

# BRAND ANALYSIS OF THE US PIZZA MARKET



Provided For  
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Honor Pledge: "On our honor, we have neither given nor received any unauthorized help on this assignment."

## **Executive Summary**

We conducted an analysis of two dominant players in the pizza industry—specifically, Papa John's and Domino's—and found that Domino's is the leader in the fast-food delivery pizza industry. In addition to its top customer ratings, Domino's has a larger market share, higher sales, and more locations in the United States and abroad compared to Papa John's. Domino's brings value to its customers by providing inexpensive pizza and speedy delivery service. It is ranked significantly higher than Papa John's on *speed of delivery, value for price, and ordering experience*. Papa John's, by contrast, provides value through quality ingredients and pizza—a strategy noticeable to customers, who rated the quality of Papa John's to be significantly better than that of Domino's.

The quality pizza produced by Papa John's provides opportunities for improving its current market position. We suggest that Papa John's improve its advertising strategy to market the quality of its ingredients, along with their other unique offerings including vegan options. We also recommend that Papa John's slightly diversify its menu with healthier options—such as salad—in order to widen its appeal. We see Papa Johns' dedication to quality and innovation to be foundational for a new advertising campaign, in which the company and its consumers will equally benefit from convenient and tasty options. Furthermore, by targeting the largely untapped health-conscious customer segment, Papa John's can expand its market share as a leader in the fast-food delivery industry.

## **Brand Analysis of the Pizza Industry: Comparing Domino's and Papa John's**

### **Domino's**

Domino's Pizza is currently the largest pizza brand in the world and is considered a leader in the delivery pizza industry. The company opened its first store in 1960 and now has over 14,400 locations in more than 85 countries. Domino's Pizza currently trades at \$382.76 per share and has a market capitalization of \$13.549 billion.<sup>1</sup>

Domino's embodies a customer-oriented approach, prioritizing integrity and creativity through its corporate messaging.<sup>2</sup> In keeping with its mission to "Put People First," the company has historically prioritized a healthy company culture and is known to monitor and ensure progress of diversity and inclusion.

Domino's differentiates itself from competitors by providing convenient locations and speedy deliveries. To demonstrate its dedication to consistency, Domino's advertises a thirty minute guarantee in which the customer's order is free unless it is delivered in 30 minutes or less. Other ways Domino's separates itself from competition are through low prices and effective adoption of new technologies. In 2008, it was the first in its industry to create a live order tracker, which allows customers to monitor the preparation and delivery of their food. Domino's also created and marketed its proprietary Heatwave Hot Bag to keep orders hot during delivery.

### **Papa John's**

Papa John's opened its first restaurant in 1984. Today, it has more than 5,300 restaurants in 49 countries. It currently sells at \$83.12 per stock and has a market capitalization of \$2.936 billion.<sup>3</sup>

Papa John's differentiates itself from other industry leaders like Domino's through its insistence on high quality. The company produces cage-free eggs to use in its pizzas—a deliberate effort supporting the vitality of its customers, ingredients, and flavors. Papa John's also frequently advertises its dough that is freshly made and never frozen.

Since opening, Papa John's has demonstrated a commitment to innovation by developing new recipes and products. Its decision to offer vegan options allows it to stand out against competitors and capture a unique market segment. Papa John's was also the first to offer dipping sauces specifically for pizza, an option which has now been adopted by its major competitors.

While Papa John's continues to enhance its recipes through innovation, the company's fundamental objective is simple: caring for its people and ingredients to make superior quality pizza.<sup>4</sup>

### **Comparison**

As dual leaders in the pizza delivery industry, Papa John's and Dominos are cutthroat competitors. However, Domino's is currently the industry leader and earns the highest sales. Its

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<sup>1</sup> <https://finance.yahoo.com/quote/DPZ/>

<sup>2</sup> <https://biz.dominos.com/about-us/our-purpose-and-values/>

<sup>3</sup> <https://finance.yahoo.com/quote/PZZA/>

<sup>4</sup> <https://www.papajohns.com/company/how-we-make-better-pizza.html>

market capitalization is more than four times the size of Papa John's. Domino's also has a larger overall geographic footprint, with a higher total number of locations and a larger international reach than Papa John's. Domino's operates in roughly ninety countries—nearly double the number of countries serviced by Papa John's.

An initial area for comparison between the two companies is price. Overall, Domino's is the cheaper option, and customers agree. Without delivery, the cost of one medium pepperoni pizza at Domino's is \$13.49, compared with \$13.99 at Papa John's. As for delivery, Domino's is also less expensive. The delivery cost for one medium pizza from Domino's is \$3.39, whereas the fee for Papa John's is \$4.50. Based on the results in our report, customers voted Domino's higher for better value for price (Domino's = 5.55, Papa John's = 4.89). In summary, individuals seeking better value for price will typically choose Domino's.

Menu options is another important point for comparison. In terms of appealing to groups with dietary restrictions, both companies offer gluten-free crust options. However, Papa John's also provides vegan options whereas Domino's does not. By choosing not to offer vegan alternatives, Domino's is failing to serve a growingly sizable customer segment.

Customers also care about overall ease of ordering and the amount of time spent placing their order. Both companies offer web and mobile ordering. However, based on our data, Domino's customers gave a higher rating (Mean = 5.64) for their opinion of online / mobile ordering than Papa John's customers (Mean = 5.30), indicating that Domino's does a better job providing ease of ordering than Papa John's.

In terms of delivery speed, Domino's is also rated faster (Mean = 5.73) than Papa John's (Mean = 5.12). Domino's relies heavily on their 30 minutes or less policy. They prioritize fast delivery, while Papa John's is not as consistently efficient.

As demonstrated by Exhibit 1, most customers care significantly about *quality of ingredients* ( $p = .027$ ) and *ease of ordering* ( $p = .008$ ). Based on the results of our analysis, Papa John's is rated to have better quality ingredients (Mean = 5.19) than Domino's (Mean = 4.90). This reflects Papa Johns' efforts to prioritize quality of ingredients rather than quick and efficient delivery services.

In summary, Domino's is the leading brand in the pizza industry and ranks higher in overall comparison than Papa John's. Through our analysis, we find that customers rank Domino's significantly higher in terms of value for price, speed of delivery, favorability of online / mobile ordering systems, and lower price. However, we find that Papa John's is the winner when it comes to quality of food and is ranked significantly higher than Domino's. In the following pages, we provide recommendations for the managers of the less dominant brand, Papa John's, for improving the performance of their company and better compete against competitors.

## **Quantitative Analysis of Survey Data**

### **Domino's outperformed Papa John's in Brand Perception**

By analyzing the survey data using paired-sample t-tests, we attempted to identify which

attributes drive purchase decisions in the pizza industry along with brand perception for both Papa John's and Domino's.

As shown by *Exhibit 1*, all seven attributes evaluated by the survey were significantly different for the two brands at a 95% confidence level. Aside from quality of ingredients, Domino's edged out Papa John's in all six other attributes. For delivery speed, brand image, and value for price, the mean differences were greater than 0.5. *Exhibit 2* indicated that *maximum willingness to pay* is not significantly different between the two brands at the 95% confidence level, but for *satisfaction*, *probability of purchase*, and *Net Promoter Score (NPS)*, Domino's significantly outperformed Papa John's. As such, the results for our paired-samples t-tests demonstrate that Papa John's is a less dominant brand.

Although Papa John's is the less dominant brand, its quality of ingredients provides a competitive advantage over Domino's. Interestingly, despite Papa John's higher prices, there is no significant difference between *maximum willingness to pay* for either brand, indicating that customers are willing to pay more for Papa John's quality (*Exhibit 1*).

### **Demographic Factors Influencing Brand Perception**

Using a One-way ANOVA analysis, we identified mean differences between the various demographic factors recorded by the survey for each respondent.

Significant differences between demographic factors are included in the regression model. *Exhibit 3* shows that *satisfaction* and *probability of purchase* for Domino's are each significantly different between genders. *Exhibit 5* shows that education is a significant factor for the *NPS* of Domino's. *Exhibit 7* shows that race significantly impacts *maximum payment* for both brands. *Exhibit 8* shows that the way to order significantly influences the *NPS* and *maximum willingness to pay* for Papa John's, as well as *satisfaction* for Domino's. *Exhibit 9* shows that ordering platform significantly impacts Domino's satisfaction. The influences of age and income are not significant for either brand, as shown in *Exhibits 4* and *6* respectively.

### **Brand Attributes Correlate with Key Metrics**

To identify potential contributors to the key metrics of *satisfaction*, *probability of purchase*, *NPS*, and *maximum willingness to pay*, we conducted a correlation analysis for those metrics and all brand attributes.

For Papa John's, as shown in *Exhibit 10*, *quality of ingredients*, *customization options*, *mobile app / online ordering*, and *value for price* are strongly correlated with *satisfaction* and *probability of purchase*. *Quality of ingredients*, *mobile app / online ordering*, and *value for price* are strongly correlated with *NPS*. *Delivery speed*, *mobile app / online ordering*, and *value for price* are strongly correlated with *maximum willingness to pay*.

For Domino's, as shown in *Exhibit 11*, *delivery speed*, *quality of ingredients*, and *value for price* are strongly correlated with *satisfaction*, *probability of purchase*, and *maximum willingness to pay*. *Delivery speed*, *quality of ingredients*, *mobile app / online ordering*, and *value for price* are strongly correlated with *NPS*. We will include above attributes that are most strongly correlated with the metrics in regression analysis.

In addition, we excluded *ease of ordering* in our regression model for both brands to avoid multicollinearity with *mobile app / online ordering* because the Pearson correlations for both are greater than 0.8 (*Exhibits 11 and 12*). We also chose *mobile app / online ordering* rather than *ease of ordering* because the former has a greater correlation with key metrics.

### **Constructing Models for Both Brands**

Based on the findings in our correlations above, we built multiple-regression models using brand attributes and geographical factors to predict four key metrics. Although each model is different, there is some overlap in which identical significant independent variables for both brands predict the same metric. *Quality of ingredients* and *value for the price* significantly influence customer satisfaction for both brands and Papa John's NPS, as shown in *Exhibits 12 and 13*. Domino's NPS is significantly influenced by delivery speed and value for the price. *Quality of ingredients* significantly influences Papa John's *probability of purchase* and *maximum willingness to pay* in addition to Domino's probability of purchase, as shown in *Exhibits 14 and 15*. Need to be noted, none of the attributes significantly influence Domino's max willingness to pay.

### **Quality of Ingredients Drive All Key Metrics for Papa John's**

Among all brand attributes, *quality of ingredients* significantly influences *satisfaction*, *NPS*, *probability of purchase*, and *maximum willingness to pay*. When *quality of ingredients* increases by 1, our models predict that *NPS* will increase by 1.195 (*Exhibit 13*), *probability of purchase* will increase by 6.269% (*Exhibit 14*), and *maximum willingness to pay* will increase by \$1.65 (*Exhibit 15*). After *quality of ingredients*, *value for the price* is the second most important factor and significantly influences both *satisfaction* and *NPS*. When the *value for the price* increases by 1, our models predict a satisfaction increase by 0.237 unit score (*Exhibit 12*) and *NPS* increase by 0.474 unit score (*Exhibit 13*). Across all four models for Papa John's, the regression model for predicting *NPS* has the highest R-squared (0.622) as shown in *Exhibit 13*. This model explains a 62.2% variation in *NPS*.

### **Various Significant Factors in Models for Domino's**

Among the brand attributes for Domino's, both *quality of ingredients* and *value for the price* are significant drivers for satisfaction. When *value for the price* increases by 1, our models predict that *satisfaction* will increase by 0.308 (*Exhibit 12*) and *NPS* will increase by 0.805 unit score (*Exhibit 13*). When the *quality of ingredients* increases by 1, our models predict an increase in *satisfaction* by 0.514 (*Exhibit 13*) and an increase in *probability of purchase* by 8.158% (*Exhibit 14*). Therefore, to effectively increase customer satisfaction, Domino's should focus its efforts on improving the quality of its ingredients and increasing perceived value for price.

### **Improvements/Recommendations for Papa John's**

After reviewing the given data, we recommend that Papa John's re-evaluate their current strategy in order to compete more effectively with other industry leaders. Domino's has a market value more than four times the size of Papa John's. As such, improving the messaging in their marketing to highlight the quality of their ingredients will be essential for improving Papa John's current market position. However, this alone will likely be insufficient to gain more market share in the pizza industry.

Papa John's slogan, "Better Ingredients. Better Pizza. Papa John's," adequately emphasizes the company's dedication to quality. After analyzing the data, we recommend that Papa John's take steps to increase the public's knowledge of their quality ingredients and vegan-friendly options—especially seeing as other industry leaders are relatively unaccommodating to those with dietary restrictions. By explaining the value of its brand-quality food at a minimally higher cost—Papa John's could counterbalance the effects of its price discrepancy with Domino's. Therefore, we encourage Papa John's to market their healthy options more effectively and clearly to consumers.

In addition to our suggestion that Papa John's improve the messaging of their advertising, we also suggest that Papa John's expand their menu to appeal to a wider audience. Domino's offers a variety of options in addition to pizza, including sandwiches, salads, pasta, and chicken. This large of a menu clearly wouldn't serve Papa John's, as such efforts would detract from its core strategy to concentrate on pizza excellence. However, we do recommend a minimal menu expansion to include salad options, thereby complementing existing menu options and broadening consumer appeal.

This expansion would also strategically coincide with Papa John's campaign to advertise its quality of food and healthy options. Families may choose to order salad as a healthy addition to their pizza dinner or as a diet-friendly alternative for specific individuals. Overall, this modification will improve Papa John's market share by capitalizing on the health-conscious segment. This recommendation also aligns with Papa John's core values to put "People First" by demonstrating attention and care toward the health of their customers.

### **Limitations of Quantitative Analysis**

One limitation in our quantitative analysis was an inadequate number of attributes and metrics, which means the results of our analysis are not comprehensive. This limitation also reduces the goodness-of-fit for our model and impairs our models' ability to fully understand and explain consumer behavior. To resolve this issue, we will increase the number of attributes surveyed in further research to further examine consumer preferences for taste, ambience, service, and menu options. This additional data will help inform customer purchase decisions and improve our model's goodness-of-fit. Furthermore, the surveyed attributes and metrics are relatively subjective given they depend on the respondent's ability to effectively represent value as a numerical score. To enhance the quality of future analysis, we would like to increase the quality of our data by including objective metrics such as past purchase behaviors and social media interactions.

Another limitation in this analysis was the meager sample size. Given the international presence of Papa John's and Domino's, their serviceable markets are likely not represented by the 195 observations given in our dataset. Furthermore, considering the size of these corporations, this survey should be repeated regionally to better understand local customer segments. For example, East Coast and West Coast customers typically behave differently due to market dynamics, industry competition, and regional preferences. As such, successful corporations must adjust their brand image and marketing strategy by region. In conclusion, further analysis with a larger—and more representative—dataset would provide helpful insights to refine our suggestions for improvement.

## Appendix:

### Exhibit 1: Paired Samples T-Test for Attributes

		Paired Samples Test									
		Paired Differences			95% Confidence Interval of the Difference			t	df	Significance	
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	One-Sided p			Two-Sided p	
Pair 1	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Delivery Speed - Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Delivery Speed	-.615	1.277	.091	-.796	-.435	-6.732	194	<.001	<.001	<.001
Pair 2	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Quality of Ingredients - Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Quality of Ingredients	.292	1.828	.131	.034	.551	2.233	194	.013	.027	
Pair 3	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Customization Options - Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Customization Options	-.390	1.524	.109	-.605	-.175	-3.572	194	<.001	<.001	<.001
Pair 4	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Brand Image - Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Brand Image	-.585	1.749	.125	-.832	-.338	-4.668	194	<.001	<.001	<.001
Pair 5	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Ease of Ordering - Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Ease of Ordering	-.262	1.373	.098	-.455	-.068	-2.660	194	.004	.008	
Pair 6	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Mobile App/Online Ordering - Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Mobile App/Online Ordering	-.344	1.418	.102	-.544	-.143	-3.384	194	<.001	<.001	<.001
Pair 7	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Value for the Price - Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Value for the Price	-.662	1.668	.119	-.897	-.426	-5.539	194	<.001	<.001	<.001

## Exhibit 2: Paired Samples T-Test for Metrics

Paired Samples Test										
	Paired Differences	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Significance	
					Lower	Upper			One-Sided p	Two-Sided p
Pair 1	Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's? - Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	-.400	2.303	.165	-.725	-.075	-2.426	194	.008	.016
Pair 2	How likely is it that you would recommend Papa John's to others? - How likely is it that you would recommend Domino's to others?	-.754	3.840	.275	-1.296	-.212	-2.742	194	.003	.007
Pair 3	Now assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. - Probability - Papa John's - Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. - Probability - Domino's	-11.68205	44.74039	3.20393	-18.00105	-5.36305	-3.646	194	<.001	<.001
Pair 4	What is the maximum you would be willing to pay for a large Papa John's pizza? - What is the maximum you would be willing to pay for a large Domino's pizza?	-.46944	5.11046	.36597	-1.19122	.25235	-1.283	194	.101	.201

### Exhibit 3: ANOVA on Gender between Papa John's and Domino's

#### Papa John's:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Between Groups	11.471	1	11.471	3.750	.054
	Within Groups	590.375	193	3.059		
	Total	601.846	194			
How likely is it that you would recommend Papa John's to others?	Between Groups	31.479	1	31.479	2.886	.091
	Within Groups	2104.859	193	10.906		
	Total	2136.338	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Papa John's	Between Groups	21.923	1	21.923	.036	.849
	Within Groups	116485.749	193	603.553		
	Total	116507.672	194			
What is the maximum you would be willing to pay for a large Papa John's pizza?	Between Groups	37.092	1	37.092	1.585	.210
	Within Groups	4515.833	193	23.398		
	Total	4552.925	194			

#### Domino's:

	Between Groups	8.237	1	8.237	4.135	.043
Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	Within Groups	384.410	193	1.992		
	Total	392.646	194			
How likely is it that you would recommend Domino's to others?	Between Groups	6.669	1	6.669	.984	.322
	Within Groups	1307.915	193	6.777		
	Total	1314.585	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Domino's	Between Groups	5454.740	1	5454.740	6.857	.010
	Within Groups	153525.999	193	795.471		
	Total	158980.738	194			
What is the maximum you would be willing to pay for a large Domino's pizza?	Between Groups	10.054	1	10.054	.460	.498
	Within Groups	4214.875	193	21.839		
	Total	4224.929	194			

## Exhibit 4: ANOVA on Age between Papa John's and Domino's

### Papa John's:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Between Groups	11.471	1	11.471	3.750	.054
	Within Groups	590.375	193	3.059		
	Total	601.846	194			
How likely is it that you would recommend Papa John's to others?	Between Groups	31.479	1	31.479	2.886	.091
	Within Groups	2104.859	193	10.906		
	Total	2136.338	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Papa John's	Between Groups	21.923	1	21.923	.036	.849
	Within Groups	116485.749	193	603.553		
	Total	116507.672	194			
What is the maximum you would be willing to pay for a large Papa John's pizza?	Between Groups	37.092	1	37.092	1.585	.210
	Within Groups	4515.833	193	23.398		
	Total	4552.925	194			

### Domino's:

Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	Between Groups	2.340	5	.468	.227	.951
	Within Groups	390.306	189	2.065		
	Total	392.646	194			
How likely is it that you would recommend Domino's to others?	Between Groups	4.487	5	.897	.129	.986
	Within Groups	1310.098	189	6.932		
	Total	1314.585	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Domino's	Between Groups	3219.855	5	643.971	.781	.564
	Within Groups	155760.883	189	824.132		
	Total	158980.738	194			
What is the maximum you would be willing to pay for a large Domino's pizza?	Between Groups	16.028	5	3.206	.144	.982
	Within Groups	4208.901	189	22.269		
	Total	4224.929	194			

## Exhibit 5: ANOVA on Education between Papa John's and Domino's Papa John's:

### Papa John's:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Between Groups	29.153	4	7.288	2.418	.050
	Within Groups	572.694	190	3.014		
	Total	601.846	194			
How likely is it that you would recommend Papa John's to others?	Between Groups	78.569	4	19.642	1.814	.128
	Within Groups	2057.769	190	10.830		
	Total	2136.338	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Papa John's	Between Groups	2876.654	4	719.163	1.202	.311
	Within Groups	113631.018	190	598.058		
	Total	116507.672	194			
What is the maximum you would be willing to pay for a large Papa John's pizza?	Between Groups	46.617	4	11.654	.491	.742
	Within Groups	4506.308	190	23.717		
	Total	4552.925	194			

### Domino's:

Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	Between Groups	16.258	4	4.064	2.052	.089
	Within Groups	376.388	190	1.981		
	Total	392.646	194			
How likely is it that you would recommend Domino's to others?	Between Groups	78.417	4	19.604	3.013	.019
	Within Groups	1236.168	190	6.506		
	Total	1314.585	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Domino's	Between Groups	7119.462	4	1779.866	2.227	.068
	Within Groups	151861.276	190	799.270		
	Total	158980.738	194			
What is the maximum you would be willing to pay for a large Domino's pizza?	Between Groups	70.573	4	17.643	.807	.522
	Within Groups	4154.356	190	21.865		
	Total	4224.929	194			

## Exhibit 6: ANOVA on Income between Papa John's and Domino's

### Papa John's:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Between Groups	31.935	6	5.323	1.756	.110
	Within Groups	569.911	188	3.031		
	Total	601.846	194			
How likely is it that you would recommend Papa John's to others?	Between Groups	117.703	6	19.617	1.827	.096
	Within Groups	2018.636	188	10.737		
	Total	2136.338	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Papa John's	Between Groups	3435.576	6	572.596	.952	.459
	Within Groups	113072.096	188	601.447		
	Total	116507.672	194			
What is the maximum you would be willing to pay for a large Papa John's pizza?	Between Groups	240.985	6	40.164	1.751	.111
	Within Groups	4311.940	188	22.936		
	Total	4552.925	194			

### Domino's:

Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	Between Groups	8.857	6	1.476	.723	.631
	Within Groups	383.789	188	2.041		
	Total	392.646	194			
How likely is it that you would recommend Domino's to others?	Between Groups	24.370	6	4.062	.592	.737
	Within Groups	1290.215	188	6.863		
	Total	1314.585	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Domino's	Between Groups	3551.238	6	591.873	.716	.637
	Within Groups	155429.501	188	826.753		
	Total	158980.738	194			
What is the maximum you would be willing to pay for a large Domino's pizza?	Between Groups	220.472	6	36.745	1.725	.117
	Within Groups	4004.458	188	21.300		
	Total	4224.929	194			

## Exhibit 7: ANOVA on Race between Papa John's and Domino's

### Papa John's:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Between Groups	10.008	5	2.002	.639	.670
	Within Groups	591.838	189	3.131		
	Total	601.846	194			
How likely is it that you would recommend Papa John's to others?	Between Groups	33.757	5	6.751	.607	.695
	Within Groups	2102.582	189	11.125		
	Total	2136.338	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Papa John's	Between Groups	3344.187	5	668.837	1.117	.353
	Within Groups	113163.485	189	598.749		
	Total	116507.672	194			
What is the maximum you would be willing to pay for a large Papa John's pizza?	Between Groups	312.174	5	62.435	2.783	.019
	Within Groups	4240.751	189	22.438		
	Total	4552.925	194			

### Domino's:

Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	Between Groups	1.798	5	.360	.174	.972
	Within Groups	390.848	189	2.068		
	Total	392.646	194			
How likely is it that you would recommend Domino's to others?	Between Groups	12.003	5	2.401	.348	.883
	Within Groups	1302.582	189	6.892		
	Total	1314.585	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Domino's	Between Groups	2593.657	5	518.731	.627	.679
	Within Groups	156387.081	189	827.445		
	Total	158980.738	194			
What is the maximum you would be willing to pay for a large Domino's pizza?	Between Groups	287.631	5	57.526	2.761	.020
	Within Groups	3937.299	189	20.832		
	Total	4224.929	194			

### Exhibit 8: ANOVA on *Ordering Platform* between Papa John's and Domino's

#### Papa John's:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Between Groups	25.129	4	6.282	2.070	.086
	Within Groups	576.717	190	3.035		
	Total	601.846	194			
How likely is it that you would recommend Papa John's to others?	Between Groups	122.603	4	30.651	2.892	.024
	Within Groups	2013.735	190	10.599		
	Total	2136.338	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Papa John's	Between Groups	2717.735	4	679.434	1.134	.342
	Within Groups	113789.937	190	598.894		
	Total	116507.672	194			
What is the maximum you would be willing to pay for a large Papa John's pizza?	Between Groups	254.875	4	63.719	2.817	.027
	Within Groups	4298.050	190	22.621		
	Total	4552.925	194			

#### Domino's:

Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	Between Groups	19.835	4	4.959	2.527	.042
	Within Groups	372.811	190	1.962		
	Total	392.646	194			
How likely is it that you would recommend Domino's to others?	Between Groups	32.620	4	8.155	1.209	.309
	Within Groups	1281.965	190	6.747		
	Total	1314.585	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Domino's	Between Groups	2520.245	4	630.061	.765	.549
	Within Groups	156460.494	190	823.476		
	Total	158980.738	194			
What is the maximum you would be willing to pay for a large Domino's pizza?	Between Groups	72.539	4	18.135	.830	.508
	Within Groups	4152.390	190	21.855		
	Total	4224.929	194			

**Exhibit 9: ANOVA on *How many times/week* (Order Frequency) between Papa John's and Domino's**

**Papa John's:**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Between Groups	19.122	10	1.912	.604	.809
	Within Groups	582.724	184	3.167		
	Total	601.846	194			
How likely is it that you would recommend Papa John's to others?	Between Groups	153.299	10	15.330	1.422	.173
	Within Groups	1983.039	184	10.777		
	Total	2136.338	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Papa John's	Between Groups	3483.772	10	348.377	.567	.839
	Within Groups	113023.900	184	614.260		
	Total	116507.672	194			
What is the maximum you would be willing to pay for a large Papa John's pizza?	Between Groups	142.212	10	14.221	.593	.818
	Within Groups	4410.713	184	23.971		
	Total	4552.925	194			

**Domino's:**

Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	Between Groups	38.266	10	3.827	1.987	.037
	Within Groups	354.380	184	1.926		
	Total	392.646	194			
How likely is it that you would recommend Domino's to others?	Between Groups	99.466	10	9.947	1.506	.140
	Within Groups	1215.118	184	6.604		
	Total	1314.585	194			
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Domino's	Between Groups	7006.941	10	700.694	.848	.583
	Within Groups	151973.798	184	825.945		
	Total	158980.738	194			
What is the maximum you would be willing to pay for a large Domino's pizza?	Between Groups	140.495	10	14.050	.633	.784
	Within Groups	4084.434	184	22.198		
	Total	4224.929	194			

## Exhibit 10: Correlation between Brand Attributes and Demographics for Papa John's

Correlations											
		Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Delivery Speed	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Quality of Ingredients	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Customization Options	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Mobile App/Online Ordering	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Ease of Ordering	Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. - Probability - Papa John's	What is the maximum you would be willing to pay for a large Papa John's pizza?	How likely is it that you would recommend Papa John's to others?	
Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Delivery Speed	Pearson Correlation	1	.628**	.574**	.583**	.566**	.615**	.544**	.358**	.307**	.520**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195
Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Quality of Ingredients	Pearson Correlation	.628**	1	.627**	.610**	.555**	.642**	.713**	.532**	.496**	.757**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195
Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Customization Options	Pearson Correlation	.574**	.627**	1	.696**	.486**	.722**	.584**	.397**	.278**	.556**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195
Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Mobile App/Online Ordering	Pearson Correlation	.583**	.610**	.696**	1	.629**	.801**	.604**	.457**	.260**	.576**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195
Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Value for the Price	Pearson Correlation	.566**	.555**	.486**	.629**	1	.568**	.586**	.375**	.277**	.590**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195
Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. - Ease of Ordering	Pearson Correlation	.615**	.642**	.722**	.801**	.568**	1	.535**	.363**	.265**	.529**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195
Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?	Pearson Correlation	.544**	.713**	.584**	.604**	.586**	.535**	1	.610**	.487**	.918**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. - Probability - Papa John's	Pearson Correlation	.358**	.532**	.397**	.457**	.375**	.363**	.610**	1	.500**	.634**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195
What is the maximum you would be willing to pay for a large Papa John's pizza?	Pearson Correlation	.307**	.496**	.278**	.260**	.277**	.265**	.487**	.500**	1	.474**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	195	195	195	195	195	195	195	195	195	195
How likely is it that you would recommend Papa John's to others?	Pearson Correlation	.520**	.757**	.556**	.576**	.590**	.529**	.918**	.634**	.474**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	195	195	195	195	195	195	195	195	195	195

## Exhibit 11: Correlation between Brand Attributes and Demographics for Domino's

Correlations											
		Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Delivery Speed	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Quality of Ingredients	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Customization Options	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Ease of Ordering	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Mobile App/Online Ordering	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Price	Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	How likely is it that you would recommend Domino's to others?	Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of probability of purchase. The total must add-up to 100%. - Probability - Domino's	What is the maximum you would be willing to pay for a large Domino's pizza?
Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Delivery Speed	Pearson Correlation	1 .507** <.001 N 195	.450**  195	.588**  195	.619**  195	.540**  195	.505**  195	.492**  195	.257**  195	.201**  195	
Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Quality of Ingredients	Pearson Correlation	.507** <.001 N 195	1 .537** <.001 195	.485** <.001 195	.492** <.001 195	.508** <.001 195	.706** <.001 195	.673** <.001 195	.465** <.001 195	.224**  195	
Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Customization Options	Pearson Correlation	.450** <.001 N 195	.537** <.001 195	1 .645** <.001 195	.608** <.001 195	.522** <.001 195	.409** <.001 195	.464** <.001 195	.190**  195	.079	
Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Ease of Ordering	Pearson Correlation	.588** <.001 N 195	.485** <.001 195	.645** <.001 195	1 .827** <.001 195	.623** <.001 195	.481** <.001 195	.481** <.001 195	.203**  195	.095	
Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Mobile App/Online Ordering	Pearson Correlation	.619** <.001 N 195	.492** <.001 195	.608** <.001 195	.827** <.001 195	1 .586** <.001 195	.494** <.001 195	.518** <.001 195	.234**  195	.137	
Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. - Value for the Price	Pearson Correlation	.540** <.001 N 195	.508** <.001 195	.522** <.001 195	.623** <.001 195	.586** <.001 195	1 .601** <.001 195	.661** <.001 195	.342**  195	.236**  195	
Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?	Pearson Correlation	.505** <.001 N 195	.706** <.001 195	.409** <.001 195	.481** <.001 195	.494** <.001 195	.601** <.001 195	1 .842** <.001 195	.563**  195	.336**  195	
How likely is it that you would recommend Domino's to others?	Pearson Correlation	.492** <.001 N 195	.673** <.001 195	.464** <.001 195	.481** <.001 195	.518** <.001 195	.661** <.001 195	.842** <.001 195	1 .524**  195	.305**  195	
Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of probability of purchase. The total must add-up to 100%. - Probability - Domino's	Pearson Correlation	.257** <.001 N 195	.465** <.001 195	.190**  195	.203**  195	.234**  195	.342**  195	.563**  195	.524**  195	1 .261**  195	
What is the maximum you would be willing to pay for a large Domino's pizza?	Pearson Correlation	.201** .005 N 195	.224** .002 195	.079 .272 195	.095 .188 195	.137 .056 195	.236** <.001 195	.336** <.001 195	.305**  195	.261**  195	

## Exhibit 12: Multiple Regression Analysis Model on Predicting Satisfaction with Papa John's

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 <sup>a</sup>	.583	.575	1.149

- a. Predictors: (Constant), Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Value for the Price, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Customization Options, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Quality of Ingredients, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Mobile App/Online Ordering

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	-.390	.347		-1.125	.262
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Quality of Ingredients	.518	.075	.455	6.929	<.001
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Customization Options	.140	.082	.120	1.714	.088
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Mobile App/Online Ordering	.139	.090	.116	1.551	.123
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Value for the Price	.237	.073	.203	3.238	.001

- a. Dependent Variable: Based on your use of Papa John's, or knowledge of Papa John's, how favorable are you toward Papa John's?

### Exhibit 13: Multiple Regression Analysis Model on Predicting Satisfaction with Domino's

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 <sup>a</sup>	.592	.579	.923

- a. Predictors: (Constant), What is your gender?, How do you most often order delivery pizza?, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Delivery Speed, On average, how many times per month do you order delivery pizza?, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Quality of Ingredients, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Value for the Price

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	.610	.413		1.475	.142
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Delivery Speed	.104	.074	.083	1.410	.160
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Quality of Ingredients	.514	.059	.502	8.702	<.001
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Value for the Price	.308	.063	.289	4.915	<.001
	On average, how many times per month do you order delivery pizza?	.014	.015	.045	.941	.348
	How do you most often order delivery pizza?	-.090	.057	-.075	-1.584	.115
	What is your gender?	.131	.136	.046	.969	.334

- a. Dependent Variable: Based on your use of Domino's, or knowledge of Domino's how favorable are you toward Domino's?

## Exhibit 14: Multiple Regression Analysis Model on Predicting NPS with Papa John's

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 <sup>a</sup>	.622	.612	2.067

- a. Predictors: (Constant), How do you most often order delivery pizza?, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Customization Options, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Value for the Price, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Quality of Ingredients, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Mobile App/Online Ordering

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.274	.717		-3.172	.002
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Quality of Ingredients	1.195	.137	.557	8.745	<.001
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Customization Options	.142	.148	.064	.961	.338
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Mobile App/Online Ordering	.124	.161	.055	.768	.443
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Value for the Price	.474	.132	.215	3.589	<.001
	How do you most often order delivery pizza?	-.135	.126	-.049	-1.069	.287

a. Dependent Variable: How likely is it that you would recommend Papa John's to others?

## Exhibit 15: Multiple Regression Analysis Model on Predicting NPS with Domino's

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 <sup>a</sup>	.592	.583	1.681

- a. Predictors: (Constant), What is your highest level of formal education?, Based on what you know about Domino's,  
 please give us your opinion of Domino's on the following attributes. – Value for the Price, Based on what you know about Domino's,  
 please give us your opinion of Domino's on the following attributes. – Quality of Ingredients, Based on what you know about Domino's,  
 please give us your opinion of Domino's on the following attributes. – Delivery Speed

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	-.919	.854		-1.076	.283
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Delivery Speed	.101	.134	.044	.753	.452
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Quality of Ingredients	.822	.107	.438	7.673	<.001
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Value for the Price	.805	.114	.413	7.088	<.001
	What is your highest level of formal education?	-.039	.150	-.012	-.259	.796

- a. Dependent Variable: How likely is it that you would recommend Domino's to others?

## Exhibit 16: Multiple Regression Analysis Model on Predicting Prob of Purchase for Papa John's

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 <sup>a</sup>	.311	.297	20.55289

- a. Predictors: (Constant), Based on what you know about Papa John's,  
 please give us your opinion of Papa John's on the following attributes. – Value for the Price,  
 Based on what you know about Papa John's,  
 please give us your opinion of Papa John's on the following attributes. – Customization Options,  
 Based on what you know about Papa John's,  
 please give us your opinion of Papa John's on the following attributes. – Quality of Ingredients,  
 Based on what you know about Papa John's,  
 please give us your opinion of Papa John's on the following attributes. – Mobile App/Online Ordering

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	-20.794	6.204			-3.352	<.001
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Quality of Ingredients	6.269	1.337	.396		4.690	<.001
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Customization Options	-.096	1.462	-.006		-.066	.948
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Mobile App/Online Ordering	3.308	1.603	.198		2.064	.040
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Value for the Price	.544	1.310	.033		.415	.679

- a. Dependent Variable: Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Papa John's

## Exhibit 16: Multiple Regression Analysis Model on Predicting Probability of Purchase for Domino's

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 <sup>a</sup>	.247	.227	25.16158

- a. Predictors: (Constant), What is your gender?, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Mobile App/Online Ordering, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Quality of Ingredients, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Value for the Price, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Delivery Speed

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-13.023	10.130		-1.286	.200
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Delivery Speed	.080	2.160	.003	.037	.970
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Quality of Ingredients	8.158	1.626	.396	5.017	<.001
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Value for the Price	3.333	1.808	.156	1.844	.067
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Mobile App/Online Ordering	-1.182	1.987	-.053	-.595	.553
	What is your gender?	6.766	3.712	.117	1.823	.070

- a. Dependent Variable: Now, assume you are in the market to order a delivery pizza. For each option listed below, give an estimate of your probability of purchase. The total must add-up to 100%. – Probability – Domino's

## Exhibit 17: Multiple Regression Analysis Model on Predicting Max willingness to Pay for Papa John's

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.512 <sup>a</sup>	.262	.239	4.22632

a. Predictors: (Constant), How do you most often order delivery pizza?, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Customization Options, Which racial group do you consider yourself a member of?, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Value for the Price, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Delivery Speed, Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Quality of Ingredients

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	2.585	1.515		1.706	.090
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Delivery Speed	.014	.305	.004	.045	.964
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Quality of Ingredients	1.654	.293	.528	5.643	<.001
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Customization Options	-.189	.275	-.059	-.688	.492
	Based on what you know about Papa John's, please give us your opinion of Papa John's on the following attributes. – Value for the Price	.030	.259	.009	.115	.909
	Which racial group do you consider yourself a member of?	.341	.228	.094	1.495	.137
	How do you most often order delivery pizza?	.311	.258	.077	1.203	.231

a. Dependent Variable: What is the maximum you would be willing to pay for a large Papa John's pizza?

## Exhibit 18: Multiple Regression Analysis Model on Predicting Max willingness to Pay for Domino's

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.287 <sup>a</sup>	.082	.063	4.51708

a. Predictors: (Constant), Which racial group do you consider yourself a member of?, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Quality of Ingredients, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Delivery Speed, Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Value for the Price

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	5.446	1.809			3.010	.003
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Delivery Speed	.298	.358	.073	.833	.406	
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Quality of Ingredients	.405	.286	.120	1.412	.159	
	Based on what you know about Domino's, please give us your opinion of Domino's on the following attributes. – Value for the Price	.455	.306	.130	1.488	.138	
	Which racial group do you consider yourself a member of?	.344	.243	.099	1.416	.159	

a. Dependent Variable: What is the maximum you would be willing to pay for a large Domino's pizza?

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