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Marketing Fundamentals

Assignment 1

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BLOG

The concept of marketing is all about promoting and showcasing of company's offering to its targeted audience. In today's hyper competitive business climate, marketing becomes an integral part of every business and assist in drawing attention of potential customers towards brand (Dhir et al., 2019). Taking Hotel Marriott in consideration for STP and marketing mix.



Market segmentation is regarded as one of the prominent strategy for companies to identify areas in market which can be targeted with focus on distinct customer's interest and needs. Through this, managers of Hotel Marriott can cater customer's needs and expectations across different world regions under uncommon circumstances. Hotel Marriott segments

its customers **according to status** and categorise into luxury hotels, upper upscale hotels, upscale and upper middle upscale hotels. In accordance to this classification, around 143 hotels belongs to brand name JW Marriot, Ritz Cariton and Bulgari Hotels and Resorts are some luxury hotels. Upper scale hotels of Marriott are Autograph collection, Renaissance and Vacation Club. Adding to this, more than 2000 hotels belongs to upscale hotels such as Courtyard and Residence Inn (Zhang et al., 2023). On the basis of **demographic segmentation**, Hotel Marriott segments its customers on the basis of income, status, marital status and occupation rather than gender and age. Marriot Hotels significantly categorised in accordance to their status and targets high income individuals, seasoned travellers, businessmen, families, employees working in different country and married couples. Hence, JW Marriott and Ritz Cariton propose their services to high net worth individuals and businessmen, seasoned travellers prefer Marriott Vacation Club. While businessmen and families tend to stay at FairField Inn, Towneplace Suites.



On the basis of psychographic segmentation, Hotel Marriott segments its customers on the basis of opinions, interests and attitudes. Hotel Marriott accentuates combined role of resorts and hotel due to its ability to cater needs and interest of customers. Brand aims to focus on needs and expectations of customers and caters services so as to satisfy needs (Piramanayagam and Seal, 2022). For example, if customers want to organise special occasion such as important business meeting or weddings, then they go for luxury hotels of Marriott such as JW Marriot and Ritz Cariton. Lifestyle collection of hotels focus on addressing specific customer's needs and interests. Hotels such as Autograph

Collection and Renanissance are unique in terms of design and targets usually single travellers, married couples, and businessmen. Unique services are proposed to customers in such hotels such as Fairfield Inn and Courtyard. Hotel Residence Inn and TownePlace Suites are intended to attract customers for extended stays and are suitable for business travellers and personnel who are working in another country. On the basis of **behavioural segmentation**, company propose rewards, promotions and benefits addition to loyalty programmes. It is highly focused on offering exceptional services, remarkable experiences and unique designs. In order to improve attitude towards provided services, Marriott Hotels provides loyalty programmes and discounts. Potential as well as targeted customers are divided into groups as business travellers who opted luxury Marriott Hotel for meetings receives extended schemes of discounts. The success of global hospitality brand significantly depends on its effective segmentation strategy (George, 2021). In general, the suggested promotions, prizes, and perks, together with the loyalty programmes and projected service

delivery systems, are taken into consideration while implementing the behavioural segmentation. Providing great services, distinctive designs, and memorable experiences are priorities for Marriott. As a result, the potential and targeted customers are divided into the groups according to their use of proposed services (Kotler & Keller 2016). Business travellers who pick the luxurious Marriott hotels for their conferences get access to the expanded programme of discounts.



Marketing strategy of Hotel Marriott analyse brand with framework of marketing mix and encompasses with Product, Price, Place, Promotion, Process, Physical evidence, and People. The concept of marketing mix entails with

tactics and strategies which Hotel Marriott uses to attract its customers towards brand. **Product**- Marriott is one of the leading and well-known luxury hotel chains in world and the core product of company is in form of hospitality services. Company divides its services in three parts; core, actual and augmented which encompasses with various services such as hospitality management, lodgings, and resorts. Among all these, maximum revenue is generated by core product which is hotels. Within Hotels, it is further subcategorised into different brands such as St. Regis, JW Marriot, Ritz Cariton, Le Meridian and many other. Each brand is unique in its own style along with theme which makes it recognizable with other. The **price** of Marriott's hotels varies with different hotels, locations and customers. It determines the value by keeping value with quality framework satisfied adding to pricing strategy which is maintained in such a way without losing brand name. The products of Marriott follow competitive pricing strategy and their prices also varies in accordance to situation and competitor's behaviour.



Within **distribution** strategy, Hotel Marriot established itself in around 100 nations all across the world and its hotels are located across city like near highways, airport and car rental market. As company is highly specific to location and this gives Marriott an advantage to draw attention of customers such as businesspeople as they book accommodation near to airport. For the development and growth of its hotels, company has adopted a mix channel strategy which encompasses with both direct and third-party channel. This assist in enhancing speed in managing inventory across distinct infrastructure and mitigates overall cost (Uğurlu, 2020). The **promotion** or advertising strategy of Marriott focus on digital promotion as being an international brand, company

has created a website which promotes all their products in a detailed manner. adding to this, it also allows customers to pre-book their accommodations with easy procedure. Hotel Marriott promotes with different advertisements, campaigns and videos on different social media platforms. For example, it has introduced a Marriott Bonvoy loyalty program which offers additional benefits and attracts through its creative and innovative schemes (Sufi et al., 2021)



People within Marriott are considered as an essential element as they are at the forefront while interacting with customers regarding solving customer's queries or complete orders. It is vital for organisational managers to maintain their people through providing training as well as motivation for

representing their company and stand in a strong position against their competitors. They make interactions with people and considered as face of the organisation. In regards, with Marriot Hotel, they provide training, empowerment as well as motivation to them so that they can represent the hotel in an effective manner. Management of Marriot Hotel understands the need of training programs which led their services effective as well as fulfil expectations of their customers.



Physical evidence of Hotel Marriott provides tangible cues regarding the quality offered to customers by organisations. This is considered as important when a customer needs assurance in exchange of services or

products. In context with Marriot Hotel, this can be regarded as surroundings, ambience, services, menu and virtual reviews. Management of Marriot Hotel provides great ambience as well as services to their customers for making their experience excellent which is considered as physical evidence for them. They provide luxurious services to their customers which led them to come back for retaining that experience in an effective manner. Other aspects of physical evidence include their website, logo, décor, branding as well as social media image. **Process** of Marriott led company to deliver their products or services to their prospective customers in an appropriate manner. Process should be designed in such a manner which provide excellent reliability as well as efficiency to the organisation. Management of Marriot Hotel are running numerous processes in order to ensure that they are delivering quality services as well as comfortable stay to their customers. They are using artificial intelligence as well as digital tools which for enhancing their process in regards with online bookings and digital partnerships in an effective manner. It essentially involves how their business is

running, how there are treating their customers as well as how they are gaining popularity and goodwill within competitive environment.



Hence, Hotel Marriot segments its customers on demographic, psychographic and behavioural and targets businessmen, high net worth individuals, families, married couples, and seasonal travellers. The variables from geographical and psychographic to user-status and purpose of travel segmentation (Ezeh 2017; Kotler et al.2017

Marketing mix is blend of varied aspects which help an organisation to have an understating of marketing elements, prevalent competition, and their offerings. Further, products range of Marriot encompasses with services like

accommodation, lodging, restaurant, swimming pool, club, and meeting halls. It adopts pricing strategy and various promotional tools to draw attention of customers. It offers seamless and convenient process through trained and skilled staff. Within its process, it integrates AI and other digital tools and aids in rendering personalised and customised hospitality services. Through integrating sound approaches of STP and marketing mix, Hotel Marriot is able to cater distinct needs of varied customers across the world.

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