



Marriot International

Market Research Proposal

(ST3188 Coursework)

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Executive Summary

Marriott International, founded in 1927, has grown from a small A&W root beer franchise to a global leader in the hospitality industry. Over the decades, the company has built a reputation for service excellence, innovation, and customer satisfaction. As Marriott faces increasing competition from other brands, it is critical for the company to continuously adapt to changing customer preferences, emerging technologies, and sustainability demands to maintain its leadership in the hospitality market.

This research aims to address key challenges by focusing on six primary objectives: understanding guest preferences regarding personalized services and technology integration, identifying emerging travel trends and destination hotspots by segmenting travelers, evaluating guest satisfaction across Marriott's various brands and regions, investigating how sustainability initiatives impact customer loyalty across demographic segments, assessing the effectiveness of Marriott's loyalty program on customer retention, and examining the influence of economic factors on travel behaviour to help Marriott navigate market dynamics.

Using a mixed-methods approach, this study will combine quantitative online surveys and qualitative focus groups to collect data. This will enable Marriott to gather valuable insights into customer preferences, travel behaviors, and loyalty drivers, which can inform strategic decisions and improve customer experiences. A stratified sampling technique will ensure diverse and accurate representation across Marriott's global customer base. The study will employ a range of statistical techniques, including Chi-Square, ANOVA, and Discriminant Analysis, to analyze the data and provide actionable insights.

The findings will help Marriott refine its services, loyalty programs, and marketing strategies, allowing the company to enhance customer satisfaction, stay competitive, and solidify its position as a leader in the evolving global hospitality industry.

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1. Introduction

1.1. Background Information

Marriott International, founded by J. Willard and Alice Sheets Marriott in 1927 as an A&W root beer franchise in Washington, D.C., has evolved into a global leader in the hospitality industry. Starting with its first hotel in Virginia in 1957, the company has grown through its commitment to service excellence and innovation. Today, guided by its core values of hard work, customer service, and inclusivity, Marriott continues to set industry standards in hospitality excellence.

1.2. Problem Definition

Marriott International operates in a highly competitive hospitality market alongside prominent rivals including Hilton, Hyatt, and InterContinental Hotels Group. The company must address multiple significant challenges through adapting to evolving customer preferences, implementing personalized services, integrating new technologies, and meeting growing demands for sustainability. To maintain its industry leadership, Marriott must continuously innovate and adapt to changing market dynamics.

1.3. Research Aims

In this research proposal, we outline six key research aims that will help address the challenges faced by Marriott International:

- i. R.A.1: We aim to gain a clearer understanding of guest preferences regarding personalized services and the integration of technology to enhance the hospitality experience.
- ii. R.A.2: We seek to identify emerging travel trends and destination hotspots by classifying travelers into distinct segments, enabling us to anticipate and cater to evolving traveler interests effectively.
- iii. R.A.3: We strive to evaluate guest satisfaction across Marriott's various brands and regions, highlighting key strengths and identifying areas for improvement.
- iv. R.A.4: We intend to investigate how Marriott's sustainability initiatives influence customer loyalty and explore how this effect varies across different demographic segments.

- v. R.A.5: We aim to evaluate the effectiveness of Marriott's loyalty program on customer retention.
- vi. R.A.6: We aim to examine the influence of economic factors on travel behavior and provide insights to help Marriott develop strategies to navigate changing market dynamics.

1.4. Research Questions

From each research aim, we will be translated into one or more research questions to deepen our understanding and improve the accuracy of our findings.

- i. R.A.1
 - a. R.Q.1.1: How do guest preferences for personalized services differ depending on the purpose of their travel?
 - b. R.Q.1.2: How does the integration of technology in Marriot's hospitality services influence guests' overall satisfaction?
- ii. R.A.2
 - a. R.Q.2.1: How can traveler demographics and behaviors be used to classify traveler segments and predict emerging travel trends and destination hotspots?
- iii. R.A.3
 - a. R.Q.3.1: How do guest satisfaction levels vary across Marriott's brands and regions, and what are the key strengths and areas for improvement within each?
- iv. R.A.4
 - a. R.Q.4.1: How does the effect of customers' awareness of Marriott's sustainability initiatives on customer loyalty vary across different age groups?
- v. R.A.5
 - a. R.Q.5.1: Does participation in Marriott's loyalty program lead to a significant increase in customer retention compared to before joining the program?
- vi. R.A.6
 - a. R.Q.6.1: How does income level influence the frequency of travel (number of trips taken per year)?

1.5. Research Objectives

For each research question, we have formulated specific research objectives that will guide the investigation, utilizing various data collection methods.

- i. R.A.1
 - a. R.O.1.1: Investigate the association between guest preferences for personalized services and the purpose of travel
 - b. R.O.1.2: Assess the impact of various aspects of technology integration on overall guest satisfaction.
- ii. R.A.2
 - a. R.O.2.1: Identify distinct traveler segments based on their demographics and behaviours, revealing key travel trends and destination hotspots.
- iii. R.A.3
 - a. R.O.3.1: Assess guest satisfaction levels across different Marriott brands and regions, identify key strengths, and pinpoint areas where improvements can be made to enhance the overall guest experience.
- iv. R.A.4
 - a. R.O.4.1: Evaluate the effect of customers' awareness of Marriott's sustainability initiatives on customer loyalty and determine whether this effect varies across different age groups.
- v. R.A.5
 - a. R.O.5.1: Compare customer retention rates before and after joining Marriott's loyalty program.
- vi. R.A.6
 - a. R.O.6.1: Assess the impact of income level on the frequency of travel and provide actionable insights to help Marriott tailor its strategies for different income segments.

2. Methodology

2.1. Research Design

A cross-sectional research design will be used to achieve Marriott's objectives within six months, enabling efficient data collection on guest preferences, travel trends, satisfaction, and loyalty. The research will combine descriptive, exploratory, and causal approaches. Descriptive analysis will summarize trends in preferences and satisfaction across Marriott brands and regions, exploratory analysis will identify emerging travel behaviours, and causal analysis will examine how factors like sustainability and loyalty programs impact customer loyalty and retention.

A mixed-methods approach will combine quantitative online questionnaire and qualitative focus groups. Questionnaire will gather data on satisfaction, preferences, and loyalty from both Marriott and non-Marriott customers, with incentives to boost participation. Focus groups will also provide deeper insights into customer expectations. This approach will offer actionable insights to improve customer experiences and adapt to changing travel behaviours.

2.2. Relevant Statistical Techniques and Test

R.O.1.1 : Chi-Square Test of Association

R.O.1.2 : Multiple Linear Regression

R.O.2.1 : 3-Group Discriminant Analysis

R.O.3.1 : Focus Group

R.O.4.1 : 2-Way ANOVA

R.O.5.1 : Paired Samples t-test

R.O.6.1 : 1-Way ANOVA

2.3. Data Collection and Sampling Designs

2.3.1. Types of Data

For the market research, primary data will be collected through online surveys and focus groups involving both Marriott and non-Marriott customers. Some of this primary data will be reclassified into categories or groups to streamline the analysis process and enhance understanding. Additionally, we will refer to secondary data from other statistical sources to ensure a more accurate representation of the variables we are using.

Variables	Data Types
Age	Continuous/Categorical Ordinal
Gender	Categorical Nominal
Frequency of Travel	Categorical Ordinal
Region of Primary Travel	Categorical Nominal
Primary Purpose of Travel	Categorical Nominal
Destination Type Preferences (rated on a 1-7 scale)	Continuous
Spending on Accommodations per night	Continuous/Categorical Ordinal
Annual Income	Continuous/Categorical Ordinal
Customer Status	Categorical Nominal
Personalized Services	Categorical Nominal
Satisfaction with Technologies	Continuous
Ease of Use of Marriot Technology	Continuous
Best Marriot Brand Experience	Categorical Nominal
Sustainability Awareness	Categorical Nominal
Loyalty Program Tier	Categorical Ordinal
Frequency of Marriott stays before and after joining the loyalty program	Categorical Ordinal
Overall Satisfaction with Marriot	Continuous

2.3.2. Sampling Technique and Sample Size

Marriott International serves a global and diverse customer base, requiring a robust sampling design for accurate market research. A stratified sampling technique will be used to achieve this, effectively segmenting the population into two main strata: Marriott customers and non-Marriott customers. Within these groups, we will further stratify by geographic region before applying simple random sampling (SRS) to ensure a more accurate and diverse representation of the target population. The eight regions for stratification, based on Marriott International's global market distribution, are Africa, Asia, Australia and Pacific, Central America and the Caribbean, Europe, Middle East, North America, and South America.

2.3.2.1. Marriot Customers

Based on the client brief, Marriott International would like to have a sample size of at least 5,000 existing customers, segmented appropriately across different regions. To determine the minimum required sample size for accuracy, we will use a 95% confidence interval (5% significance level) and assume a 50% response rate. The sample size will be calculated using the following formula:

$$n_1 \geq \frac{Z^2 \times \pi \times (1 - \pi)}{E^2}$$
$$n_1 \geq \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16 \approx 385$$

Using this formula, the minimum sample size for Marriott customers is approximately 385. However, to ensure robust results and account for non-responders, we suggest targeting a larger sample size of 10,000 Marriott customers. This increase helps mitigate the risk of incomplete surveys and non-responses while balancing cost and statistical reliability.

2.3.2.2. Non-Marriot Customers

For non-Marriott customers, we will apply the same statistical principles to ensure comparable reliability and representation. The formula for calculating the sample size is as follows:

$$n_2 \geq \frac{Z^2 \times \pi \times (1 - \pi)}{E^2}$$

$$n_2 \geq \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16 \approx 385$$

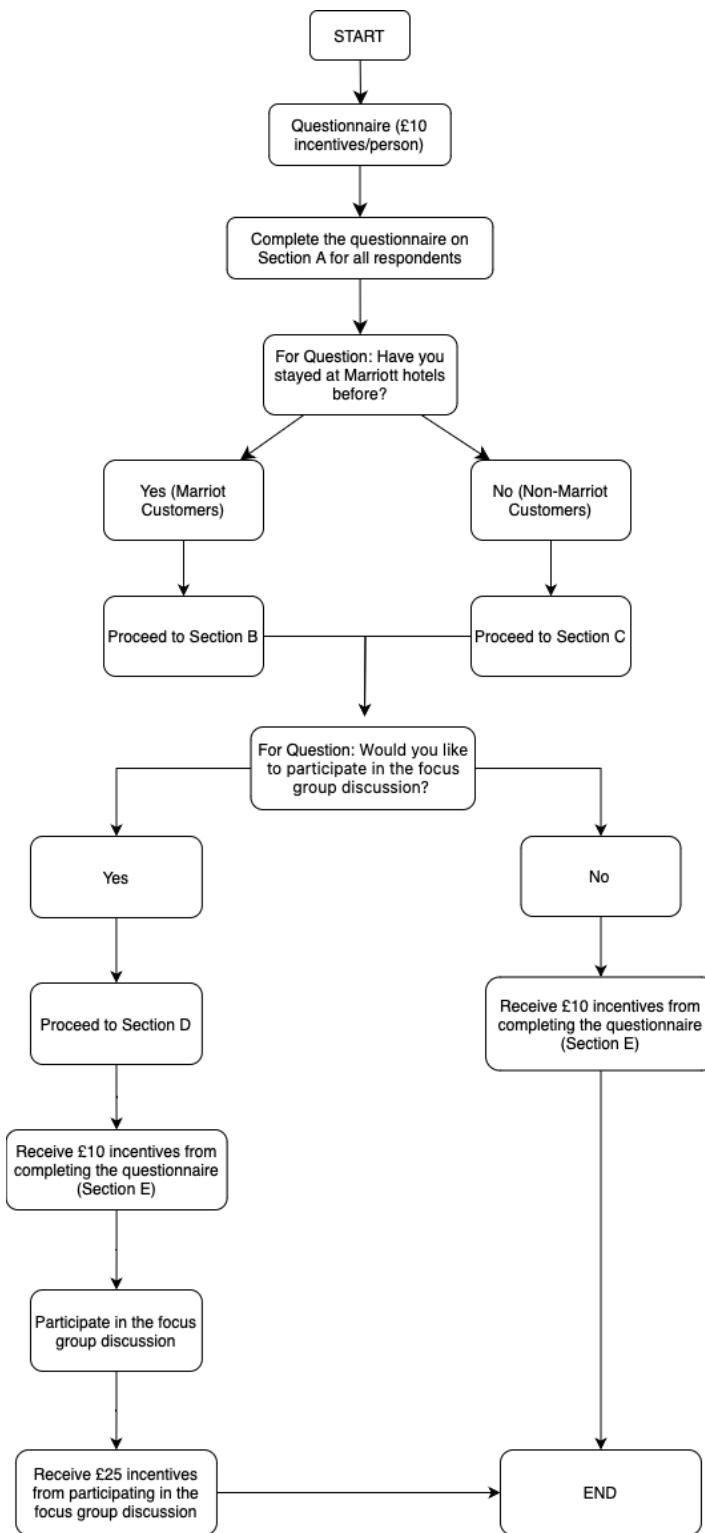
The minimum statistically valid sample size remains 385 respondents. However, to ensure robust analysis and account for potential non-responses, we recommend targeting 5,000 non-Marriott customers. This ensures sufficient representation of competitors, balancing cost-effectiveness with statistical reliability for meaningful comparisons between Marriott and competitor customers, while also mitigating the risk of incomplete responses.

2.3.3. Questionnaire and Focus-Group Discussion

A combination of questionnaires and focus-group discussions will be used to collect both quantitative and qualitative data. The questionnaire will be divided into several sections, starting with demographics and general travel information, followed by questions for Marriott customers regarding their experiences with Marriott's services, loyalty programs, and sustainability initiatives. For non-Marriott customers, it will explore reasons for not choosing Marriott and potential incentives.

To complement the survey, 25 focus-group discussions will be conducted with a carefully selected group of participants, 15 with Marriott customers and 10 with non-Marriott customers. Each session will consist of one moderator and ten participants, with sessions lasting between 60 to 80 minutes. All participants will be assumed to be fluent in English and willing to share their opinions openly. These discussions will provide valuable qualitative insights into customer satisfaction, brand perceptions, and areas for improvement.

2.3.4. Flowchart



3. Data Analysis and Findings

3.1. Research Objective 1.1 – Chi-Square Test of Association

To explore the connection between guest preferences for the most valued personalised services and their travel purpose, we will use the Chi-Square Test of Association. This method will highlight the importance of tailoring hospitality services to different traveller types, potentially improving guest satisfaction and the overall experience.

Hypotheses:

- Null Hypothesis (H_0): There is no association between guest preferences for specific personalized services and purpose of travel.
- Alternative Hypothesis (H_1): There is an association between guest preferences for specific personalized services and purpose of travel.

A crosstabulation table will be used to examine guest preferences across travel purposes, followed by a Chi-Square Test of Association to assess if the observed frequencies significantly differ from the expected frequencies under the null hypothesis.

Table 1: Cross Tabulation

		Personalized Services				Total
		Dining and F&B Personalisation	Loyalty Program Perks	Technology and Smart Features	Personalized Concierge Services	
Purpose of Travel	Leisure					
	Business					
	Other (e.g., family, medical, etc)					
Total						

Table 2: Chi-Square Test

Test	Value	Degrees of freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square			
Likelihood Ratio			
Linear-by-Linear Association			
N of Valid Cases			

If the p-value for any of the tests (Likelihood Ratio, Linear-by-Linear Association, or Pearson Chi-Square) is less than 0.05, we reject the null hypothesis (H_0), which indicates a statistically significant association between the purpose of travel and guest preferences for personalized services. This would suggest that the purpose of travel has a meaningful impact on the preferences for personalized services. Additionally, the "N of Valid Cases" gives us an idea of how many valid responses were used in the analysis, ensuring that the sample size is sufficient for drawing reliable conclusions.

To further understand the relationship between travel purpose and guest preferences, we can also apply Kendall's Tau-band Gamma to quantify the direction and strength of the association.

3.2. Research Objective 1.2 – Multiple Linear Regression

To assess the effect of different aspects of technology integration (independent variables) on overall guest satisfaction (dependent variable), a Multiple Linear Regression (MLR) analysis will be conducted. The independent variables include Mobile Check-in Satisfaction, In-Room Smart Devices Satisfaction, Wi-Fi and Connectivity Satisfaction, Ease of Use Score, and Purpose of Travel (Leisure, Business, Others).

Since "Purpose of Travel" is a categorical variable, it will be included in the analysis using dummy coding. Two dummy variables will represent the categories, with "Others" as the reference category:

- Leisure Dummy = 1 if the person's purpose of travel is Leisure, 0 otherwise.
- Business Dummy = 1 if the person's purpose of travel is Business, 0 otherwise.

For travelers with the "Others" category, both Leisure Dummy and Business Dummy will be 0 (reference group).

Hypotheses:

- Null Hypothesis (H_0): There is no significant relationship between aspects of technology integration and overall guest satisfaction.
- Alternative Hypothesis (H_1): There is a significant relationship between aspects of technology integration and overall guest satisfaction.

The Multiple Linear Regression Equation for predicting guest satisfaction is:

$$\text{Guess Satisfaction} = \widehat{\beta}_0 + \widehat{\beta}_1(\text{Mobile Check - in Satisfaction}) + \widehat{\beta}_2(\text{In - Room Smart Devices Satisfaction}) + \widehat{\beta}_3(\text{WiFi and Connectivity Satisfaction}) + \widehat{\beta}_4(\text{Ease of Use Score}) + \widehat{\beta}_5(\text{Leisure Dummy}) + \widehat{\beta}_6(\text{Business Dummy})$$

$\widehat{\beta}_0$ (intercept): The estimated value of guest satisfaction when all independent variables are equal to 0

$\widehat{\beta}_1, \widehat{\beta}_2, \widehat{\beta}_3, \widehat{\beta}_4$: The estimated change in guest satisfaction for a one-unit increase in the respective independent variable X_i , while holding all other independent variables constant.

$\widehat{\beta}_5, \widehat{\beta}_6$: The estimated change in guest satisfaction for Leisure and Business travelers compared to the reference category (Others).

Table 3: Coefficients and t-test

		Unstandardized Coefficients		Standardized Coefficients	t	Sig. (p- value)	95% Confidence Interval for B	
Model		B	Std. Error	Beta			Lower Bound	Upper Bound
Intercept (Constant)								
Mobile Check-in								
In-Room Smart Devices								
WIFI and Connectivity								
Ease of Use Score								
Leisure Dummy								
Business Dummy								

Table 4: Model Summary

Model	R	R Squared	Adjusted R Squared	Std. Error for Estimate	F-Statistics	Sig. (p-value)
1						

A p-value less than 0.05 for the t-test indicates that a specific independent variable significantly impacts guest satisfaction, while a p-value less than 0.05 for the F-test suggests that the overall regression model, including all independent variables, significantly explains variations in guest satisfaction. R-squared (R^2) and Adjusted R-squared will be calculated to evaluate the model's fit. A higher R^2 indicates a better fit, explaining more variance in guest satisfaction, while Adjusted R^2 accounts for the number of predictors in the model, providing a more reliable measure by adjusting for overfitting when additional variables are included.

3.3. Research Objective 2.1 – 3-Group Discriminant Analysis

To identify distinct traveler segments based on their demographics and behaviours, we will employ 3-Group Discriminant Analysis. The predictor variables include age, annual income, destination type preferences (rated on a 1-7 scale), and accommodation spending per night. The dependent variable will be the traveler segment classification, which helps identify key travel trends and destination hotspots.

The analysis will focus on three combined traveler segments:

- Cost-Conscious Travelers
- Elite Travelers
- Explorer Travelers

We will generate two discriminant functions to classify travelers based on the predictor variables:

$$\begin{aligned}\widehat{D}_1 &= \widehat{\alpha}_0 + \widehat{\alpha}_1 \text{Age} + \widehat{\alpha}_2 \text{AnnIncome} + \widehat{\alpha}_3 \text{Luxury_Score} + \widehat{\alpha}_4 \text{Adventure_Score} \\ &\quad + \widehat{\alpha}_5 \text{Wellness_Score} + \widehat{\alpha}_6 \text{Family_Score} + \widehat{\alpha}_7 \text{Cultural_Score} + \widehat{\alpha}_8 \text{Spending} \\ \widehat{D}_2 &= \widehat{\beta}_0 + \widehat{\beta}_1 \text{Age} + \widehat{\beta}_2 \text{AnnIncome} + \widehat{\beta}_3 \text{Luxury_Score} + \widehat{\beta}_4 \text{Adventure_Score} \\ &\quad + \widehat{\beta}_5 \text{Wellness_Score} + \widehat{\beta}_6 \text{Family_Score} + \widehat{\beta}_7 \text{Cultural_Score} + \widehat{\beta}_8 \text{Spending}\end{aligned}$$

Where:

- \widehat{D}_1 and \widehat{D}_2 = Discriminant Score
- $\widehat{\alpha}_k$ and $\widehat{\beta}_k$ = Discriminant coefficients for each predictor variable in their respective functions.

Table 5: Canonical Discriminant Function Coefficients

Variable	Function 1	Function 2
Age		
Annual Income		
Luxury_Score		
Adventure_Outdoor_Score		
Wellness_Spa_Score		
Family_Friendly_Score		
Cultural_Exploration_Score		
Spending on Accommodation per night		
(Constant)		

Table 5 will show the coefficients for each predictor variable in the discriminant functions. These coefficients will help determine how each predictor variable contributes to classifying travelers into the three segments.

Table 6: Tests of Equality of Group Means

Variable	Wilks' Lambda	F	df1	df2	Sig. (p-value)
Age					
Annual Income					
Luxury_Score					
Adventure_Outdoor_Score					
Wellness_Spa_Score					
Family_Friendly_Score					
Cultural_Exploration_Score					
Spending on Accommodation per night					

A predictor is statistically significant if its p-value is below 0.05. In this case, we evaluate each predictor to understand how well it distinguishes between traveler segments. Smaller Wilks' Lambda (or higher F-value) indicates better discriminatory ability, as values closer to 0 suggest stronger separation between the groups.

Additionally, we can infer the strength of each predictor's contribution by examining the Structure Matrix, which measures the correlation between each predictor and the discriminant functions. A higher correlation means that predictor is more important in classifying travelers.

Table 7: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1				
2				

The Eigenvalue table will assess how well each discriminant function distinguishes between the three groups. The larger the eigenvalue, the better the discrimination.

Table 8: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 2				
2				

The Wilks' Lambda table will show the overall significance of the discriminant functions. A smaller Wilks' Lambda indicates better discriminatory power.

Using the discriminant function, a 'Classification Results' table will be generated. To assess the model's effectiveness, we will calculate the hit ratio and subtract 33.33% (the expected hit ratio for 3 equally sized groups) to determine the improvement over chance. A hit ratio significantly higher than 33.33% indicates that the model is effectively classifying travelers into their correct segments, demonstrating the discriminatory power of the discriminant functions.

3.4. Research Objective 3.1 – Focus Group

To gain deeper insights into customer satisfaction and preferences across Marriott's brands and regions, we will conduct focus-group sessions with both Marriott and non-Marriott customers. Including non-Marriott customers will help identify factors influencing their hotel choices and what might attract them to Marriott.

Each session will have one moderator and ten participants, lasting 60 to 80 minutes. Marriott customers will be segmented by brand and travel region, while non-Marriott customers will be segmented by travel region. This segmentation ensures a diverse mix of perspectives on customer experiences and expectations. All participants will be assumed fluent in English and willing to share their opinions openly. The discussions will be recorded for analysis and future reference.

Moderators will use open-ended questions like, "What are the most important aspects you consider when selecting a hotel for your stay?" and "How do your experiences differ when staying at different hotel brands or regions?" These discussions will explore service quality, amenities, technology, sustainability, and brand perception. Participants will also have the opportunity to ask questions and share feedback on Marriott's offerings, fostering an interactive and insightful discussion.

3.5. Research Objective 4.1 – 2-Way ANOVA

A Two-Way ANOVA will be used to examine how sustainability awareness and age groups affect customer loyalty to Marriott. This analysis will assess the impact of these two independent variables on customer loyalty, and whether there is any interaction effect between them.

Hypotheses:

	Main Effect		
	Sustainability Awareness	Age Groups	Interaction Variable
H_0	Sustainability awareness has no significant effect on customer loyalty to Marriott.	Age group has no significant effect on customer loyalty to Marriott.	There is no significant interaction between customers' awareness of Marriott's sustainability initiatives and age group on customer loyalty.
H_1	Sustainability awareness has a significant effect on customer loyalty to Marriott.	Age group has a significant effect on customer loyalty to Marriott.	There is a significant interaction between customers' awareness of Marriott's sustainability initiatives and age group on customer loyalty.

Table 9: 2-Way ANOVA

Source of Variation	Sum of Squares (SS)	df	Mean Squares	F	p-value
Sustainability Awareness (A)					
Age Group (B)					
Interactions (A x B)					
Within (Error)					
Total					

The findings suggest that if the p-value for sustainability awareness is less than 0.05, sustainability awareness significantly affects customer loyalty, with aware customers showing higher loyalty. If the p-value for age group is less than 0.05, age influences loyalty, with younger age groups potentially being more responsive to sustainability efforts. A significant interaction effect (p-value < 0.05) would indicate that the impact of sustainability awareness on loyalty differs across age groups.

3.6. Research Objective 5.1 – Paired Samples t-test

A Paired Samples t-test will compare customer retention rates before and after joining Marriott's loyalty program. This pre-test post-test design will assess the program's effectiveness in improving customer retention and guiding loyalty strategies.

Pre-experimental Design

One-group pre-test post-test design
$O_1 \times O_2$

O_1 : Pre-joining customer retention rate

O_2 : Post-joining customer retention rate

X: Participation in Marriott's loyalty program

Once customer retention rates before and after joining the loyalty program are recorded, SPSS will be used to compute the mean of the differences, denoted by μ_d .

Hypotheses:

- Null Hypothesis (H_0): There is no significant difference in customer retention before and after joining the loyalty program ($H_0: \mu_d = 0$)
- Alternative Hypothesis (H_1): There is a significant difference in customer retention before and after joining the loyalty program ($H_1: \mu_d \neq 0$)

Table 10: Paired Sample Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error	95%	Confidence			
				Interval Mean	of the Difference			
Before - After								

Given that the sample size is large and the normality assumption holds, H_0 will be rejected if the p-value is less than 0.05. This would indicate a significant difference in customer retention rates before and after joining Marriott's loyalty program. Additionally, if both confidence interval bounds are negative, it suggests that retention rates were lower before enrolment, highlighting the program's effectiveness in improving customer loyalty.

3.7. Research Objective 6.1 – 1-Way Anova

A One-Way ANOVA will be conducted to assess the impact of income level on the frequency of travel. This analysis will determine whether significant differences exist in travel frequency among different income groups (Low, Middle, and High Income).

Hypotheses:

- Null Hypothesis (H_0): There is no significant difference in the mean number of trips taken per year across income levels.
- Alternative Hypothesis (H_1): At least one income group differs significantly in travel frequency.

Table 11: 1-Way ANOVA Table

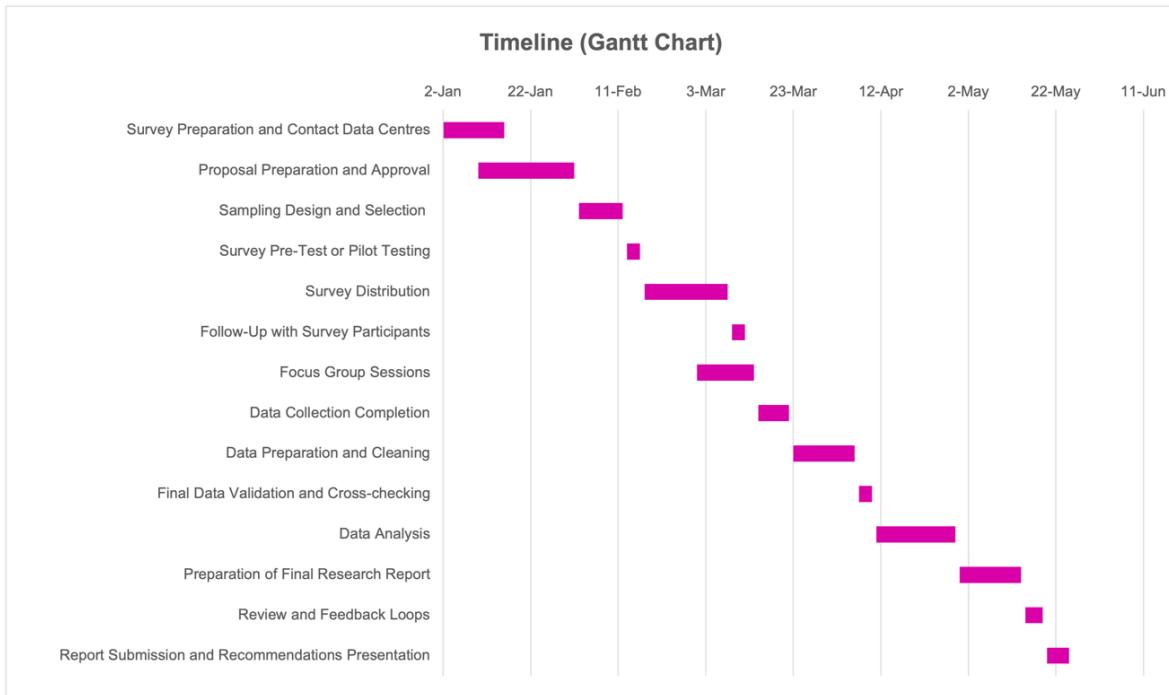
Source of Variation	Sum of Squares (SS)	df	Mean Squares	F	p-value
Between Groups (Income Level)					
Within Groups (Error)					
Total					

If the p-value is less than 0.05, it indicates that at least one income group differs significantly in travel frequency compared to others. In such a case, a post-hoc Tukey test will be conducted to identify which specific income groups have significant differences in travel frequency. The results of this analysis will help Marriott tailor its marketing strategies and promotional efforts to different income segments, ensuring targeted engagement and optimized travel offerings for various customer groups.

4. Timeline and Budget Allocation

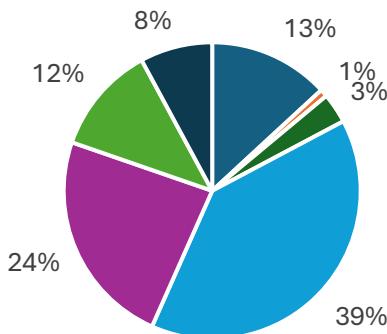
4.1. Timeline

The project will commence immediately upon proposal approval. With a six-month timeframe for completion, the planned timeline is as follows:



4.2. Estimated Budget

Description	Cost (£)
Incentives for Online Survey Respondents (First 10,000 respondents @ £10 each)	100,000
Incentives for Focus Group Sessions (25 groups × 10 participants × £25 each)	6,250
Moderator Fees (1 moderator × 25 sessions × £1000 per session)	25,000
Data Collection (Marketing and Distribution)	300,000
Data Analysis	180,000
Administrative and Operational Costs	90,000
Miscellaneous Expenses	60,000
Total Estimated Budget	761,250



- Incentives for Online Survey Respondents (First 10,000 respondents @ £10 each)
- Incentives for Focus Group Sessions (25 groups × 10 participants × £25 each)
- Moderator Fees (1 moderator × 25 sessions × £1000 per session)
- Data Collection (Marketing and Distribution)
- Data Analysis
- Administrative and Operational Costs
- Miscellaneous Expenses

5. Further Recommendation

5.1. Enhancing Digital Marketing and Customer Engagement

Based on the research findings, Marriott could explore additional avenues to improve customer satisfaction and loyalty. One key focus could be enhancing its digital marketing strategies by strengthening its social media presence and online customer interactions. Marriott can leverage digital channels, like engaging posts, influencer partnerships, and email marketing, to create personalized experiences and reach a broader, more diverse audience. By implementing these strategies, Marriott will not only increase customer engagement but also foster a deeper connection with guests, improving long-term loyalty.

5.2. Competitive Intelligence and Market Differentiation

Marriott could conduct competitive intelligence research to analyze competitors' strategies, pricing, and offerings, particularly for specific traveler types or preferences. This will help identify emerging trends, opportunities, and market gaps, allowing Marriott to refine its offerings and stay ahead. The insights gained will enable Marriott to differentiate itself in the competitive hospitality market and maintain a unique value proposition.

6. Conclusion

In conclusion, Marriott can leverage the insights from this research to gain a deeper understanding of guest preferences, satisfaction, and loyalty. By refining its services to create more personalized and exceptional experiences, Marriott will be able to maintain a competitive edge in the dynamic hospitality market. These strategic improvements will not only enhance guest satisfaction but also enable Marriott to strengthen its position as a leader in the global hospitality industry, ensuring sustained growth and long-term success.

7. Questionnaire



Marriot International Research Analysis

Thank you for participating in this survey! Your insights will help Marriott International enhance its offerings and improve customer experiences. This survey will take approximately 10-20 minutes to complete.

Marriott International is a global leader in the hospitality industry, known for offering exceptional services across a wide range of brands and regions. With over 30 hotel brands, Marriott serves millions of travelers worldwide, offering everything from luxury accommodations to budget-friendly options. Marriott's commitment to excellence, innovation, and customer satisfaction has helped establish it as one of the most trusted names in the hospitality industry.

As a token of appreciation for completing the survey, the first 10,000 respondents will receive a £10 PayPal voucher. The voucher will be sent to your email after completing the survey.

Section A - General Information

This section collects general demographic and travel-related information to help Marriott understand the profile of their guests and potential customers.

1

What is your age? *

2

What is your gender? *

- Woman
- Man
- Prefer not to say

3

How many trips do you take per year (on average)? *

- Never
- 1-3
- 4-6
- 7-10
- More than 10

4

Which region do you primarily travel to? *

- Africa
- Asia
- Australia and Pacific
- Central America and Caribbean
- Europe
- North America
- South America

5

What is the primary purpose of your stay? *

- Leisure
- Business
- Other

6

Approximately, what is your annual average income? (in GBP) *

7

Approximately, how much do you typically spend on accommodations per night? (in GBP) *

8

For each destination type, please rate its importance or frequency in your travel preferences on a scale from 1 to 7 (1 = least important/least frequent, 7 = most important/most frequent). *

	1	2	3	4	5	6	7
Luxury Destinations	<input type="radio"/>						
Adventure & Outdoor Destinations	<input type="radio"/>						
Wellness & Spa Destinations	<input type="radio"/>						
Family-friendly Destinations	<input type="radio"/>						
Cultural Exploration Destinations	<input type="radio"/>						

9

Have you stayed at Marriott hotels before? *

- No
 Yes

Section B - Marriot Customers

This section is for respondents who have stayed at Marriott hotels. The goal is to gather insights into Marriott customers' experiences, satisfaction, and perceptions about the brand, sustainability awareness, personalized services, technology integration, and loyalty programs.

10

What factors most influence your satisfaction during your stay at Marriott hotels? *

Please select at most 3 options.

- Room quality (comfort, cleanliness)
- Location (proximity to attractions, convenience)
- Services (e.g., concierge, room service)
- Technology and amenities (Wi-Fi, smart devices)
- Sustainability practices

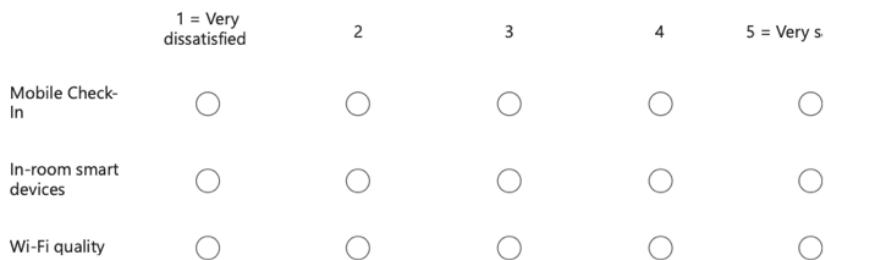
11

What personalized services do you value the most during your stay at Marriott? *

- Dining and F&B Personalisation
- Loyalty Program Perks
- Technology and Smart Features
- Personalized Concierge Service

12

How satisfied are you with the following technologies during your stay at Marriott? *



13

How would you rate the ease of use of Marriott's technology features (e.g., mobile check-in, in-room smart devices, Wi-Fi)? *



14

Do your experiences differ when staying at different Marriott brands or regions? *

- Yes
- No

:::

15

If yes, how do your experiences differ?

16

Which Marriott hotel brand have you had the best experience with? *

- Courtyard
- The Westin
- JW Marriott
- St. Regis
- Ritz-Carlton
- Other

17

Are you aware of Marriott's sustainability initiatives (e.g., eco-friendly practices, waste reduction)? *

- Yes
- No

18

Please watch the following video that explains Marriott's Loyalty Program.

Are you currently a member of Marriott's loyalty program? *



- Yes
- No

19

If yes, which tier are you enrolled in?

- Silver
- Gold
- Platinum
- Titanium
- Ambassador

20

How often did you stay at Marriott properties before joining the loyalty program?

- Never
- Rarely
- Occasionally
- Frequently

21

How often do you stay at Marriott properties since joining the loyalty program?

- Never
- Rarely
- Occasionally
- Frequently

22

Has joining the loyalty program influenced your decision to book more often with Marriott?

- Yes, I book more often
- No, it hasn't changed
- No, I book less often

23

What additional benefits would encourage you to remain loyal to Marriott? (Select all that apply) *

- Exclusive discounts
- Enhanced points redemption options
- Better customer service
- Unique rewards or experiences
- Other

24

Would you recommend Marriott to others? *

- Yes
- No

25

If yes or no, please provide the reason for your answer. *

26

What additional suggestions do you have to improve your travel experience with Marriott International? *

27

How do you rate your overall satisfaction with Marriott? *

1 = Very dissatisfied 2 3 4 5 = Very satisfied

28

Would you like to participate in the focus group discussion? *

- Yes
 No

Section C - Non-Marriot Customers

This section is for respondents who have not stayed at Marriott hotels. It seeks to understand the reasons behind their decision, their awareness of Marriott's offerings, and their likelihood of staying at Marriott in the future.

29

What are the reasons you haven't chosen Marriott hotels? (Select all that apply) *

- Price
- Location
- Loyalty to another brand
- Lack of Information
- Other

30

Are you aware of Marriott's various brands and offerings? *

Yes

No

31

If yes, which ones?

32

Would you consider staying at a Marriott hotel in the future? *

Yes

No

33

What features or services would convince you to try a Marriott hotel? *

34

Would you like to participate in the focus group discussion? *

Yes

No

Section D - Focus Group Discussion Interest

Thank you for showing interest in participating in the focus group discussion! Your input is extremely valuable, and by filling out this form, you agree to participate in a 60-80 minute session. After you submit this form, further details and confirmation will be sent to you via email. Following the session, you will receive a £25 PayPal voucher as a token of appreciation. We look forward to your participation and feedback!

35

Full Name

:::

36

Email Address

37

Phone Number

Section E

Please provide your email address below so we can send you the £10 PayPal voucher as a thank you for completing the questionnaire. Your email will only be used for this purpose and to send further details related to the survey. Thank you for your participation!

38

Email Address *

8. Technical Appendix

Research Aims	Research Questions	Research Objectives	Hypotheses	Variables	Statistical Technique
R.A.1: We aim to gain a clearer understanding of guest preferences regarding personalized services and the integration of technology to enhance the hospitality experience.	R.Q.1.1: How do guest preferences for personalized services differ depending on the purpose of their travel? R.Q.1.2: How does the integration of technology in Marriott's hospitality services influence guests' overall satisfaction?	R.O.1.1: Investigate the association between guest preferences for personalized services and the purpose of travel. R.O.1.2: Assess the impact of various aspects of technology integration on overall guest satisfaction.	There is an association between guest preferences for specific personalized services and the purpose of travel. There is a significant relationship between aspects of technology integration and overall guest satisfaction.	X1 = Guest's preferences for specific services (Categorical Nominal) X2 = Purpose of Travel (Categorical Nominal) Y = Overall Guest Satisfaction (Continuous) X ₁ = Mobile Check-in Satisfaction (Continuous) X ₂ = In-room Smart Devices Satisfaction (Continuous) X ₃ = Wi-Fi and Connectivity Satisfaction (Continuous) X ₄ = Ease of Use Score of Marriot Technology (Continuous) X ₅ = Purpose of Travel (Categorical Nominal)	Chi-Square Test of Association Multiple Linear Regression
R.A.2: We seek to identify emerging travel trends and destination hotspots by classifying travelers into distinct segments, enabling us to anticipate and cater to evolving traveler interests effectively.	R.Q.2.1: How can traveler demographics and behaviors be used to classify traveler segments and predict emerging travel trends and destination hotspots?	R.O.2.1: Identify distinct traveler segments based on their demographics and behaviours, revealing key travel trends and destination hotspots.	The predictor variables significantly differentiate among the three traveler segments. This means that the discriminant functions generated by the model effectively classify travelers into distinct segments.	Y = Traveler Segment (Categorical Nominal) X ₁ = Age (Continuous) X ₂ = Annual Income (Continuous) X ₃ = Luxury_Score (Continuous) X ₄ = Adventure_Outdoor_Score (Continuous) X ₅ = Wellness_Spa_Score (Continuous) X ₆ = Family_Friendly_Score (Continuous) X ₇ = Cultural_Exploration_Score (Continuous) X ₈ = Spending on Accommodations (Continuous)	3-Group Discriminant Analysis
R.A.3: We strive to evaluate guest satisfaction across Marriott's various brands and regions, highlighting key strengths and identifying areas for improvement.	R.Q.3.1: How do guest satisfaction levels vary across Marriott's brands and regions, and what are the key strengths and areas for improvement within each?	R.O.3.1: Assess guest satisfaction levels across different Marriott brands and regions, identify key strengths, and pinpoint areas where improvements can be made to enhance the overall guest experience.	(-)	(-)	Focus Group
R.A.4: We intend to investigate how Marriott's sustainability initiatives influence customer loyalty and explore how this effect varies across different demographic segments.	R.Q.4.1: What is the impact of customers' awareness of Marriott's sustainability initiatives on customer loyalty across different age groups?	R.O.4.1: Evaluate the effect of customers' awareness of Marriott's sustainability initiatives on customer loyalty and determine whether this effect varies across different age groups.	There is a significant interaction between customers' awareness of Marriott's sustainability initiatives and age group on customer loyalty.	Y = Customer Loyalty (Continuous) X ₁ = Sustainability Awareness (Categorical Nominal) X ₂ = Age Groups (Categorical Ordinal)	2-Way ANOVA
R.A.5: We aim to evaluate the effectiveness of Marriott's loyalty program on customer retention.	R.Q.5.1: Does participation in Marriott's loyalty program lead to a significant increase in customer retention compared to before joining the program?	R.O.5.1: Compare customer retention rates before and after joining Marriott's loyalty program.	There is a significant difference in customer retention before and after joining the loyalty program.	X = Customer retention before joining the loyalty program Y = Customer retention after joining the loyalty program	Paired Samples t-test
R.A.6: We aim to examine the influence of economic factors on travel behavior and provide insights to help Marriott develop strategies to navigate changing market dynamics.	R.Q.6.1: How does income level influence the frequency of travel (number of trips taken per year)?	R.O.6.1: Assess the impact of income level on the frequency of travel (number of trips taken per year) and provide actionable insights to help Marriott tailor its strategies for different income segments.	There is a significant difference in the mean frequency of travel (number of trips per year) across different income levels.	Y = Frequency of Travel (Ordinal) X = Annual Income Level (Categorical Ordinal)	1-Way ANOVA

Requirements	Section
Provide a full summary of the research brief, including the aims of the research	Executive Summary
Demonstrate an understanding of the market or business context as well as any other publicly available research done in this area.	1, 2, 4
Detail how the fieldwork would be conducted, i.e. face-to-face, telephone, online, focus groups, mixed-mode etc.	2, 7
Explain the proposed sampling method as well as other sampling methods considered, including details on any sampling frame to be used.	2
Detail the information that would be gathered and collected by the research.	2
Explain how you would use any customer or operational data supplied to you by the client.	2, 3
Describe what multivariate analysis techniques you propose and how these would help the client's research aims. (You are not required to actually conduct any analysis.)	3
Detail the proposed sample size necessary to construct confidence intervals around the survey estimates.	2
An appropriate questionnaire which would capture suitable data to perform the proposed multivariate analysis. (You are not required to actually run the questionnaire in practice.)	7
Proposed further research, i.e. include ideas for how some business or organisational objectives might be helped by further and different research.	5

9. References

Marriott International. (n.d.). Our Story of Innovation. Retrieved November 22, 2024, from <https://www.marriott.com/about/culture-and-values/history.mi>

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