

Tombstone Pizza Research and Analysis

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## **Executive Summary**

The purpose of this study is to gain insight on the frozen pizza category and its use by the 18-24 year old demographic. The researchers main focus was Tombstone pizza and how to improve sales in this demographic. The overall objective of this research is to prove to consumers that the Tombstone brand offers the same quality of taste as other leading frozen pizzas at a lower price point. First, the researchers conducted primary research, which consisted of an online survey questionnaire supplemented by six in-depth interviews. The online survey was distributed to University of Georgia students through random sampling. The in-depth interviews were more detail oriented in order to gain deeper insight into consumers' purchasing decisions. The reoccurring themes found in the study were cost, convenience, topping variety and promotions. The results showed that a low cost, convenient pizza was the most appealing to consumers. 43.3% of the respondents selected low price as a primary reason as to why they purchase frozen pizza. In addition, 57.3% of respondents chose convenience as a priority in making purchasing decisions. The data displayed topping variety as an additional influence. The researchers found that if more toppings could be made available at the same low price that Tombstone offers, consumers would be more likely to purchase. Also, point of sale promotional coupons were the most commonly seen by the research subjects for the Tombstone brand. Although promotional items were positively reflected, only 2.2% of the respondents had actually used them.

The researchers recommend increasing promotional materials for point-of-purchase, specifically discounts and coupons in the frozen foods aisle, in order to encourage more sales of Tombstone pizza. The researchers also recommend maintaining the low-price and high quality of the products. In addition, adding a wider topping variety, such as specialty toppings, would

further increase sales in the target market. Lastly, the researchers feel that a partial re-brand of the packaging and color schemes would attract more buyers in this demographic.

## **Introduction**

The frozen pizza market accounts for 9.57 percent of the frozen food department, which makes up \$40.37 billion. Frozen pizza had revenue of \$4.22 billion from June 2009 to June 2010, a 6.1 percent increase (Duff, 2010). The frozen pizza category tends to do the most sales during the traditional academic school year, but the category as a whole is known as the “evergreen” category. Due to the negative state of the economy, consumers have given up some luxuries such as going out to dinner, which makes frozen pizza a good alternative and thus increased sales (Premium frozen pizza, 2009). Due to the recent economic trends, frozen pizza has significantly increased in profits placing the category in the growth stage of the product life cycle.

Consumers are looking for value and convenience and don't mind giving up delivery and restaurant pizza. The market is currently dominated by Nestle, who now controls over 50% of the frozen pizza market. Schwan's controls a little less than 25% of the category (Pizza Sales, 2009). Other companies sharing the remainder of the market include Pillsbury, Quaker Oats, McCain Foods, and ConAgra. The remainder of the market is comprised of private label and other small manufacturers. Despite Nestle's size, the category remains competitive. For Tombstone, the top four competitors are DiGiorno, Red Baron, Totino's and California Pizza Kitchen.

Tombstone Pizza is a frozen pizza that is sold in grocery stores nation wide that operates out of Glenview, Illinois (Tombstone, 2011). Their pizza is available in a variety of sizes and types to accommodate its consumer as it can be microwaved or baked in the oven and sold for

approximately \$4.18 (Barnes, 2002). They are moderately priced and are considered a bargain for the quality compared to their competitors. Tombstone's strong advertising message, "What do you want on your Tombstone," has been used heavily for the past 30 years (Gale directory, 2011). In addition, Tombstone Pizza works hard on promotions as it consistently offers its consumers coupons for discounts through the Internet and newspapers.

Based on MRI analysis (2009), Tombstone pizza has the most client potential.

Tombstone Pizza is the third favorite amongst the primary target audience in the frozen pizza brand category. The primary target audience for Tombstone frozen pizza is adults aged between 18-24 who are single. Appealing to this particular target audience is important because Tombstone can offer this target audience the same great taste as competitor brands such as DiGiorno, but at a low price similar to brands such as Totino's. Based on MRI analysis (2009), this target market lives in two particular regions: The Midwest and the South. This particular market accounts for 7.67% of the market.

Primary research was needed in order to gain further insight into consumers' viewpoints, attitudes, and purchasing decisions for the frozen pizza category. The main objective was to find insight on figuring out better ways to promote Tombstone Pizza thus allowing an increase in sales as a brand that offers the same quality of taste as other leading frozen pizzas at a lower price point. The researchers were looking to conduct primary research to supplement the findings from their secondary research. In developing the quantitative and qualitative primary research, the researchers looked at the defined overall concepts and they created questions that would help them find results that would yield the most results possible in helping them achieve their overall objectives.

## **Quantitative Methods**

### Participants

A multi-stage sampling method was used. First, among universities in the U.S., the University of Georgia was chosen by using a convenience sampling method. Second, from the list of 21,354 current students' email addresses, 2000 UGA students were randomly selected. Out of the 1973 valid sample, 150 students participated in the online survey. All 150 were within the target market's age group, 17-25. The sample consisted of 91 female (72.8%) and 34 male (27.2%) respondents, with the average age of 20.19(SD=.89).

### Materials

In developing the online survey, the researchers looked back at the secondary research to gain insight into what answers were needed to find from frozen pizza consumers. The questionnaire contained mostly closed-ended questions with a couple of open-ended questions. In order for all questions to be exhaustive, "other" was added as an open-ended option for most closed-ended questions. Within the questionnaire, all types of measurement were used, including: nominal, ordinal, interval and ratio. There was a wide variety of question types used in order to avoid monotony for the participant taking the survey. The survey contained dichotomous questions, skip patterns, multiple choice questions, checklist questions, rank order questions, Likert scale, Semantic Differential scale and open-ended questions. In order to keep drop out rates low, the survey was kept around 10 minutes and included 27 strong questions and 5 demographic questions. In conducting this survey, four key concepts of interest were kept in mind that these 27 questions fell into. The concepts of interest included: purchasing behavior and attitudes towards the frozen pizza category, brand awareness, brand preference, brand loyalty and attitude towards advertising. By putting the questions into these categories the researchers

were able to successfully determine consumers feelings about frozen pizza as a whole and develop a plan of action for what Tombstone needed to accomplish as a brand.

### Procedures

Once the survey was finalized, pretests were conducted in order to determine the ease of readability of questions, and also to check for errors that may have been missed. The pretest participants were friends of the researchers. This was the fastest and easiest way to test the survey since their responses were not used in the data results. A few minute changes were made, in order to assure participant ease while taking the survey. After additional changes were made, the online survey was distributed to 1973 students at the University of Georgia through an automated email from Survey Monkey. The Email included an invitation letter to participate in the survey, which also contained a link to the survey. Each person who received the email had from March 22 until April 1 to complete the online survey. Follow-up emails were sent out a few days before the survey was concluded, giving participants one final reminder to complete the survey.

### **Qualitative Methods**

Through the method of in-depth interviewing, it is possible to concentrate attention on areas of critical concern. One-on-one interviews reveal the best thinking of each respondent without the influence of others compared to a focus group, while generating more detailed information. The setting of a one-on-one interview allows the interview to go beyond surface answers in order to obtain a clear understanding of the respondents' true ideas and thoughts.

Six in-depth interviews were conducted for Tombstone Pizza. All of the participants are students at the University of Georgia who fit into the target market ages of 18-24. The

researchers wanted to interview students outside of Grady College in order to diversify the study. Out of the six participants, four were male and two were female. Their majors are in the field of business, medical, and social work.

All of the interviews were conducted in settings that are familiar to the participants. These settings include their home, the university's Student Learning Center, and a local coffee shop. By conducting the interview in a place where the participants were comfortable in their own surroundings, they were able to truly be themselves and supply honest answers. The interviews were conducted between mid-day and evening. Each interviews lasted about thirty to thirty-five minutes.

At the start of the interview, the interviewers introduced themselves and turned on the audio recorder. Next, the interviewers read the opening remarks and asked if the participants had any questions or concerns. If the participants had no questions or concerns, the interviewers proceeded to ask the participants a series of 9 key questions that featured between one to three follow up questions, following the interviewer guide. The interviewers read the closing remarks to the participants at the conclusion of the interview. The closing remarks assured the participants that their results would be completely confidential. The interviewers then proceeded to develop a verbatim transcript to better study and analyze the results.

### **Quantitative Results**

Through quantitative data collection, the researchers found three reoccurring themes throughout the data sets. The research subjects repeatedly responded to questions during the online questionnaire that lead the researchers to infer that price, convenience, and topping variety are the most significant factors when making frozen pizza purchasing decisions.

The researchers found it apparent that cost is an important factor in making purchasing decisions about frozen pizza. When asked “Which of the following describes the reasons you would choose a frozen pizza brand over a restaurant pizza?” low price was a highly selected option. Out of the 150 respondents to the survey, 65 checked the “low price” option, which is equal to 43.3% of the responses (Table A). When the respondents were asked “Which of the following describes the reasons you would choose a frozen pizza brand over a delivery pizza?” low price was selected 82 times, which equals 54.7% of the total responses (Table B). Cost as a factor in purchasing decisions also appeared when the researchers compared the responses to two of the questions. The first question asked, “Which pizza brand do you purchase most often?” and the second question asked, “If the following brands of frozen pizza were all equal in price, which one would you be most likely to purchase?” In the first question, the most popular responses were DiGiorno (frequency=31, 20.7% of all responses), Totino’s (frequency=20, 13.3% of all responses), and Tombstone (frequency=19, 12.7% of all responses) (Table C). Tombstone and Totino’s are some of the lowest priced pizzas available for purchase. When the respondents were asked the second question, however, the most significant answers were DiGiorno (frequency=40, 26.7% of all responses) and California Pizza Kitchen (frequency=39, 26% of all responses) (Table D). Totino’s and Tombstone only added up to a total of 4.6% of all responses with only two choosing Totino’s and five choosing Tombstone (Table D). Although the survey participants would prefer to buy other brands of pizza, they are limited to purchasing certain brands because of their affordable prices. This data shows the researchers that the price of a frozen pizza highly affects the consumers’ purchasing decisions at the point of purchase.

The data sets also conveyed the importance of convenience to the researchers as a reason for buying frozen pizza. When asked, “Which of the following describes the reasons you would



choose a frozen pizza brand over a restaurant pizza?” 86 respondents selected the convenience option, which is equal to 57.3% of the total responses (Table A). Also, when the survey subjects were asked “Which of the following describes the reasons you would choose a frozen pizza brand over a delivery pizza?” 58 chose convenience as a reason, which equals 38.7% of the total responses to the question (Table B). These statistics are useful in determining what factors are important in decisions about pizza purchase.

The researchers also observed that topping variety is an important factor in frozen pizza purchasing decisions. When asked to “Rate the importance of the following factors you consider in purchasing frozen pizza” the majority of the respondents replied that topping variety is either “important” (frequency= 32, 21.3% of all responses) or “very important” (frequency=28, 18.7% of all responses) (Table F). Therefore, frozen pizza brands have the possibility to influence consumers’ purchase decisions depending on the variety of toppings they offer.

Another interesting outcome of the data sets refers to brand preference and brand loyalty. When asked to “State your level of agreement with the following statements” in a 5-point Likert scale in the online questionnaire, the means for each of the four statements referring to brand loyalty ranged from 2.59 to 3.99. All of the statements’ means average together to equal a fairly neutral 3.33 (Table E). When asked to “Please rate the importance of the following factors you consider in purchasing frozen pizza”, the majority of the participants responded saying that brand preference was either “important” (frequency= 37, 24.7% of all responses) or “very important” (frequency= 24, 16% of all responses) (Table F). Hence, the data shows the researchers that although the participants stated that brand preference is an important factor in purchasing frozen pizza, brand loyalty is not something that they feel strongly about. Therefore, factors like price, convenience, and topping variety all have the opportunity to be influential in decision-making

about frozen pizza purchases.

Finally, the researchers found no statistical significance when testing more than one variable at once. The researchers ran Chi-Square tests for questions such as “What is your gender?” with “Do you purchase frozen pizza?” The p-value was greater than .05, so no statistical significance was found from that test (Table G) or other Chi-Square tests that were run. T-Tests were run to test questions such as “Have you ever heard of Tombstone pizza before this survey” and a question containing four statements ranked on a 5-point Likert scale about forms of communication as influences on purchase decisions. The results of this test were not statistically significant because the p-value was once again higher than .05 (Table H), as were the rest of the p-values in the other T-tests that the researchers conducted. Lastly, a correlation test was run to test the correlation between “How do you feel about Tombstone pizza?” and brand loyalty. The p-values were all greater than .05 so there was no correlation found between these two factors (Table I). Although no statistical significance was found between variables in different questions, the data does support the findings that price, convenience, and variety of toppings are all influential factors in the purchasing of frozen pizza.

## **Qualitative Results**

### *Why They Like Frozen Pizza*

It was found that many consumers like frozen pizza in general because it is both convenient and affordable. Many interviewees could attest that their lifestyle has a major influence on what they eat. As it is popular among the college demographic, frozen pizza is able to fit into the hectic lifestyle of an active college student. During several interviews, price was

sited as a primary factor in influencing consumers to purchase frozen pizza as well. Typical comments included:

Convenience is a major factor for me when I look for food to eat.

If I'm really busy and I don't have time to cook dinner, it's just easier to put a pizza in the oven and work while it's cooking.

Frozen pizza is affordable, especially for college students.

### *Price is Important*

Majority of participants agreed that one of Tombstone's positive attributes included having a good price point. Price served as an important factor amongst participants at the point of purchase. Many of the participants feel that Tombstone is a reasonably priced pizza that delivers quantity to its consumers. Typical comments included:

The thing I do care for is the price and taste.

I buy the ones that are cheapest and look the most appetizing.

For the prices [of Tombstone], the quality of pizza is decent.

### *The Need for Variety*

From the series of interviews conducted, it was concluded that majority of participants did not prefer Tombstone Pizza. When asked what may help influence them to favor Tombstone Pizza over other frozen pizza brands, many suggested that Tombstone add options to their brand as they offer limited assortment in comparison to its competitors. Options such as topping and

crust variety and different options of available sizes such as both personal pan and regular sized were asked for amongst participants. Typical comments included:

I buy California Pizza Kitchen pizzas at times because I want to eat a pizza with a more unique taste.

I do not need a large pizza because I am only cooking for myself.

If Tombstone were to diversify their topping to include specialty toppings such as BBQ chicken and more vegetables, it would encourage me to purchase from their brand more.

### Brand Appeal and Packaging

Brand appeal is a very important factor when marketing a product to consumers. The simple Tombstone packaging of a circular cardboard and cellophane could serve as a disadvantage for the brand as many respondents preferred an actual pizza box. Respondents also stated that they respond to packaging that is more appealing, in which brighter colors are prone to attract their attention. Brand appeal and packaging are important because it plays a role when making a final decision at the point of purchase for many of the participants. Typical comments include:

I buy the ones that are cheapest and look the most appetizing.

Yellow would be the most effective color to catch my eye.

### Advertisements

It was found that advertising plays a role in the purchasing of frozen pizza. Some respondents stated that they would allow an advertisement to influence their purchase behavior. Promotional coupons and sales are very leading factor at the point of purchase amongst the participants as well. Interviewees supported this idea in comments such as the following:

If the advertisement portrays the brand in a positive way, I would be prone to try the brand.

Pizza ads played during the night are more effective [because I am hungrier].

When it's on sale, it's pretty cheap and that's when I am more likely to buy it.

## **Discussion**

After conducting both the quantitative and qualitative research four major themes were found amongst both studies conducted by the researchers. The data showed that price, convenience, topping variety, promotions, and packaging are the most influential when considering the purchasing frozen pizzas by college students. Based off of these major themes and data the researchers developed several recommendations for the Tombstone brand.

According to the quantitative data, the results from the questionnaire provided valuable insight into the purchasing behavior of college students. Based on the quantitative data the majority of participants admitted to purchasing frozen pizza. When they were asked, "What is the first brand that comes to mind when you think of frozen pizza," 69% answered DiGiorno, while only 13% answered Tombstone proving that Tombstone is not the preferred brand of choice. These results were expected based on the MRI data that showed DiGiorno as the leading

pizza brand in the 18-24 category. DiGiorno has a much larger advertising budget which explains the dramatic difference in top of mind awareness when compared to Tombstone.

Despite DiGiorno's high level of brand recognition, awareness of the Tombstone brand remains high, 88% of those polled had previously heard of Tombstone. Even with this high level of awareness, the majority of participants cited a neutral feeling towards the brand. This could be due to the lower advertising budget that Tombstone has compared to that of DiGiorno. When participants were asked which brand advertises the most, 88.9% named DiGiorno, while only 2.2% named Tombstone. The neutral feelings towards the brand and a perceived low level of advertising will make it easier for Tombstone to create a new brand image since the brand image does not currently have a strong presence in the market. When the participants were asked why they purchased Tombstone over other frozen pizza brands most cited price as the deciding factor. One participant stated that, "[Tombstone] was probably only on sale or something. It is good, but DiGiorno is my favorite." Another claimed, "It is really cheap but has much better quality than Totino's. Tombstone is decent tasting but still cheap." Since Tombstone's price and quality falls in between DiGiorno and Totino's, they need to market themselves as having high quality pizza at a low cost. This will help to better appeal to the target demographic of 18-24 year olds, since they are economically savvy but expect quality. (See Figure J and Table K)

Another important result found is that participants did not report a high sense of brand loyalty towards a frozen pizza brand. This means that purchasing decisions can easily be swayed once in the frozen food aisle. Tombstone currently utilizes promotional materials such as coupons and give-aways, but only 2.2% of those polled reported using these materials. It would be more effective if these promotions were located inside the grocery store, or more specifically

the frozen food aisle. Because participants showed a low level of brand loyalty and price is such a major concern for students, these promotions could help sway them to purchase Tombstone.

The data also showed the importance of topping variety, which is why many of the participants would purchase California Pizza Kitchen if price was not a factor. This brand's large topping selection may cause some to perceive it as better quality, even though Nestle owns both Tombstone and California Pizza Kitchen. If Tombstone were to widen their topping selections while maintaining the same price, this could give it more of an edge over other brands.

The quantitative data showed many similarities to that of the qualitative data such as purchasing influences like price, variety of toppings, and convince. However, one other key finding was that brand image and reputation play a role in the purchasing decision made by consumers.

The qualitative study showed that all the participants purchase and eat frozen pizza. Similarly to that of the quantitative study, they stated that they purchase frozen pizzas because of its convenience and practicality to them as college students. The Tombstone Pizza brand resonates well amongst the target market. All participants in the interview described having positive feelings towards the Tombstone brand. However, despite the reputation of the Tombstone brand, none of the participants preferred Tombstone pizza to its competitors. Based on this statement, a disconnect exists between translating the brands positive image into sales. Similar to the quantitative study, the researchers found that price was a prominent factor affecting the purchasing behavior of students. Overall, brand loyalty and preference is not strong in Tombstone's target market. The consumers can be easily swayed by factors such as price, variety of toppings, packaging, and mood.

College students frequently admit to purchasing higher priced pizzas when they were in the mood or had the finances to do so. They said they prefer pizzas with a variety of specialty toppings, such as what the California Pizza Kitchen brand offers to its customers. If Tombstone was to create more options for toppings they could possibly take sales away from California Pizza Kitchen. Another finding was that brand appeal and packaging are important factors when marketing products to consumers. Tombstone Pizza is placed on a portion of circular cardboard and is then wrapped in tear sheet plastic, which was not appealing to the participants of the study. The target market seemed to be more receptive to the idea of boxed products with bright colors and images.

Based on both of the qualitative and quantitative findings, the researchers conclude that it is essential for Tombstone to revamp. Because price is the most influential factor in the purchasing decision amongst college students, the researchers suggest that Tombstone use more sales promotions. By utilizing coupons and point of purchase displays the brand could offer a cheaper and more convenient pizza to its consumers. These promotions could encourage college students to switch or develop a stronger brand preference towards Tombstone Pizza. In order for the brand to have a stronger presence on the freezer shelf, Tombstone must increase its advertising budget. By becoming a more noticeable brand, consumers that have not previously tried Tombstone may be drawn in and more likely to purchase, thus increasing sales and brand recognition.

Tombstone pizza currently only offers basic toppings such as pepperoni and sausage. Research shows that consumers want a variety of toppings. The researchers recommend that Tombstone increases their topping selections and include a variety of toppings available to consumers in order to stay competitive and prevalent in the frozen pizza industry. Possible



toppings could be things such as chicken, pineapples, or spinach. Another recommendation based off of the researchers' findings is to change the packaging to a box and to place an image of the pizza cooked on the front of the box. This will make the product more appealing to consumers. The researchers also suggest that Tombstone make their brand image more attractive by changing the colors on the box. By changing the brand image of Tombstone, the implication could be a potential increase in sales. The last recommendation based off of the research is to maintain a low cost product in order to keep sales high amongst the target market of college students. Based on the researchers recommendations, Tombstone will be able to increase sales, develop higher top of mind awareness amongst college students, and develop stronger brand loyalty amongst the frozen pizza industry.

## **Creative Brief**

### **1. Problem**

-Tombstone is not preferred amongst majority of frozen pizzas consumers. Advertisings can help raise exposure and top-of-mind awareness for Tombstone pizza in the frozen pizza industry.

### **2. Objectives**

- To prove to consumers that the Tombstone brand offers the same quality of taste as other leading frozen pizzas at a lower price point.

- To increase top of mind awareness for adults 18-24, particularly college students.

### **3. Demographics**

-The primary target market for Tombstone frozen pizza is adults aged between 18-24 who are single. This particular target market has attended college in which it is insinuated that

they are still obtaining their degree. This target market lives in two particular regions: The Midwest and the South. The income level for this target market is \$29,000 or below.

#### 4. **Insights**

- The target audience is moderate viewers of television and enjoys programs such as adult swim, cartoon network, Fuse, and Outdoor Channel.
- The target audience is sports fanatics. They often enjoy outdoor sports, automotive, and fishing/hunting.
- The target audience is Internet savvy and often fascinated by new technology.

#### 5. **Perceptions and Attitudes**

- More varieties are needed: The target market audience wants more varieties in crusts and toppings from Tombstone pizza. Typical responses include:

“If Tombstone were to diversify their topping to include specialty toppings such as BBQ chicken and more vegetables, it would encourage me to purchase from their brand more.”

- Affordability: Tombstone pizza is more affordable compared to some competitive brands.

Typical responses include:

“I buy Tombstone pizza because it’s cheap and tastes good.”

- Tombstone is a ‘family oriented brand’. This can have a negative appeal for single audiences.

#### 6. **Key Idea**

- Tombstone is a superior brand of frozen pizza that is offered at an affordable price range

#### 7. **Strategy**

- Increase advertising budget in order to create a valuable advertising campaign that will generate a notable buzz amongst consumers

- Revamping the brand image in order to make Tombstone more appealing to consumers.

- The use of more sale promotions by utilizing coupons and point of purchase displays at stores.

- Creating a vast amount of pizza options that offer a variety of toppings and size choices.

#### **8. How do we know we're right?**

- The best way to properly serve the consumers is to obtain insights from the consumers themselves. The responses gathered from the research can support the accuracy of the strategy recommended. Typical responses include:

“ I rarely see advertisements for Tombstone. Most of the frozen pizza ads I see on TV are DiGiorno's.”

“ I buy frozen pizzas based on the appeal of the packaging.”

“ I rarely see any sales promotions by Tombstone. If I do, it was probably once or twice.”

“ I would buy more Tombstone pizzas if they offer a larger variety of toppings and crusts.”

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**Appendix**

Table A.

**Convenience Which of the following describes the reasons you would choose a frozen pizza brand  
<u>over a restaurant pizza</u>? (Check all that apply)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	convenience	86	57.3	100.0	100.0
Missing	System	64	42.7		
Total		150	100.0		

**lowprice**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	low price	65	43.3	100.0	100.0
Missing	System	85	56.7		
Total		150	100.0		

**taste**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	taste	12	8.0	100.0	100.0
Missing	System	138	92.0		
Total		150	100.0		

**other00**

		Frequency	Percent
Missing	System	150	100.0

Table B.

**Convenience Which of the following describes the reasons you would choose a frozen pizza brand  
<u>over a delivery pizza</u>? (Check all that apply)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	convenience	58	38.7	100.0	100.0
Missing	System	92	61.3		
Total		150	100.0		

**lowprice2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	low price	82	54.7	100.0	100.0
Missing	System	68	45.3		
Total		150	100.0		

**taste01**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	taste	14	9.3	100.0	100.0
Missing	System	136	90.7		
Total		150	100.0		

**other001**

		Frequency	Percent
Missing	System	150	100.0

Table C.

**Which pizza brand do you purchase most often?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	other	13	8.7	12.9	12.9
	cpk	9	6.0	8.9	21.8
	diginoro	31	20.7	30.7	52.5
	red barron	9	6.0	8.9	61.4
	tombstone	19	12.7	18.8	80.2
	totinos	20	13.3	19.8	100.0
	Total	101	67.3	100.0	
Missing	System	49	32.7		
Total		150	100.0		

Table D.

**If the following brands of frozen pizza were <u>all equal in price</u>, which one would you be most likely to purchase?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	other	7	4.7	6.9	6.9
	cpk	39	26.0	38.6	45.5
	diginoro	40	26.7	39.6	85.1
	red barron	8	5.3	7.9	93.1
	tombstone	5	3.3	5.0	98.0
	totinos	2	1.3	2.0	100.0
	Total	101	67.3	100.0	
Missing	System	49	32.7		
Total		150	100.0		

Table E.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
brandloyal1	94	1.00	5.00	2.5851	1.11113
brandloyal2	93	1.00	5.00	3.5161	1.04894
brandloyal3	93	2.00	5.00	3.9892	.74447
brandloyal4	92	1.00	5.00	3.2391	1.12288
Valid N (listwise)	90				

Table F.

**crust variety Please rate the importance of the following factors you consider in purchasing frozen pizza.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	12.0	17.8	17.8
	2	12	8.0	11.9	29.7
	3	30	20.0	29.7	59.4
	4	28	18.7	27.7	87.1
	5	13	8.7	12.9	100.0
	Total	101	67.3	100.0	
Missing	System	49	32.7		
Total		150	100.0		

**topping0variety**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	7	4.7	6.9	6.9
	unimportant	14	9.3	13.9	20.8
	neutral	20	13.3	19.8	40.6
	important	32	21.3	31.7	72.3
	very important	28	18.7	27.7	100.0
	Total	101	67.3	100.0	
Missing	System	49	32.7		
Total		150	100.0		

**brand0reputation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	15	10.0	14.9	14.9
	unimportant	11	7.3	10.9	25.7
	neutral	28	18.7	27.7	53.5
	important	26	17.3	25.7	79.2
	very important	21	14.0	20.8	100.0
	Total	101	67.3	100.0	
Missing	System	49	32.7		
Total		150	100.0		

**brand0preference**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	14	9.3	13.9	13.9
	unimportant	9	6.0	8.9	22.8
	neutral	17	11.3	16.8	39.6
	important	37	24.7	36.6	76.2
	very important	24	16.0	23.8	100.0
	Total	101	67.3	100.0	
Missing	System	49	32.7		
Total		150	100.0		

**ad0promo**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	31	20.7	30.7	30.7
	unimportant	33	22.0	32.7	63.4
	neutral	19	12.7	18.8	82.2
	important	13	8.7	12.9	95.0
	very important	5	3.3	5.0	100.0
	Total	101	67.3	100.0	
Missing	System	49	32.7		
Total		150	100.0		

**other012**

		Frequency	Percent
Missing	System	150	100.0



Table G.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.070 <sup>a</sup>	1	.791		
Continuity Correction <sup>b</sup>	.001	1	.975		
Likelihood Ratio	.069	1	.792		
Fisher's Exact Test				.818	.480
Linear-by-Linear Association	.069	1	.792		
N of Valid Cases	125				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.43.

b. Computed only for a 2x2 table

Table H.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
wordofmouth computed	Equal variances assumed	.454	.503	.277	65	.783	.10714	.38668	-.66512	.87940
	Equal variances not assumed			.260	13.477	.798	.10714	.41143	-.77850	.99279
pressrecoded	Equal variances assumed	.486	.488	.372	65	.711	.13149	.35314	-.57378	.83677

	Equal variances not assumed			.418	16.054	.682	.13149	.31482	-	.79869
									.5357	
									0	
printrecoded	Equal variances assumed	1.261	.265	.592	66	.556	.22169	.37451	-	.96943
									.5260	
									5	
	Equal variances not assumed			.664	15.940	.516	.22169	.33365	-	.92922
									.4858	
									4	
onlinerecode	Equal variances assumed	.916	.342	.971	66	.335	.30303	.31193	-	.92581
d									.3197	
									5	
	Equal variances not assumed			1.099	16.094	.288	.30303	.27569	-	.88719
									.2811	
									3	

Table I.

**Correlations**

		How do you feel about Tombstone Pizza?	How do you feel about Tombstone Pizza?	How do you feel about Tombstone Pizza?	How do you feel about Tombstone Pizza?	How do you feel about Tombstone Pizza?	brandloyal4
How do you feel about Tombstone Pizza?	Pearson Correlation	1	.325**	-.275*	.292**	.745**	-.097
	Sig. (2-tailed)		.002	.011	.007	.000	.505
	N	85	85	85	85	85	50
How do you feel about Tombstone Pizza?	Pearson Correlation	.325**	1	-.183	.185	.249*	.067
	Sig. (2-tailed)	.002		.093	.089	.021	.645
	N	85	85	85	85	85	50
How do you feel about Tombstone Pizza?	Pearson Correlation	-.275*	-.183	1	.166	-.260*	.123

	Sig. (2-tailed)	.011	.093		.129	.016	.397
	N	85	85	85	85	85	50
How do you feel about Tombstone Pizza?	Pearson Correlation	.292**	.185	.166	1	.160	-.190
	Sig. (2-tailed)	.007	.089	.129		.143	.187
	N	85	85	85	85	85	50
How do you feel about Tombstone Pizza?	Pearson Correlation	.745**	.249*	-.260*	.160	1	-.178
	Sig. (2-tailed)	.000	.021	.016	.143		.217
	N	85	85	85	85	85	50
brandloyal4	Pearson Correlation	-.097	.067	.123	-.190	-.178	1
	Sig. (2-tailed)	.505	.645	.397	.187	.217	
	N	50	50	50	50	50	92

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Figure J.

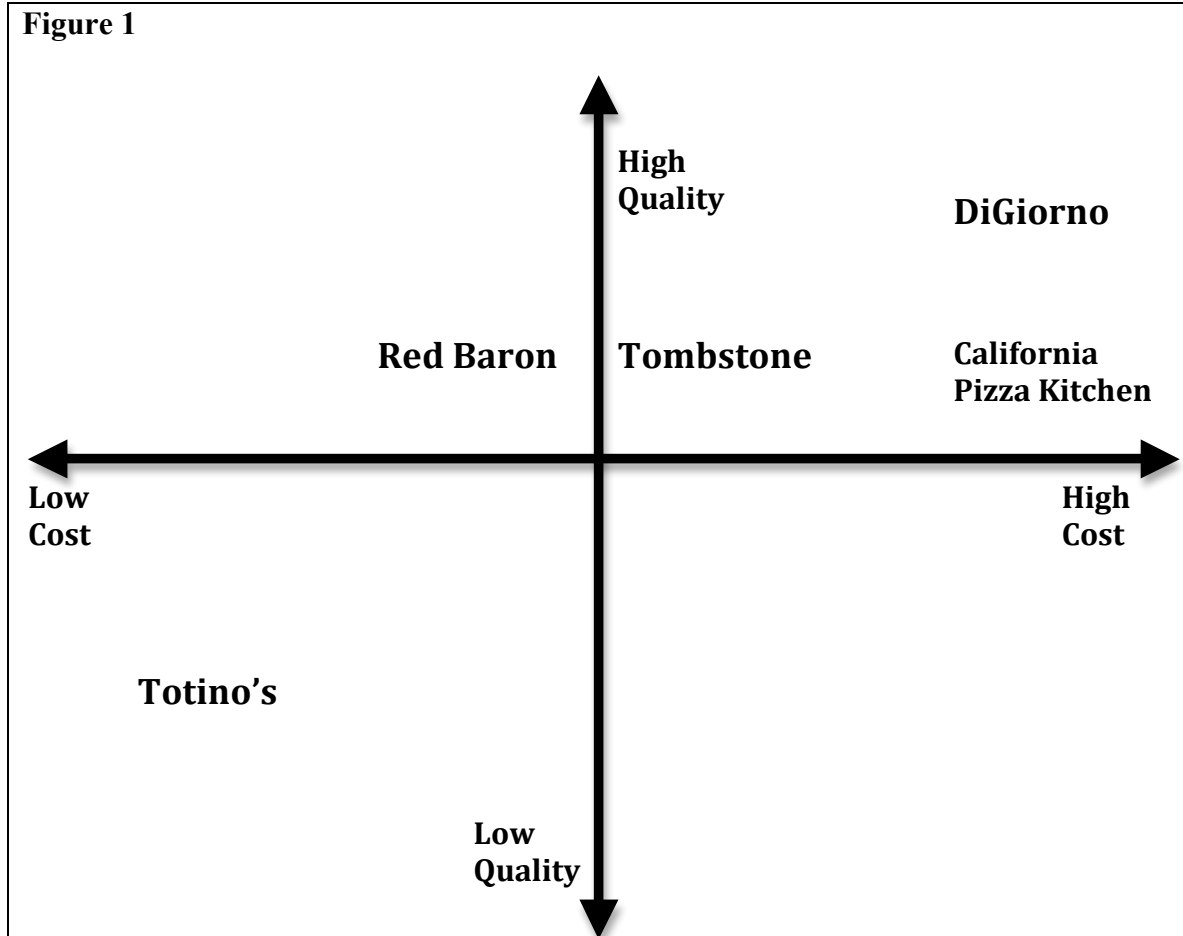


Table K.

	<b>Tombstone Pizza (Our brand)</b>	<b>Di Giorno (Competition)</b>	<b>California Pizza Kitchen (Competition)</b>	<b>Red Baron Pizza (Competition)</b>	<b>Totino's Pizza Party (Competition)</b>
<b>Price (Average)</b>	\$4.18	\$5.39	\$5.69	\$4.99	\$.99
<b>Variety</b>	<ul style="list-style-type: none"> <li>• TOMBSTONE® Original Pizza</li> <li>• TOMBSTONE® Garlic Bread Pizza</li> <li>• TOMBSTONE® Brick Oven Style Pizza</li> <li>• TOMBSTONE® Cheese Stuffed Crust Pizza</li> <li>• TOMBSTONE® Light Pizza</li> <li>• TOMBSTONE® Thin Crust Pizza</li> <li>• TOMBSTONE® Mini Deep Dish Pizza</li> <li>• TOMBSTONE® Half &amp; Half Pizza</li> </ul>	<ul style="list-style-type: none"> <li>• DIGIORNO® Rising Crust</li> <li>• DIGIORNO® Cheese Stuffed Crust</li> <li>• DIGIORNO® Classic Thin Crust</li> <li>• DIGIORNO® Garlic Bread Pizza</li> <li>• DIGIORNO® Crispy Flatbread Pizza</li> <li>• DIGIORNO® Ultimate Toppings</li> <li>• DIGIORNO® Pizza &amp; Breadsticks</li> <li><i>Lunch Options</i></li> <li>• DIGIORNO® Flatbread Melts</li> <li>• DIGIORNO® 200 Calorie Portions</li> <li>• DIGIORNO® Small Traditional Crust</li> <li>• DIGIORNO® Small Deep Dish</li> </ul>	<ul style="list-style-type: none"> <li>• CALIFORNIA PIZZA KITCHEN® Crispy Thin Crust Pizza</li> <li>• CALIFORNIA PIZZA KITCHEN® Crispy Thin Crust Pizza – Limited Edition!</li> <li>• CALIFORNIA PIZZA KITCHEN® Rising Crust Pizza</li> <li>• CALIFORNIA PIZZA KITCHEN® All-Natural Crust Pizza</li> <li>• CALIFORNIA PIZZA KITCHEN® Small's Pizza</li> <li>• CALIFORNIA PIZZA KITCHEN® Flatbread Melts</li> </ul>	<ul style="list-style-type: none"> <li>• RED BARON Extra Cheese</li> <li>• RED BARON Supreme</li> <li>• RED BARON Pepperoni</li> <li>• RED BARON 5 Cheese and Garlic</li> <li>• RED BARON Three Meat</li> </ul>	<ul style="list-style-type: none"> <li>• TOTINO'S Canadian Style Bacon</li> <li>• TOTINO'S Cheese</li> <li>• TOTINO'S Classic Pepperoni</li> <li>• TOTINO'S Combination Hamburger</li> <li>• TOTINO'S Pepperoni</li> <li>• TOTINO'S Pepperoni Trio</li> <li>• TOTINO'S Sausage</li> <li>• TOTINO'S Supreme</li> <li>• TOTINO'S Three Cheese</li> <li>• TOTINO'S Three Meat</li> </ul>
	Household income of \$29,000 or lower. 18-24 year	Household income of \$20,000.	Household income of \$20,000-	Household income of under \$20,000. 18-24	Household income of \$20,000. This

<b>Prospect Identification</b>	olds who are single. Target market enjoys sports and outdoor activities. Most of the market is college students who rely on the ease of cooking frozen pizzas at an affordable price.	Appeals to the 18-24 year old category. The index numbers report that those who are engaged are more likely to buy Di Giornos. This brand of pizza is also popular among college students who enjoy the convenience of frozen pizza.	\$29,000.18-24 year old target market of individuals who have yet to be married. It appeals more to women than compared to men. CPK is more expensive which is good for those who prefer taste and quality over price.	year old age group according to MRI data. This pizza is positioned more as a family brand than it is to college students.	pizza is targeted to college students with its low price but also to families with children, as well as the lower income bracket.
<b>Message Arguments</b>	<p>“What do you want on your Tombstone,” is Tombstones message which communicated to the consumer how many varieties and choices they offer for their pizzas.</p> <p>-Uses Facebook as main source for communication (no website available)</p>	<p>“It’s not delivery it’s DiGiorno,” since it was introduced nationally in 1996. It “...revolutionize d the category by delivering fresh-baked taste and big, juicy toppings in a frozen pizza,”</p> <p>www.digiorno.com/ has a very sophisticated and mature feel. They are trying to target an older audience than college students.</p>	<p>California Pizza Kitchen markets their brand as a specialty pizza since it is also a restaurant that has been in business since 1985</p> <p>www.cpk.com is target at adults who possibly consume alcoholic beverages, they offer wine pairing with their pizzas.</p>	<p>“Bring Home that Pizzeria Taste,” markets themselves as having the best “pan pizza” that can taste great even in the microwave, feed the family or eaten by the slice.</p> <p>www.redbaron.com, has good animations, target to mothers with families.</p>	<p>Their advertising strategy commonly targets families with children as seen on their website and their “Kids in America” commercials.</p> <p>www.totinos.com, more flavor more fun. Their website is target at mothers too with young children. Even has webpage titled “How to get your child’s teacher to like you”</p>
<b>Media Spending</b>	\$9 million (average)	\$11 million (average)	\$7 million (average)	\$9 million (average)	\$20 million to \$25 million (average)
<b>Sales</b>	\$270,412,700	\$534,356,200	\$175,750,800	\$256,308,000	\$152,630,700