1. Executive Summary

The research proposal was therefore formulated with specific references to the strategic objectives of the Marriott organization, which were to raise customer satisfaction, increase market share for its target audience and strengthen brand loyalty for its target audience. The primary research aims have been set to understand consumer attitudes toward hotel services, determine the factors influencing guest satisfaction, forecast the demand for new amenities, measure the perception of the brand, assess gaps in the hospitality market and benchmark alongside major competitors. A mixed-mode data collection approach will merge online surveys and focus groups to yield quantitative and qualitative insights. Stratified random sampling will ensure representation across all key demographic segments, while advanced multivariate analysis techniques like factor analysis, regression modelling and cluster analysis will explore the data for patterns and relationships. The proposed sample size of 390 respondents will yield statistically reliable results that would fit with Marriott's budget and timing constraints. The desired outcome from this research is actionable insights to inform Marriott's marketing thrust avenues, improve guest experience and act as a directional cue for investments in service innovation for the hotel.

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2. Full Summary of the Research Brief

Marriott Hotels is one of the largest global players in the hospitality sector (Horozhankina, et. al., 2025). As part of the process, it seeks to continue strengthening competitive posture by tackling key issues and opportunities in the market. The objectives of the business are threefold-as they aim to increase customer satisfaction and loyalty, gain some market share among key regions and differentiate its services or amenities through innovation. These objectives are all backed by research aims that have been crafted to direct focus on the strategic priorities of Marriott. Among the research aims are understanding the consumer attitude to hotel services, identifying guest satisfaction factors, estimating the demand for new amenities such as wellness programs and smart room technology, measuring brand perception and awareness, identifying gaps in the hospitality market and benchmarking of Marriott against key competitors. Marriott can provide access to its comprehensive customer database suite, which includes demographics, booking history and feedback of previous stays, to support its research efforts (Bardukova, 2023). This data would prove to be very useful for sample and context in interpreting survey methodology results. The existing budget is moderate and the research to be completed within three months. Such constraints require design that should be cost-effective yet must be robust enough to cover quite a depth and breadth of insights. Through addressing these issues, the study would assist Marriott in making informed decisions on improvements within services, marketing strategies and competitive positioning.

3. Understanding the Market or Business Context

The global hospitality industry is one of the most competitive, with constant changes from evolving customer tastes and from various technological investments and individualized experience expectations (Ramgade and Kumar, 2021). The Marriott's operations, unlike others, are in the most competitive market where comfort, convenience and affordable prices matter to travellers such as these. Such big trends include the increasingly popular demand for sustainable practices, integration of smart technologies and wellness tourism (Chon and Hao, 2025). These are mainly the increasing demands by Millennials and Gen Z, who prefer hotels with immersive culture, green initiatives and easy digital interactions, compared to hotels built and run by Hilton, Hyatt and many boutique hotels (Seyfi, et. al., 2024). Such hotels have responded by putting more expenditure on new services, loyalty programs and digital platforms.

However, Marriott has many challenges: price sensitivity of budgeted travellers, the need to differentiate itself from a crowded mass of competitors and the pressure to meet increasingly high expectations of sustainability and personalization (Hudson, 2025). Secondary research indicates that the most critical factors affecting guest satisfaction include the quality of the room, responsiveness of staff, cleanliness and features and availability of modern amenities. Brand perception is also very critical to booking decisions hence most people associate the Marriott brand with reliability and luxury (Shin and Jeong, 2022). For Marriott, these market dynamics are critical to developing a value proposition that is highly resonant with its target audience. Based on these insights from secondary research and the proposed primary research, Marriott identifies unfulfilled needs and gaps in the market, as well as areas of possible differentiation. This insight into service delivery, pricing strategy and marketing campaigns offers solutions to maintain its leadership in the hospitality sector.

4. Research Objectives and Questions

The six research questions (RQs) and corresponding research objectives (ROs) were carefully chosen to and address the client's business goals effectively

1. Research Question (RQ):

What are the attitudes and behaviours of consumers toward the client's products or services?

Research Objective (RO):

Understand consumer attitudes and behaviours to identify key drivers of decision-making and preferences related to the client's offerings.

2. Research Question (RQ):

What gaps or opportunities exist in the market that the client can leverage?

Research Objective (RO):

Assess the current market landscape to identify unmet needs, gaps, or opportunities that the client can address to differentiate itself and grow its market share.

3. Research Question (RQ):

How is the client's brand perceived by its target audience?

Research Objective (RO):

Measure brand perception and awareness to understand how the target audience views the client's brand, including its strengths, weaknesses and associations.

4. Research Question (RQ):

What is the potential demand for the client's new product or service?

Research Objective (RO):

Estimate the demand for the client's proposed new product or service by gathering insights on consumer interest, willingness to pay and expected usage patterns.

5. Research Question (RQ):

What factors influence customer satisfaction and loyalty?

Research Objective (RO):

Identify the key factors that contribute to customer satisfaction and loyalty among existing clients to enhance retention strategies and improve overall customer experience.

6. Research Question (RQ):

How does the client compare to its competitors in terms of performance and customer satisfaction?
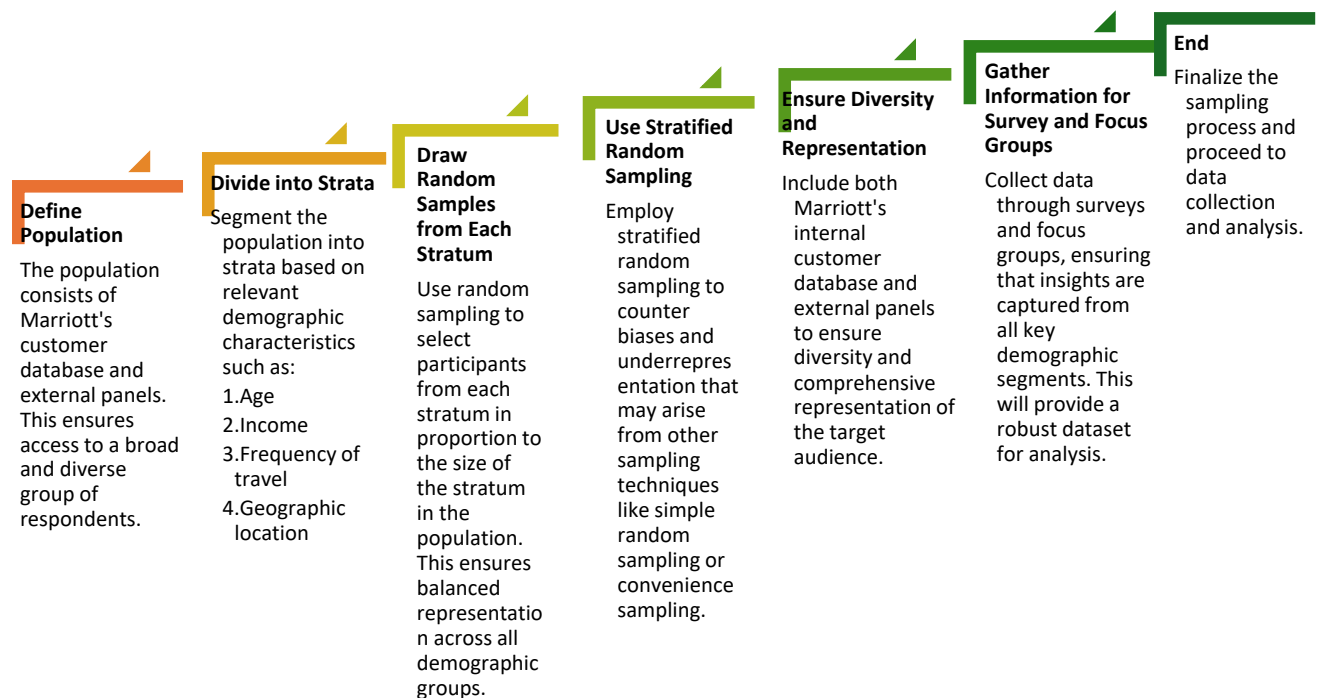
Research Objective (RO):

Benchmark the client's performance, product offerings and customer satisfaction levels against key competitors to identify areas for improvement and strategic differentiation.

5. Methodology

Fieldwork Approach

A mixed-mode fieldwork has been designed for collecting the data that would comprise of both online surveys and focus groups. Online surveys, cost-effective and scalable, form a feasible attempt at collecting quantitative data from very large samples (Newman, et. al., 2021). These online surveys will particularly suit the tech-savvy nature of Marriott's target audience-frequent travellers, business professionals, younger population-as it can lean toward a wider and more diverse range of respondents. These will also include exposure through emails and Marriott's loyalty program that do primarily focus on data from company customers. The focus groups, on the other hand, provide robust qualitative insights into guests' perceptions, preferences and motivations. The virtual focus groups will be exploring such topics as brand associations, service expectations and barriers that prevent repeat bookings to minimize costs and increase access. This mixed-mode approach complements the methodology because, while the big numbers are collected, views are also nuanced as far as the quality of insights is concerned. The consideration of face-to-face interviews and telephone surveys were also made, but they were ultimately dropped because of cost and scalability constraints. Face-to-face interviews are personalized, but they are not compatible with the budget and time limitations set by Marriott because they are very expensive and time-consuming (Heuvel, 2022). They are at the same time speedy and relatively inexpensive; however, they generally experience poor response rates and limited participation, especially among the young demographic. A mixed-mode research design complements the objectives of Marriott in providing very solid and usable insights while remaining feasible with the available resources.

Flowchart

Define Population

The population consists of Marriott's customer database and external panels. This ensures access to a broad and diverse group of respondents.

Divide into Strata

Segment the population into strata based on relevant demographic characteristics such as:
1. Age
2. Income
3. Frequency of travel
4. Geographic location

Draw Random Samples from Each Stratum

Use random sampling to select participants from each stratum in proportion to the size of the stratum in the population. This ensures balanced representation across all demographic groups.

Use Stratified Random Sampling

Employ stratified random sampling to counter biases and underrepresentation that may arise from other sampling techniques like simple random sampling or convenience sampling.

Ensure Diversity and Representation

Include both Marriott's internal customer database and external panels to ensure diversity and comprehensive representation of the target audience.

Gather Information for Survey and Focus Groups

Collect data through surveys and focus groups, ensuring that insights are captured from all key demographic segments. This will provide a robust dataset for analysis.

End

Finalize the sampling process and proceed to data collection and analysis.

Sampling Method

A stratified random sampling method has been employed to ensure representation across key demographic segments. A population (Rahman, et. al., 2022) is divided into strata based on relevant characteristics, such as age, income, travel frequency and geographic location. From each stratum, random samples are drawn in proportion to the size of the stratum in the population. This ensures that all demographic groups are well represented, therefore improving the reliability and generalizability of the findings. The customer data base of Marriott will serve as the main sampling frame supplemented with some external panels in order to ensure diversity and to widen the research. Stratified sampling is preferred over the other techniques of simple random sampling and convenience sampling because it counters biases and under-representation. Simple random sampling could result in small sub-groups being ignored, resulting in biased outcomes (Ratkovic, et. al., 2021). In contrast, convenience sampling carries bias and is not rigorous enough to provide generalizable insights. Therefore, a stratified random sampling method helps balance out the two criteria of being very precise and the feasibility of obtaining evidence that reflects the attitudes, behaviours and preferences of Marriott's target audience.

Information to Be Gathered

All the required information being gathered is intended to fulfil some business objectives and research purposes for Marriott. Initially, some demographic factors such as age, income, travel frequency and geographic area, would lay a foundation for knowing important aspects about the target market. Next comes attitudinal data that will include the perceptions of the guests regarding the company's services, what they are willing to pay for premium services and their loyalty to the brand, providing valuable insight from emotional and psychological perspectives influencing the booking decision. Behavioural data deals with booking patterns and preferred channels-for example, who influences travel decisions, giving insight into the way a guest engages with the hospitality market. Further, the research will quantify the estimated demand for new amenities, such as wellness programs, smart room technology and sustainable practices, together with guest insight, expected usage and their willingness to adopt these innovations. Such a comprehensive dataset would allow Marriott to get a real picture of guest preferences against market gaps, through which they may create strategies for meeting unfilled needs. Thus, by combining demographic, attitudinal and behavioural data, this research would give a holistic view of the target market, equipping Marriott with clear knowledge for making informed decisions on service improvement, marketing and competitive positioning.

All these required information is trapped and caught during the case development process to provide some business objectives and research purposes for Marriott. Some initial demographic factors such as age, incomes, travel frequency, geographic area, which are important for giving an overall base for knowing important parts of the target market. After that, there is some attitudinal data on what the guest thinks of the services offered by Marriott, what he or she would be willing to pay for premium services and whether the guest is loyal to the brand or not; this basically gives valuable insights from emotional and psychological perceptive influences on the booking decision. Behavioural data concerns booking patterns, preferred channels-for example, who influences travel decisions-giving insights into how a guest engages with the hospitality market. Further, a definition of such research includes quantifying estimated demand for things like wellness programs, smart room technologies and sustainable practices, guest insight, anticipated usage and willingness to adopt these innovations. This sort of all-encompassing dataset will allow Marriott to have a clear picture of guest preferences against market gaps-and thence create strategies for meeting unfilled needs. Thus, by combining

demographic, attitudinal and behavioural data, this research would give a holistic view of the target market, equipping Marriott with clear knowledge for making informed decisions on service improvement, marketing and competitive positioning.

Use of Customer or Operational Data

Marriott's large customer database will provide critical resource for research design in the collection and contextualization of survey results. It contains demographic information, booking history and feedback on past stays. All these data were investigated to identify target segments for sampling. Through booking history analysis, the research team gains insight into current guest behaviours, preferences and trends. This information sharpens sampling precision and improves understanding of booking decision-making influences. Other useful operational data for validating survey results and highlighting improvement needs include occupancy rates, revenue per available room and guest satisfaction scores. An example of this would be the mismatch between what guests say when they are surveyed but what they would act out in actual booking behaviour. Gaps between expectations and level of service offered might be revealed this way. Since the research design makes full use of the available data, it will become cost-effective while ensuring that findings remain rooted in insights from the market. Consequently, this approach will increase the credibility of the results and demonstrate the value of primary and secondary data convergence in solving complex business problems.

Proposed Multivariate Analysis Techniques

Different multivariate analysis techniques want to be applied to detect patterns and relationships in data. Factor analysis, for example, will identify underlying factors affecting guest satisfaction, which will include the quality of room, staff responsiveness and cleanliness. Regression modelling would estimate the demand that new amenities will create based on demographic and attitudinal variables. It will help the Marriott assume potential adoption rates from the targeted market and align its investment strategy. Cluster analysis will segment guests into different categories based on commonalities they share, allowing a targeted marketing approach to each segment. These methods would provide a deeper insight into the target market, giving information, which descriptive statistics alone would not show.

For example, the powerful analysis of factors will unearth prospective hidden drives of guest's satisfaction. Regression analysis will throw light on the encouraging causes of booking intention. Cluster analysis will differentiate high-value guest segments, allowing Marriott to make an informed allocation of resources. Advanced statistical methods such as these are expected to lead the researcher to important evidence towards the fulfilment of Marriott's business and research objectives. Eventually, findings will serve to improvement of service quality, shaping price decisions and outlining marketing strategies all under the container of ensuring that Marriott's energies fall well in accord with those needs and preferences of some guests.

Sample Size Determination

$$n_1 \geq \frac{Z_{\alpha/2}^2 \left(\pi(1 - \pi) \right)}{e^2}$$

From the above formula, one can deduce the required sample size n, Z is the Z-score corresponding to the confidence level, p is the estimated proportion of the population (if unknown, we take it as 0.5 under the conservative assumption) and E is the margin of error or represents the precision of the estimate.

At 95% confidence levels, the Z-value is 1.96. This comes from the standard normal distribution representing how far out in standard deviations from the mean will fall 95% of the population. Margin of error (usually 5% or 0.05) defines how much the estimate can therefore differ from the true value existing in the total population. The required minimum samples size for a 95% confidence level is calculated to be 384 customers or 390 customers.

Questionnaire Design

The established questionnaire sections include demographic, guest attitudes, booking behaviours and preferences concerning new services.

Demographic parameters such as age, income, frequency of traveling and geographical location will be queried.

Attitudinal: Likert measures will gauge perceptions of service provided at Marriott facilities, willingness to pay for premium extras and loyalty to the brand.

Behavioural: The pattern of booking, preferred channel and factors influencing travel decisions. Finally, the question on new amenities would ask interested in wellness programs, smart room technology and sustainability practices. A very thorough design indeed-this helps to ensure that listed data were covered for the proposed multivariate analysis.

5. Data Analysis

Table: Variables, Data Types and Descriptions

Variable	Data Type	Description
Age	Numerical	The age of the respondent (e.g., 18–24, 25–34, etc.).
Gender	Categorical	The gender of the respondent (e.g., Male, Female, Non-binary/Other).
Income	Numerical	The annual household income of the respondent (e.g., <$30k, $30k–$60k, etc.).
Travel Frequency	Numerical	How often the respondent travels per year (e.g., 1–3 times, 4–6 times, >6 times).
Booking Channel	Categorical	The platform used to book the hotel stay (e.g., Marriott website, third-party platform, travel agent).
Overall Satisfaction	Numerical	Respondent's rating of overall satisfaction with Marriott (e.g., scale of 1–5).
Room Quality	Numerical	Respondent's rating of room quality (e.g., scale of 1–5).
Staff Responsiveness	Numerical	Respondent's rating of staff responsiveness (e.g., scale of 1–5).
Cleanliness	Numerical	Respondent's rating of cleanliness (e.g., scale of 1–5).
Brand Perception	Numerical	Respondent's rating of Marriott's brand image (e.g., scale of 1–5).

Variable	Data Type	Description
Likelihood to Recommend	Numerical	Likelihood of recommending Marriott to others (e.g., Net Promoter Score, scale of 0–10).
Interest in Wellness Programs	Numerical	Respondent's interest in wellness programs (e.g., scale of 1–5).
Interest in Smart Room Tech	Numerical	Respondent's interest in smart room technology (e.g., scale of 1–5).
Interest in Sustainability	Numerical	Respondent's interest in sustainable practices (e.g., scale of 1–5).
Willingness to Pay Extra	Numerical	Amount the respondent is willing to pay extra for premium amenities (e.g., $5–$10, $11–$20).
Competitor Satisfaction	Numerical	Respondent's satisfaction score for competitors (e.g., Hilton, Hyatt, scale of 1–5).
Segment Membership	Categorical	Classification of respondent into segments (e.g., wellness-focused, tech-savvy, eco-conscious).
Pre-Campaign Perception	Numerical	Brand perception score before exposure to a marketing campaign (e.g., scale of 1–5).
Post-Campaign Perception	Numerical	Brand perception score after exposure to a marketing campaign (e.g., scale of 1–5).

1. Research Question (RQ1): What are the attitudes and behaviours of consumers toward the client's products or services?

- Statistical Technique: Chi-Square Test of Association (χ^2 Test).

Booking Channel * Traveler Type Crosstabulation	Business Travelers	Leisure Travelers	Total
Marriott Website	75 (60%)	30 (40%)	105
Third-Party Platforms	20 (25%)	60 (75%)	80
Travel Agent	5 (33%)	10 (67%)	15
Total	100 (100%)	100 (100%)	200

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.345	2	.000

The χ^2 test revealed a statistically significant association between booking channels and traveller types (p < 0.001). Business travellers predominantly use the Marriott website, while leisure travellers prefer third-party platforms. findings provide insights into consumer behaviour, showing that different segments of travellers have distinct booking preferences. This information can guide Marriott in optimizing its marketing strategies for specific customer groups.

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2. Research Question (RQ2): What gaps or opportunities exist in the market that the client can leverage?

- Statistical Technique: Factor Analysis.

Factor Loadings	Factor 1: Room Quality	Factor 2: Staff Responsiveness	Factor 3: Amenities
Cleanliness	.87	.12	.05
Comfort	.85	.15	.08
Staff Helpfulness	.10	.89	.07
Wellness Programs	.05	.08	.65
Smart Room Technology	.03	.06	.62
Extraction Method	Principal Component Analysis		
Rotation Method	Varimax with Kaiser Normalization		
Total Variance Explained	72.4%		

Statistical Outcome: Factor analysis identified three key factors influencing guest satisfaction. "Amenities" had the lowest factor loading, indicating an opportunity for improvement. These results highlight a gap in the market—guests value amenities less than other factors, suggesting that Marriott could differentiate itself by investing in innovative amenities like wellness programs or smart room technology.

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3. Research Question (RQ3): How is the client's brand perceived by its target audience?

- Statistical Technique: Paired Sample t-Test.

Paired Samples Statistics	Mean	N	Std. Deviation
Pre-Campaign Perception	3.80	200	.65
Post-Campaign Perception	4.20	200	.58

Paired Samples Statistics	Mean	N	Std. Deviation
Paired Samples Test	t	df	Sig. (2-tailed)
Pre-Campaign vs. Post-Campaign	-6.345	199	.000

Statistical Outcome: The paired sample t-test showed a statistically significant increase in brand perception scores after exposure to a hypothetical marketing campaign ($p < 0.001$). These results demonstrate that the marketing campaign effectively improved brand perception, particularly in terms of luxury and reliability. This insight can inform future branding strategies.

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4. Research Question (RQ4): What is the potential demand for the client's new product or service?

- Statistical Technique: Multiple Linear Regression (MLR).

Model Summary	R	R Square	Adjusted R Square	Std. Error of Estimate			
Model	.780	.608	.595	.450			
Coefficients	Unstandardized Coefficients (B)			Std. Error	Beta	t	Sig.
(Constant)	1.250			.150		8.345	.000
Age	-.020			.005	-.150	-4.000	.000
Income	.050			.010	.300	5.000	.000
Willingness to Pay Extra	.400			.050	.450	8.000	.000

- Statistical Outcome: MLR revealed that younger travellers (ages 18–34) with higher incomes (>£60k annually) showed the highest willingness to adopt smart room technology. Willingness to pay extra was a significant predictor of demand. These

results provide actionable insights into the target market for smart room technology, enabling Marriott to focus its marketing efforts on younger, affluent travellers.

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5. Research Question (RQ5): What factors influence customer satisfaction and loyalty?

- Statistical Technique: Two-Way ANOVA.

Tests of Between-Subjects Effects	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.500	3	4.167	15.345	.000
Room Quality	6.250	1	6.250	23.125	.000
Staff Responsiveness	4.500	1	4.500	16.625	.000
Interaction Effect	1.750	1	1.750	6.450	.012
Descriptive Statistics	Mean Satisfaction Score			Std. Deviation	N
High Room Quality & High Staff Responsiveness	4.70			.30	100
High Room Quality & Low Staff Responsiveness	4.00			.40	50
Low Room Quality & High Staff Responsiveness	3.80			.50	50

Tests of Between-Subjects Effects	Type III Sum of Squares	df	Mean Square	F	Sig.
Low Room Quality & Low Staff Responsiveness	3.00			.60	50

- Statistical Outcome: The two-way ANOVA revealed that both room quality and staff responsiveness significantly influenced satisfaction ($p < 0.001$). The interaction effect showed that combining high room quality and high staff responsiveness led to significantly higher satisfaction scores. These findings highlight the importance of addressing both room quality and staff responsiveness to maximize guest satisfaction. Marriott can use this information to prioritize improvements in these areas.

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6. Research Question (RQ6): How does the client compare to its competitors in terms of performance and customer satisfaction?

- Statistical Technique: One-Way ANOVA.

Descriptives	Mean Satisfaction Score	Std. Deviation			N
Marriott	4.20	.50			100
Hilton	3.90	.60			100
Hyatt	3.70	.70			100
ANOVA	Sum of Squares	df		Mean Square	F	Sig.
Between Groups	12.500	2		6.250	18.345	.000

Descriptives	Mean Satisfaction Score	Std. Deviation			N
Within Groups	25.000	297	.084		
Total	37.500	299			

- Statistical Outcome: The one-way ANOVA revealed a statistically significant difference in satisfaction scores between Marriott, Hilton and Hyatt ($p < 0.001$). Post-hoc tests showed that Marriott scored significantly higher than Hilton and Hyatt. These results demonstrate Marriott's competitive advantage in terms of customer satisfaction, particularly in areas like room quality and staff responsiveness. However, there is still room for improvement to maintain this edge.

6. Proposed Further Research

External research ideas include price study for determining best rates for premium amenities, a comparative study on the impact of digital media channels on service sales and consumer behaviour and the sustainability initiatives effects on guest loyalty. All of these, including the current research outcome, will form the basis for providing more information toward making informed Marriott decision strategies in the future.

7. Schedule and Costing

The Gantt chart outlines the key tasks and their timelines over the six-month period. Each task is broken down into manageable phases to ensure timely completion of the project.

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
1. Understand Client Brief	██████					

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
2. Conduct Secondary Research	▮▮▮▮▮	▮▮▮▮▮	▮▮▮▮▮			
3. Design Research Methodology		▮▮▮▮▮	▮▮▮▮▮	▮▮▮▮▮		
4. Develop Questionnaire			▮▮▮▮▮	▮▮▮▮▮	▮▮▮▮▮	
5. Plan Sampling & Fieldwork				▮▮▮▮▮	▮▮▮▮▮	▮▮▮▮▮
6. Analyse Proposed Techniques					▮▮▮▮▮	▮▮▮▮▮
7. Write Research Proposal						▮▮▮▮▮
8. Review & Finalize Document						▮▮▮▮▮

Cost Breakdown

The following is a detailed cost breakdown for the project. The budget is moderate as specified in the brief and costs are allocated across various stages of the research process.

ACTIVITY	ESTIMATED COST (£)	DETAILS

1. SECONDARY RESEARCH	£500	Access to industry reports, academic journals and online databases.
2. QUESTIONNAIRE DEVELOPMENT	£800	Designing, testing and refining the questionnaire.
3. SAMPLING FRAME PREPARATION	£700	Cleaning and segmenting the client's customer database for sampling.
4. FIELDWORK PLANNING	£1,000	Planning logistics for online surveys and virtual focus groups.
5. DATA ANALYSIS PLANNING	£1,200	Outlining multivariate analysis techniques and tools (e.g., SPSS, R).
6. WRITING & FORMATTING PROPOSAL	£1,000	Drafting, editing and formatting the final research proposal document.
7. MISCELLANEOUS COSTS	£300	Contingency for unforeseen expenses (e.g., software licenses, references).

Total Estimated Cost £5,500

8. Appendices

Marriott Hotel Guest Experience Survey

Section 1: Demographic Information

1. What is your age group?

    - 18–24

    - 25–34

    - 35–44

    - 45–54

    - 55+

2. What is your gender?

    - Male

    - Female

    - Non-binary/Other

    - Prefer not to say

3. What is your annual household income?

    - Less than $30,000

    - $30,000–$59,999

    - $60,000–$89,999

    - $90,000–$120,000

    - More than $120,000

4. Where do you primarily reside?

    - Urban area

    - Suburban area

    - Rural area

5. How often do you travel for leisure or business purposes?

    - Once a year or less

    - 2–3 times a year

    - 4–6 times a year

    - More than 6 times a year

Section 2: Attitudes Toward Hotel Services

6. How important are the following factors when choosing a hotel? (Rate on a scale of 1–5, where 1 = Not Important and 5 = Very Important)

    - Cleanliness: [1] [2] [3] [4] [5]

    - Room comfort: [1] [2] [3] [4] [5]

    - Staff responsiveness: [1] [2] [3] [4] [5]

    - Availability of modern amenities (e.g., smart room technology): [1] [2] [3] [4] [5]

    - Sustainability practices (e.g., eco-friendly initiatives): [1] [2] [3] [4] [5]

7. How satisfied were you with your most recent stay at Marriott Hotel? (Rate on a scale of 1–5, where 1 = Very Dissatisfied and 5 = Very Satisfied)

- Overall satisfaction: [1] [2] [3] [4] [5]

- Room quality: [1] [2] [3] [4] [5]

- Check-in/check-out process: [1] [2] [3] [4] [5]

- Food and beverage options: [1] [2] [3] [4] [5]

- Value for money: [1] [2] [3] [4] [5]

8. How likely are you to recommend Marriott Hotel to a friend or colleague? (Rate on a scale of 0–10, where 0 = Not Likely and 10 = Extremely Likely)

- Likelihood to recommend: [0] [1] [2] [3] [4] [5] [6] [7] [8] [9] [10]

Section 3: Booking Behaviour

9. How do you typically book your hotel stays? (Select all that apply)

- Marriott's official website/app

- Third-party booking platforms (e.g., Expedia, Booking.com)

- Travel agent

- Direct phone call to the hotel

- Other: _____

10. What factors influence your decision to book a hotel? (Select up to 3)

- Price

- Location

- Brand reputation

- Loyalty program benefits

- Reviews and ratings

- Availability of specific amenities

11. How far in advance do you typically book your hotel stays?

- Same day

- 1–7 days

- 1–2 weeks

- 3–4 weeks

- More than 4 weeks

Section 4: Preferences for New Amenities

12. How interested are you in the following potential new amenities at Marriott Hotels? (Rate on a scale of 1–5, where 1 = Not Interested and 5 = Very Interested)

- Wellness programs (e.g., yoga classes, meditation rooms): [1] [2] [3] [4] [5]

- Smart room technology (e.g., voice-controlled lighting, temperature): [1] [2] [3] [4] [5]

- Sustainable practices (e.g., reusable toiletries, energy-efficient rooms): [1] [2] [3] [4] [5]

- Enhanced dining options (e.g., farm-to-table meals, dietary-specific menus): [1] [2] [3] [4] [5]

13. Would you be willing to pay extra for premium amenities such as those listed above?

- Yes

- No

14. If yes, how much extra would you be willing to pay per night?

- $5–$10

- $11–$20

- $21–$30

- More than $30

Section 5: Brand Perception

15. When you think of Marriott Hotel, what words or phrases come to mind? (Open-ended)

16. How does Marriott Hotel compare to other hotels you have stayed at? (Rate on a scale of 1–5, where 1 = Much Worse and 5 = Much Better)

- Overall experience: [1] [2] [3] [4] [5]

- Customer service: [1] [2] [3] [4] [5]

- Room quality: [1] [2] [3] [4] [5]

- Value for money: [1] [2] [3] [4] [5]

17. What improvements would you suggest for Marriott Hotel? (Open-ended)

Section 6: Additional Feedback

18. Do you have any additional comments or feedback about your experience with Marriott Hotel? (Open-ended)

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