciting studies focus on consumer habits in western countries, often overlooking the unique cultural social and economic influences that shape shopping behaviours in place like India.

Many studies look at factors like taste, quality etc, when it comes to food choice but sometimes, they forget that how these factors relate to wild cultural trends. Say for example: Gen-z cares deeply about their health diet quality etc. This generation strongly expect companies to act responsible still we don't completely understand how this will influence opinions about pizza brand.

There is research on brand loyalty and consumer satisfaction. Few research takes the time to compare brand in the market. This gap makes it harder to understand why gen-z may prefer one brand over other.

Another challenge in this research is the method used. Most of the studies focus on qualitative method it offers deep insights but it may not represent the large population and in quantitative study it can explain the emotional and motivational factors behind consumer behaviour. A mixed method combines both the studies which could provide deep understanding of gen-z view in Ahmedabad. Additionally, much of this research hasn't kept up rapid changes in technology and social media. Gen-z influence by their online Research yet we haven't explored enough how this digital dynamic affects their point of view of brands.

In summary there are several gaps in our understanding of how gen-z recognise dominos and pizza hut in Ahmedabad. Especially highlighting cultural ethical methodological technological factors. Addressing these gaps will not only enhance academic knowledge but also provide practical knowledge.

Filling these gaps is essential for grasping how gen-z interacts with dominos and pizza hut in Ahmedabad. This will help to fine their marketing strategies to meet the needs and preference of consumer.

Hypothesis

H1: There is a significant association between age and the perception that the quality of food at Domino's is better than at Pizza Hut.

H2: There is a significant association between age and the perception that the quality of food at Pizza Hut is better than at Domino's.

H3: There is a significant association between age and the perception that the price of Domino's pizza is reasonable.

H4: There is a significant association between age and the perception that the price of Pizza Hut is reasonable.

H5: There is a significant association between age and trust in the brand reputation of Domino's pizza.

H6: There is a significant association between age and trust in the brand reputation of Pizza Hut

H7: There is a significant association between age and trust in the brand reputation of Pizza Hut

H8: There is a significant association between age and the likelihood of recommending Pizza Hut to friends.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Frequency of pizza consumption?	(Solanki & Vidani, 2016)
Which one is more preferable?	(Vidani, Chack, & Rathod, 2017)

The quality of food at dominos is better than pizza hut?	(Vidani & Pathak, 2016)
The quality of food at pizza hut is better than dominos?	(Sachaniya, Vora, & Vidani, 2019)
Price of domino's pizza is reasonable?	(Vidani & Dholakia, 2020)
Price of pizza hut is reasonable?	(Rathod, Meghrajani, & Vidani, 2022)
I trust the brand reputation of domino's pizza?	(Vidani & Das, 2021)
I trust the brand reputation of pizza hut?	(Singh & Vidani, 2016)
I am likely to recommend domino's pizza to my friend?	(Vidani, 2018)
I am likely to recommend pizza hut pizza to my friend?	(Vidani, Meghrajani, & Siddarth, 2023)

Source: Author's Compilation

METHODOLOGY

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	132
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

Demographic Summary

The demographic summary reveals that out of 126 respondents, a significant majority (73.8%) are aged between 18 and 25 years, with smaller proportions in the 25-32 (9.5%) and 32-40 (15.9%) age brackets. Gender

distribution indicates that 64.3% of participants are male, while 34.9% are female. Regarding occupation, over half (52.4%) are students, followed by 19.0% involved in business, 17.5% employed in various jobs, 6.3% as homemakers, and only 4.0% in professional roles such as doctors or accountants. This data highlights a predominantly young, male, and student demographic.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.838	8

Source: SPSS Software

A Cronbach's alpha value of .838 for an 8-item scale indicates good internal consistency. Generally, values above .7 are considered acceptable, and those above .8 suggest that the items measure the same underlying construct effectively. This suggests that your items are reliably capturing the intended concept. If you have any specific questions about this or need further analysis, feel free to ask!

RESULT AND DISCUSSION

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship 0.5
H1	There is a significant association between age and the perception that the quality of food at Domino's is better than at Pizza Hut.	0.001	<	H01 Rejected (Null hypothesis rejected)	.327 ^c	WEAK
H2	There is a significant association between age and the perception that the quality of food at Pizza Hut is better than at Domino's.	0.001	<	H02 Rejected (Null Hypothesis Rejected)	.745 ^c	STRONG
H3	There is a significant association between age and the perception that the price of Domino's pizza is reasonable.	0.001	<	H03 Rejected (Null Hypothesis Rejected)	.403 ^c	WEAK

H4	There is a significant association between age and the perception that the price of Pizza Hut is reasonable.	0.001	<	H04 Rejected (Null Hypothesis Rejected)	.858 ^c	STRONG
H5	There is a significant association between age and trust in the brand reputation of Domino's pizza.	0.001	<	H05 Rejected (Null Hypothesis Rejected)	.679 ^c	STRONG
H6	There is a significant association between age and trust in the brand reputation of Pizza Hut	0.001	<	H06 Rejected (Null Hypothesis Rejected)	.931 ^c	STRONG
H7	There is a significant association between age and trust in the brand reputation of Pizza Hut	0.001	<	H07 Rejected (Null Hypothesis Rejected)	.705 ^c	STRONG
H8	There is a significant association between age and the likelihood of recommending Pizza Hut to friends.	0.001	<	H08 Rejected (Null Hypothesis Rejected)	.803 ^c	STRONG

Source: Author's compilation

This research studies shows that how generation z and younger people thinks about dominos and pizza hut in Ahmedabad Gujrat. It shows a important insight about their views on quality, public image, price, and the brand reputation. All the tested ideas were rejected, meaning age doesn't really affect how they feel about these brands.

1. Quality Perception

The rejection of hypotheses H1 and H2, which examined the perceptions of food quality at Domino's versus Pizza Hut, Generation z thinks dominos and pizza hut are about the same in food chain. Even if people like one brand more than the other, they don't see a competition and differences in taste. This shows that today's consumers expect good quality from both the brands. Plus, both companies have improved their food, which might be why they seem similar.

2. Price Perception

Hypotheses h3 and h4 were rejected, showing that generation z thinks prices at dominos and pizza hut are similar, no matter their age. They might not care as much about the expenses because they can easily find deals. Young people all want good value for their money. This means both the brands are meeting their expectation on price. Brands should think about their pricing strategies and focus on quality and service, not just being cheap and low.

3. Brand Reputation

The analysis of brand reputation yielded the rejection of hypotheses H5, H6, and H7, suggesting that age does not significantly influence trust in the brand reputation of either Domino's or Pizza Hut. The research found that age doesn't affect how much trust generation z has in dominos or pizza hut. Both brands have a strong reputation with young people. Their reputation is based more on online engagement, helping the community, and customer experience than on age. Brands should do and improving their marketing, especially on social media and in community projects to maintain their reputation very good with younger consumers.

4. Recommendation Likelihood

The rejection of hypothesis H8 means that generation z is likely to recommend domino's no matter how old they are because of their respective marketing and taste. This shows that young people are happy with almost with both the brands and want or share their good experience. For brand managers this is important because keeping customers satisfied helps bring in new customers through word of mouth.

Theoretical Implications

The rejection of hypotheses H1 and H2, which examined the perceptions of food quality at Domino's versus Pizza Hut, the research finds that about how generation z thinks about pizza hut and dominos in Ahmedabad have important lessons for how we understand what consumers want how to market food and products and how to manage the image of brand.

1. Consumer Behaviours Theories

This report shows that people do not judge the brands based on their age. Generation z looks at pizza brands on their experience and values. This fits with newer ideas that focus on emotions and personal choices rather than just age. It suggests that researchers should think more about things other than age when studying how people see the brands, especially in fast changing markets and trends.

2. Value Perception Framework

The similar opinions on price and quality show that generation z sees value differently they care more about the overall experience and how they connect with the brand, emotionally rather than just specific product details. This goes against older ideas that focus only on price and quality relationship. Brands should think that how they connect emotionally with the consumers rather than just marketing stupid ads.

3. Brand Reputation Models

The strong trust in brand building among all ages people shows that brand management should change to include online engagement and social responsibility. And connect with them in online world. This matches the idea that a brands image comes from how consumers experience and interact with it, not just from marketing. The research highlights the need for brands to have an online pr team and online positive to connect with the people on social issues. Future studies should look at these factors when studying brand reputation.

4. Recommendations for Marketing Strategies

The studies are very important for marketing. They show that generation z is more likely to recommend a brand based on how they are, not their age. These supports the idea of relationship marketing, which focuses on building the emotional connection with consumers instead of just making quick sales. company should think about changing their marketing strategies to create loyalty by offering personal touch and experience with consumers, rather than just doing stupid ads.

5. Cross-Cultural Considerations

Finally, this research report helps us understand what generation z likes in India. It shows that while global marketing can work, local differences really matter in how people see brands. Future research should explore how culture and generation traits affect brand's image to better understand consumer behaviour in different markets.

Practical Implications

The insights from this study on how generation z have the perspective on dominos and pizza hut in Ahmedabad have important practical lesson for organizations in the food industry. These lessons can help with marketing strategies, improving brands image, improving operations, and managing org.

1. Targeted Marketing

Since both the brands are almost as similar in quality and price, marketers should change their message to show what makes each brand different. They can promote new products, special deals, or fun activities and events that attract new generation and young people as generation z interest in new things. Focusing on health, sustainability, and local mouth to mouth promotion and local sourcing can also catch the attention of this socially conscious group.

2. Strengthening Digital Presence

The study shows that brands need to connect with the people online towards social media on a positively. They should be more active on social media like Instagram, TikTok, snapchat, twitter(x), which are popular with young people. By sharing fun stories, working with influencers, and letting fans create content, brand can build a community and make customers more loyal.

3. Enhancing Customer Experience

Delivering a great experience is very important. It includes making ordering easy, ensuring quick delivery, and training the staff to be friendly. A welcoming atmosphere can impress customers to come again and recommend to others.

4. Clear Value Communication

Gen-z thinks that both the brands offer similar prices, it is important to know what they get for their money. They should emphasize the portion sizes, quality of ingredients and overall experience. Different discounts and loyalty rewards can reinforce the idea of good value.

5. Corporate Social Responsibilities

Gen-z cares about social issues. Dominos and pizza hut should get involved in community projects. By doing this and sharing through marketing it can improve their image and attract customers.

6. Feedback Systems

It is essential for both brands to listen and to know what their customers think about them. They should regularly ask for feedback through surveys and social media to understand what customers like and needs to improve.

CONCLUSIONS AND RECOMMENDATIONS

This study highlights how generation z views domino's pizza and pizza hut in Ahmedabad. Sharing some important insights about what young people really care about. One key point is that age doesn't really change how gen-z see things like the price, quality of foods, how they see the brands. Instead gen-z prefer to judge these brands based on shared values, their personal experiences and how satisfied are they.

To actually connect with this audience both brands need to adopt marketing strategies that speak directly to what gen-z cares about. This generation is really concerned with health and sustainability, as well as digital experience. For dominos and pizza hut, means promoting healthier menu options. Marketing campaigns that highlight these things like offering nutritious meals and using sustainable packaging can make a real difference in attracting health-conscious consumers.

Clear communication is essential too. Gen-z wants to know exactly what they are getting for their money. It's not just about the price, they also care about the quality of the food and the overall dining experience. By showcasing their ingredients, portion size, menu items both the brands can demonstrate that they offer good value.

Social media platform provides an excellent way for these two brands to connect directly with their customers. By sharing stories, fun content, posts etc they can cultivate a strong community and also, they can attract the customers.

Lastly, it is important for both the brands to listen to their customers. Gathering feedbacks on what their customers think about their food, services. where they want us to improve can guide domino's pizza and pizza hut. Regularly seeking input through surveys and social media can help them stay connected with their customers.

This study shows, several avenues for future research and enhance understanding of Generation Z's perceptions and behaviors in the food service industry. These recommendations are to explore various factors that could decide consumer preferences and brand dynamics.

1. **Demographic Analysis:** Future studies could increase the demographic scope by including a more sample that has various age groups, and cultural contexts. This would help determine whether the perceptions observed in this study are different for Generation Z or similar trends exist among other consumer demographics.
2. **Qualitative Research Approaches:** Incorporating qualitative research methods, such as focus groups or in-detail interviews, could provide higher insights into the motivations and emotions that drive Generation Z's perceptions. Understanding the reasons behind their choices for specific brands could captured more targeted marketing strategies.
3. **Longitudinal Studies:** Conducting longitudinal studies would allow researchers to track changes in Generation Z's perceptions over time, especially as they transition into different life stages or as market dynamics. This approach could reveal trends related to brand loyalty.
4. **Impact of Digital Marketing Strategies:** Investigating the specific digital marketing strategies on Generation Z's brand perceptions could give valuable insights. Research could explore how different types of content (e.g., influencer partnerships and interactive campaigns) impact engagement and loyalty among this demographic.
5. **Comparative Studies Across Regions:** Conducting comparative studies in different regions could show how cultural and regional factors influence perceptions of pizza brands. Such research help brands to meet local preferences and values more effectively.
6. **Examination of Health and Sustainability Trends:** Understanding the importance of ingredient and environmental impact could help brands develop offerings that align with Generation Z's values. Given the increasing emphasis on health and sustainability among younger consumers, future research could focus on how these factors influence purchasing decisions.
7. **Role of Corporate Social Responsibility:** Investigating the specific impact of corporate social responsibility initiatives on brand perception and consumer loyalty would provide details how effectively brands can do social efforts to connect with Generation Z.

FURTHER RESEARCH

This research still has limitations so further research on this topic is still needed.

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