

Pizza Hut's Brand Advantage and Expansion Strategy

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Abstract

Our research topic is consumers' consideration factors when choosing pizza brands, Pizza Hut's brand strengths, and store expansion strategy. First of all, I would like to thank Pizza Hut for entrusting us with a research project of industry-university cooperation. Our research directions have three major points. The first one is to understand the factors that influence consumers' purchase intention when choosing a pizza brand. The second one is that through the first study, we can understand what factors affect consumers' purchase intention, and analyze what is Pizza Hut's brand strengths when it competes with other brands. The last one is the expansion strategy of Pizza Hut. Constantly expanding new stores is one of a company's growth strategies. Therefore, our last research result is to help Pizza Hut find a suitable location for opening a new store in Tainan, and to analyze the impact of the new store on the existing store.

In order to answer the first and second research questions, we read previous studies which are related to consumers' purchase intention and interview the director of Pizza Hut. In addition, one of our research students went to a Pizza Hut in Tainan to do a 320-hour field investigation and we can better understand customers when they go to Pizza Hut. We also collect questionnaires. We collected a total of 125 valid questionnaires. We use statistical methods to explore what factors influence customers'

purchase intention and Pizza Hut's brand advantages.

In response to the third research question, first, we found some secondary information on the Internet, such as the population structure of Tainan, and searched for some houses with reasonable square meters and reasonable rents on the rental housing website in Tainan, and then relying on this information, we will find a suitable location for expanding new store in Tainan. In addition, we will also calculate how the new store will affect the revenue of the original store.

In response to the first question, our findings found that there are six main factors that affect consumers' purchase intention. They are brand impression, service quality, price, store atmosphere, product diversification, and the location of the restaurant. If companies can satisfy consumers on these six factors, it will help brands grow. In response to the second question, we found that Pizza Hut's brand image and product diversity are significantly higher than other pizza industries. Therefore, brand impression and product diversity are Pizza Hut's brand strengths. Pizza Hut can strengthen its competitiveness in this direction. Last, for the third question, we have done several layers of research and analysis. Generally, when expanding new stores, researchers base their selection criteria on the revenue the new location can bring to the company. However, our research also considers whether the new location's revenue comes from dividing the revenue of the original store. After analyzing, we found that the North District of Tainan has a large population, but only has one Pizza Hut, so it is a suitable location for expanding new stores. And through the calculation results, we can know that the new store won't divide up the revenue of the original North District Pizza Hut. The detailed calculation process can refer to the content of this essay. We also provide some practical suggestions to Pizza Hut.

Key words: Growth strategy, Brand advantage, Purchase intention, Expansion strategy

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INTRODUCTION

BACKGROUND

Pizza Hut is a chain pizza industry in the United States and the largest pizza chain industry in the world. As of 2018, Pizza Hut has 18,431 restaurants worldwide. However, in 1986, Pizza Hut officially entered Taiwan. By March 2021, Pizza Hut has a total of 279 branches in Taiwan. It is the pizza chain with the largest number of restaurants in Taiwan. Pizza Hut's business beliefs are that they attach importance to team management, effective communication between employees, a happy working environment, a work spirit of innovation and change, customer satisfaction first, and employee development and affirmation. Pizza Hut hopes to create a win-win situation for customers, shareholders, and employees.

In Taiwan, Pizza Hut has always been a leader in the pizza industry. However, in recent years, Domino's, which is the same as Pizza Hut, which mainly sells pizza, has grown steadily. Not only Pizza Hut has launched a variety of pizzas, but Domino's has also followed up with a healthier pizza crust. This is very attractive for modern people who are pursuing health. Compared with Pizza Hut and Domino's, Naples is the third largest pizza chain restaurant in Taiwan. Although everyone's evaluation of his pizza is not as good as Pizza Hut. But everyone gave high marks to the fried chicken in Naples.

Therefore, Pizza Hut must increase its customer loyalty if it does not want to be surpassed by other pizza chains. Therefore, we decided to accept the commission of Pizza Hut, to find out the factors that will lead to their purchase intention, and to find out the brand advantage of Pizza Hut. In addition, we have noticed that there have

been many investment projects and high-tech companies investing in Tainan in recent years. We think this will bring population movement to Tainan. However, where there is a population, there will be business opportunities, so we also want to assist Pizza Hut in the analysis of its store expansion strategy and find a suitable location for opening a new Pizza Hut in Tainan.

MOTIVATION

Pizza Hut entrusted us to do research and analysis for them. The main goal is to pursue the growth of Pizza Hut's brand. First of all, we must understand what factors in the market will affect consumers' purchase intention. To take an example in Pakistan in 2002, online shopping is becoming more and more popular among young people in Pakistan¹, but the most important thing for marketers is purchase intention². They can estimate the sales amount through the purchase intention of customers and implement corresponding marketing strategies. Therefore, we wanted to understand what factors influence consumers' decisions when choosing pizza.

After understanding the factors that affect consumers' purchase intentions, companies will target these factors to satisfy consumers. However, how to stand out among so many companies of the same type? First of all, we must know that the customer's impression of the brand plays an important role in the consumer's mind. Differentiation of different brand elements will always lead to high brand recognition and better sales performance. So, we wanted to find out what is the brand advantage of Pizza Hut compared to other pizza brands?

¹ Muhammad Rizwan et al., "Determinants of customer intentions for online shopping: A Study from Pakistan," *Journal of Sociological Research* 5, no. 1 (2014).

² Fatemeh Meskaran, Zuraini Ismail, and Bharani Shanmugam, "Online purchase intention: Effects of trust and security perception," *Australian journal of basic and applied sciences* 7, no. 6 (2013).

The growth of a company not only needs to examine strengths and weaknesses in the firm, it is also very important to examine external opportunities and threats. Take McDonald's as an example³. They are trying to expand their business to the world. They are constantly developing new locations in order to learn from various experiences and lessons to make their brand stronger. Therefore, within the scope of our ability, we also hope to help Pizza Hut expand more new stores in Taiwan. This will not only increase the company's revenue, but also expand Pizza Hut's customer reach. At the same time, it can also face more different consumers. Therefore, expanding new stores can also help companies understand consumers more comprehensively.

RESEARCH PURPOSE

Purchase intention is the probability of consumers deciding whether to buy the product. When consumers have a good impression and attitude towards a certain product or brand, purchase intention may be formed. In other words, purchase intention refers to the subjective probability of consumers to buy a specific product or brand. It has also been proven to be an important indicator that can be used to predict consumer behavior. Therefore, through our research, we wanted to explore which factors influence consumers' purchase intention to choose a pizza brand.

It is also important to know the strengths of a brand. This is the key for consumers to choose Pizza Hut at numerous pizza restaurants. If Pizza Hut can understand and strengthen its brand advantages, it can enhance brand competitiveness

³ Bahaudin G Mujtaba and Bina Patel, "McDonalds success strategy and global expansion through customer and brand loyalty," *Journal of Business Case Studies (JBSC)* 3, no. 3 (2007).

and build consumer loyalty to the brand. Therefore, we also hope to use the research results to help Pizza Hut know its brand strengths.

Prior management literature told us corporate growth strategy includes concentration, vertical integration, horizontal integration, and diversification. However, previous studies seldom gave us detailed information about what to do if we decide to take a concentration strategy. Furthermore, marketing presents us the importance of location, it does not supply us with the details about how to choose the location. Therefore, we find out that there is a research gap. With this research, we want to explore what kinds of factors should be considered while selecting appropriate new store locations.

RESEARCH QUESTIONS

From the motivation of the research, we can know that our goal is to help the Pizza Hut brand to improve its competitiveness, and hope that it will continue to be the first choice for Taiwanese when they want to eat pizza.

First, our research paper will use questionnaires to understand what the main considerations for consumers are to choose restaurants. The content of the questionnaire includes brand impression, meal taste, in-store environment, service quality, restaurant location, price measurement, purchase intention, purchase experience and brand preference. Therefore, the first research question is, we hope that through the above questions, Pizza Hut can know what are the factors that affect consumers' purchase intention?

In Taiwan, Pizza Hut is the largest company in the same type of pizza industry. However, there are of course some similar companies of similar size, such as

Domino's and Naples. Therefore, our second research question is to analyze, what are the advantages and disadvantages of Pizza Hut's brand compared with other competitors of the same type?

Last, due to Pizza Hut and our industry-university cooperation case, we hope that our research will make an analysis of Pizza Hut's stores in Tainan for Pizza Hut. We will use the government's public information to understand the population structure of Tainan, and use this to analyze which location is suitable for Pizza Hut to expand its new store here?

Therefore, our research questions can be organized into four points:

Study 1:

1. What kind of factors influence consumers' purchase intention?
2. What are the brand strengths of Pizza Hut?

Study 2:

3. Factors for consideration and steps of store expansion analysis
4. Which place can Pizza Hut open a new store in Tainan?

CONTRIBUTION

According to our first research question, what factors influence consumers' purchase intention? Our research results found that brand impression, service quality, in-store consumption atmosphere, meal diversity, restaurant location, these five main factors will influence consumers' purchase intention to decide whether to go to Pizza Hut. On the contrary, the price will not affect consumers' willingness to buy from Pizza Hut. Since consumers decide to shop at Pizza Hut, price will not be their main consideration.

For our second research question, what are the brand strengths of Pizza Hut? Through our statistical results, we found that the brand image and the variety of meals are the brand strengths of Pizza Hut. Therefore, Pizza Hut can continue to strengthen its advantages in this direction. According to the literature, Pizza Hut does have a good brand image⁴. This also means that most consumers have confidence in the Pizza Hut brand. In recent years, Pizza Hut has also been actively creating pizzas with different flavors according to festivals in Taiwan, successfully creating a topic of conversation. Therefore, this business strategy successfully attracts consumers.

Our third research question, Consideration factors and steps of store expansion analysis. We performed eight steps. The first step: We can find suitable storefronts on Ziwu.com. Second, the director of Pizza Hut provides us the rental, square meters, and average monthly turnover of Pizza Hut. Step 3: Check the distribution of Pizza Hut in Tainan. Step 4: Find the population of Tainan's administrative districts. Step 5: Inquire about the average income of each administrative district in Tainan. With the third, fourth, and fifth steps, we can observe which administrative district has lots of population and those who live in this district have high average income, but there are fewer Pizza Hut. Then, we can proceed to the sixth step: select the region. After selecting the area, we can go to the seventh step, select the location, and calculate the distance from the new location to the original store and the population of the business district where the query location is located. Step 8: Calculate whether the new store will divide up the turnover of the original location based on the information obtained in Step 7. The final step is to decide on the location.

From the conclusions of the third research question, we can get the answer to the fourth research question. Where can Pizza Hut open a new Pizza Hut in Tainan?

⁴ Indri FA Senduk, Joy E Tulung, and Fitty Valdie Arie, "The Effect of Brand Image, Price Perception, and Promotion on Purchase Decision at Pizza Hut in Manado," *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 9, no. 4 (2021).

Based on our research results, we found a suitable location for opening a new Pizza Hut in the North District of Tainan City. Because the North District is the fourth most populous administrative district in Tainan. But there is only one Pizza Hut. Finally, after calculating that the location we choose will not divide up the original North District's sales of Pizza Hut, we can suggest the address that can expand the new store to Pizza Hut to help them expand the store.

LIMITS

1. Due to customer privacy concerns, we cannot know the average income, occupation or age group of consumers who have visited Pizza Hut. This makes it difficult for us to judge who are the main customer groups of Pizza Hut.
2. We found that the business district government in Tainan did not give a unified classification.
3. We cannot direct access to Pizza Hut's top management.

DELIMITS

Although there is no official unified business district classification in Tainan, we use the administrative region as the classification standard. And look for information on Tainan's population structure on the official website of Tainan City, including the total population, employment, and average income of each administrative region.

Although we cannot directly contact Pizza Hut's top management, we can still understand Pizza Hut's corporate vision through interview videos, documents, media interviews, and Pizza Hut's official videos.

LITERATURE REVIEW and HYPOTHESES

In this paragraph. First, we will define what purchase intention is, and then explore what factors affect purchase intention. Then we'll define what brand advantage is, and then discuss what the brand we've studied, Pizza Hut's brand advantage.

DEFINITION OF PURCHASE INTENTION

According to the research of Blackwell et al.,⁵ consumers will have the motivation and willingness to purchase because of their special needs in life or personal. Therefore, the generation of purchase intention is mainly to meet the demand. According to the research of Newberry et al., the purchase intention can be divided into two types. The first is the willingness to buy and execute the purchase decision, that is, the consumer will pay for the product in the end. The second is the willingness to buy but not immediately executing the purchase decision. A scholar, Xu Shijun, believes that the purchase intention is the consumer behavior generated by

⁵ 趙品豐 and 趙伶俐, "善因行銷對品牌形象與購買意願影響之研究," *康大學報*, no. 7 (2017).

the overall evaluation of the target product expected to be purchased. Different scholars have slightly different interpretations of purchase intention. Combining their thoughts, the purchase intention can be roughly divided into three key points. First, purchase intention refers to the likelihood that consumers will purchase a product⁶. Second, the purchase intention is the consumer's evaluation or attitude towards related products⁷, combined with the stimulating effect of external factors, resulting in the purchase decision. Third, purchase intention can be used as an important indicator to predict the actual behavior of consumers⁸.

In the consumer market, purchase intention can be used to predict the indicators that consumers will purchase products or services⁹. When consumers encounter information about products or services, they become familiar with them and have perceived benefits and values, so they have purchase intentions for the products. Enterprises should fully understand the possibility of customers' purchase intention and formulate appropriate marketing strategies to enhance consumers' purchase intention and help the company grow.

The research results of Mr. Xie Zhicun in 2013 show that if the mobile phone accessories are innovative, the consumers' perception of the product's price will be higher, which will lead to consumers' awareness of purchase motives. Ms. Chen Jinghua's research on listed travel agencies in 2014 showed that if consumers believe

⁶ Amir Nasermodeli, Kwek Choon Ling, and Farshad Maghnati, "Evaluating the impacts of customer experience on purchase intention," *International Journal of business and management* 8, no. 6 (2013).

⁷ Gyan Prakash et al., "Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation," *Journal of Retailing and Consumer Services* 50 (2019).

⁸ Vicki Morwitz, "Consumers' purchase intentions and their behavior," *Foundations and Trends® in Marketing* 7, no. 3 (2014).

⁹ Vicki G Morwitz, Joel H Steckel, and Alok Gupta, "When do purchase intentions predict sales?," *International Journal of Forecasting* 23, no. 3 (2007).

that the better the brand image¹⁰, the higher their trust in the brand and the higher their willingness to buy. In his research on Wangpin Group in 2011, Mr. Li Weiyi found that the better the brand image, the higher the purchase intention of its consumers. In conclusion, purchase intention can be defined as the likelihood that consumers are willing to buy the product.

FACTORS AFFECTING PURCHASE INTENTION

Consumers' purchasing decision is a complex process. There are many factors that consumers consider when purchasing. These factors, however, are purchase intention. Intention to buy is often used by entrepreneurs to predict consumer buying behavior. Therefore, it is important for operators to understand what factors influence purchase intention.

Corporate image is a tool for a business to build a positive image among consumers¹¹. Corporate image also plays a huge role in creating customer loyalty. Long-term customer loyalty¹² will bring profit and growth to the company. Therefore, having a good brand image is positively related to purchase intention.

The relationship between price and consumers' willingness to buy is disturbed by

¹⁰ Ilyoo B Hong and Hoon S Cha, "The mediating role of consumer trust in an online merchant in predicting purchase intention," *International Journal of Information Management* 33, no. 6 (2013).

¹¹ Vahidreza Mirabi, Hamid Akbariyeh, and Hamid Tahmasebifard, "A study of factors affecting on customers purchase intention," *Journal of Multidisciplinary Engineering Science and Technology (JMEST)* 2, no. 1 (2015).

¹² James L Heskett, "Beyond customer loyalty," *Managing Service Quality: An International Journal* (2002).

the level of product knowledge¹³. In other words, consumers will not always choose the lowest price product. Because sometimes consumers will think that the quality of products with lower prices will also be lower¹⁴. If consumers have a high level of knowledge about the brand's products and are confident in the brand, they will be willing to pay a higher amount to buy the product. Thus, the relationship between price and purchase intention depends on consumers' impression of the company.

After research and analysis, it is found that service quality and purchase intention have a positive relationship¹⁵. Take a large-scale car exhibition as an example¹⁶, the service staff actively demonstrated their good service quality during the exhibition. Their purpose is not for consumers to consume during the exhibition. Instead, they hope to increase consumers' willingness to buy after the exhibition. The results show that improving the service quality perceived by the exhibition visitors will positively affect the visitors' perception of the exhibition effect. In addition, the exhibition effect and service quality directly affect future purchase intentions.

In-store consumer sentiment also affects purchase intentions¹⁷. An international retail chain in Karachi, Pakistan conducted a sample survey of 300 consumers who frequented the store. Data were collected via questionnaires and analyzed by regression analysis. The findings show that in-store environmental factors such as cleanliness, smell, lighting, and display/layout have a positive impact on consumers' purchase intention.

¹³ ; 林素吟, "影響消費者購買意願的外部線索策略之研究," 4, no. 行銷評論 (2007).

¹⁴ Chun-Fang Chiang and SooCheong Shawn Jang, "The effects of perceived price and brand image on value and purchase intention: Leisure travelers' attitudes toward online hotel booking," *Journal of Hospitality & Leisure Marketing* 15, no. 3 (2007).

¹⁵ Ying-Feng Kuo, Chi-Ming Wu, and Wei-Jaw Deng, "The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services," *Computers in human behavior* 25, no. 4 (2009).

¹⁶ Udo R Gottlieb, Mark R Brown, and Judy Drennan, "The influence of service quality and trade show effectiveness on post-show purchase intention," *European Journal of Marketing* (2011).

¹⁷ Riaz Hussain and Mazhar Ali, "Effect of store atmosphere on consumer purchase intention," *International Journal of Marketing Studies* 7, no. 2 (2015).

According to research, product diversity also helps increase purchase intentions¹⁸. Take 7-11's city coffee as an example¹⁹, 7-11 has launched more and more types of coffee, which can meet the needs of more consumers and increase their willingness to buy. And when there are more types of products and consumers are aware of the product attributes, consumers will have confidence in the brand. That is why product diversity increases purchase intention.

With the opening of the market, the competition in the industry has become more and more obvious. In terms of the operation of the international chain fast food industry, the main leading brand McDonald's fast-food restaurant²⁰, the most important key factor for its success is "the correct choice of business district and location²¹". Through literature review, in the study of restaurant location selection or related literature, when finding out location selection, business district conditions and traffic conditions are the most important. Therefore, we can know that the choice of restaurant location has a positive correlation with purchase intention.

DEFINITION OF BRAND STRENGTHS

A brand represents a promise. It implies trust, consistency, and a clear set of expectations²². To win the favor of consumers among many brands, the brand must have a unique positioning of the brand in the minds of consumers. To maximize

¹⁸ Hee-Yeon Kim, "The effect of selection attribute of HMR product on the consumer purchasing intention of an single household-Centered on the regulation effect of consumer online reviews," *Culinary science and hospitality research* 22, no. 8 (2016).

¹⁹ 許育甄 and 溫景智, "品牌形象影響消費者購買行為之研究—以連鎖咖啡店為例," (2020).

²⁰ 王啟民, "消費者西式速食餐廳消費動機因素分析-以台南, 高雄及屏東地區之麥當勞為例," (2014).

²¹ 焦元輝, 李銘輝, and 樓邦儒, "國際連鎖速食餐廳區位選擇之研究-以台北市麥當勞速食店為例," *華岡地理學報*, no. 17 (2004).

²² Scott M Davis, "The power of the brand," *Strategy & Leadership* (2000).

customer-brand relationships, companies must understand how customers think, act, perceive and make purchasing decisions.

Take Apple as an example. Apple's main business strategy is branding²³. Because it is impossible for someone to not know the Apple brand these days. However, the reason for Apple's success is its brand differentiation. Apple uses a different program than other phone companies and strictly controls the quality of its products. Apple is also arguably the longest-lasting phone. If the consumer wants to replace the mobile phone with Apple's, then he must also replace all other peripheral products with Apple's. Product differentiation is Apple's brand advantage, which has indeed created great benefits for Apple.

PIZZA HUT'S BRAND STRENGTHS

According to a Korean fast-food restaurant study, compared with KFC, Helvetia, and Western Grill, Pizza Hut's meal quality²⁴, in-store consumption environment and overall service attitude are significantly higher than those of the other three restaurants. However, emphasizing fast delivery service is also one of Pizza Hut's business philosophy, so this will make consumers feel that Pizza Hut's service quality is good.

In addition to this, Pizza Hut also places great emphasis on employee training²⁵, for which Pizza Hut has developed a learning lab environment to train its employees

²³ Ashley Wouters, "Apple & Google: a comparative analysis of marketing approaches and strategies," *Czech Journal of Social Sciences Business and Economics* 3, no. 4 (2014).

²⁴ 梁直青、蔡孟育, "商店氣氛、消費情緒、行銷手法與消費者購買決策之影響以速食店為例" *國立虎尾科技大學企業管理系經營管理所* (2016).

²⁵ Bih-Shya Lin, "品牌形象及產品知識對購買意願之影響—價格折扣干擾效果之探討," (2007).

at 10 regional training centers. Employees learn how to run a Pizza Hut store, and instructors teach them how to become more familiar with the process of making pizza. All these can create a good company impression for Pizza Hut and become the brand advantage of Pizza Hut.

The key to profitable growth is to retain existing customers and develop potential customers. This research paper aims to better understand the application of CRM²⁶ in the fast-food industry. The researchers conducted the study by collecting a total of 120 questionnaires from 12 Pizza Huts. The findings show that some Pizza Hut customers are satisfied with service levels, food quality, staff attitudes and behaviors, etc.²⁷ However, customer satisfaction and pleasure lead to increased customer loyalty. Therefore, they are less likely to choose to buy other brands of pizza. This gives Pizza Hut a competitive advantage over its competitors. The main advantage of Pizza Hut is the taste of the food and the corporate image of the company.

DEFINITION OF CONCEPTS

There are seven concepts in our research, brand image, service quality, price, store atmosphere, product diversity, store location, and purchase intention.

Corporate image

Corporate image as known as brand image is defined as the set of beliefs, ideas, and impressions, which is the perception of the brand in the minds of the consumers,

²⁶ Khalid Rababah, Haslina Mohd, and Huda Ibrahim, "Customer relationship management (CRM) processes from theory to practice: The pre-implementation plan of CRM system," *International Journal of e-Education, e-Business, e-Management and e-Learning* 1, no. 1 (2011).

²⁷ Oogarah-Hanuman Vanisha et al., "Assessing Whether Customer Relationship Management Can Be Used as a Springboard to Trigger Customer Loyalty and Achieve Sustainable Competitive Advantage: The Case of Pizza Hut Mauritius" (paper presented at the European Business Research Conference Proceedings, 2012).

which means consumers don't necessarily to make a purchase, use products or service. Consumers can have distinct opinions on the brands.²⁸ In other words, it shows how consumers see the brands when they interact with brands. Therefore, brand image is important because it stands for quality and promise of the brands to consumers as well as deliver the position in market.²⁹ Subsequently, the stronger brand image may create the better relationship among consumers and businesses.³⁰

Service quality

Service quality is how an organization conveys its service in comparison with the expectations of its consumers. Therefore, the companies which have high service quality supply the services that satisfy or surpass expectations of consumers.³¹ There are five dimensions of service quality. Reliability, tangibility, empathy, responsiveness, and assurance.³² Reliability means the capacity and consistency of organization when performing a specific service to fulfill the needs of consumers. For example, some specific companies promise for delivery, and resolution of problems. Next, tangibility is the ability of an organization to stand for service quality to its consumers, such as the appearance of physical facilities, and equipment.³³ Further, empathy is the ability of an organization to express its services in a certain way which makes the organization appear empathetic to the desires and demands of consumers. Consumers who believe the companies genuinely care about them are likely to be more faithful to the companies.³⁴ Next one, responsiveness stands for the capacity of organization to

²⁸ "What is Brand Image and how do you measure it," <https://www.qualtrics.com/experience-management/brand/brand-image/>.

²⁹ "Every Picture Tells A Story: Talking Your Brand Image."

³⁰ Aashish Pahwa, "What Is Brand Image? – Importance & Examples," *FEEDOUGH* February 28, 2022.

³¹ "Service Quality: Definition & Dimensions," December 6, 2021, <https://study.com/academy/lesson/service-quality-definition-dimensions.html>.

³² Indeed Editorial Team, "Service Quality: Definition, 5 Dimensions and Implementation," *Indeed* (March 2, 2021).

³³ "How to measure service quality," *Qualtrics* (May 21, 2020), <https://www.qualtrics.com/blog/how-to-measure-service-quality/>.

³⁴ Team, "Service Quality: Definition, 5 Dimensions and Implementation."

supply consumers' immediate services, including requests of consumers, feedback, and questions. Finally, assurance is that consumers have confidence and believe in a specific organization. If organization eagers to keep the consumers, the employees require the be aware of earning the trust from the consumers.³⁵

Price

Price is one of the key factors which is involved in launching a product and service to the public. Further, price is the amount which consumers are willing to pay for the products. Therefore, it is important that marketers have to connect the price to the true and perceived value of products.³⁶ In addition, price can convey the message to consumers concerning presumed quality level of products in the market.³⁷

Store atmosphere

Store atmosphere which is used to describe the conscious design of a space to establish a desired impression on consumers.³⁸ Subsequently, atmosphere can be described as the quality of space "around", and it is explained in sensory terms. For example, hearing, vision, touch, and smell. And those sensory will influence consumers' purchase behavior by catch consumers' attention with smells, sounds, hearing.³⁹ Therefore, store atmosphere will convey the messages to consumers by a series of features on its circumstance, and it can bring about consumers' internal reaction to further contribute to the likelihood of purchase.⁴⁰

³⁵ "MBA Knowledge Base," <https://www.mbaknol.com/marketing-management/service-quality/>.

³⁶ ALEXANDRA TWIN, "The 4 Ps of Marketing and How to Use Them in Your Strategy," (Updated June 24, 2022), <https://www.investopedia.com/terms/f/four-ps.asp>.

³⁷ "Price," *Encyclopedia Britannica*, <https://www.britannica.com/topic/marketing/Price>.

³⁸ Paula Lopes and Miguel Varela Rosa Isabel Rodrigues*, "Factors Affecting Impulse Buying Behavior of Consumers" (June 2, 2021).

³⁹ Rosa Isabel Rodrigues*, "Factors Affecting Impulse Buying Behavior of Consumers."

⁴⁰ Edvan Cruz Aguiar & Francisco Vicente Sales Melo Salomão Alencar de Farias, "Store Atmospherics and Experiential Marketing: A Conceptual Framework and Research Propositions for An Extraordinary Customer Experience" (Federal University of Pernambuco, Brazil, January 23, 2014), <http://dx.doi.org/10.5539/ibr.v7n2p87>.

Product diversification

Production diversification is an approach that companies use to extend the originally intended market scope of products.⁴¹ Once the companies found out the opportunities, companies can raise the profitability by and accomplish the higher sales volume from new products.⁴²

Location

Store location means a physical retail store operated or owned by marked companies.⁴³ Store location is a strategic determination, it should be cautiously decided and planned to perform maximum efficiency. Therefore, when companies decide to expand the store, they should consider the possible cost, transportation closes the store, surrounding of the store, and facilities related to the store operation.⁴⁴

The importance of choosing a suitable location

The background of this study is to examine the price fairness of restaurant location and brand equity in the Malaysian market. Data is from customers of several international fast-food restaurants on the east coast of Malaysia.

The findings show that restaurant location has a significant positive impact on brand equity and its dimensions, namely, brand image, brand loyalty, brand preference, and brand leadership. In addition, price fairness was found to have a significant positive effect on overall brand equity and its dimensions. These results show that

⁴¹ Indeed Editorial Team, "Product Diversification: Definition, Stages, Benefits and Examples," *Indeed* (March 16,2021), <https://www.indeed.com/career-advice/career-development/diversify-products>.

⁴² CFI Team, "Product Diversification " *CFI* (February 1,2022), <https://corporatefinanceinstitute.com/resources/knowledge/strategy/product-diversification/>.

⁴³ "Store location denifition ", in *Law insider*. <https://www.lawinsider.com/dictionary/store-location>.

⁴⁴ "Store location ", V skills, <https://www.vskills.in/certification/tutorial/store-location-and-layout/>.

restaurant locations are visible and accessible to customers seems to be a crucial factor in determining the success of a business. Additionally, consumers tend to rate restaurant brand offerings based on price fairness that matches restaurant quality.⁴⁵ Hence, since location is so important, what criteria should we use to decide which are good locations for restaurants?

How to Choose a Profitable Store Location

We found a study that looked at restaurant locations in Taipei. Researchers believe that restaurant location is a key factor in the success of restaurant management because it determines how convenient it is to serve customers and how many customers are attracted. In addition, location also has a significant impact on a restaurant's market share and profitability. Jain and Mahajan (1979) pointed out, "In developing a competitive strategy, price helps to cope, service helps to expand and improve, merchandise can overlap, promotion can be imitated, but the benefits of establishing a retailer's location are hardly destroyed. and underestimated". Therefore, the importance of location should be recognized.

A restaurant is an item that serves diners and a place where the public hosts parties and other social events. Therefore, restaurants should focus not only on serving individual customers (Yun and Hing, 1995), but also on supplying desired service characteristics for the entire customer. Service categories such as location, scale, transportation convenience, and parking spaces will directly affect the source of customers and the future success or failure of restaurants. Therefore, the choice of restaurant location becomes more important. However, the criteria for selecting locations provided in this report are provided by Taipei City⁴⁶. I thought that the

⁴⁵ Jalal Hanaysha, "Restaurant location and price fairness as key determinants of brand equity: A study on fast food restaurant industry," *Business and Economic research* 6, no. 1 (2016).

⁴⁶ Gwo-Hshiang Tzeng et al., "Multicriteria selection for a restaurant location in Taipei," *International journal of hospitality management* 21, no. 2 (2002).

economic situation of Taipei and Tainan would not be too far apart, so I adopted this stupid research report.

The researchers used Analytic Hierarchy Process (AHP) with five dimensions and 11 criteria to develop a location evaluation hierarchy for restaurants. Four alternatives to the location of Pao-San (Takarazima Japanese Siki Kisegi cuisine) restaurant locations in Taipei were evaluated. These aspects include transportation, business districts, the economy, competition, and the environment. The criteria are rental cost, transportation cost, convenience of mass transportation system, size of parking space, traffic of people, number of competitors, intensity of competition, size of commercial area where restaurant is found, scope of public facilities, convenience of garbage disposal, sewage discharge capacity. Alternatives are ranked by a multi-criteria approach. The result is a set of compromise solutions, including two alternative positions, that will be suggested to decision makers. The first option is an expanding commercial center at the intersection of two subway lines. The second option is in a new political and administrative center of the city. Alternatives are ranked by a multi-criteria approach. The result is a set of compromise solutions, including two alternative positions, that will be suggested to decision makers. The first option is an expanding commercial center at the intersection of two subway lines. The second option is in a new political and administrative center of the city. Alternatives are ranked by a multi-criteria approach. The result is a set of compromise solutions, including two alternative positions, that will be suggested to decision makers. The first option is an expanding commercial center at the intersection of two subway lines. The second option is in a new political and administrative center of the city.

Therefore, we can know that nearby transportation, business districts, convenience of life, small parking spaces, competitive stores, rental costs, etc. are all factors that need to be considered when choosing a store location.

Purchase intention

Purchase intention refers that consumer be willing or plan to purchase a specific product or service.⁴⁷ In short, purchase intention is consumers' desire to buy a product.⁴⁸ Purchase intention continues to be an important concept in marketing.⁴⁹

RESEARCH HYPOTHESES

Corporate image is the perception of the brand in the minds of consumers, and it is also the confidence of consumers in the corporate. Brands can give consumers a good impression, but they can also give a bad impression⁵⁰. Therefore, we believe that corporate impression can indeed influence consumers' purchase intention. However, brand image is not just about the overall image of that company. At the same time, consumers will also connect themselves with the brand image. Brand image also represents the image of consumers⁵¹. This is based on the theory of brand image and consumer self-concept consistency. Consumers will choose corporations that are more in line with their social status and personality. Armon's findings (2018) show that brand image has a positive and significant impact on MPV vehicle purchases.

In addition, there is also a study that has pointed out that brand image can make

⁴⁷ Bang Nguyen-Viet Hai Ho Nguyen, Yen Thi Hoang Nguyen & Tin Hoang Le, "Understanding online purchase intention: the mediating role of attitude towards advertising" (Jul 2,2022), <https://www.tandfonline.com/doi/pdf/10.1080/23311975.2022.2095950?needAccess=true>.

⁴⁸ V M Arifani and H Haryanto, "Purchase intention: implementation theory of planned behavior (Study on reusable shopping bags in Solo City, Indonesia)" (2018).

⁴⁹ Donald G. Morrison, "PURCHASE INTENTIONS AND PURCHASE BEHAVIOR," *Journal of Marketing* (1979), <https://www.jstor.org/stable/1250742>.

⁵⁰ Ninuk Muljani and Yulius Koesworo, "The impact of brand image, product quality and price on purchase intention of smartphone," *International Journal of Research Culture Society* 3, no. 1 (2019).

⁵¹ Afrina Yasmin, "Impact of brand image on consumers' purchase decision," *International Journal of Research in Social Sciences* 7, no. 10 (2017).

it easier for consumers to identify products, evaluate product quality, reduce cognitive risk when purchasing, and confirm that the brand can get differentiated feelings and satisfaction⁵². Researchers, Thakor and Katsanis pointed out in a 1997 study that brand image is a clue for consumers to evaluate product quality, especially in the evaluation of empirical products, brand image can even reverse the bad image of the country of origin and improve the cognition of product quality. Therefore, when the brand image of a product is good, consumers will have a higher cognitive quality, and the chance of choosing the brand will increase. In conclusion, brand image is the key point to influence consumers' purchase intention.

H1: Corporate image positively influences consumers' purchase intention

In recent years, consumer awareness has been higher, and sales competition has been fierce. However, when consumers buy a product, price is one of the important factors affecting their purchase intention. Advocating value for money means using price promotions to attract consumers, and it has become a business strategy that is often used by manufacturers⁵³.

Cox and Cox explored the impact of brand, product type, and reference price on advertisers' perceptions of overall store price. They found that using the method of marking a lower reference price on a product can induce consumers to have a low-price perception and it will increase their purchase intention. The research of Taiwanese scholar Xu Yiying also showed that the purchase intention of the low-priced commodity group is significantly higher than that the high-priced commodity group. That means that if consumers can really perceive the low price of products, it will increase consumers' purchase intention. In conclusion, price positively affect

⁵² Lin, "品牌形象及產品知識對購買意願之影響－價格折扣干擾效果之探討."

⁵³ 林素吟, "影響消費者購買意願的外部線索策略之研究," *行銷評論* 4, no. 1 (2007).

purchase intention. Consumers are more willing to buy low-priced products than high-priced products.

H2: Price positively influences consumers' purchase intention

Four important characteristics of services are intangible, inseparability/simultaneity, heterogeneity, and perishability⁵⁴. According to service characteristics and industries, service quality can be divided into three dimensions: materials, personnel, and equipment⁵⁵. If the store can do all three items well, consumers will feel that the store provides good service quality. Consumers' satisfaction with stores has improved, and product purchase intentions have also increased⁵⁶.

A lecturer at the University of Marietta wanted to explore the effect of research service satisfaction on gasoline purchase intentions when spending at a gas station⁵⁷. Because gasoline will not have quality and price differences. The only difference is the service quality of the gas station staff. He learned through questionnaires that the higher the service quality, the higher the satisfaction of consumers. The more satisfied consumers are, the more willing they are to buy. In conclusion, service quality has a positive influence on consumers' purchase intention.

H3: Service quality positively influences consumers' purchase intention

⁵⁴ Russell Wolak, Stavros Kalafatis, and Patricia Harris, "An investigation into four characteristics of services," *Journal of Empirical Generalisations in Marketing Science* 3, no. 2 (1998).

⁵⁵ Chun-Chen Huang et al., "The relationship among corporate social responsibility, service quality, corporate image and purchase intention," *International Journal of Organizational Innovation* 6, no. 3 (2014).

⁵⁶ Muhammad Arslan and Rashid Zaman, *Impact of Brand Image and Service Quality on Consumer Purchase Intentions. A Study of Retail Stores in Pakistan* (GRIN Verlag, 2015).

⁵⁷ Chendy Christy Dapas et al., "The effect of service quality and website quality of zalora. Com on purchase decision as mediated by purchase intention," *Calitatea* 20, no. 169 (2019).

According to the earlier review, location is a significant factor when an organization decides to expand the store. Thus, the surroundings of the store should have enough parking space and convenient transportation. Further, if the transportation near the store is too difficult to arrive, it may influence consumer's willingness to visit the stores. Consequently, location of stores may influence purchase intention of consumers.

H4: Location positively influences consumers' purchase intention

Product diversification is a method that companies use to extend the originally intended market scope of products, which means companies supply more options of products and services. Consequently, product diversification can appeal to potential and possible audiences. If brands provide various types of products, it's more likely to satisfy consumers' needs.

H5: Product diversification positively influences consumers' purchase intention

Store atmosphere is a conscious design of a space to establish a desired impression on consumers. Thus, the store atmosphere contains hearing, smells, touch and visions. It can be said that the store atmosphere is a key element in a store which cannot be ignored. For example, cleanliness can improve store atmosphere, and music can influence purchase intention of consumers consciously and unconsciously.⁵⁸ Hence, once consumers feel the pleasure induced by the environments of the store, consumers may spend more time as well as money than intended.⁵⁹

H6: Store atmosphere positively influences consumers' purchase intention

⁵⁸ Riaz and Ali Hussain, Mazhar "Effect of Store Atmosphere on Consumer Purchase Intention," *International Journal of Marketing Studies* (January 9, 2015), https://mpr.ub.uni-muenchen.de/72707/1/MPRA_paper_72707.pdf.

⁵⁹ ROBERT J. DONVAN, "Store Atmosphere and Purchasing Behavior," *Journal of Retailing* 70 (August, 1994).

In Taiwan, Pizza Hut is under the operation of Jardine Restaurant Group. There are five core shared values of Jardine Restaurant Group, customer-centric, creative, courage, collaborative, caring, respectively.⁶⁰ Thus, these core values will directly influence Pizza Hut's core beliefs. The message sent from Pizza Hut is efficient service quality, distinct and brand-new flavor products, most importantly relaxed and pleasant dining atmosphere.⁶¹ Therefore, the corporate image of Pizza Hut is positive for consumers.

H7-1: Pizza Hut's corporate image is significantly higher than other brands

Since 2019, Pizza Hut has rolled out new pizza flavors on the market from time to time and it often successfully attracts people's attentions.⁶² Further, Pizza Hut not only focuses on the pizza but also develops other meals like rice, pasta, and desserts. In addition, Pizza Hut also offers distinct pizza crust for consumers to choose. Therefore, Pizza Hut's product diversification is more able to appeal more consumers to make the purchase

H7-2: Product diversification is significantly higher than other brands

⁶⁰ "Jardine Restaurant Group," <https://www.jrg.com/who-we-are/>.

⁶¹ "(必勝客 Pizza Hut)富利餐飲股份有限公司光復分公司," https://www.yes123.com.tw/wk_index/comp_info.asp?p_id=20150701170323_23526273.

⁶² 蕭涵云, "必勝客多狂? 盤點 16 款「獵奇披薩」," *NOWnews* May 5, 2022, <https://tw.stock.yahoo.com/news/必勝客多狂-盤點 16 款-獵奇披薩-102027889.html>.

METHODOLOGY

RESEARCH PROCESS

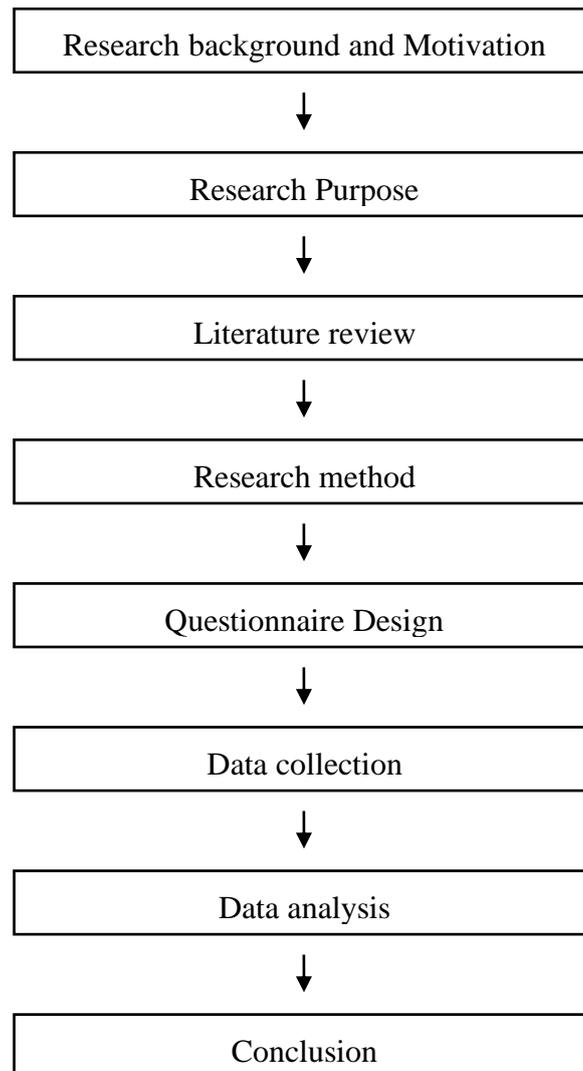


Figure 1. Research Process

Our research is aimed to investigate what potential factors will be considered when the companies intend to expand the stores. Further, our research also will explore what kinds of factors would influence consumers' purchase intention.

Therefore, based on our research purpose, we will look up the literature to discover what are the potential and key factors when deciding store expansion.

Subsequently, our research devised three approaches that allow us to explore ways to improve Pizza Hut's benefits and develop new stores from multiple perspectives. The first method is to design a questionnaire. This is discussed from the customer's point of view. The second method is that one of our team members went to Pizza Hut to do field research, in order to learn more about the real situation of Pizza Hut's operation, and also have the opportunity to visit the customers who consume Pizza Hut. However, this is to observe Pizza Hut and the pizza chain industry from a third-party perspective, and the results of this research will be relatively objective. The last method is to visit the executives of Pizza Hut, which brings us closer to the people who make the operation strategy. This is to examine the company's operating conditions from the perspective of the company's internal.

In addition to the above three research methods, we also used the method of online data collection to find suitable addresses for Pizza Hut to expand new stores. Make a practical contribution to Pizza Hut.

DATA COLLECTION

Qualitative Research

For this research, we use questionnaires to collect the data. The questionnaire was distributed online. Therefore, people who fill in the questionnaire will be more diverse, and the answers to the questionnaire will be more objective. Total of 125 questionnaires were collected. After collecting the data, we use SPSS software to further analyze the data.

Field study

In addition to qualitative study, one of our researchers spent two months in Tainan's Pizza Hut. In this two-month, research spent 320 hours to do field study and learn more about the real operation of the store. Through field study, researcher can observe how much a customer spends at a Pizza Hut. Whether the preparation of meals conform to safety standards, or the staff care about the cleanliness of stores. Most importantly, we can also observe when facing consumers, whether the staff provide good service quality. Only when our researchers go to Pizza Hut stores to observe the operation of the restaurant chain from the perspective of employees, we make the most realistic research and analysis.

Subsequently, when we analyzed the stores for Pizza Hut, we needed to know which local stores we could choose from, therefore we found rental houses in various administrative districts in Tainan on 591 Rental Housing.com. And by interviewing a Pizza Hut executive, we know that it takes about 60~70 ping to open a Pizza Hut house, and the monthly rent is about NT\$35,000~60,000. Further, to open a Pizza Hut store, the districts need at least 1,000 households.

In order to assess potential sales volume, we also collect population data from the website of the official household registration office in Tainan. And we used Google Maps to check the walking and driving times from the original stores to potential stores. After screening the suitable locations, we used the Huff Gravity Model formula to figure out whether opening a new Pizza Hut in the location we selected would cause a snatch effect on the original Pizza Hut. Choose the most suitable place to open a new store from both from the perspective of the company and the customer.

Table 1. Source of Data

Data	Source
Tainan population data	Bureau of Civil Affairs Tainan City Government Website of official household registration office
Store of Pizza Hut	Taiwan official website of Pizza Hut
Rental house information	Website 591 rental house
Walking time for existed store to potential store	Google Maps
Average income	Website of Executive Yuan, R.O.C (Taiwan)

MEASURES

In this research, researchers use Likert scale to measure variables by dividing into seven degrees which are strongly agree, agree, neutral, disagree, strongly disagree.

Dependent Variables

Purchase intention: the measurement of questions referred to Hai Ho Nguyen⁶³ The

⁶³ Hai Ho Nguyen, "Understanding online purchase intention: the mediating role of attitude towards advertising."

respondents will be answer following questions. Scaled by Likert seven-point.

1. 我會考慮購買必勝客的產品

I will consider purchasing the products from Pizza Hut.

2. 我願意購買必勝客的產品

I am willing to purchase the products from Pizza Hut.

1. 我願意向親朋好友推薦購買必勝客的產品

I am willing to recommend family members and friends to purchase the products from Pizza Hut.

Independent Variables

Corporate image: the measurement of questions referred to Danny Somekh⁶⁴ corporate image represents the brands in the minds of the consumers. Therefore, corporate image is measured by the following three question. Scaled by Likert seven-point.

3. 您認為必勝客是連鎖披薩業的領導品牌

Do you think Pizza Hut is the leading brand in the pizza chain industry?

4. 您認為必勝客擁有好的名聲

Do you think Pizza Hut has a good reputation?

5. 您認為必勝客的食品安全是可信賴的

Do you think Pizza Hut's food safety is trustworthy?

Price: the measurement of questions referred to Alexandra Twin.⁶⁵ Respondents will be asked how they feel about the price of Pizza Hut and answer the following three question. Scaled by Likert seven-point.

⁶⁴ Somekh, "Every Picture Tells A Story: Talking Your Brand Image."

⁶⁵ TWIN, "The 4 Ps of Marketing and How to Use Them in Your Strategy."

6. 當我在必勝客購買商品時，我會購買低價且符合我需求的商品

I choose the low-price products that fulfill my needs when I purchase the products in Pizza Hut.

7. 當我在必勝客購買商品時，我會選購最便宜的商品

I choose the cheapest products when I purchase the products in Pizza Hut.

8. 我在必勝客購買商品時，我會以價格作為主要的依據

I use price as the main basis when I purchase the products in Pizza Hut.

Service quality: the measurement of questions referred to Ramya N.⁶⁶ According to literature, there are five dimensions of service quality. First of all, reliability, tangibility, empathy, responsiveness, and assurance. Responsiveness can stand for company's ability to supply immediate services of consumers. Assurance means consumers believe in organization. Thus, service quality is measured by the following three questions. Scaled by Likert seven-point.

9. 當您到必勝客消費時，您不用花太多時間等待餐點製作完成

You don't have to spend much time waiting for your meal when you visit Pizza Hut.

10. 您認為必勝客提供快速的外送服務

Do you think Pizza Hut offers fast delivery?

11. 您認為必勝客的員工提供值得信賴的服務

Do you think Pizza Hut employees provide trustworthy service?

⁶⁶ Ramya N, "SERVICE QUALITY AND ITS DIMENSIONS" (February, 2019).

Location: the measurement of questions referred to Shari Waters.⁶⁷ Traffic around the store is most important. Thus, the following three questions will ask respondents how they feel about the traffic nearby the Pizza Hut. Scaled by Likert seven-point.

1. 您所消費的必勝客位置屬於商業中心

The Pizza Hut store which you visit is at the commercial center.

12. 您所消費的必勝客停車便利

The Pizza Hut store which you visit is convenient for parking.

13. 您所消費的必勝客附近交通便利

The Pizza Hut store which you visit has convenient transportation.

Product diversification: the measurement of questions referred to CFI Team.⁶⁸ More products provided by the company; consumers are more familiar with the brands. The following questions will ask respondents how they feel about the flavors of Pizza Hut. Scaled by Likert seven-point.

14. 您認為必勝客的披薩口味多元且對市場而言是全新的

Do You think Pizza Hut offers diverse and new flavors of pizza in the market?

15. 您很滿意必勝客的餐點口味

Are you satisfied with the flavors of Pizza Hut?

Store atmosphere: the measurement of questions referred to Rosa Isabel Rodrigues.⁶⁹ Store atmosphere can catch consumers' attention by hearing, vision, touch, and smell. Thus, the following questions will ask how respondents feel when they visit the store. Scaled by Likert seven-point.

⁶⁷ Shari Waters, "Choosing a Retail Store Location," *liveabout dotcom* (March 12,2021), <https://www.liveabout.com/choosing-a-retail-store-location-2890245>.

⁶⁸ Team, "Product Diversification".

⁶⁹ Rosa Isabel Rodrigues*, "Factors Affecting Impulse Buying Behavior of Consumers."

16. 您認為在必勝客消費的感覺是舒適的

Do you think it is comfortable at Pizza Hut store?

17. 您認為必勝客的店面及員工總是保持整潔

Do you think the store and staff are always tidy at Pizza Hut?

DATA ANALYSIS

RELIABILITY ANALYSIS

The questionnaire has seven concepts, and the reliability is measured by Cronbach's α to confirm the questions are reliable. According to Multivariate Statistical Analysis,⁷⁰ If Cronbach's α coefficient is >0.6 , it could be regarded as reliable.

Table 2. The Reliability Test

Test variables	Cronbach's α	Result
Corporate image	0.740 >0.6	>0.6 , reliable
Service quality	0.705 >0.6	>0.6 , reliable
Price	0.819 >0.6	>0.6 , reliable
Store atmosphere	0.705 >0.6	>0.6 , reliable
Product diversification	0.714 >0.6	>0.6 , reliable
Location	0.662 >0.6	>0.6 , reliable
Purchase intention	0.857 >0.6	>0.6 , reliable

Table sorted by author

⁷⁰ 周文賢, *多變量統計分析* (June 1, 2002).

STATISTICAL RESULTS

Table 3. Correlation Matrix

Means, Standard Deviations, and Correlations								
Variable	Mean	S.D	1	2	3	4	5	6
1. Corporate image	5.8320	0.78702						
2. Service quality	5.3840	0.89327	0.404**					
3. Price	4.5093	1.42719	0.142	0.381**				
4. Store atmosphere	5.7720	0.84602	0.517**	0.745**	0.198*			
5. Product diversity	5.8360	0.87246	0.674**	0.404**	0.75	0.503**		
6. Location	4.5840	1.12056	0.153	0.297**	0.396**	0.133	0.177*	
7. Purchase intention	5.8853	0.87488	0.529**	0.284**	0.58	0.422**	0.452**	0.221*

*p<0.05; **p<0.01; ***p<0.001
*N=125

Table sorted by author

Table 4. Standardized Regression Coefficients from Analyses Predicting

Purchase Intention

Standardized Regression Coefficients from Analyses Predicting Purchase Intention (N=125)						
	Model					
Independent variables	1	2	3	4	5	6
Corporate image	0.529***					
Service quality		0.284**				
Price			0.58			
Store atmosphere				0.422***		
Product diversification					0.452***	
Location						0.221*
Model F	47.741	10.776	0.414	26.651	31.645	6.291
R ²	0.28	0.081	0.003	0.178	0.205	0.049
Adjusted R ²	0.274	0.073	-0.005	0.171	0.198	0.041

*p<0.05; **p<0.01; ***p<0.001

*N=125

Table sorted by author

H1: Corporate image positively influences consumers' purchase intention

According to **Table 4.**, corporate image has a positive influence on consumers' purchase intention. Hypothesis one is supported ($\beta=0.529$, $p<0.001$). A great corporate image can attract potential consumers and build trust among brands and consumers quickly. Thus, if the quality of products brings consumers a good image will always enhance consumers' purchase intention. In conclusion, the corporate image positively affects consumers' purchase intention.

H2: Price positively influences consumers' purchase intention

As can be seen from **Tables4.**, hypothesis 2 is not supported by the result ($\beta=0.58$, $p>0.05$). When consumers intend to purchase, they will have a perceived value in their mind. Therefore, when consumers assume that the value of products is higher than the price of products. They are willing to pay for the higher price. Thus, hypothesis 2 is not supported.

H3: Service quality positively influences consumers' purchase intention

From **Tables4.**, hypothesis 3 is supported by the result ($\beta=0.284$, $p<0.01$). Service quality can be divided into materials, personnel, and equipment. Once consumers walk into the store, they can tell whether the store provides good service quality or satisfy the needs of consumers. If consumers feel the good service quality and staff can satisfy their needs, the purchase intention of consumers will increase. Consequently, service quality is a factor to affect consumers' purchase intention.

H4: Location positively influences consumers' purchase intention

According to **Tables4.**, hypothesis 4 is supported by the result ($\beta=0.221$, $p<0.05$). It shows that location indeed is a crucial factor to organization when considering the expansion of stores. If consumers find it difficult to visit the store, the willingness of consumers may be affected. In other words, if the store is easier to reach, consumers may increase their intention. Hence, location positively influences consumers' purchase intention.

H5: Product diversification positively influences consumers' purchase intention

From **Tables4.**, hypothesis 5 is supported by the result ($\beta=0.452$, $p<0.001$). Product diversification is an approach which companies used to extend the original

market for products. Thus, product diversification attracts potential and possible audiences. Distinct types of products provided by the brands, it's more likely to satisfy consumers' needs.

H6: Store atmosphere positively influences consumers' purchase intention

According to **Tables4.**, the result is consistent with hypothesis 6 ($\beta=0.422$, $p<0.001$). Store atmosphere is an essential element in store when consumers walk in the store. Once consumers are pleased with cleanliness, music and environment in store, purchase intention of consumers will be induced. Consumers will spend more time and money than intended. Thus, the store atmosphere positively influences consumers' purchase intention.

Table 5. Comparison of the differences between varied brands in the pizza industry

Variables	Brands	N	Average	Standard Deviation	t-value
Corporate image	Pizza Hut	88	5.9659	0.71123	3.029**
	Others	37	5.5135	0.87346	
Service quality	Pizza Hut	88	5.4545	0.87964	1.366
	Others	37	5.2162	0.91508	
Price	Pizza Hut	88	4.5606	0.78051	0.618
	Others	37	4.3874	0.96310	
Store atmosphere	Pizza Hut	88	5.8239	0.82364	1.058
	Others	37	6.6486	0.89648	
Product diversification	Pizza Hut	88	6.0000	0.78051	3.374**
	Others	37	5.4459	0.96310	
Location	Pizza Hut	88	4.5871	1.07091	0.048
	Others	37	4.5766	1.24635	

Table sorted by author

H7-1: Pizza Hut's corporate image is significantly higher than other brands

Brand advantages represent the thing that a company does better than other brands. According to **Table5.**, we can tell that the corporate image ($\beta=0.539$, $t=3.029$) of Pizza Hut is significantly higher than other brands. In the mind of consumers, they may assume Pizza Hut owns a great reputation and also consider Pizza Hut is the leader brand in industry

H7-2: Product diversification is significantly higher than other brands

Product diversification ($\beta=0.452$, $t=3.374$) is significantly higher than other brands. Pizza Hut should continue to develop new flavors of pizza to maintain its advantage on the market.

In addition, we can learn that the advantages of Pizza Hut are corporate image and product diversification. However, when a company decides to expand its stores, it should consider the proper location of stores, and the company can adjust the price strategy to appeal to potential customers. Further, Pizza Hut should focus on store atmosphere and service quality to keep the consumers.

RESEARCH RESULTS

Table 6. Hypotheses results

Number	Hypotheses	Results
H1	Corporate image positively influences consumers' purchase intention	Supported
H2	Price positively influences consumers' purchase intention	Not Supported
H3	Service quality positively influences consumers' purchase intention	Supported
H4	Location positively influences consumers' purchase intention	Supported
H5	Product diversification positively influences consumers' purchase intention	Supported
H6	Store atmosphere positively influences consumers' purchase intention	Supported
H7-1	Pizza Hut's brand image is significantly higher than other brands	Supported
H7-2	Product diversification is significantly higher than other brands	Supported

Table sorted by author

EXPANSION STRATEGY RESULTS

In addition to analyzing the brand strengths of Pizza Hut, we will also find a suitable location for Pizza Hut to expand its storefront in Tainan. During the process, we will carry out several steps, from understanding the population structure of Tainan, basic information of Pizza Hut stores to finally choosing a suitable address.

Step 1: The rent, square footage, and average monthly turnover of a Pizza Hut store.

Since we want to help Pizza Hut find a suitable storefront, we must know how many square meters of storefront Pizza Hut will choose when choosing a storefront, as well as the monthly rent it can afford. There is also the monthly turnover of each store, which will be convenient for us to do the calculation of the store expansion analysis later.

Table 7. Storefront information of Pizza Hut in Tainan

Pizza Hut store in Tainan	Performance/month (NTD)	number of target households	House size (Sq m)	Rental/month (NTD)
中華店	760,000	27,550	70	55,000
大灣店	700,000	23,359	68	50,000
成大店	670,000	35,550	62	52,000
崇明店	640,000	37560	65	50,000
安南店	720,000	34,007	66	48,000
安和店	670,000	33,564	62	45,000
善化店	610,000	20,050	58	35,000

鹽行店	530,000	19,690	62	35,000
麻豆店	590,000	16,225	60	48,000
佳里店	570,000	21547	58	35,000

Information provided is limited, not all Pizza Hut in Tainan.

Information provided by executives of Pizza Hut.

Step 2: Distribution of Pizza Hut in Tainan.

Between stores. Yongkang District has 4; Annan District has 3; East District has 2; South District, Anping District, Rende District; North District, Xinshi District, Shanhua District, Xinhua District, Guiren District, Jiali District, There are 1 each in Madou District and Xinying District. From the Table 8., we can know that there are most Pizza Hut in Yongkang District, there are second most Pizza Hut in Annan District, and there are third most Pizza Hut in East District.

Table 8. Distribution of Pizza Hut in Tainan

Administrative area	永康	安南	東區	南區	安平	仁德	北區
Numbers of Pizza Hut	4	3	2	1	1	1	1
Administrative area	新市	善化	新化	歸仁	佳里	麻豆	新營
Numbers of Pizza Hut	1	1	1	1	1	1	1

Source of the materials: <https://www.pizzahut.com.tw/place/>

Step 3: Administrative District Population.

Since the Tainan City Government has not announced the distribution of the official business district in Tainan, we will use the administrative district of Tainan to analyze the expanded storefronts. We list boroughs with a combined population of

more than 30,000 people. We can find that Yongkang District is not only the administrative area with the largest number of Pizza Hut stores, but also the administrative area with the largest population. Annan District, the second most populous district, also has the second largest numbers of Pizza Huts. The Eastern District, which has the third-largest number of Pizza Hut stores, also has the third-largest population. We can know from this information that Pizza Hut will first choose administrative areas with a large population to expand new stores. The North District, which has the fourth largest population, has only one Pizza Hut. Therefore, we can include the North District as the main administrative area for the expansion of new stores.

Table 9. Administrative District Population and numbers of households

Administrative area	永康	安南	東區	北區	中西區	安平區
Population	234384	197214	181826	127402	77431	67321
Number of households	88827	67971	73110	51751	32574	27505
Administrative area	麻豆	仁德	善化	佳里	新營	關廟
Population	42978	76532	51649	58138	74800	33598
Number of households	16225	9398	20047	21574	29809	11639

Source of the materials:

https://bca.tainan.gov.tw/News_Population.aspx?n=1131&sms=13853

Step 4: Average Income

However, a large population does not necessarily mean that a new Pizza Hut will be opened here. There must be a certain purchasing power to be really suitable for suggesting that the company can expand new stores in this location. Therefore, after

finding a suitable location according to the second step, we inquired about the employment population and average income of Yongkang District, Annan District, East District, North District, Central and Western District, and Rende District.

Table 10. Employment and average income of people in Tainan

Administrative area	Employed population	average income/month (NTD)
永康	107620	46357
安南	62119	25142
東區	48432	20582
北區	35533	16432
中西區	40351	19346
仁德	50108	22340
新營	23025	10465

Source of the materials:

<https://www.dgbas.gov.tw/public/Data/dgbas04/bc2/105census/X00/67%E8%87%BA%E5%8D%97%E5%B8%82.pdf>

Step 5: Select Administrative Regions.

After doing the above steps, we decided to choose suitable locations to open new stores in the East District and North District. Although Yongkang District and Annan District are the administrative districts with the largest population and the highest population and average income. However, both two boroughs have opened four Pizza Huts and three Pizza Huts respectively. We believe that there is a high probability that this will cause a food grabbing effect, so we do not test these two areas. The reason we chose the East and North Districts is that with a population of 181,826, the East District is the third most populous administrative district in Tainan; the North District, with 127,402 people, is the fourth most populous administrative district in Tainan.

Those who live in the Eastern District have an average salary of NTD20,582, which is the fourth highest average salary in Tainan; those who live in the Northern District have an average salary of 16,432, which is the sixth highest average salary in Tainan. The two boroughs also have above-average employment and average income. We considered the market potential of the East and North. Therefore, we will find suitable addresses in this East and North.

Step 6: The distance from the chosen location to the original store and the population of the business district where the chosen location is located.

After selecting the east area and the north area in the previous step, we need to check the distance between these addresses and the original Pizza Hut. There is no need to open a new store if the new location is too close to the original Pizza Hut. We will use Google Map calculate the time it takes for each location to walk and ride a bike to the original Pizza Hut, as well as the neighborhood population, effective population, and business district potential where the location is located.

Table 11. Suitable Locations in North District of Tainan

coding	House size (sq m)	Rental/month (NTD)	address	Distance to the nearest Pizza Hut
A	50	75,000	台南市北區台 17 線 106 號	3.6km from 西門店
B	50	43,000	台南市北區西門路四段 283 號	1.5km from 西門店
C	70	80,000	台南市北區大港里	4.6km from 西門店
D	112	60,000	台南市北區開元路 333 號	2km from 西門店

Source of the materials: <https://rent.591.com.tw/>

The crossed-out options are the locations filtered out in the sixth step.

Table 12. The distance between the original Pizza Hut in the North District and the new location, and the population of each business district in the North District.



Source of the materials: google map,

https://addressrs.moi.gov.tw/address/index.cfm?city_id=67000

Table 13. Market Potential of North District in Tainan

location coding	A	B	C	D
Business district	10146	22763	5992	8806
population				
Effective population ratio	0.28	0.28	0.28	0.28

Business district potential	2840.8	6373.6	1677.7	2465.68
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Source of the materials: <https://www.similarweb.com/corp/blog/research/market-research/market-potential/>

1. We will add the neighborhood population of the selected location to the nearby neighborhood population as the business district population.

Coding A: 和順+大豐=5520+4626=10146

Coding B: 福德+成功+北門+大光+成德=6102+5501+5678+5188+5482=22763

Coding C: 大港=5992

Coding D: 開元+大光=3618+5888=8806

2. The effective population ratio is calculated by dividing the employed population of the North District by the total population of the North District. It's $35533/127402=0.28$
3. The business district potential is the business district population multiplied by the effective population ratio.

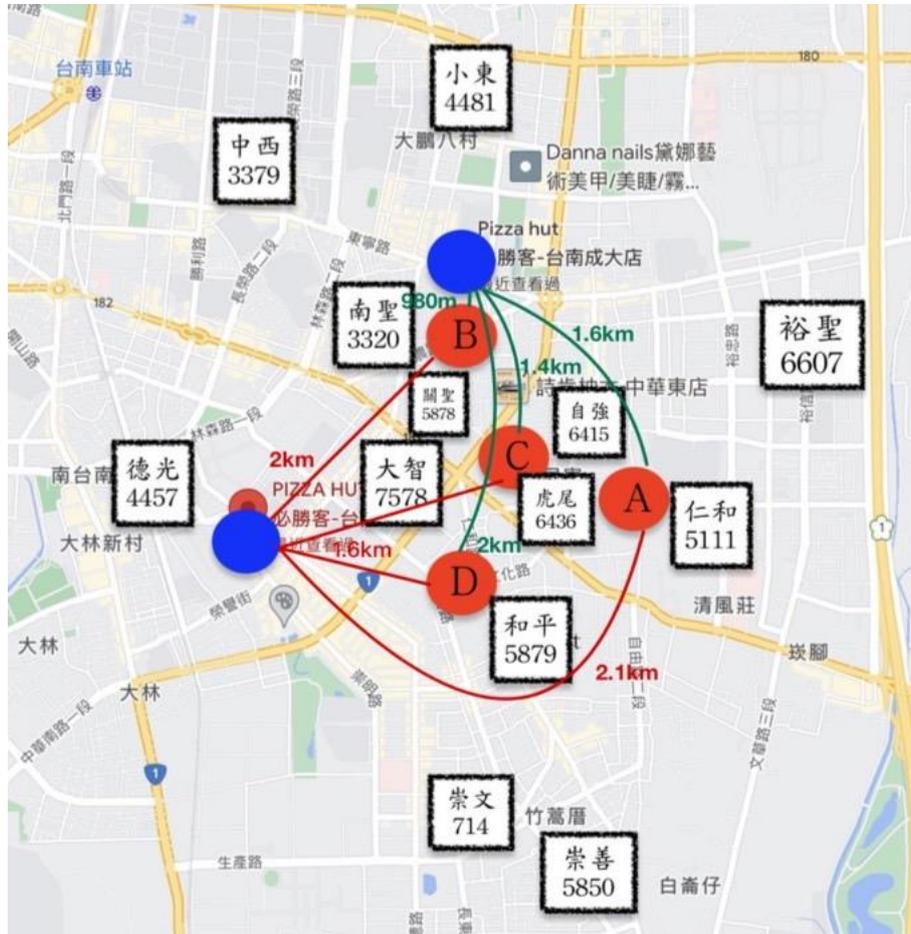
Table 14. Suitable Locations in East District of Tainan

coding	House size (sq m)	Rental/month (NTD)	address	Distance to the nearest Pizza Hut
A	65	30,000	台南市東區東門路三段 37 巷 12 弄 33 號	2.1km from 崇明店 1.6km from 成大酒店
B	68	34,000	台南市東區裕農路 668 巷	2.8km from 崇明店 900m from 成大酒店
C	75	30,000	台南市東區東門路三段 37 巷	2km from 崇明店 1.4km from 成大酒店
D	72	48,000	台南市東區文化路 6 號	1.6km from 崇明店 2.2km from 成大酒店

Source of the materials: <https://rent.591.com.tw/>

The crossed-out options are the locations filtered out in the sixth step.

Table 15. The distance between the original Pizza Hut in the East District and the new location, and the population of each business district in the East District.



Source of the materials: google map,

https://addressrs.moi.gov.tw/address/index.cfm?city_id=67000

1. We will add the neighborhood population of the selected location to the nearby neighborhood population as the business district population.

Coding A: 仁和+虎尾=5111+6436=11547

Coding B: 南聖+關聖=3320+5878=9198

Coding C: 自強+虎尾=6145+6436=12851

Coding D: 大智+和平=7578+5879=13457

2. The effective population ratio is calculated by dividing the employed population of the North District by the total population of the North District. It's

$$48432/181826=0.26$$

- The business district potential is the business district population multiplied by the effective population ratio.

Table 16. Market Potential of East District in Tainan

Location coding	A	B	C	D
Business district population	11547	9198	12851	13457
Effective population ratio	0.26	0.26	0.26	0.26
Business district potential	3002.2	2391.4	3341.2	3498.8

Source of the materials: <https://www.similarweb.com/corp/blog/research/market-research/market-potential/>

Step 7: Calculate whether the store at the new address will divide up the turnover of Pizza Hut at the original location.

After going through the sixth step, we can have a better idea of whether our chosen location is suitable for Pizza Hut as the next Pizza Hut option. But this is not enough. We will use the four formulas of Huff Gravity Model, sales revenue, cannibalization effect⁷¹ and the profit from opening new stores to calculate which address will not share the performance of the original Pizza Hut. After screening, it is the most suitable address for Pizza Hut to open a new store here.

Table 17. Analysis of whether the location chosen in the North District will divide up the sales revenue of Pizza Hut 西門店

Location coding	A	B	C	D
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⁷¹ Sundara Raghavan Srinivasan, Sreeram Ramakrishnan, and Scott E Grasman, "Identifying the effects of cannibalization on the product portfolio," *Marketing intelligence & planning* (2005).

House size (sq m)	50	50	70	112
Time required (ride a motorcycle and walk) (min)	9 (motor) 54 (walk)	3 13	7 38	4 25
Huff Gravity Model	21%	36.3%	23.8%	31.5%
Sales revenue 5%	350,037	785,323	206,724	303,807
Sales revenue 7%	490,051	1,099,452	289,413	425,329
Cannibalization effect 5%	73,507	285,072	49,200	95,699
Cannibalization effect 7%	102,910	399,101	68,880	133,975
Profit from new store 5%	275,037	742,323	126,724	243,807
Profit from new store 7%	415,051	1,056,452	209,413	365,329

Table 18. Analysis of whether the location chosen in the North District will divide up the performance of Pizza Hut 崇明店、成大酒店

Location coding	A	B	C	D
House size (sq m)	65	68	75	72
Time required to 崇明店 (ride a motorcycle and walk) (min)	7 (motor) 25 (walk)	9 32	6 23	5 19
Time required to 成大酒店 (ride a motorcycle and walk) (min)	5 (motor) 17 (walk)	4 12	5 15	8 21
Huff Gravity Model 崇明店	46.9%	41%	48.8%	56.9%
Huff Gravity Model 成大酒店	53%	58.9%	51.1%	43%
Sales revenue 5%	398,371	317,331	443,359	464,266
Sales revenue 7%	557,720	444,263	620,703	649,973
Cannibalization effect 崇明店 5%	186,835	130,105	216,359	264,167
Cannibalization effect 崇明店 7%	261,570	182,147	302,903	369,834
Cannibalization effect 成大酒店 5%	211,136	186,907	226,556	199,634
Cannibalization effect 成大酒店 7%	295,591	261,670	317,179	279,488
Profit from new store 5%	368,371	283,331	413,359	416,266

Profit from new store 7%	527,720	410,263	590,703	601,973
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Step 8: Decide where Pizza Hut can expand its new store in Tainan.

Through the eighth step, we found that even with a large population in the Eastside, the average income is high. However, the calculation results tell us that if we open a new store in the East District, it will take away the turnover of the original Pizza Hut. Because the calculation results of cannibalization effect as a percentage of Sales revenue and cannibalization effect as a percentage of profit in the east area almost all exceed 0.5 (Table 20). This means that the profit of the new store accounts for half of the original store. Therefore, the Eastern District may not be suitable for continuing to expand new storefronts. Two Pizza Huts are saturated for the Eastside. The calculation results of the northern district tell us that the choice of location A is the most suitable. We use two data to analyze. The first is cannibalization effect as a percentage of sales revenue. The second is the cannibalization effect as a percentage of profits. Both calculations for location A are the lowest of these four points (Table 19), so we can see that location A will not have a cannibalizing effect on the original Pizza Hut. If we choose another location, then Pizza Hut's total revenue will not increase, because part of the revenue of the new store comes from robbing the performance of the original store. In conclusion, we will be recommending with Pizza Hut to open a new Pizza Hut at location A.

Table 19. Choice of final location. (Calculation of cannibalization effect in the North district)

Location coding	A	B	C	D
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Cannibalization effect as a percentage of Sales revenue 5%	0.209	0.36	0.23	0.31
Cannibalization effect as a percentage of Sales revenue 7%	0.209	0.36	0.23	0.31
Cannibalization effect as a percentage of profit 5%	0.26	0.38	0.38	0.39
Cannibalization effect as a percentage of profit 7%	0.24	0.37	0.32	0.36

Table 20. Choice of final location. (Calculation of cannibalization effect in the East district)

Location coding	A	B	C	D
Cannibalization effect as a percentage of Sales revenue 5% 崇明店	0.46	0.4	0.48	0.56
Cannibalization effect as a percentage of Sales revenue 5% 成大酒店	0.52	0.58	0.51	0.42
Cannibalization effect as a percentage of Sales revenue 7% 崇明店	0.46	0.4	0.48	0.56
Cannibalization effect as a percentage of Sales revenue 7% 成大酒店	0.52	0.58	0.51	0.42
Cannibalization effect as a percentage of profit 5% 崇明店	0.5	0.45	0.52	0.63
Cannibalization effect as a percentage of profit 5% 成大酒店	0.57	0.65	0.54	0.47
Cannibalization effect as a percentage of profit 7% 崇明店	0.49	0.44	0.51	0.61
Cannibalization effect as a percentage of profit 7% 成大酒店	0.56	0.63	0.53	0.46

Calculation formulas for analysis items:

1. Business district population: The population of the neighborhood where the selected location is located. Our definition of a neighborhood is the distance that can be reached by motorcycle in 5 minutes.
2. Effective population ratio: The number of employed population in the administrative area / the total population of the administrative area * 100%
3. Business district potential: Business district population* Effective population ratio
4. Huff Gravity Model: The size of the storefront/the distance from the selected location to the original storefront (or the time required for traffic) *100%
5. Sales revenue: Business district population* Estimated income of a consumer * Hypothetical market share (This study will make research assumptions at 5% and 7%)
6. Profit from new store: Sales income minus rent.
7. Cannibalization effect as a percentage of Sales revenue: Cannibalization effect divided by sales revenue.
8. Cannibalization effect as a percentage of profit: cannibalization effect divided by profit.

Conclusion

Pizza Hut is the pizza restaurant chain with the largest number of branches in Taiwan. But well-known pizza chains like Domino's and Naples have also grown better in recent years. Therefore, we not only need to identify Pizza Hut's brand strengths and enhance it, but we also need to identify Pizza Hut's brand weaknesses and improve our business strategies. Through our research, we can know that brand image, service quality, price, in-store atmosphere, meal variety and restaurant location are positively correlated with buyers' purchase intention. However, according to our statistical results (Table 3), price won't be the main reason for consumers who purchase in Pizza Hut. Most of them will consume according to their preferences. In addition, according to the statistical results (Table 4), we can know that Pizza Hut's brand image and product diversity are significantly higher than other brands of pizza restaurants. As a result, Pizza Hut can continue to maintain its brand reputation. Through researchers interviewing Pizza Hut executives, we learned that Pizza Hut is hosting events on campus to teach kids how to make pizza, which is a great way to boost the brand's image. Strict control over food safety issues can also help improve brand image. Pizza Hut combines pizza with the representative elements of Taiwanese culture to launch many different time-limited flavors of pizza, which is the main reason why consumers want to go to Pizza Hut, because it makes consumers feel fresh. Pizza Hut can maintain this innovative way of operating. However, based on the statistical results, we can also learn that consumers are not satisfied with the location. Therefore, we can suggest that when Pizza Hut expands new stores, it can choose a location with a more convenient transportation location and a location that is convenient for consumers to park.

According to the statistical results (Table 4), we can know that consumers think

that Pizza Hut's satisfaction with the in-store consumption atmosphere is lower than other pizza restaurants. Nowadays, consumers' purchasing decisions are no longer just care about the quality of the product, their purchasing intentions are also influenced by the atmosphere of the store. A good store atmosphere can enhance the experience value and satisfaction, thereby increasing purchase intention. Take a fast-food restaurant as an example⁷², they are aiming at the following key points to improve the consumption environment in the store. The first one is space planning. Since Pizza Hut's consumption method is mainly take-away, whenever there are too many purchasers, the store will be full of consumers who want to take meals. If Pizza Hut can plan a perfect delivery line, it will improve customer satisfaction. Pizza Hut could try splitting the ordering and pick-up lines into two lines. The second is the people factor. Perhaps Pizza Hut can strengthen the management of employees to ensure that employees can wear clean and tidy uniforms when they go to work and serve consumers with a positive attitude. The third is the ambience. Pizza Hut could use brighter lights to make the entire store look cleaner. Relaxing music can also be played in the store, so that the process of waiting for the meal can be less boring for consumers. The last one is the aesthetics of the facility. Pizza Hut can print nice pizza-related slogans or pictures of pizza on the walls. In recent years, running your own social media has become very popular. Thus, we also suggest that Pizza Hut can design a beautiful wall that allows consumers to check in and take pictures. This will not only improve consumer satisfaction, but also help Pizza Hut brand promotion. The above are our suggestions for improving the in-store consumer atmosphere for Pizza Hut.

Expanding more storefronts can help increase brand exposure and leverage

⁷² 梁直青、蔡孟育, "商店氣氛、消費情緒、行銷手法與消費者購買決策之影響以速食店為例".

economies of scale. Because there are many resources to share, costs can naturally be reduced, and many branches can also create momentum. But you can't choose the location blindly, otherwise it may cause the company's financial loss. We developed several steps to analyze the store expansion steps. First, by analyzing the rent of Pizza Hut stores, the store size, and the monthly turnover to find a suitable rental place on the rental house network. Next, analyze the demographic structure of Tainan and their average income to choose which administrative district is suitable for Pizza Hut to open a new store. And then, choose a suitable location based on the analysis of the business district population of the selected location and the distance from the new location to the original Pizza Hut. Final, after calculating whether the selected location will divide up the turnover of Pizza Hut in the original administrative district, we can help Pizza Hut to choose a location to open a new store that can increase the company's benefit.

If the decision-making power of Pizza Hut to open a new store is given to the district manager currently, as a practical suggestion, we suggest that Pizza Hut should not only consider the rent and possible income of the store when choosing the location for opening a new store, but also consider the impact on existing stores to the new locations.

Through this research we found that running a restaurant chain of this size is not easy and there are many things to be aware of. Therefore, we believe that Pizza Hut must have a strong business strategy guide behind it to have such a good brand impression. We expect Pizza Hut to continue to maintain such a good brand reputation and continue to bring more surprises to Taiwanese in the taste of meals.

Appendix

QUESTIONNAIRE

必勝客競爭分析與顧客滿意度之關係

親愛的先生/小姐：

您好，此學術研究主要是想探討「必勝客在連鎖披薩產業的競爭分析」。

希望能耽誤您幾分鐘的時間，以您真實的生活體驗替我們填寫這份問卷。

您寶貴的意見將為此研究帶來莫大的幫助。

此問卷採不記名方式，您的回答僅供學術研究，決不對外公開，請放心填寫。

感謝您在百忙之中抽空填寫此問卷，您的協助將使本研究更具貢獻，在此獻上最誠摯的謝意。

敬祝 平安順心 健康愉快！

文藻外語大學國際事務系

指導老師：吳紹慈 教授

學生：郭于甄、陳雅琳 同學

第一部分：品牌形象

1. 您認為必勝客是連鎖披薩業的領導品牌。

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

2. 您認為必勝客擁有好的名聲。

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

3. 您認為必勝客的食品安全是可信賴的。

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

第二部分：餐點口味

1. 您認為必勝客的披薩口味是多元的。

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

2. 您滿意必勝客的餐點口味嗎？

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

第三部分：店內環境

1. 您認為在必勝客消費的感覺是舒適的嗎？

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

2. 您認為必勝客的店面及員工總是保持更清潔嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

第四部份：服務品質

1. 當您到必勝客消費時，您不用花很多時間等待餐點製作完成嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

2. 您認為必勝客提供快速的外送服務嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

3. 您認為必勝客的員工提供值得信賴的服務嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

4. 您認為必勝客有良好的售後服務嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

第三部分：餐廳位置

1. 您所消費的必勝客位置更屬於商業中心嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同

2. 您所消費的必勝客停車更便利嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

3. 您所消費的必勝客附近交通更便利嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

第四部分：價格衡量

1. 當我在必勝客購買商品時，我會買低價且符合我需求的品嗎?

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

2. 當我在必勝客購買商品時，我會選購最便宜的商品嗎？

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

3. 當我在必勝客購買商品時，我會以價格作為主要的依據嗎？

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

第五部份：購買意願

1. 我會考慮購買必勝客的產品嗎？

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

2. 我願意購買必勝客的產品嗎？

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

3. 我願意向親朋好友推薦購買必勝客的產品嗎？

非常不同意 不同意 有點不同意 還好 有點同意 同意 非常同意

第六部分：購買體驗

1. 您通常都使用何種方式在必勝客消費?(可複選)

必勝客的外送服務 foodpanda ubereat 親自拿取 其他

2. 您通常會在何種情況到必勝客消費?(可複選)

慶生 慶功宴 聚會 無須特定日子 其他

第七部分：品牌偏好

1. 如果您今天想吃披薩，下列哪個品牌會是您的優先選擇?(請擇一)

必勝客 達美樂 拿坡里 Pizza Rock 50Pizza

Double Cheese 其他

第八部分：您的基本資料

1. 性別：男生 女生 其他
2. 年齡：18-45 歲 46-59 歲 60 歲以上
3. 平均每月收入(新台幣)：10000 元以下 10001~30000 元 30001~60000 元 60001 元以上
4. 職業類別：學生 軍警 醫療 農 工 商 服務業 公務人員
教育 退休 自由業 其他：
5. 購買披薩的頻率：一個禮拜至少一次 一個月至少一次 一年至少一次 其他

本問卷到此結束，再次感謝您的協助！

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