

## Research Article

# COMPARATIVE STUDY OF MARKETING MIX STRATEGIES OF PIZZA HUT AND DOMINO'S PIZZA IN OMAN: BASED ON CUSTOMER PERCEPTION

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### ABSTRACT

The two giant pizza restaurant chain in the world has been deemed to be world-class in service and very popular in terms of food quality and taste, despite its success in the business there still complaint and customer dissatisfaction here in Oman. This study evaluates and compare the customer perception on the current marketing mix practices such as product, price, place and promotion of Pizza and Domino's pizza. With 110 respondents and conducted in 15 outlets of Domino's pizza and 20 outlets of Pizza hut all over Oman. The result of the study in terms of four P's practices the two companies are comparable in most of the indicators. However, some indicators in product, price, place and promotion were rated very low and needs a serious plan to improve. Determine the errors in operation and strategy and make a corrective actions to maintain its positive image in the region and standout amongst its competitors.

**Keywords:** Product, Place, Price, Promotion, Strategies, Pizza Hut, Domino's, Marketing.

### INTRODUCTION

In business now a days it is imperative that a company must have a strong marketing position in their products or services to influence customers and to overcome competition. Moreover, designing an effective pricing strategy is also an important factor that a company needs to consider, attractive price bears discounts, value of money and other promotional offers related to price, having an attractive pricing strategy will enable you to penetrate in the market easily. Another strategy that a business should plan in the place, finding an effective way of distributing the product is a very important, when a customer have easy access on purchasing your product is one of the best tools in winning the business. Lastly, promotional strategy is a form of communication in which a company will inform the target buyers where and how the product can be purchased. A marketing mix is a set of four controllable variables that any business organisation can adopt to influence the target customer's feedback, it's a type of planning tools and which includes several of action that the company should take in order to deliver the right implementation (Kotler *et al.*, 2014).

After the pandemic crisis, businesses are turning its operation thru online and continue to innovate product that will fit in the taste of customers and situation and even boosting their capability in every business aspect just to remain attune in business while Food, beverage and other services remain as top business sectors despite the pandemic. However, owners and managers must realize that despite their in-demand position with their customers, they should adopt a strong position and improve their marketing style. The four factors such as product, price, place and promotion must evaluate the current status in order to determine if there is a new market opportunity and a need to innovate a product which gives more value to the customer.

If the product or services of the company does not have much or attract customer, if the sales is thinning the competition is getting tough marketing helps the company to identify the need to product or service reinvention. The analysis of four Ps in marketing is very vital for every food and beverage business need to secure its marketing share and determine how to satisfy its customer. It is a way to build a strong relation with your target customer as well as business stakeholders. Company branding and marketing are one of the tools in fast-food business to excel and overcome crisis and competition. Thus, the company must oversee it the current practices are still effective and efficient. (Malhotra and Peterson, 2009)

In this view an examination and comparison of these four factors needs to be undertaken by Pizza Hut, Domino's Pizza and Hardees in Muscat, Oman. Despite its success in the fast-food business. The researcher found out that the competition of food related business is increasing, and the researcher found that the current marketing management practice of the two selected fast-food chain companies are needed to evaluate in terms of product, price, place, and promotion. As experience by some of their outlet or branches are decreasing the sales and closing to some of the outlet. Therefore, there is a need to shield, enhance and intensify to overcome competition and maintain its position in the business.

### LITERATURE REVIEW

The marketing mix concept started with a single P which is price from the economic theory afterwards McCarthy introduce the complete marketing mix theory which is composed of product, price, place and promotion in 1997 Bennet used the four P's in to practice and adopt it in some organization, in 2004 Palmer describe the it as a conceptual framework that will support the manager's decision making (Low and Peterson, 2016). According to Low (2016) marketing mix is like a holy tools which is very useful to all types of organizational plan. Marketing mix is extremely relevant in marketing development and actual practice (levitt, 2015).

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Product is a good or service which has a combination of feature and benefits that produce by the company to offer to its target customer. It is a combination of tangible and intangible which come in a different shape, color, or service in the form of communication, travel, or hotel accommodation. To create a unique product will always bring attraction to your target customer, it is your main power to remain attune in business. A market product is a characteristic item which is adapted and customize according to the desire feature and benefits (Lewis and Chambers, 2000). Product can be sold and deliver from manufacturer to customer thru digital platform, now a days the digitalization of most organization is rampant. Gonroos (2015) explain that product is one of the key elements in marketing mix, he emphasize that product is what a company can be offered in the market and it will make the company attracts it target customer and satisfy their want and needs and in other words the product could be a tool to a company to be successful or not based on the quality and demand of the produce product. Yoo, *et al.*, (2000) conducted a study on the role of food quality in restaurants and its relationship towards satisfaction and behavioral intentions. The food quality component represents on six category; presentation, menu content healthy food choice the taste of the meal. In his findings that food presentation and taste were related to customer satisfaction, while customer behavioral were influence by presentation, taste and healthy choice on the menu.

Price is one of the most important elements of a marketing mix. This important element will play a vital role in increasing your profit and market share of the company. Price will always matter in attracting your target customer therefore, the company must create something unique and reasonable which always makes the business competitive. Price will serve as an indicator to the success of the business sales and profit and at the same time is the most flexible among of the elements in which price can quickly adopt to environmental changes. It's the only element which will generate revenue and improve customer satisfaction and loyalty. Kotler and Armstrong price is defined as the amount of money a customer pays in exchange of goods or service. An exchange of value to a specific amount of money to pay for a goods or service. A form of monetary value that a consumer agrees to pay. Choosing a price strategy is quite difficult, you need to be specific and sure of the product and your target customer. Pricing a product is one of the critical decisions that a businessman should do, it need a lot of strategy and consideration. (Chan, 2013).

Place serves as the location of where the product can be bought or how the customer can access your goods or services. Another important element of a marketing mix is the place also known as distribution channel it could be both physical and virtual set up, It is very important that the company must think of a good strategy in choosing a location of distribution of the product, the more the product is visible and accessible the more it attracts the target customer. If the movement of goods are quite easy and visible from the manufacturer to end user, distribution may become a functional where distributors, wholesalers, retailer and end-users will meet in a compatible time manner (Chan, 2013). Milleir (2014) argues that marketing distribution has a dual function first distribution is a chain of channel where the products can be accessed by the customer not just one but more locations. Moreover it also perceived that it should be both accessibility and user friendly.

In marketing mix context promotion is the source of communication and delivery of product information to the target customer. Promotion represent all types of marketing communication which includes television, online promotion, Print Ads, and the rest of communication marketing forms. This communication will help the target customer

awareness and attract more buyers and increase sales. Promotion will also support building brand loyalty. John, *et al.*, (2014) stress that marketing communication with the public is relevant for both internal and external environment. This component of the marketing mix will triggers decisions to customer to buy the product (Smith, 2013).

### Comparative Marketing Mix of Pizza Hut and Domino's Pizza

Pizza Hut is known as the Jester brand archetype which means a life with full of emotion, amusement and entertainment. This reflects the company brand positioning. Pizza hut product are positioned to be enjoyable taste and entertaining ambiance inside the facility. The company also have a stronghold in term of menu with a high number of varieties and helping the company to be competitive ahead. In terms of stability, the company have a stronghold international parent company Pepsi Cola and other companies such as; Taco Bell, KFC and Yum (Roberts, 2019). Pizza Hut position company with strong from its product, price competitiveness, place of distribution by putting up branches all over the town and exploiting it promotional strategies from traditional to modern form (Stewart, 2016).

The Dominos marketing mix strategy is always invaluable a comprehensive plan is analyze the elements of product plan where the company offer a wide range of menu including vegetarian toppings and non-vegetarian topping, aside from pizza they also offer breadstick, chicken wings and cookies. The pricing style is tantalizing it has weekly and monthly offer with and reasonable price for regular days. With regards to distribution channel the company is available everywhere in Oman, they also accept franchisee (Stevens, *et al.*, 2010). Mobile Apps and website are available for online ordering, the customer can also order thru Talabat. In terms of promotion the company always standout on it, the company adopted the social media promotion and a wide discounts offer every weekend and special occasion (Wind, 2017).

## METHODOLOGY

### Research Design

A qualitative and quantitative model were adopted to compare the customer's perception of the current marketing mix practices of Pizza Hut and Domino's Pizza model. Using a closed ended questions and Likert scale provided. The four P's or product, price, place and promotion were adopted to collection the customer's perception of the current practices and compare the general perception.

### Research Instrument

The questionnaire is comprises of four parameter such as product, price, place and promotion and each part has five questions base on the general current practices of the two facilities using the Likert scale. Physically the questionnaire were administered, collected, tabulated, treated and analyzed. A qualitative and quantitative were utilized to compare the customer perception on the current marketing mix practices of Pizza Hu and Domino's Pizza.

### Research Respondents

To ensure the quality of the responses the researcher selected a respondents who are a frequent diners of the two pizza restaurants and experience in ordering online of at least one year. There are 110 total respondents was taken randomly from 15 outlets of Domino's Pizza and 20 outlets of Pizza hut all over Oman, 10% are had a one year experienced while 90% have more than one year experienced patronizing the two restaurants. 65% were female and 35% were

male, among of the sample 88% are working while 12% are not working. In terms of how frequent was the customer buy the product 39% buy on a weekend basis, 21% buy every after two days while 22% purchase twice a month, 18% once a month.



Figure 1: The four P's model by Jerome Mc. Carthy & Neil Borden

This study is adopting the four P's model that was popularized by Borden during 1950 and 1964 for the purpose enhancing the companies advertising tactics in engaging the customers and refined by Jerome Mc. Carthy the components of the model as follows;

**Product:** This refers to the standard of goods, services, and product innovation strategies of the company current practices of the company.

**Price –** Refers to the pricing strategies, price value and effectiveness of the strategy to attract the customer.

**Place –** Refers to the distribution channel, accessibility and availability of the store in any places.

**Promotion –** Refers to the promotional techniques and effectiveness every technique of the company.

## RESULTS AND DISCUSSION

Table 1

Product Indicator	Pizza Hut		Domino's Pizza	
	μ	Int.	μ	Int.
The company offers a high quality, variety, big portion of pizza and other meal with on time service delivery.	3.1	Agree	3.25	Agree
The company using a good quality and standard ingredients of their products.	3	Agree	3.41	Strongly Agree
The company always introduce new product and value meals, especially when there is monthly occasion.	2.65	Agree	2.2	Disagree
The company offers local taste and customize pizza.	2.4	Disagree	2.5	Disagree
The company offer a value or combo meal.	2.6	Agree	3.27	Strongly Agree
<b>Total</b>	<b>2.8</b>	<b>Agree</b>	<b>2.92</b>	<b>Agree</b>

Table one reveals that the company offers a high quality, variety and big portion of pizza hut rated as agree with the mean of 3.10. While Domino's was rated 3.25 or agree with the plenty of offerings and

variety of toppings customers were satisfied of the products strategies of the company, likewise the customers agreed the company also using a high quality ingredients Pizza hut was the mean of 3.0 or agreed, therefore undeniably that the company are always using a high standard quality of ingredients which most likely it depicts the product taste and presentation. For business that offers high quality and big serving product will gain customer loyalty, helps the business to establish brand recognition and repeat buyers (Smith, 2013). While Domino's company was standout as it rated 3.41 or strongly agree maybe because the customers have proven and tested that the company product quality product therefore the materials are also quality. However, indicator that the company is introducing a new product and value meal during special occasion Pizza hut was rated low with mean of 2.65 or agree this maybe because the company have limited or not enough in introducing new product, there are offers but products are repeating although there is MYBOX as new offer. Likewise with Domino's company has not been introducing new products and toppings since it was rated 2.20 or disagree. The company needs to innovate and introduce new product from time to time. Introducing new product will provides a new opportunity and new markets and increase market share (Smith, 2013). Regarding the company offers local taste such as improving the pizza toppings in an Arab flavors or introducing an Arab food culture was rated 2.40 or disagree, this maybe because the company is American brand thus they offer mostly western taste. There are maybe Arab taste in some of their pizza toppings but it's not that popular. This could only mean that the company start to develop that is blend with localization or adopt the touch of local taste without losing its western flavor. Likewise with Domino's company also have limited offerings in term of pizza with local taste with the mean of 2.50 or disagree the company's offers are standard toppings some are western taste. With regards to combo meal offer and other value meal offer by Pizza hut was rated 2.6 or agree while Domino's company has its highest rating as 3.27 or strongly agree maybe because the company has a lot of combo meal offers especially during Ramadan and 'Eid seasons. With the general mean of 2.8 or agree that although pizza hut have mostly agreed in product indicators still there are areas that needs to improve and evaluate while Domino's pizza got the general mean of 2.92 or agreed the company in terms of product practices are good in some parts aside from pizza they also offer chicken appetizers and beverages but somehow the company needs to align the marketing niche in Oman, in which the company need introduce new product from time especially during special occasion. Moreover, the need to be creative by adopting local taste such local topping or customize pizza.

Table 2

Price Indicator	Pizza Hut		Domino's Pizza	
	μ	Int.	μ	Int.
The product prices are reasonable to its size and variety.	3.2	Agree	3.27	Strongly Agree
It offers variety of prices depending on the meal	3.1	Agree	3.2	Agree
Product prices are rarely to increase.	2	Disagree	2	Disagree
Prices are affordable to all types of customer.	2	Disagree	2.1	Disagree
The company offer separate pricing for a customize meal.	2.3	Disagree	2.2	Disagree
<b>Total</b>	<b>2.7</b>	<b>Agree</b>	<b>2.55</b>	<b>Agree</b>

Table two shows the price strategy of the company with regards to company products prices are reasonable from its size and variety Pizza hut was rated 3.20 or agree, customers are satisfied with how

the company priced its product although pizza sizes may vary its price but pricing tag for every product is reasonable while Domino's pizza was rated 3.27 or strongly agree, although the prices are quite high for some customer but the amount is reasonable in every size and variety. The factor mean of 3.10 or agree the customers are also satisfied on the prices each meal of Pizza hut likewise with Domino's pizza rated 3.20 or agree it depicts that aside from its variety meal offer they also have a unique price per variety. However, in terms of price increase Pizza hut was rated 2.00 or disagree this is maybe because the customer notice for the last one year the prices were significantly increasing, it may be reasonable due to economic situation but the increase may affect the capacity of the customer to buy the product while Domino's pizza rated 2.00 or disagree maybe because the prices now are almost twice last two years ago. Regarding the prices affordability it Pizza hut was rated 2.00 or disagree meaning the prices are no longer affordable to all types of customer in comparison to the prices one year ago due to sudden increase while Domino's pizza of 2.00 or disagree maybe because the prices now are almost twice last two years ago. With regards to separate pricing for a customize meal unfortunately the company only one customize meal which the salad section the rest are combo meal Pizza hut, it was rate as disagree or 2.30. Offering a customize product or switching combo meal is an alternative tactics to attract some customers who does not want to take some food included from the combo set, and it will support the upselling technique in a restaurant and it attracts buyer in the notion that they save money with complete set of meal (Robert, 2019). While Domino's pizza was rated 2.20 or disagree due to the company does not offer any customize meal. Both companies are tie in terms of general mean of Pizza hut 2.7 or agree while Domino's pizza 2.55 or agree. With the average general mean and mostly of the indicators were rated disagree, both companies needs to review and consider some aspects of strategies to compliment the customer capacity to buy.

Table 3

Place	Pizza Hut		Domino's Pizza	
	μ	Int.	μ	Int.
Visible and accessible branches in most of the area.	3.3	Strongly Agree	2.9	Agree
Offers online purchase thru mobile App and website with delivery.	3.3	Strongly Agree	3	Agree
Accommodate functions such parties, birthdays, meetings or any other events within the facility.	2.5	Disagree	2	Disagree
Quick response to orders whether online or physical.	3.28	Strongly Agree	2.6	Agree
Service delivery is always on time	3.27	Strongly Agree	2.5	Disagree
<b>Total</b>	<b>3.1</b>	<b>Agree</b>	<b>2.6</b>	<b>Agree</b>

Table three display the place or the distribution channel tactics of the companies. In terms of visibility and accessibility Pizza Hut deemed to be effective with the mean of 3.30 customers or strongly agree. Branches and kiosk are available in most of the area in Oman such as malls, city centers and public markets, likewise with Domino's pizza was rated 2.90 or agree, the outlets are visible and accessible most of the business places in Oman, location wise the facility of the company can be access either inside the mall or business areas. With regards with online purchase or thru mobile app and delivery Pizza hut was rated as strongly agree with the mean of 3.30 which means the customer can place their order online thru the website or mobile app of the company. Accessibility is one of the important strategy of the company where the target customer can easily purchase the product or services, while Domino's pizza mean of 3.00 or agree, the

customer are having an access in most of the places in Oman . The factor mean of 2.50 or disagree Pizza hut cannot accommodate functions such as; birthdays party, meeting or they don't have function hall in any of their outlet in Oman the same with Domino's pizza was rated disagree with the mean on 2.00. The company does not facilitate or provide any area for functions, hosting an event or small function can help the business to widen their audiences and increase revenue, it can also capture a new market niche (Wind, 2017). With regards to how quick are their response to orders and service whether online or physical orders Pizza hut was rated as strongly agree with the mean of 3.28 or agree, therefore the customer are satisfied and receive their orders on time same with Domino's pizza was rated 2.60 or agree this is only means that the company is responding it customer during the order thru online and attending a quick response thru out branches. Likewise, with the service delivery on time Pizza hut was rated as strongly agree with the mean of 3.27. While Domino's pizza, the customers are experiencing delay in receiving the orders although taking orders are quick but receiving it is taking time. This maybe the company is having bulky of orders, logistical problems and delay of preparation so in order to address this problem the management should look into consideration to check in advance and plan the operational flow and system of product preparation and was rated 2.50 or disagree. In general the two companies got agreed rating but they cannot ignore those indicators rated disagree, for a long term goal the companies need to revisit the operational issue and identify the causes of delay's which the top concern of the customers and plan how to eliminate those predicaments. They provide big outlet in some place where the influx of target customers are bulk and small outlet in a suburb area (Wallen et al., 2011).

Table 4

Promotion Indicator	Pizza Hut		Domino's Pizza	
	μ	Int.	μ	Int.
Frequent offers during weekend and monthly occasion.	3.26	Strongly Agree	3.32	Agree
Offers membership discounts such card or point system for customer.	2.3	Disagree	1.8	Disagree
The company offers bundles product with reasonable price.	2.25	Disagree	3.25	Agree
Visible advertisement on TV, Social Media, SMS, emails etc.	3.2	Agree	3.25	Agree
Active in sponsorship and corporate social responsibility.	2.23	Disagree	1.7	Strongly Disagree
<b>Total</b>	<b>2.6</b>	<b>Agree</b>	<b>2.66</b>	<b>Agree</b>

Table four shows how the company carry out the promotional strategy of the companies. In terms of frequent offer during weekend and monthly occasion Pizza hut was rated 3.26 or strongly agree which means the company has visible and effective offer during weekend and monthly occasions to delight the customer. This seasonal promo can help the company to draw attention to the target customer as it would appeal into seasonal excitement with the limited of offer most likely the customer would act quickly to purchase the product (Wind, 2017). While Domino's pizza was rated 3.32 or agree, active offerings are very vital to the company as it will boost their promotion during seasonal occasions. With regards to membership offers such as discounts and point system Pizza hut was rated as disagree with the mean of 2.30 therefore the company does not offer this kind of program in Oman. Rewarding your customer make them feel good by giving them discount and save their money, helping them to continue to support your brand. Likewise, with Domino's pizza was rated 1.80 or disagree this only means that the company should improve the

customer retention strategy creating membership or point system create a loyalty program such as membership to create better returns in an competitive market place. With regards if the company offers bundles of product with reasonable price Pizza hut was rated disagree with the mean of 2.25, due to significant increase of prices it change the buying habit of customers by limiting their usual product purchase. However, Domino's pizza was rated 3.25 or agree, as they offer bundles of product such as fantastic four, New Yorker and a lot more with seasonal combo meal. In terms of advertisement on TV, social media, SMS and email Pizza hut was rated as agree with the mean of 3.20 which means the company is quietly active in advertising to the above-mentioned channel with their visibility customers can identify the brand easily. Likewise with Domino's pizza was rated 3.25 of agree this only means that the company is actively participating and visible in any of those tools. Moreover, the company also visible in different forms of social media such tweeter, Facebook, Instagram and YouTube. However, with regards to activity such as sponsorship and corporate social responsibility the company need improvement of this strategy since the mean is low or 2.23 or disagree it maybe because the company does not have a strong or visible practices in relation to this program same with Domino's pizza not active in sponsorship and corporate social responsibility, since they put up branch in Oman they have limited and not consistent in participating for this activities. Sponsorship is a tool that could support in building brand awareness and image of the company (Smith, 2013). In general the promotion indicator of Pizza hut was rated as agree with the factor mean of 2.64. Although it's agree but still there is a need for the company to revisit the strategy and identify those weak areas and enhance those strong points. The company must not be cognizant in improving their strategy in order to stay attune in business. Domino's pizza was rated 2.66 or agree. However, some strategies needs to review if it is still working according to the current situation, improve or develop a new strategies that could address demands.

**Summary**

**Table 5**

Summary	PIZZA HUT		DOMINO'S PIZZA		TOTAL	
	μ	Int.	μ	Int.	μ	Int.
INDICATOR						
PRODUCT	2.75	Agree	2.92	Agree	2.83	Agree
PLACE	3.13	Agree	2.6	Agree	2.86	Agree
PRICE	2.52	Agree	2.55	Agree	2.63	Agree
PROMOTION	2.64	Agree	2.66	Agree	2.65	Agree
<b>GRAND MEAN</b>	<b>2.78</b>	<b>Agree</b>	<b>2.68</b>	<b>Agree</b>	<b>2.73</b>	<b>Agree</b>

Table 2 shows the summarized data on the comparison between Domino's pizza and Pizza Hut on the agreeableness of the current marketing mix practices adopted by two pizza companies. In terms of product Pizza Hut tallied 2.75 which agree while Domino's Pizza tallied 2.92 which is likewise agree but higher than Pizza hut. Therefore, in terms of product quality, standards, innovation and creativity Domino's Pizza is at far, when it comes to set of value and combo meal and offering the local taste in Oman the company is also stand out, Although Pizza hut also offer variety of combo meals including Limo pizza but it is not available all the time. In terms of place Pizza Hut garnered 3.13 which is ultimately higher while Domino's Pizza garnered 2.60 which also agree. Pizza Hut are having more advantages when it comes to accessibility of branches this could be emphasized by having enough parking space and spacious dining area, active and quick online service the website has a lot of feature, icons and interface where the customer can access, delivery is also undeniable that the company is at far. A great website

has a great impact to marketing channel as it will increase awareness to target customer as to what your product all about (Chen, 2018). While Domino's Pizza has to improve with these facilities and online services has limited features and always logging when you access the website, the company has to improve its website to become dynamic and more feature in terms of product choices, offers and others. Although both companies have low mean in terms of accommodating functions such birthdays and parties. In terms of price both Pizza Hut tallied 2.52 which deemed to be agreed while Domino's rated as agree with the mean of 2.55 since the result is closely related undeniable therefore the companies has a lot in common in terms of pricing strategy and practices such as affordability, price increase and product value. Although comparably both got a good rating still there is a need to find a better pricing strategy to in order to maintain its pricing competitiveness. And lastly promotion Pizza Hut rated as agreed with the mean of 2.64 which means promotional practices are well managed and effective while Domino's rated as agree with the mean of 2.66 in which the company also proactive with its promotional activities and perceived as effective by most of their customers. Both companies offer weekend and monthly promotion, bundles of offer especially during fifteen and thirtieth of the month with mostly reasonable price. TV advertisement and social media are present and perceived to be effective. The constant present of social media is a tool indulge the target customer (John Wiley *et al.*, 2014). The latter are also active in sponsorship and corporate responsibility which also important in promoting the company image within the community. Corporate social responsibility could be more that promotion, if the company will continue to its ethical practices chances are consumer are well inform how the company spend their earnings and if its align with their value and it would perceive the image of the company as trustworthy (Low & Tan, 2016). Pizza Hut rated with the grand total of 2.78 or agree likewise Domino's rated as agree with the grand mean of 2.68. Therefore, in terms marketing mix strategies the two companies adopt a unique different way tactical marketing tools to support their plan and execution.

**CONCLUSION AND RECOMMENDATION**

This study examines the perceptions of the customer on effectiveness in the current marketing mix strategies of the two giant pizza companies, if the current strategies are align according to the demands in Oman market and if it is versatile to a constant changing market. After evaluation it was found out that despite the fact the Pizza hut and Domino's pizza possess a good quality strategies still there are strategies that might be effective in another country but not effective in Oman. For a multi-national and international franchise company must pay attention on cultural changes of the host country and determine the shifting behavior to the target customer. It is important to update and adopt the local taste in terms of products and services to compliment expectation of the local market.

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