

**Dissertation (LCBB6000)**

**THE IMPACT OF BRAND IMAGE AND CUSTOMER SATISFACTION  
ON THE BRAND LOYALTY OF THE MARRIOTT HOTELS IN  
LONDON**

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## **Chapter 1.0: Introduction**

Branding has increasingly been building a stronger relationship with customers and is gaining more power to direct the customer's choice and loyalty (Nazir et al., 2016). This is a descriptive study of the London-based Marriott Hotels' customer satisfaction and image and how they affect customer brand loyalty.

### **1.1: Marriott Hotels**

Marriot hotels remain the largest and best-known hotels globally. The group operates in 80 countries and owns 8,100 properties, with 70% of its properties franchised. Marriott Hotels serve various clients, including those travelling for business, leisure, and extended stays (Marriott, 2022). The business brand promises to enhance its clients' lives by providing excellent leisure vacations. As a result, its brand image is well known globally for exceptional quality. Also, Marriott Hotels are priced differently, and although some are more expensive than others, they all ensure high-quality services. Marriott operates with high-tech machines and systems for efficiency in its operations and to ensure customer security and convenience. For example, since 2016, clients can open their rooms with their phones in most outlets (Marriott.com, 2022).

Currently, the hotels aim to expand to create more than 5,000 facilities across the globe, particularly in Asia, Africa, and the Middle East. Further, Marriott Hotels expect to have a growth rate of 25% and above soon (D'heursel, 2021). The hotel's leadership is guided by key rules and has to follow a specific culture. All the leaders remain democratic, although some of the business decisions need to be hasty hence achieved through autocratic leadership. Democratic leadership involves both management and junior employees, resulting in the best innovation and employee motivation (Foucar et al., 2022). Since the employees are involved in decision making, it is easier to implement them and lead to further customer satisfaction

and loyalty. Also, the hotel managers' satisfaction and concern for others lead to a friendly and comfortable work environment that breeds efficiency.

The figure below shows Marriott Hotels' revenue from 2017 to 2021, which was high until the strike of COVID-19 in 2019. However, the business has already picked up an upward trend, indicating recovery from the pandemic (Statista, 2021).

*Figure 1 below: Marriott International Revenue Figures for Five Years since 2017.*

| Financial Year | Revenues in US Billion |
|----------------|------------------------|
| 2017           | 22.9                   |
| 2018           | 20.76                  |
| 2019           | 20.97                  |
| 2020           | 10.57                  |
| 2021           | 13.86                  |

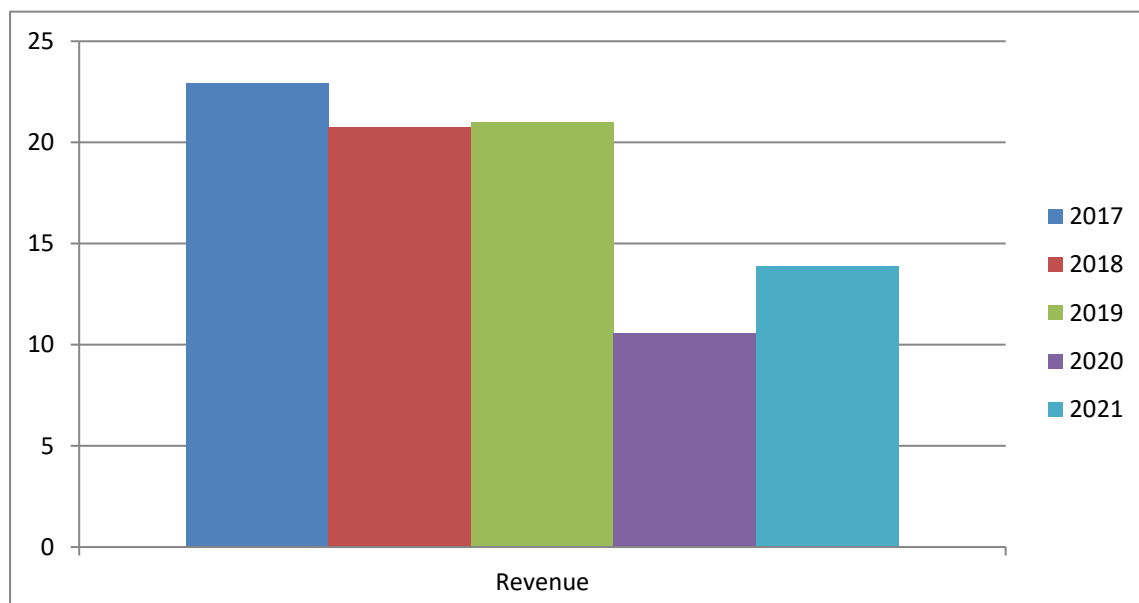


*Figure 2 above Marriott International Revenue growth for Five Years.*

## **1.2: Customer Satisfaction and Brand Image**

Customer satisfaction remains at the centre of marketing theories because it has been the purpose of marketing strategy for many years (Cuong, 2020). Hence, customer satisfaction has become the central focus of marketing practices. This is because marketing practices have changed prior buying behaviours into post-buying behaviours like brand loyalty and repurchase. According to Martin (2015), satisfaction involves a pleasing realisation of a standard pleasure. For a customer to be loyal, multiple satisfactions have to be achieved in order to aggregate personal satisfaction stages. If the results were displeasing and did not meet the expectations, the client would not be satisfied. Prior research linking customer satisfaction and brand loyalty reveal that customer satisfaction remains a precursor of brand loyalty and has notable positive impacts on branding (Cuong, 2020).

Brand image plays a big role in building long-term brand equity. A brand image is the perception of a given brand. It is the response towards a brand name, impression or sign and shows a sign of quality. Brand image plays a key role in the customer's choice and decision to purchase. Normally, a greater brand image indicates that the product is high quality and that customers have confidence in it (Nazir et al., 2016). Businesses that have continuously maintained a positive image in society can positively achieve better business performance. Further, a positive image makes customers more satisfied and loyal to a given brand (Nazir et al., 2016).

## **1.3: Research Context**

The hotel industry is highly competitive and sensitive in today's world. Consequently, branding remains an essential factor for success. Such is because it differentiates the services and products of one hotel from the rest of the hotels. Besides, the greater the strength of the

connection between the customer and the brand, the more the customer brand preference and loyalty (Cuong, 2020). Brand loyalty is a situation where the customer trusts the brand and worries if they buy and use the same products from another client they do not trust. It exists when the buyer feels that the brand has the right goods with the right features and quality at a favourable price. Even when the other brands are better and at a lower price, the loyal customer will remain attached to their brand. According to a study, customer satisfaction is a sign of brand loyalty, and brand image remains the originator of customer satisfaction (Rodriguez, 2022).

#### **1.4: Importance of the Research**

Customer retention remains a key element in today's service industry. Marketers are increasingly developing new strategies to ensure that they do not just attract new customers but keep them for themselves. According to the study, customer retention costs less than customer acquisition. Consequently, if a business ensures repeat customers are satisfied, it has a higher chance of succeeding than a business that relies on a one-time customer (Nasir, 2017). To achieve retention, the organisation has to ensure that the customers are satisfied with what they receive and remain happy. In addition, organisations have to keep their brand alive in the market. For it has a great impact on the customer's choice of purchase. A strong image in the eyes of the customer means high quality and that the brand can be trusted. By measuring the impact of customer satisfaction and brand image on brand loyalty, we will be able to identify the factors that affect the customers' buying behaviour and their impact on brand loyalty (Nasir, 2017). Although much research has been done concerning brand loyalty, it has not been done in relation to Marriott Hotels in London. Consequently, this research will help identify the factors that affect Marriott Hotels' brand loyalty, customer satisfaction, and brand image.

### **1.5: Purpose of the Study**

This quantitative and descriptive research aims to determine the impacts of both customer satisfaction and brand image on customer loyalty at Marriott Hotels in London. The researcher's skill, knowledge, and resources remain enough to conduct conclusive research. Marriott's hotel brand remains one of the largest and most well-known globally. A study will be conducted on the hotels in London, and the data will be obtained through questionnaires, personalised emails and selected social media platforms. The data will be viewed and managed through MS Excel.

### **1.6: Research Aim and Objective**

The research aims to identify the effects of customer satisfaction and brand image on brand loyalty for Marriott Hotels in London. The following are the objectives of the study:

1. The impact of brand image on brand loyalty
2. The impact of customer satisfaction on brand loyalty
3. Which of the two above has the greatest effect on brand loyalty?

### **1.7: Research Issue**

Based on the research objectives and the research hypothesis, the questions of the research would be as below:

1. What are the effects of customer satisfaction on brand loyalty?
2. What are the effects of brand image on brand loyalty?
3. Which one of the two impacts the brand's loyalty: customer satisfaction or brand image?

### **1.8: Hypothesis of Research**

The research hypothesis is simple in this case. Based on the research aim and questions above, the hypothesis is that,

1. Brand loyalty is positively affected by customer satisfaction.
2. A positive brand image in the eyes of society or customers leads to increased customer choice and brand loyalty.
3. In comparison, brand image is broader and has more impact on brand loyalty than customer satisfaction.

The hypothesis above will be tested through research and data analysis from primary and secondary sources.

### **1.9: Outline for the Dissertation**

#### **Chapter One: Introduction**

This chapter is the introduction, and it includes the research topic and the company. It also explains the background of the study, the research hypothesis, the research objectives and questions, and the purpose of the research. In addition, the introduction part explains the significance of the study to the company and society.

#### **Chapter Two: Literature Review**

This chapter will explain the terms brand image, customer satisfaction and brand loyalty. Further, it will incorporate the theories and relevant literature from other studies. Using a conceptual framework, the study will be linked to theoretical models to make it more appreciated.

### **Chapter Three: Methodology of Research**

This chapter will elaborate on the research design and the type of investigation applied by the researcher. Also, it will explain the data collection process, sampling method, and data analysis.

### **Chapter Four: Summary and Conclusion**

This chapter will summarise the main points of the study. Further, it will give a conclusion of the study.

## **Chapter 2: Literature Review**

### **2.1: Brand Image**

Brand image is the observation surrounding a brand as reflected by the brand association held in a consumer's memory (Anwar et al., 2011). Additionally, the term can be defined as consumer sentiments (Kwek & Erfan, 2013). The brand picture summarises the brand relationship within the consumer's mind, combining brand recognition, brand state and relationship, brand characteristics, and brand advantages. The abovementioned situations indicate a few aspects of the brand in the customer's memory (Hsiang-Ming et al., 2011). Also, "brand image" is defined as "a set of consumer beliefs towards a brand." Therefore, brand image is a highly critical concept in consumer behaviour. Mostly, the brand and the customer's choice rely on the customer's perspectives, attitudes, and feelings towards the brand image (Cho, 2011).

According to Stephen et al. (2007), a customer builds a brand image by selecting just a few impressions from the number of imprints they have on a product. After that, the selected impressions expand, get blown up, and are arranged by the customer to form the image. Therefore, brand image can be a representation of one's imagery through which customers collaborate with a brand, incorporating the whole portion of any brand-related details (Hem & Inversen, 2008). If a company maintains a positive public perception of its brand, it gains market share and competitive advantage (Meenaghan, 1995).

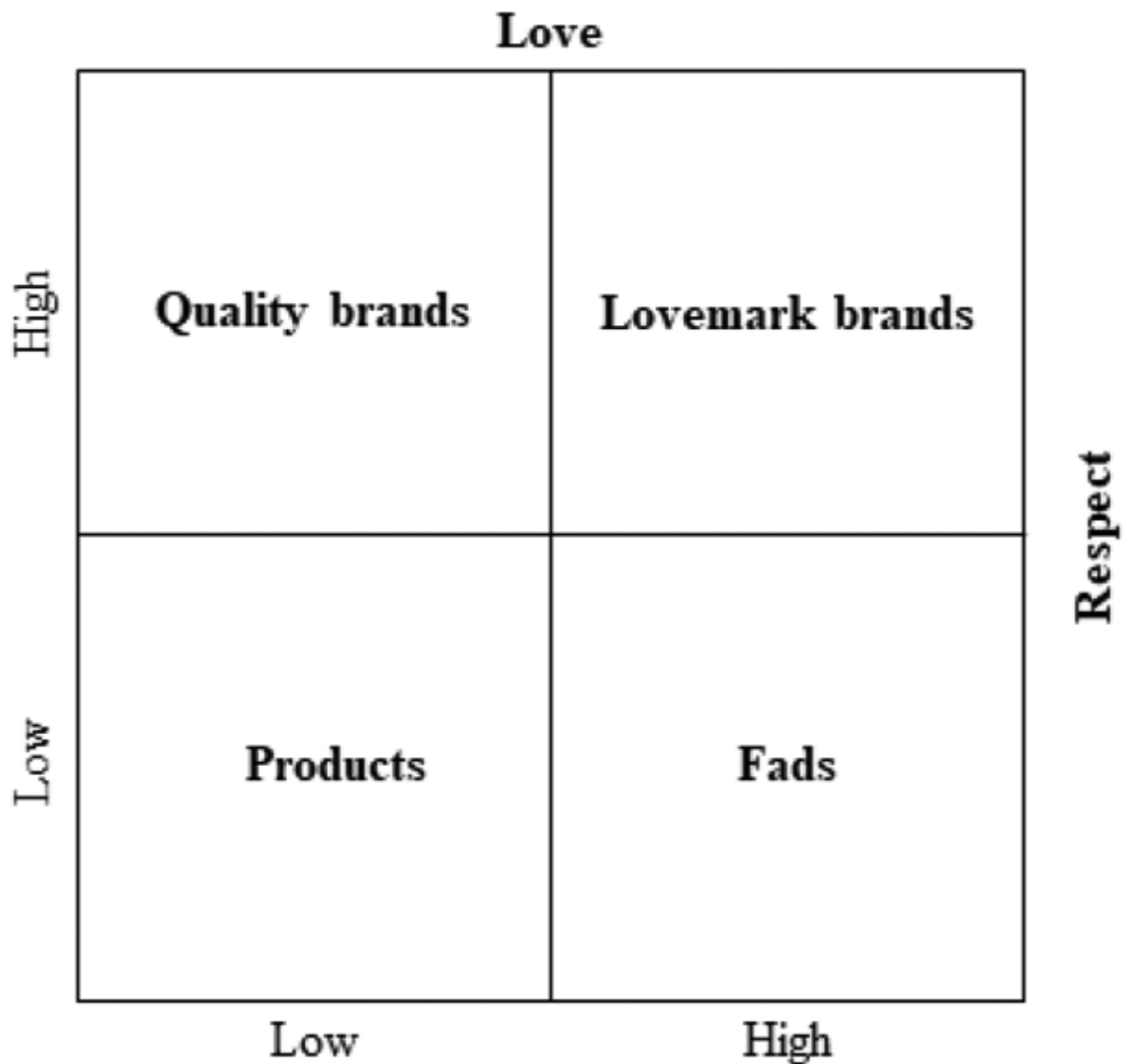
Intimacy, sensuality, and mystery are three dimensions of brand image. The entire dimension represents the aspects of the brand's sensual, rational, and poignant dimensions. However, the brand must provide the three dimensions named above to develop a "love mark" (Cho, 2011). Brand love and respect towards the brand image affect consumer perceptions of the brand image either positively or negatively.

Regarding the above details, it is clear that brand image affects or influences brand equity. As a result, a company that lacks or has a weak brand image relies on a company with a strong brand image to increase its market share through acquisition. The stronger the firm's brand, the stronger the brand image and the greater the market share. Also, if weak brand equity joins a strong image business, it strengthens the brand equity (Hsiang-Ming et al., 2011).

## **2.2: The Feeling Mark Theory**

According to Roberts, love-mark brands tend to score high on two dimensions, including respect and love. The two dimensions strengthen the consumer-brand relationship and lead to positive effects and brand loyalty (Giovanis & Athanasopoulou, 2018). Respect is the functional aspect of the brand and reflects the brand's reputation, performance, and trust. Love represents the emotional attribute of the brand. Based on their theory, there are four types of brands, including love marks, quality brands, brands that are fads and those that are just products. Normally, love-marked brands remain highly desired because they enjoy the customers' love and respect. Those brands with low love and high respect are quality brands but not as desired as the love marks. On the other hand, those with high love and low respect are fads that will eventually disappear, and finally, brands with low love and low respect are just available products. Please refer to the figure below.

*Figure 3 below: Love Mark Grid (Giovanis & Athanasopoulou, 2018).*



This theory emphasises the development of the customer-brand relationship. Through a good relationship, brands develop into love brands by developing and strengthening emotional bonds between the consumer and brands. For a product to fit as a love brand, it has to have three key ingredients, including mystery, close relationship, and complete experience.

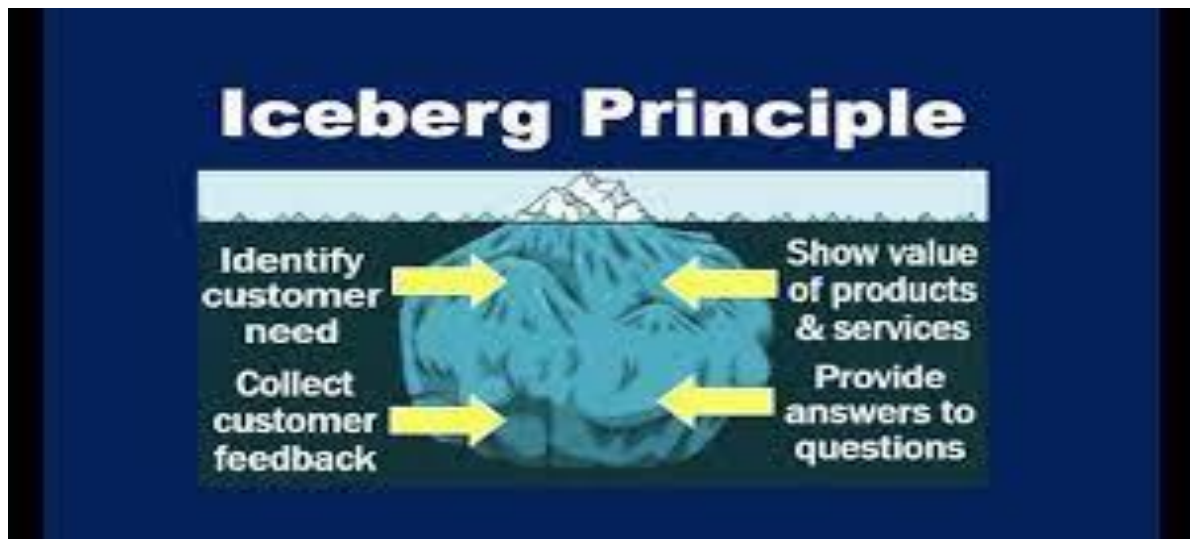
According to Roberts, the mystery is given through ancient times, impressive stories, dreams, inspirations, and myths. On the other hand, the complete experience is given through the union of sensuality and a close relationship is achieved through empathy and commitment.

Consequently, the love marks theory explains why clients remain attached and loyal to a brand. This is because well-liked brands consistently outperform expectations. They reach into the heart and mind of the consumer, leaving an intimate and emotional connection. According to Roberts, people mourn the brand's absence because it is a relationship and not just a mere transaction. Consequently, "consumers do not just buy love marks, but embrace them with passion." (Giovanis & Athanasopoulou, 2018).

### 2.3: The Theory of the Iceberg and Brand Image

The iceberg principle has key functions, including identifying the customer's needs, collecting customer feedback, showing the value of the business services and products, and providing relevant answers to the customer's questions.

*Figure 4 (below): shows the iceberg principle functions (MBN, 2022).*

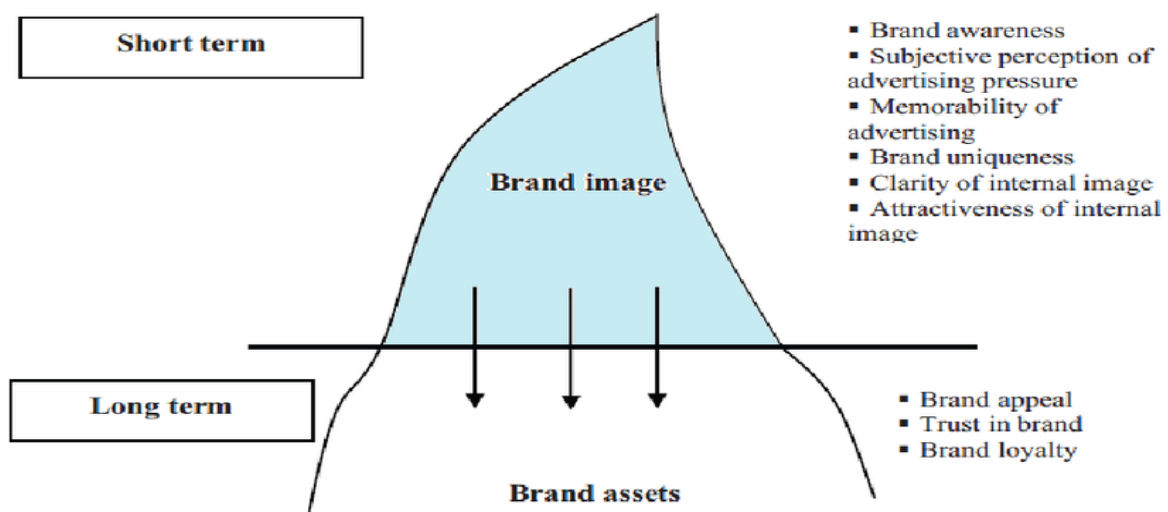


The iceberg principle, or theory, suggests that people cannot see or detect most situations of information. Therefore, only the tip remains visible while the heavy part remains invisible below the water surface. According to the principle, aggregated data can guide information, which is critical for properly evaluating a product or service (MBN, 2022).

The brand iceberg evolved from the iceberg principle, and it holds that brands represent very little on the service but a lot more beneath the service. One can only see the tagline and brand logos, which represent the crux of what they can sketchily see. Brands are built on values that the founders wish to express (MBN, 2022). The process of visualisation and quantification entails the so-called brand iceberg. This is an excellent tool to explain the details of a brand or what is wrapped within a brand. It thus displays the elements that consumers interact with directly. When the brand comes to the customer's mind, these elements have the first chance of being remembered. The importance of the elements is that they provoke emotional suggestions inside the consumers, hence why the customers stay loyal to a given brand despite the different options in the market (Opatha, 2015).

Above the service, the customers can see the business logo, colours, image styles, graphics, and visual elements. These elements are critical because they express the brand image and further its fundamental values, mission, and goals. Beneath the service, the customers find the brand's core values. Such is what the company believes in. These elements form the brand's body and drive everything that customers experience at the point of contact (Opatha, 2015).

Figure 5 (below): "The Brand Iceberg" Source: (Opatha, 2015).



From the iceberg chart above, what the customers see and experience on the service is short-term, but what lies beneath the service is long-term and leads to the consumers' love for the brand and brand loyalty. Like in any other business, customers of the Marriott Hotels cannot learn much about the hotel's services and products from the outside. They have to buy and try the products and experience the hotel's quality and loyalty before creating the brand image.

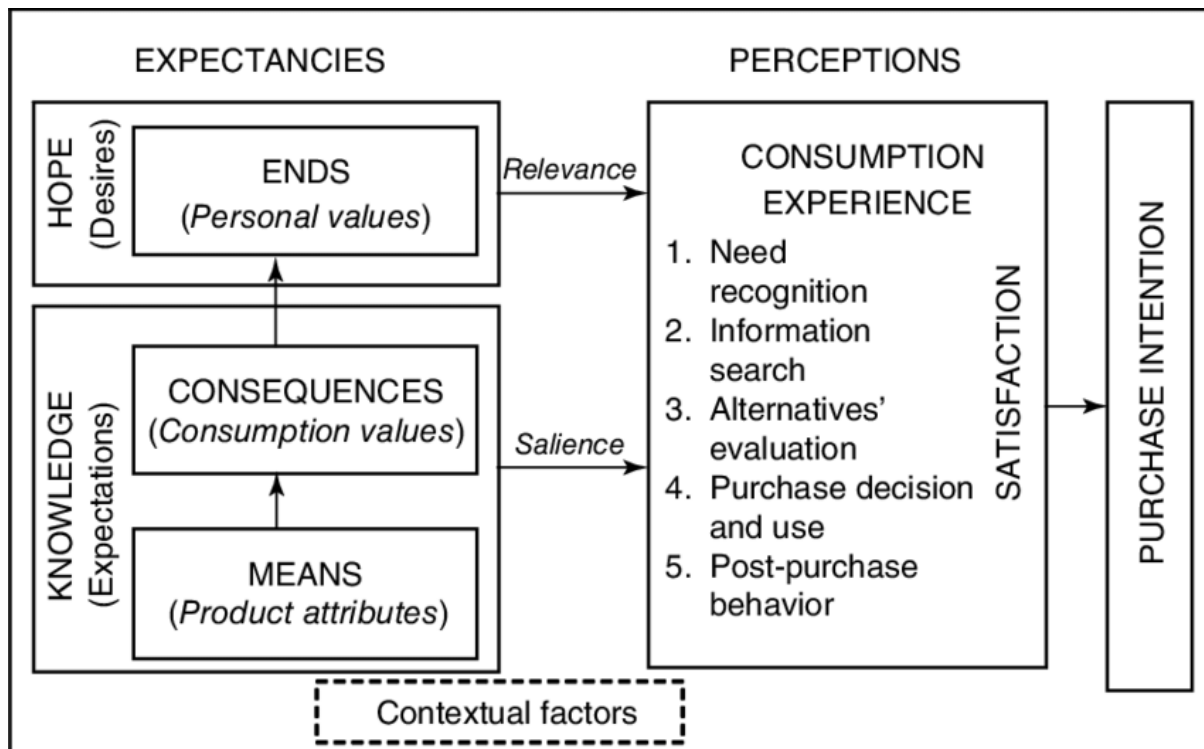
#### **2.4: Effects of Brand Image**

Brand image affects the customer's behaviour, intentions, and attitude towards a brand. Customer satisfaction is the general evaluation of the whole shopping experience. When the customers' expectations are exceeded, the customer is satisfied, but when the customer expectations exceed the product performance, the customer's satisfaction rate decreases. Performance remains a key element in customer satisfaction and brand image. As a result, businesses strive to maintain high performance in their services and products (Zhang, 2015).

#### **2.5: Level of Customer Satisfaction**

Guido (2015) states that customer satisfaction is the judgement consumers make in connection to their sense of fulfilment about purchasing specific services and products. Normally, the concept of satisfaction has three recurrent elements, including being either emotional or cognitive, responding to an evaluation process like that constituted by personal expectations, experience, or comparison. The final element is that it depends on the given timing under which the response occurs. According to the knowledge hope model of consumer satisfaction, there are elements involved in determining satisfaction judgement. Such elements fall under different groups, including customer desires, expectations, and consumption experiences. (*See the figure below*).

Figure 6 (below): KHM



Source: (Guido, 2015)

The above model has desires and expectations on the one hand and consumption on the other hand. The model states that whatever affects customer satisfaction judgement is not the expectations but knowledge held by the customer from time to time for a given product concerning evaluation. Although knowledge structures appear for the entire consumption process, they change from time to time and are available depending on the present evaluation situation. Expectations stand as a by-product of knowledge that changes with the customer's degree of familiarity and expertise at the purchase time. Consequently, the model presents knowledge as a key determinant of satisfaction. The KHM desire includes what the customer wishes for and the normative standards pertinent to the ideal performance and the performance that is termed ideal and fair (Guido, 2015).

Expectations form the basis for comparison with the entire consumption experience. The end chain connects the consumer's knowledge to the attributes of the evaluated product. The model suggests that one part of the satisfaction is rational or utility, while the other is hedonic or pleasure. However, both sides contribute to a higher stock of well-being through emotional flow or satisfaction. Further, the satisfaction judgement changes according to contextual factors that are both environmental and personal (Guido, 2015). Consequently, the models hypothesise that the consumption experience is composed of the product performance and everything that happens before and after the predicted use (Guido, 2015).

## **2.6: Brand Loyalty**

According to Kopp & Mansa (2021), brand loyalty remains the consumers' positive association with a given brand. Despite competitors' efforts to attract them, consumers who show brand loyalty remain devoted to the product or services shown through repeat purchases. Businesses invest significant amounts in customer service and marketing to develop and keep brand loyalty. Companies build brand loyalty through stellar customer service to meet customer satisfaction and make the customers love the brand (Kopp & Mansa, 2021).

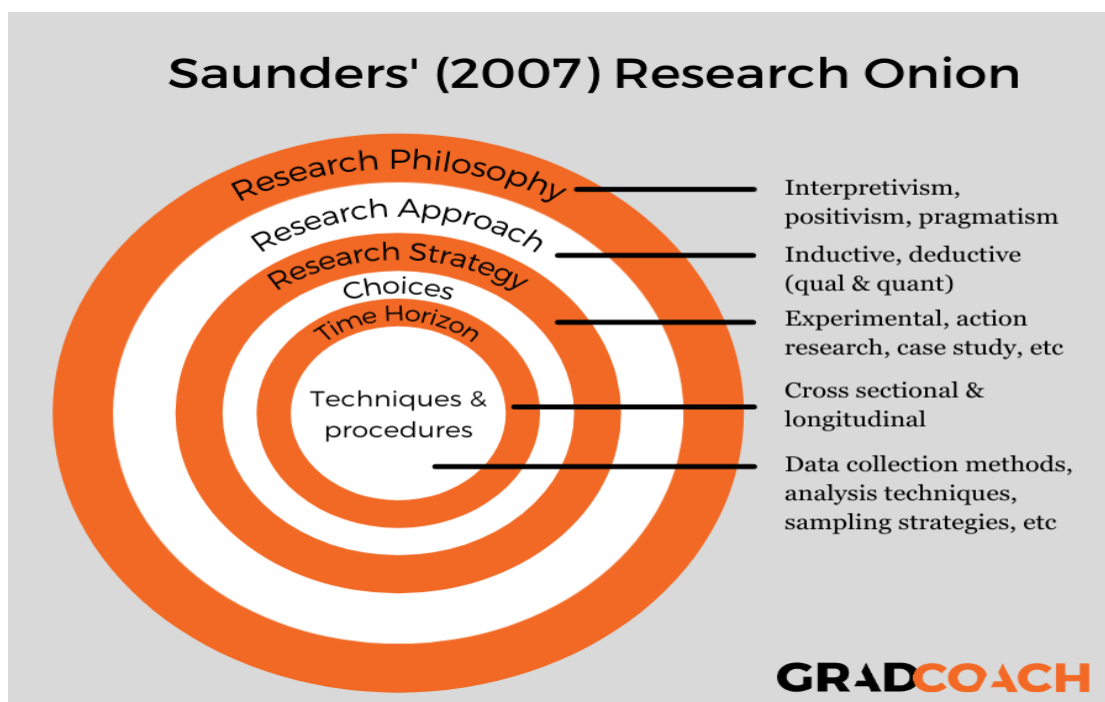
Brand loyalty shows that the customer is willing to pay extra money for the products and recommend the product to others. It is also the possibility of repeat purchases leading to the formation of brand loyalty. Several elements determine brand loyalty, including brand quality, brand image and customer perceived value and satisfaction (Saif et al., 2018). Based on the research conclusions and theories discussed above, brand loyalty is highly determined by brand image and customer satisfaction.

### 3.0 Chapter Three: Methodology

This chapter will elaborate on the research design and the type of investigation applied by the researcher. It will also explain the data collection process, sampling method, and data analysis. This chapter entails many techniques and methods the researcher uses to ensure the most relevant data is collected and applied. Different methods will illustrate the meaning of the collected data and how it has been analysed to achieve the set objectives. The methodology remains an essential part of a dissertation because it helps validate the hypothesis and the whole job per the management standards.

According to Saunders et al. (2007), the research onion model describes the stages that need to be followed by researchers when developing an effective methodology. The model contains five stages representing the research steps followed in strategy formulation (Phair & Warren, 2021, 1).

Figure 7 (Below): The Research Onion Model (Phair & Warren, 2021).



The model explains the various decisions required when making the research methodology.

Like onion layers, one has to work from the top or outside layer of the onion. In this case, the research philosophy is the outer layer, which moves inwards to the innermost, namely techniques and procedures (Phair & Warren, 2021, 1).

The first layer remains the foundation of the study. Such is because it describes the pre-existing beliefs upon which the research is based. This part describes the known reality, like what people know and can comprehend. It answers whether reality exists as a standardised item or varies from person to person. Also, this layer explains how knowledge is obtained and understood.

Consequently, it will figure out reality and its limits. The philosophy can be realism, positivism, or interpretivism. The second step is the approach, which can be deductive or inductive (Spada, 2021, 6).

The third stage is the research strategy. The fourth stage is the time horizon, which the researcher selects. The final layer is the techniques and procedures applied to the data collection methods, analysis techniques, and sampling strategies. The ultimate advantage of the model is that it creates a series of steps that describe a methodological study (Spada, 2021, 4).

### **3.1 Philosophy of Research**

Selecting the appropriate philosophy is essential for any study. This describes how to develop knowledge and expands on the nature of knowledge. Positivism maintains a highly structured and quantifiable observation for statistical analysis. It assumes that knowledge exists outside the study to be done objectively without opinions or personal views. Hence, the researcher does not interpret but observes. Positivism believes in one reality, and all meanings are

consistent between subjects. Hence, knowledge is only obtained through empirical research based on observation and measurement. Knowledge is not reliant on human reasoning; hence, it can be true, false, or meaningless. Usually, anything found to be false is dismissed (Spada, 2021, 2).

The positivism philosophy has an independent researcher who can observe the phenomena by being detached from the research setting. As a subjective method, positivism remains a quantitative approach. On the other hand, the qualitative approach involves researchers collecting data related to distinct topics and a subjective area (Spada, 2021, 2).

From the type of research and the defined topic, the best philosophy is the positivism approach because it enables the selection of different methodologies. This is consistent with the nature of previous work and is relevant to the research topic. The present research requires a quantitative approach to be developed. The data collection process and information gathering will use a quantitative approach that is equally effective in illustrating and complete conclusion (Spada, 2021, 4).

### **3.2 Research Plan**

The plan can either be inductive or deductive. The approach should be relevant and appropriate for the research topic. It should serve the ultimate goal of the research and address the issue that has been recognised. Furthermore, the chosen approach should support the solution's findings and arrive at answers. The deductive approach deals with developing hypotheses and theories tested by the researcher's methodology for validation in reality via survey inspection or experiment. This is the leading approach in science because variables can be analysed in a controlled environment through experiments. On the other hand, the inductive approach owes more to positivism, the inductive approach, and interpretivism. The

approach generates theories from the research instead of starting the study with a theory as a foundation; hence it will not be used in this research (Bahati, 2021, 1).

The current study will be more effective with the deductive approach because it suits the research problem. This seeks to answer the effects of customer satisfaction and brand image on brand loyalty. The deductive approach has been selected because the main attribute of the approach leads to discussion to the endpoint, providing a comprehensive conclusion.

Furthermore, the deductive approach facilitates the development of the issue and the theoretical background upon which the research is based. Also, the approach starts with a theory and builds on it through testing and research (Spada, 2021, 2).

### **3.3 Research Methodology**

Every research requires either of the two techniques, which are quantitative and qualitative, or both of them. Qualitative data involves non-numerical information, and the data is collected through structured, semi-structured, and unstructured interviews with respondents. Quantitative techniques, on the other hand, deal with numeric data, which is collected through mathematical tools and surveys. Typically, quantitative research remains an integral part of positivism philosophy and is also linked to the deductive approaches that have been selected for the study. Furthermore, the study will be based on existing research to apply a quantitative technique and a descriptive research design. Descriptive design is necessary to determine the effects of variables on each other and give a broader view of the variables (Abuhamda et al., 2021, 72).

### **3.4 Research Strategy**

This step details how the research will be conducted based on the study's aims. Different approaches, including experimental research, ethnography, archival research, ground theory, case studies, and action research, can be considered. Experimental involves the manipulation

of one variable to observe the change in another variable, usually the dependent variable. It aims at supporting, refuting or validating the research hypothesis. It follows the scientific method and takes place in a controlled environment like a laboratory. Action research is about learning through actions, while case study research is a detailed study of a single subject like a group event, issue, or phenomenon (Sahay, 2016, 3). The current work is a case study where the subject will be analysed to understand the issue in the real world. Furthermore, the researcher will use survey questions to collect quantitative data from the sample.

### **3.5 Time Horizon**

The study will use a longitudinal time horizon due to the limited research time available. The time horizon describes the number of points in time the researcher plans to collect data at either cross-sectional or longitudinal. Longitudinal is the best, especially when studying changes and their progression over a given time (Sahay, 2016, 4). The time horizon selected fits well with the research aims and its objectives. Also, it is suitable for the amount of time available to complete the research.

### **3.6 Procedures and Methods**

Researchers get down to the fundamentals of the study in order to make decisions on specific procedures and techniques. It includes data collection methods, sampling, data analysis, and materials (Abuhamda et al., 2021, 72). Notably, the techniques selected must align with the other layers. For example, the current study requires a high volume of numerical data due to its quantitative approach. Hence, surveys will be far better than interviews (Saunders & Tosey, 2013).

### **3.6.1 Sampling**

Sampling remains essential to effective research (Saunders & Tosey, 2013). The process provides the operational method which will guide the researcher on the size and type of the sample and how to reduce it. For example, using subgroups instead of the whole population. The study will use either of the two sampling techniques, including representative and judgemental. The researcher will use judgemental or non-probability sampling to gather data through a survey questionnaire. The final sample will have 50 respondents who will willingly agree to participate. Hence, the selected sampling technique remains the best.

### **3.6.2 Sample Type**

The researcher will use convenience sampling to ensure convenience regarding distance, time, and funds spent while collecting data. In addition, the researcher will weigh the respondents' reactions to increasing the rate of cooperation. The selected respondents will have to willingly agree to participate in the survey (Saunders & Tosey, 2013). Convincing sampling helps the researcher reach the maximum number of approachable people and an easily accessed place. The sample will involve both males and females over 18 years. Gender does not matter, but age does because children follow their parent's decisions, and anyone under the age of 18 is doomed not to make their own. As a result, adults or parents can heavily influence brand loyalty, leaving children with little to say or do about competing brands.

Since the study is about the London branch, the location of the sample is London city, with the ten best Marriott Hotels selected for respondents. Through the data collected from the hotels for the long-staying guests at the time of the study on leisure and business matters, the researcher will select five clients from each hotel who are willingly ready to participate. The researcher conducted the hotels that helped with a list of 10 clients to be sampled. The

researcher will conduct each client through online chats and voice calls to explain the study. Some clients are expected to decline to help, while others will accept participating. The questionnaires will then be distributed by the hotel front office manager, who will pass them to the selected respondents. After they are filled out, the questionnaires will be sent back to the researcher for analysis. The researcher will choose 5 guests from each of the ten Marriott Hotels in London. The targeted hotels include 5- 4 star and 5- 5 star hotels below.

*Figure 8 below: Targeted Hotels for Sampling*

| <b>5 Star Hotels</b>                    | <b>4 Star Hotels</b>                      |
|-----------------------------------------|-------------------------------------------|
| London Marriott Hotels Canary Wharf     | London Marriott Hotels Kensington         |
| JW Marriott Grosvenor House London      | London Marriott Hotels Marble Arch        |
| London Marriott Hotels Park Lane        | Courtyard By Marriott London City Airport |
| London Marriott Hotels Grosvenor Square | London Marriott Hotels Regents Park       |
| London Marriott Hotels County Hall      | London Marriott Hotels Regents Park       |

### **3.6.3 Data Collection**

The participants will fill in a survey questionnaire, enabling the researcher to collect primary data. Further research from past related studies will also be analysed to collect secondary data. Both sets of data support each other in the process of validation.

The secondary data will be collected to serve various functions in the study. The articles in this context have been reviewed and written by reliable authors. Also, secondary data will be collected from journals, book reports, and news articles authored by different professionals. Such data collection is easy and cheap because it is not limited by cost, time, or effort (Schaffer, 2012, 108). Further, such data is more reliable than primary data. Nevertheless, not

all the data fits well with the current study due to the time factor and relevancy of the topic.

The researcher will use secondary data on customer satisfaction, branding image, and brand loyalty for the current study.

The primary data will be collected from the sample to analyse the research question and objectives. To be specific and collect only the relevant data, the researcher will use survey questionnaires with closed-ended questions (Saunders & Tosey, 2013).

### **3.7 Questionnaire Design**

The questionnaire contains a set of questions grouped into five sections. Each section has five questions on a related issue. Using the 7-point Likert scale, the respondents will be required to answer the questions (McLeod, 2019). The first section is designed to understand the respondents better. The second and third sections have questions about brand image, customer satisfaction, and brand loyalty. Further, the fourth section has close-ended questions to measure the impact of the customer brand image and customer satisfaction towards brand loyalty. The final section and questions are structured to figure out which of the two variables has the most significant impact on brand loyalty.

Convenience sampling will contribute to the high rate of responses (Saunders & Tosey, 2013). The questionnaires will be distributed to the selected respondents, who have willingly agreed to participate. The study will be conducted between Friday afternoon and Sunday noon. The time was selected because guests have more free time during this time and could conveniently fill in the questionnaire.

### **3.8 Data Analysis**

The data analysis techniques depend on the amount of data collected and its nature. The tools are both qualitative and quantitative. The quantitative data is analysed through tables. The

selected tool to display the collected data will be presented in charts and tables. Through the use of excel, the researcher will be able to analyse the data, calculate percentages, and critically analyse the answers. This method was selected because it is easy, simple, and able to illustrate and understand the data. The research will be termed good (Melnikovas, 2018).

### **3.8.1 Reliability and validity**

Reliability means that the inquiry of the research operation and procedure can be repeated by other researchers and get similar findings. The Likert scale makes it easy for respondents to rate the services given by the hotels, making it more accurate (Mwcc.edo, 2020, 4).

According to the literature, the data sources, analysis, and interpretation give consistent results. Also, a detailed review of the literature, the questions, and the questionnaire will be done to ensure the validity of the research.

The chapter details all the methodologies applied to collect primary and secondary data. The research onion model will make comprehending the philosophy, approach, research strategy, time horizon, sampling, and data collection easier. Furthermore, the appropriate design will be elaborated to represent a clear picture of the exercise.

70 peoples agreed to participate to a survey regarding their preference for different hotel brands when traveling around the world, why they chose a certain brand, how often they travel, which is the reason of their trips, according to the chards below.

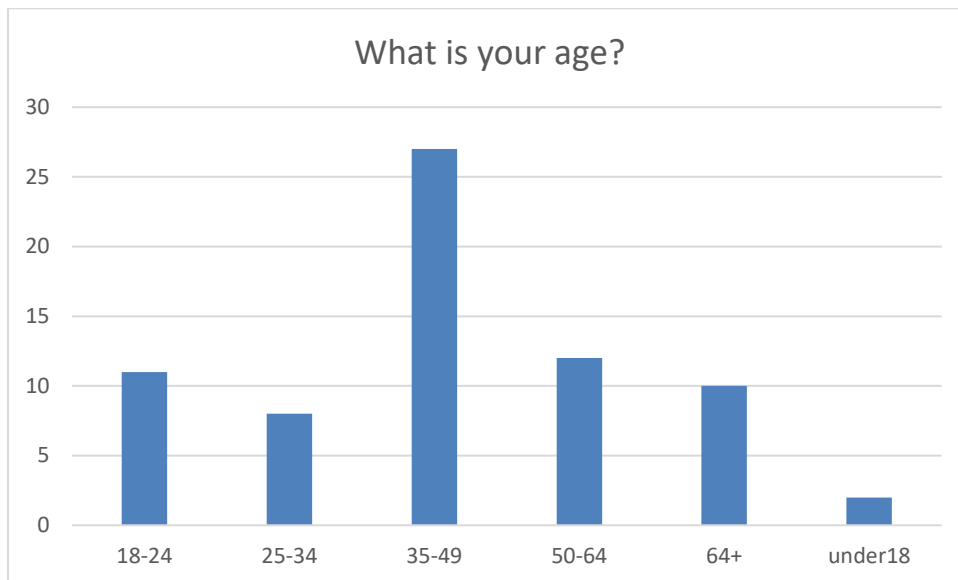


Figure 1

According to figure 1 , participants with the age between 35-49 are the ones who use MH most frequently but also that MH has guests from various groups of age, majority being over 18.

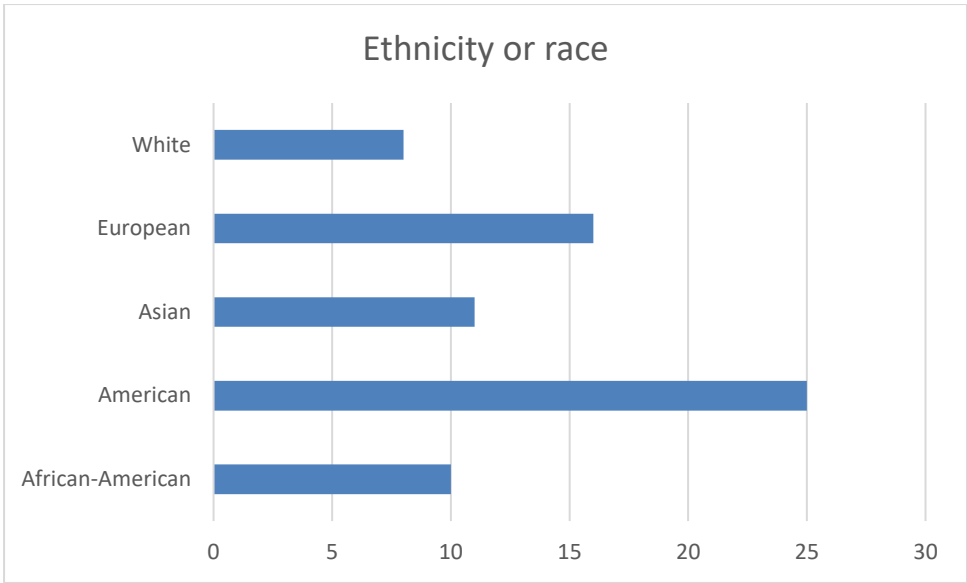


Figure 2

Participants from all over the globe are choosing MH, the majority being from America.

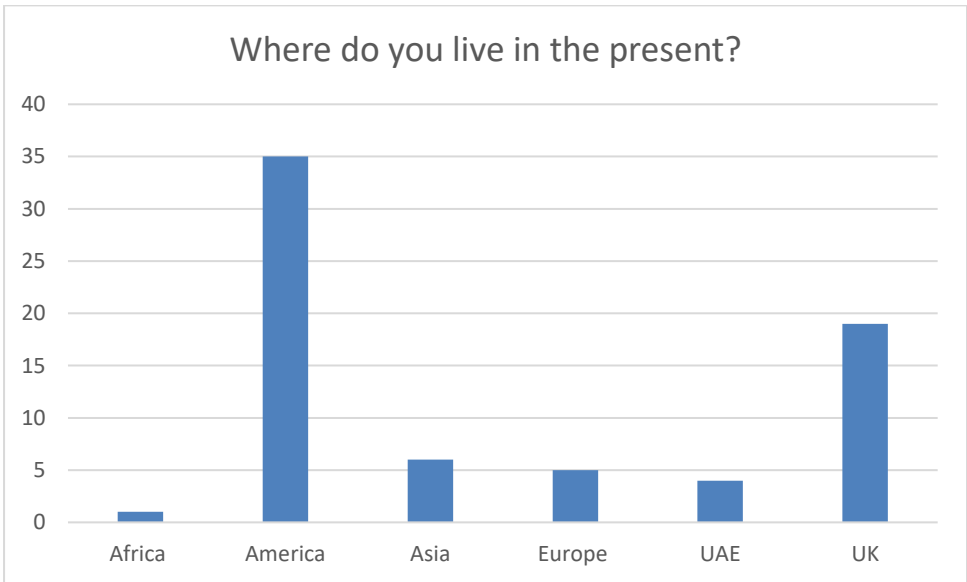


Figure 3

Most of the participants that chose to stay in MH live in America but also in UK.

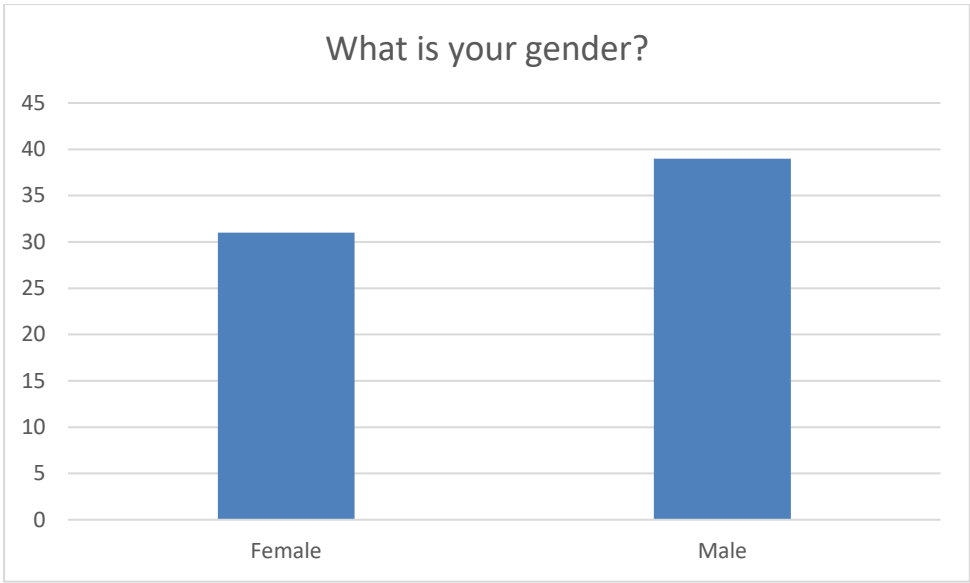


Figure 5

Most of the participants that stay at MH are males.

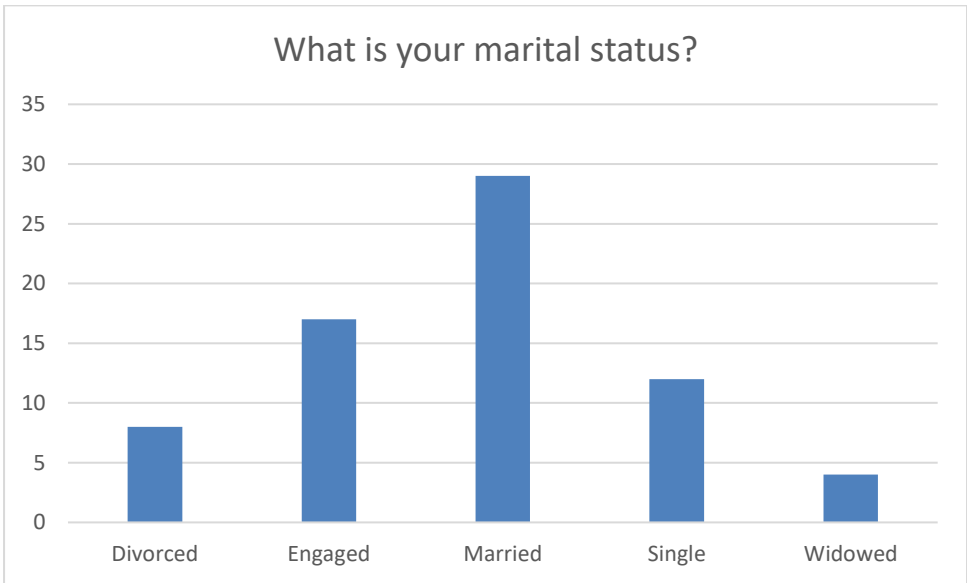


Figure 6

People with all types of marital status stay in MH; according to the chart above can be deduced that most people that chose Marriott are married.

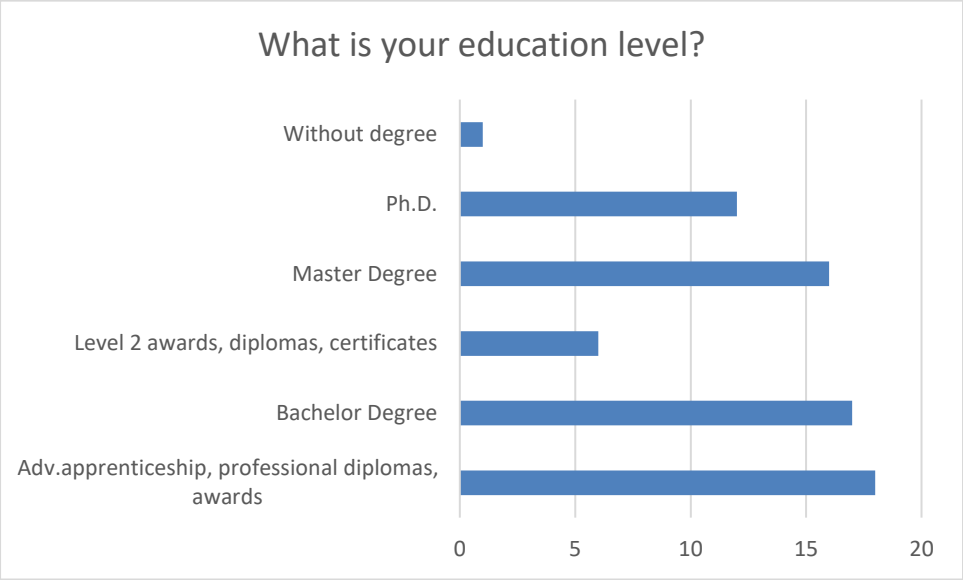


Figure 7

Participants with different education levels chose to stay in MH, most of them with a degree.

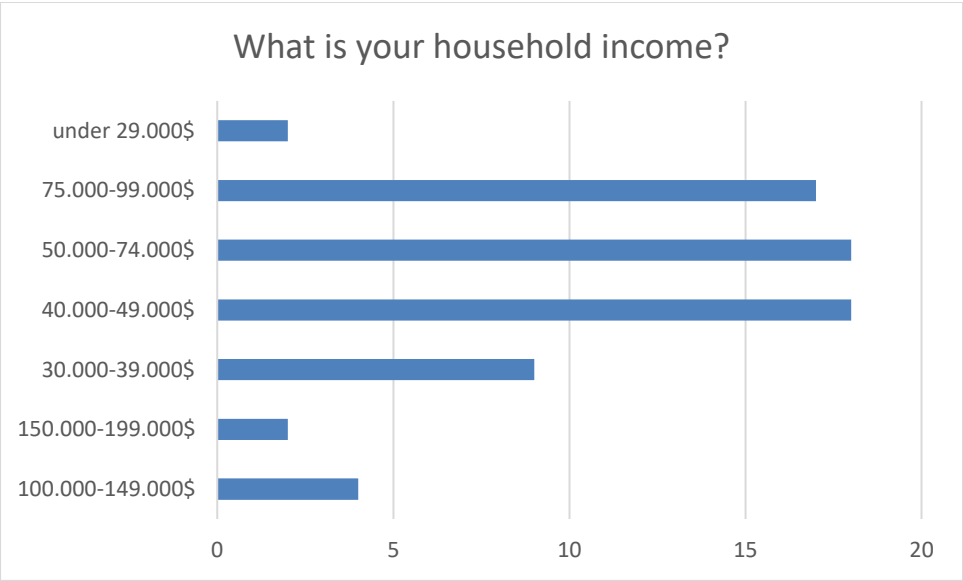


Figure 8

Participants with different incomes chose to stay in MH.

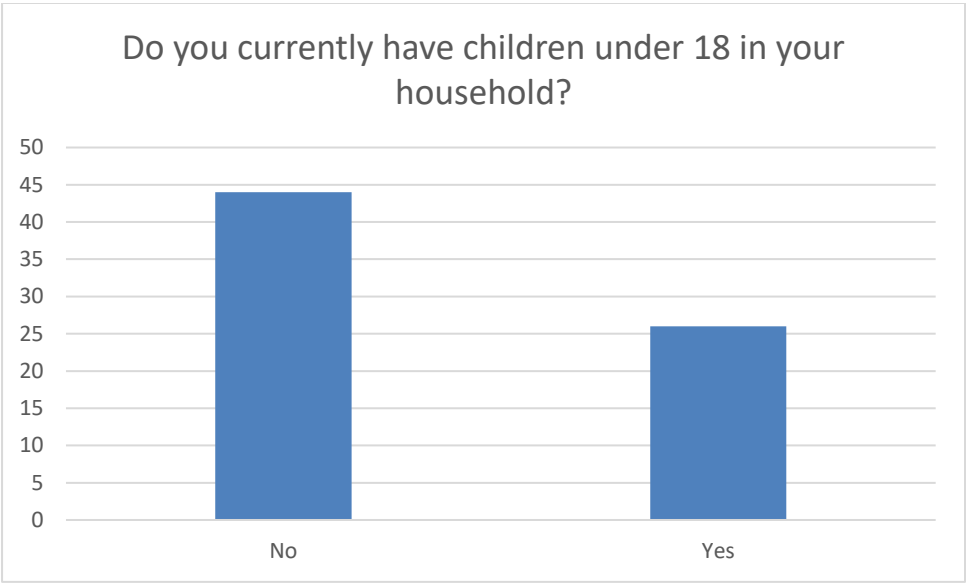


Figure 9

Participants with or without children chose MH but the majority do not have children

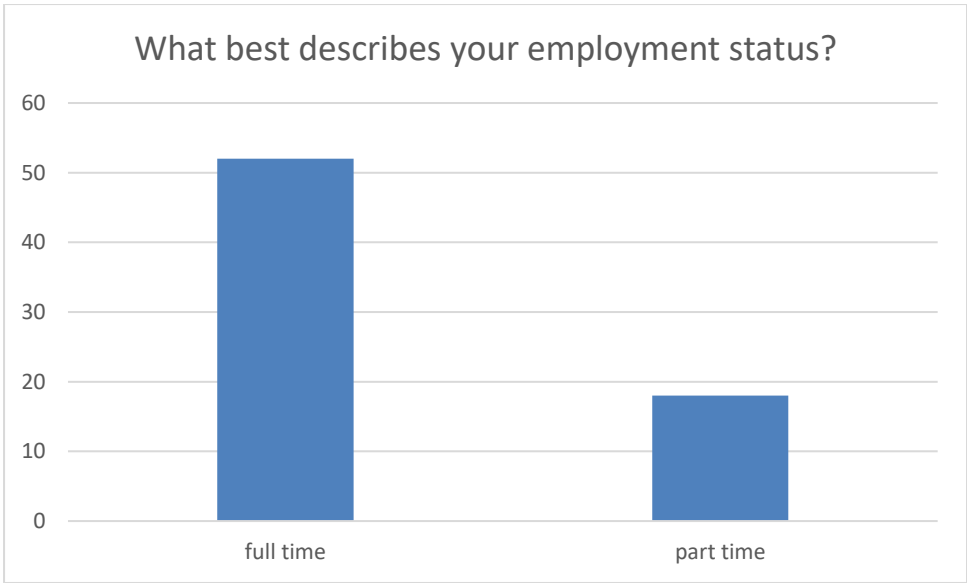


Figure 10

Most of the participants are full time employees but also participants with part time contract chose to stay in MH.

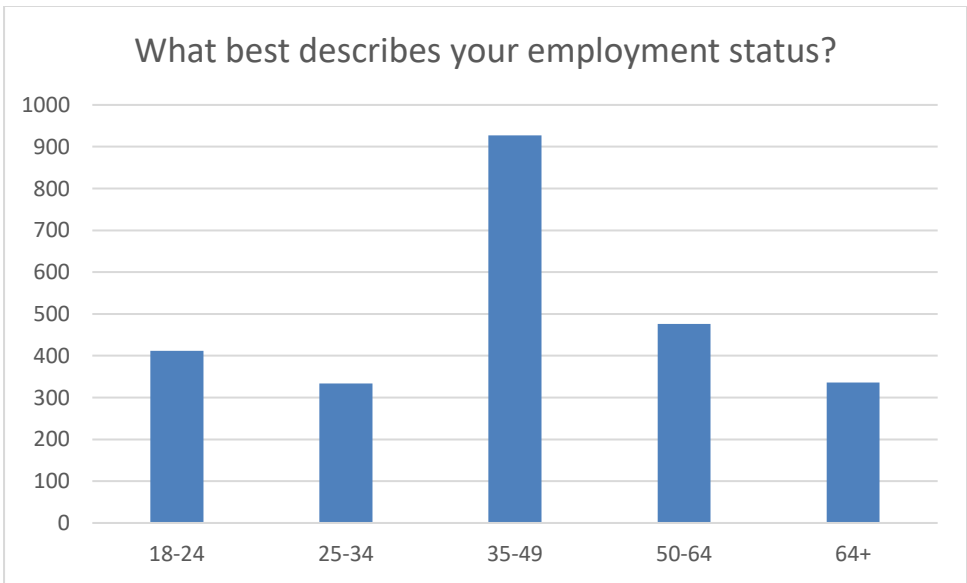


Figure 11

People of ages with a full time contract chose to stay at MH but the majority of the participants with full time contract have ages between are 35-49 followed by 50-64.

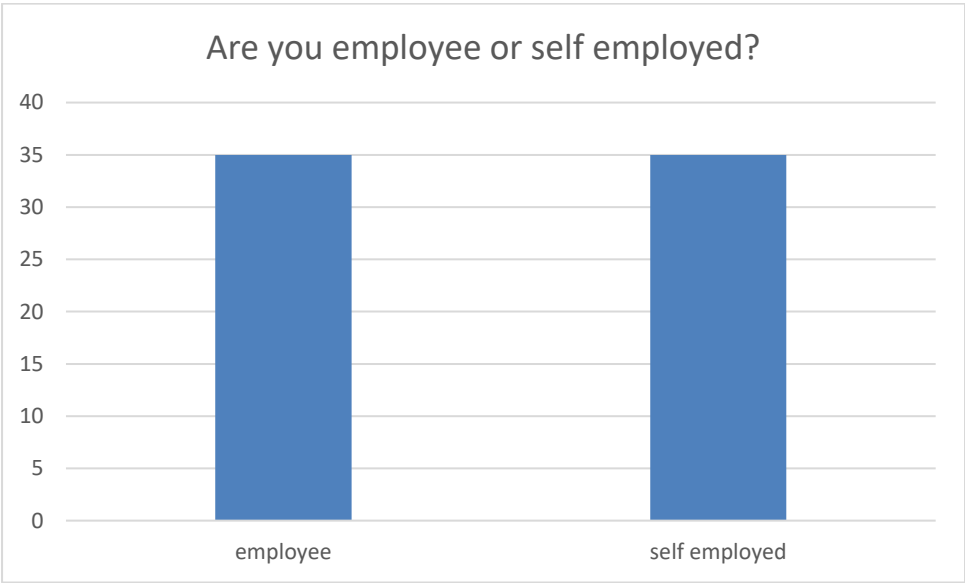


Figure 12

Both employee and self employed participants chose MH.

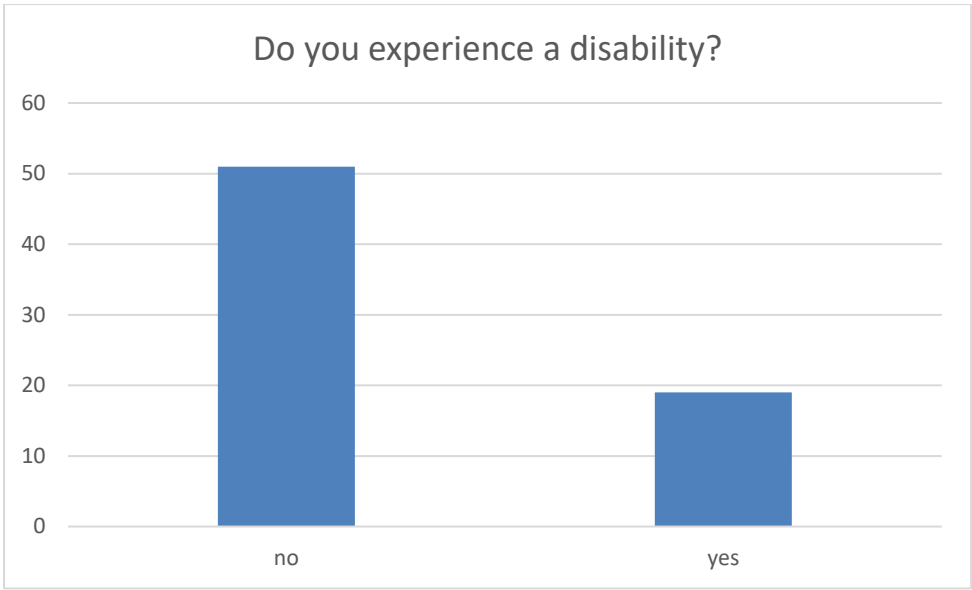


Figure 13

Participant with no disability and disability stay in MH.

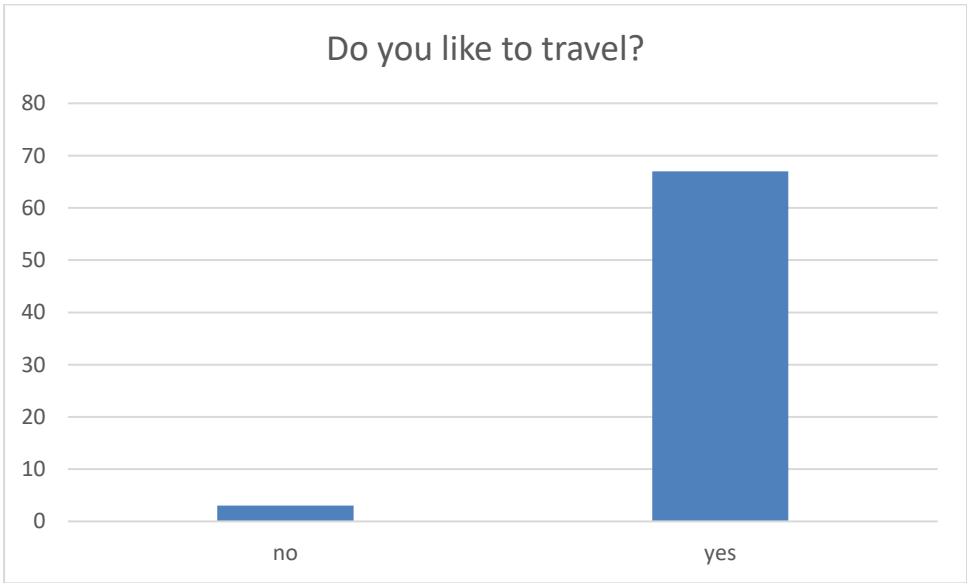


Figure 17

99,8% of the participants prefer to travel, the 0,2% travel because it's a necessity.

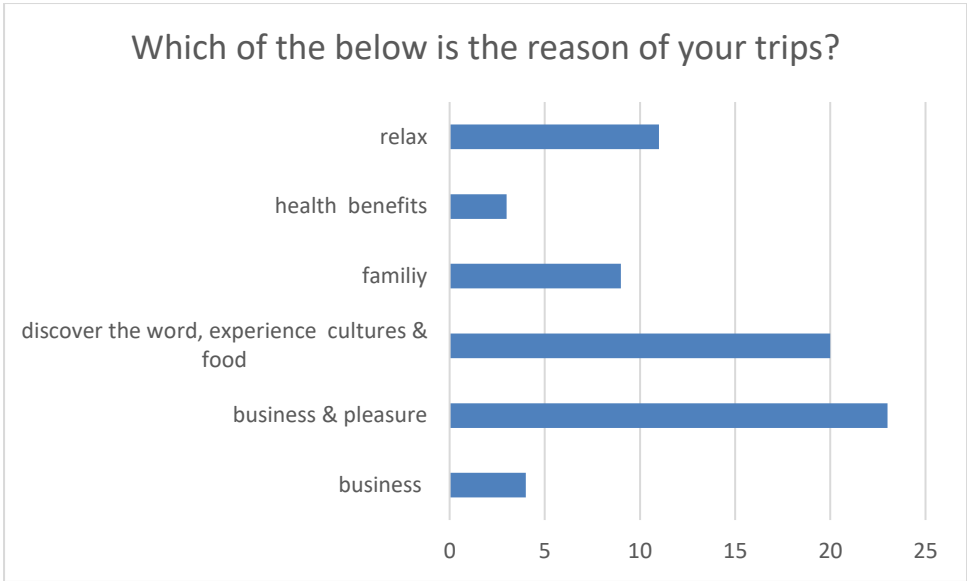


Figure 18

People chose to travel for different reasons such as relaxation, health benefits, to see their family, business, discover the world, most of them for business and also pleasure followed by the ones who like to discover the world, experience new cultures and food.

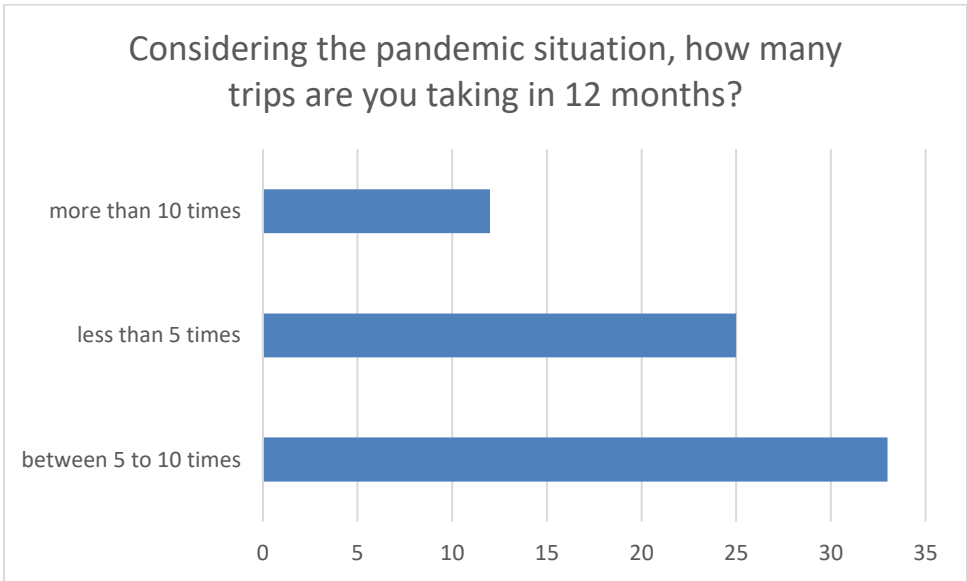


Figure 19

Although the pandemic situation severely affected tourism , a significant number of participants travel between 5 to 10 times a year, 70% less than 5 times and around 40% even more than 10 times a year.

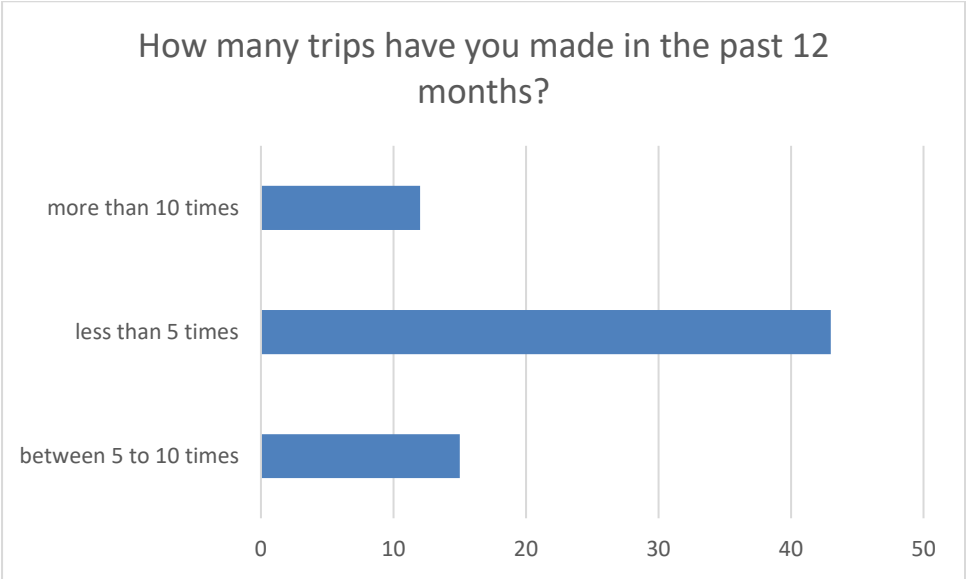


Figure 20

In the last 12 months the majority of participants travelled less than 5 times.

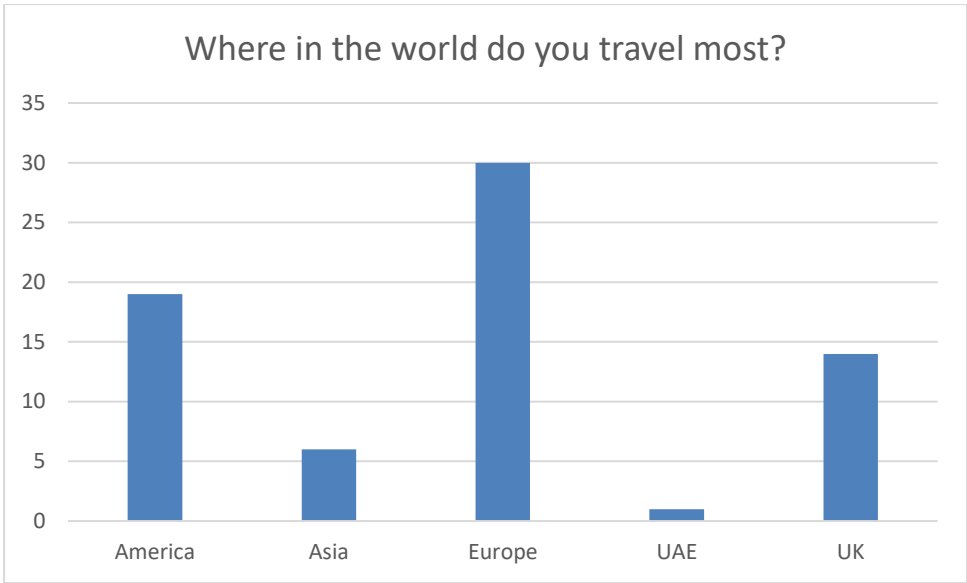


Figure 21

Europe is the the most visited place, followed by America, UK and Asia while UAE is the least.

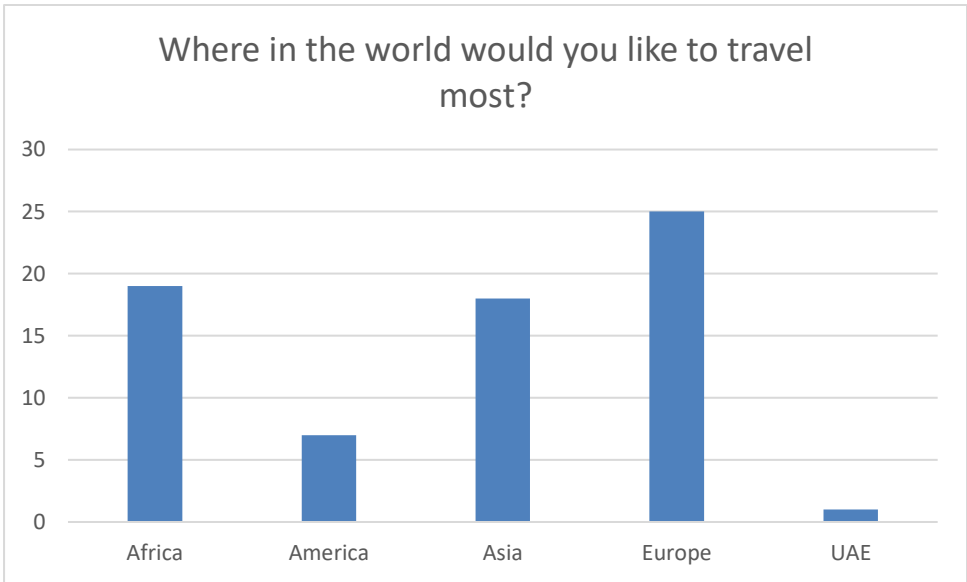


Figure 22

Among the participants preferences for future trips, Europe is on the first place followed by Africa, Asia, America and the last one, UAE.

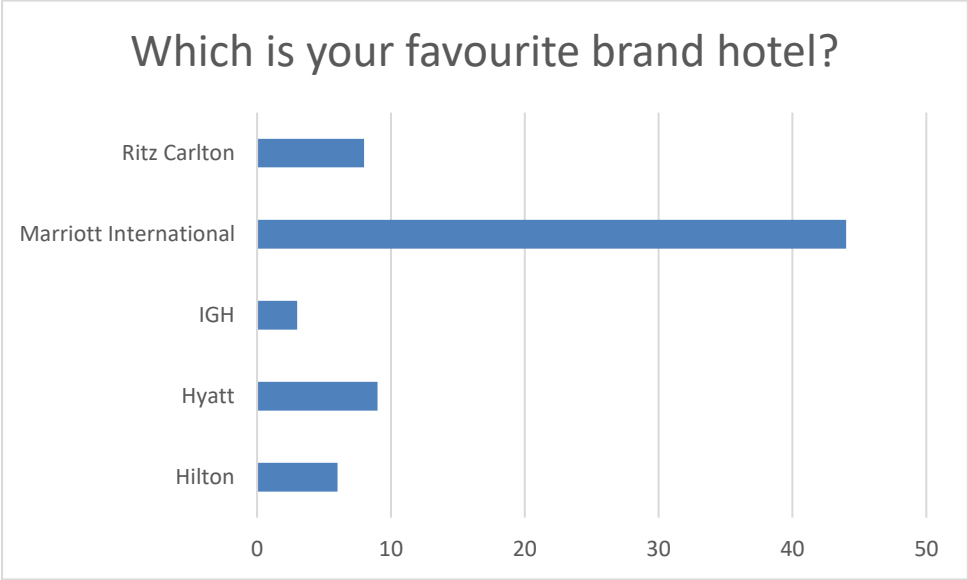


Figure 23

According to the chart above participants prefer to chose Marriott Hotels when traveling.

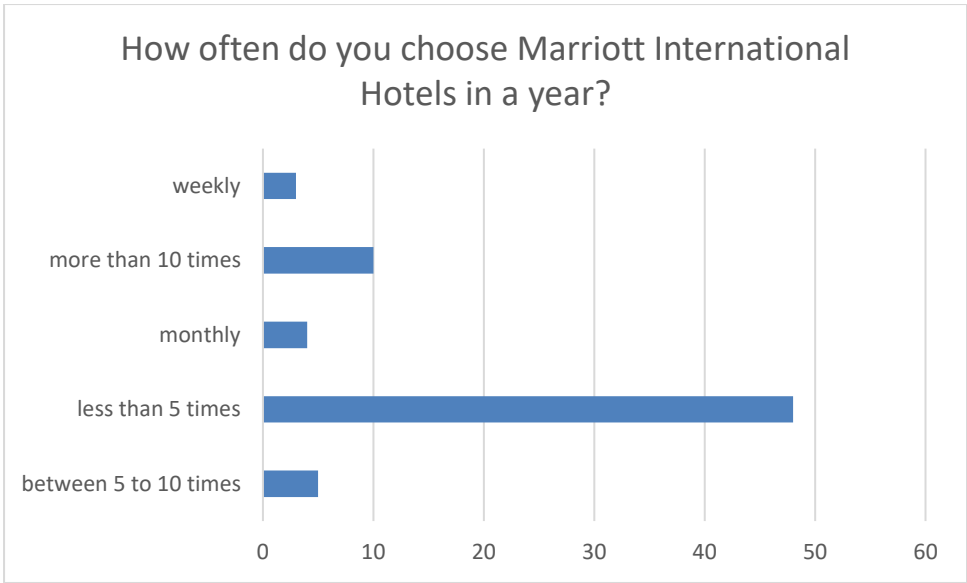


Figure 24

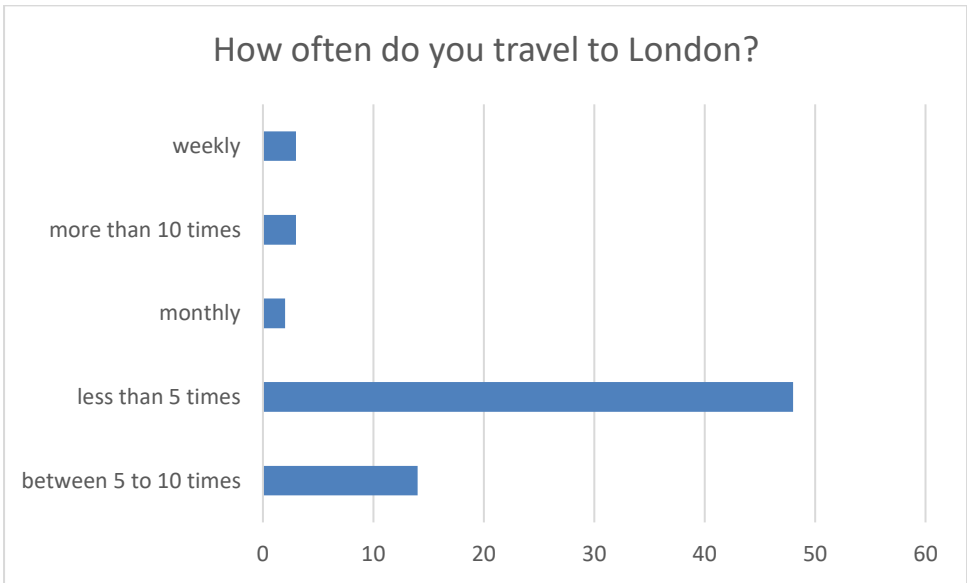


Figure 25



Figure 26

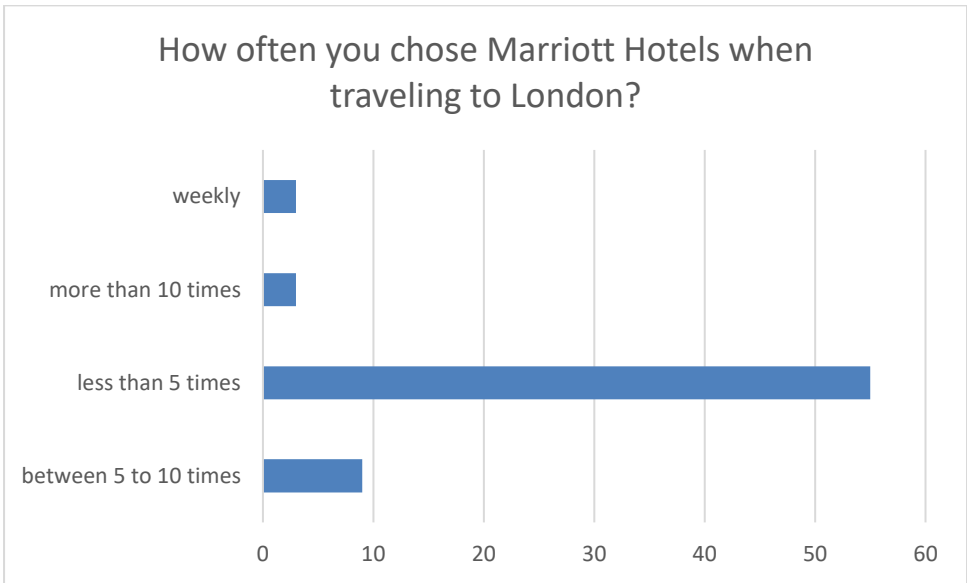


Figure 27

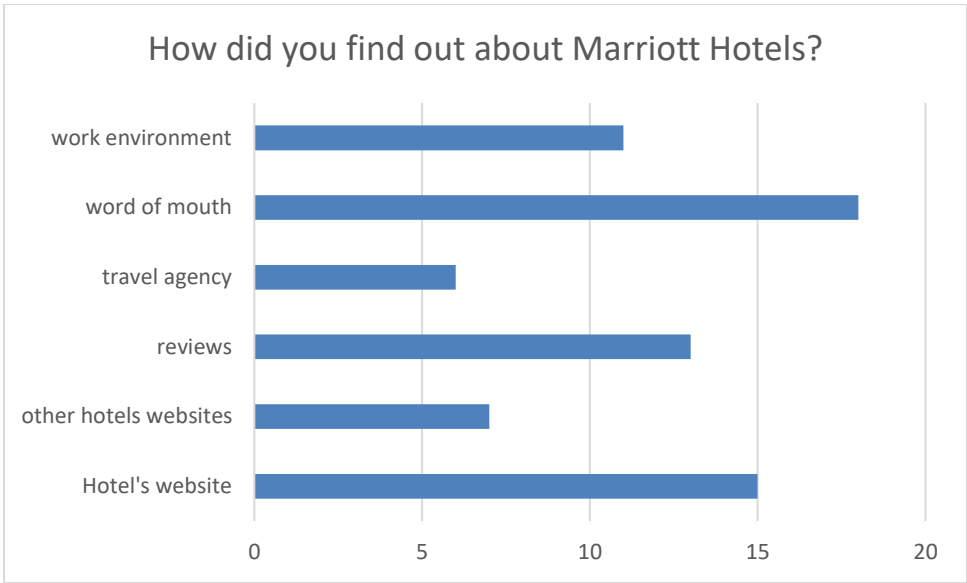


Figure 28

Participants discovered MH through different methods like the hotel website, work environment, reviews, travel agency, even other hotels websites but the majority seem to trust the so called “word of mouth”.

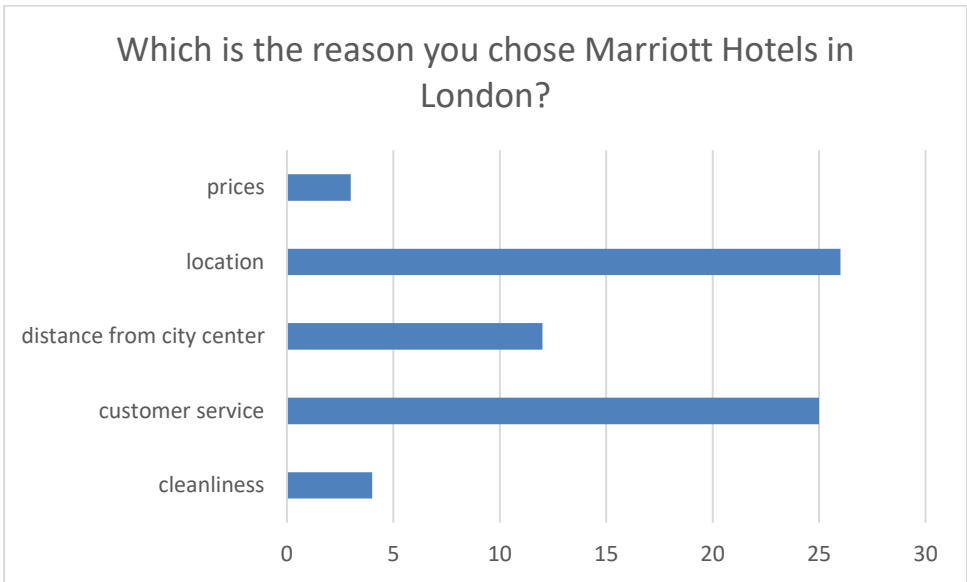


Figure 29

Among the participants favourites about MH is the location and customer service.

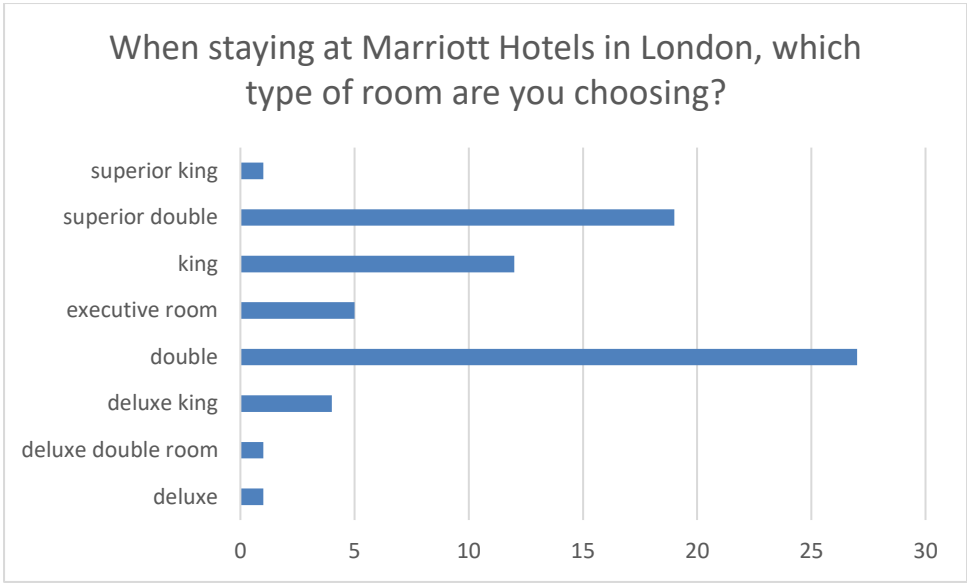
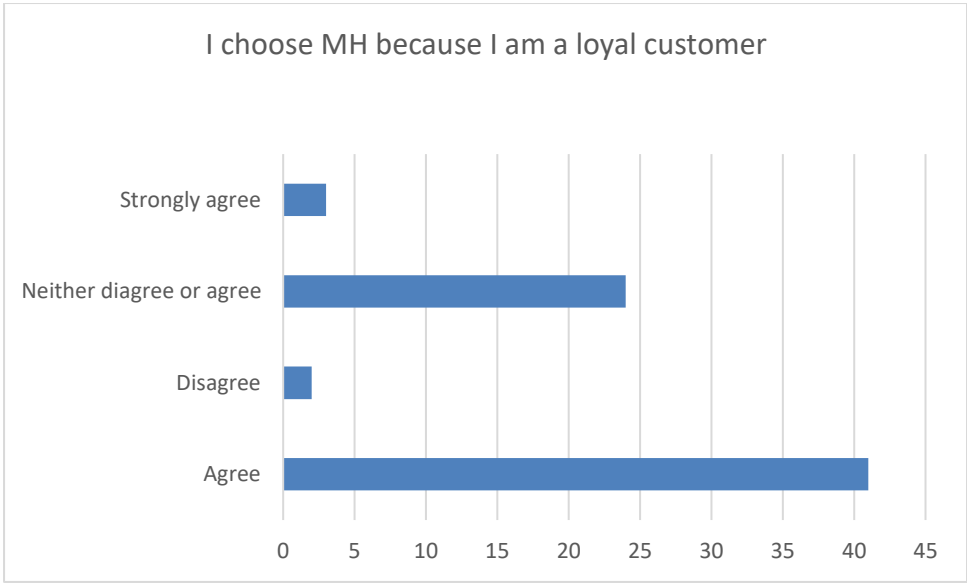


Figure 30

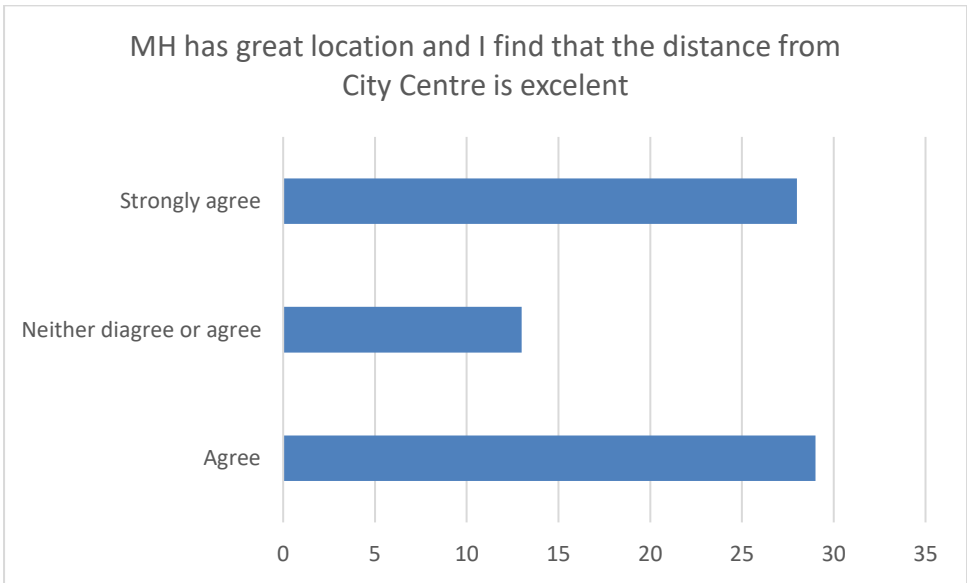
The participants chose different types of rooms, the majority have a preference for double or superior double room when staying at MH.

Statements

The 70 people that took part to the survey had also agreed to answer with the following statements according to the charts bellow:



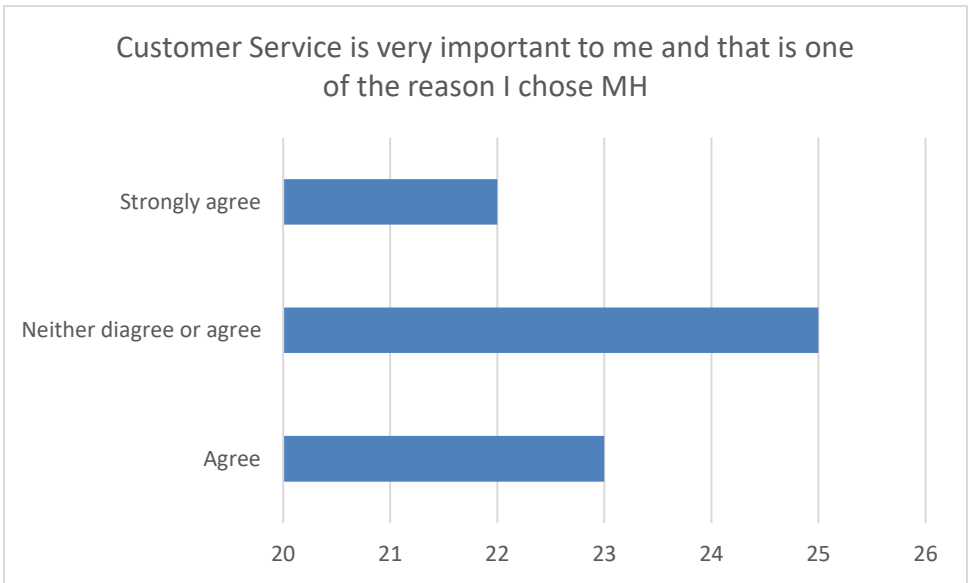
Many of the participants chose MH because they are loyal to the brand



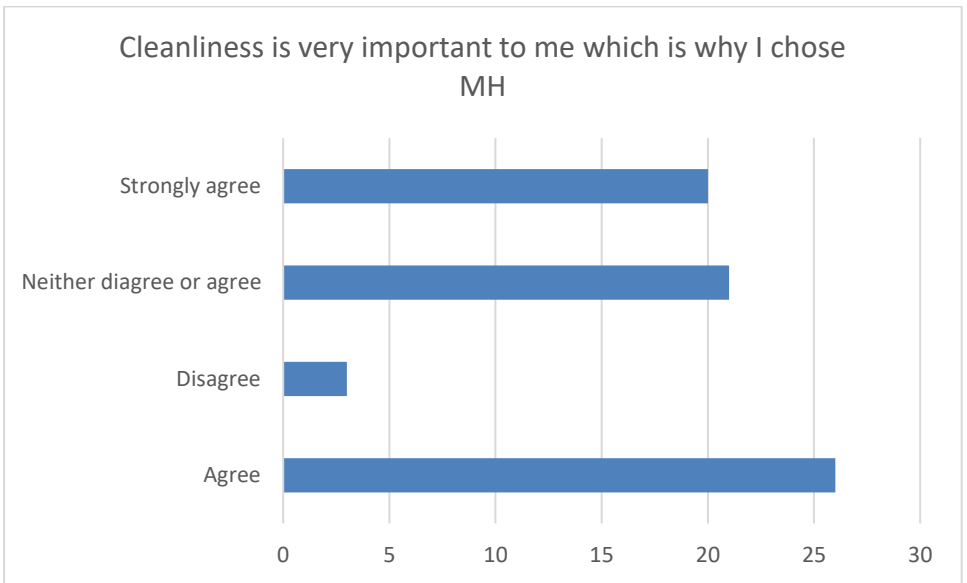
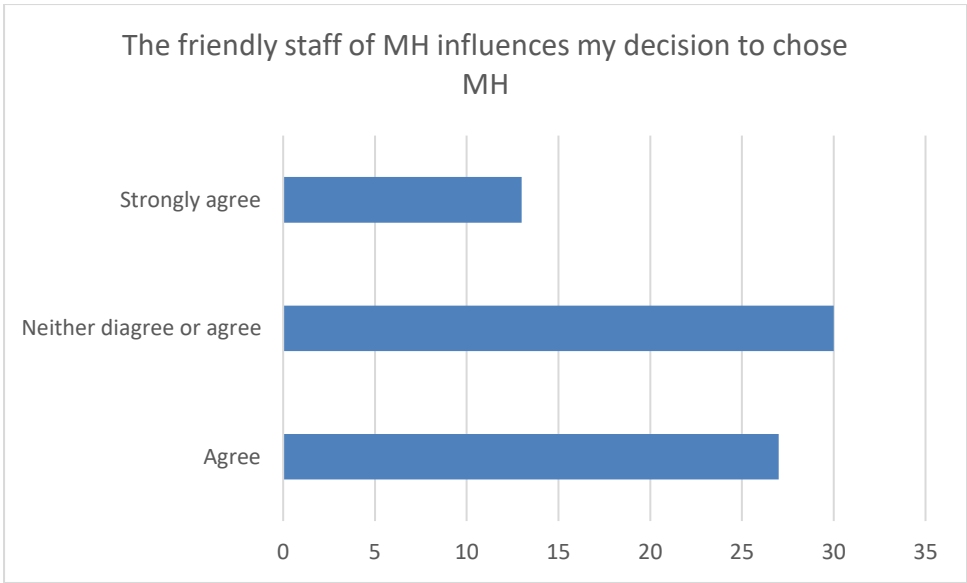
The location and distance from the city centre are of great importance when traveling and this is one of the reasons the participants chose MH



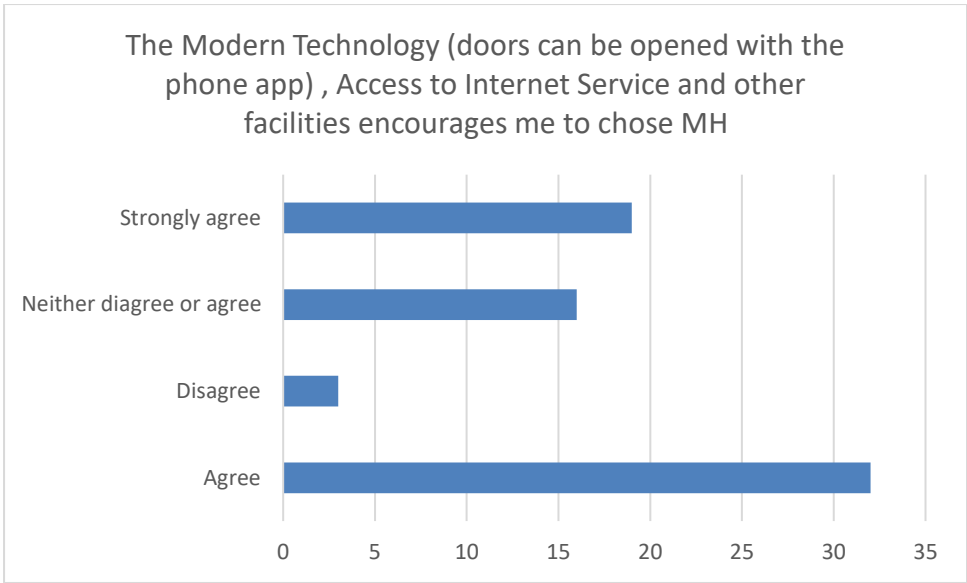
Many of the participants remain loyal to MH because of the rewards but there are also many of the participants who are not interested about the offers.



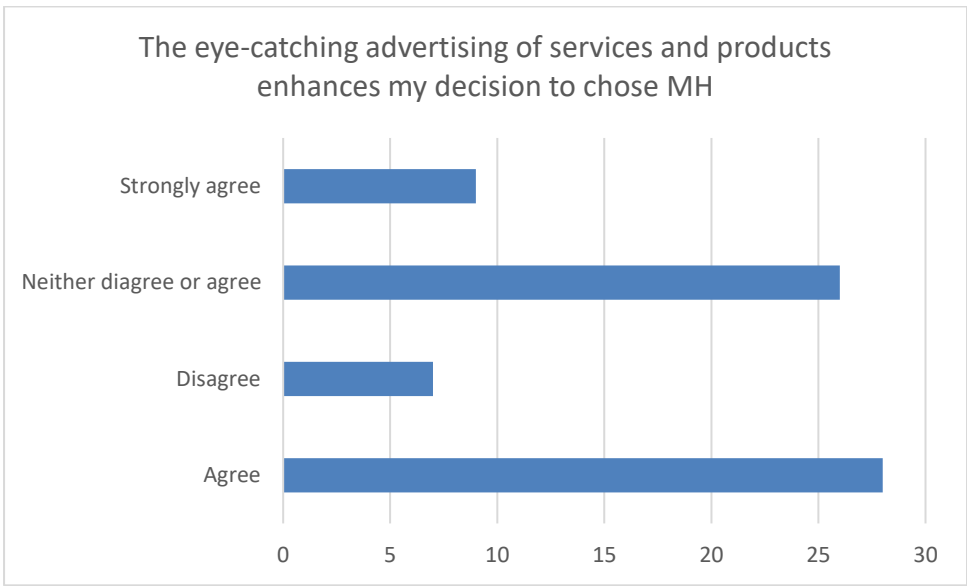
Customer service is of great importance for MH guests, according to the chart above

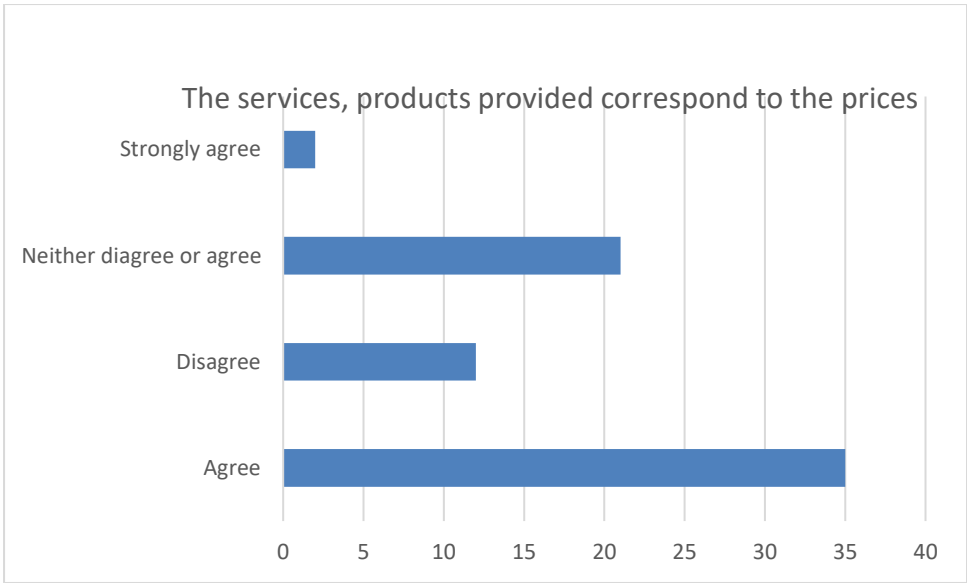


Participants chose MH because of the cleanliness

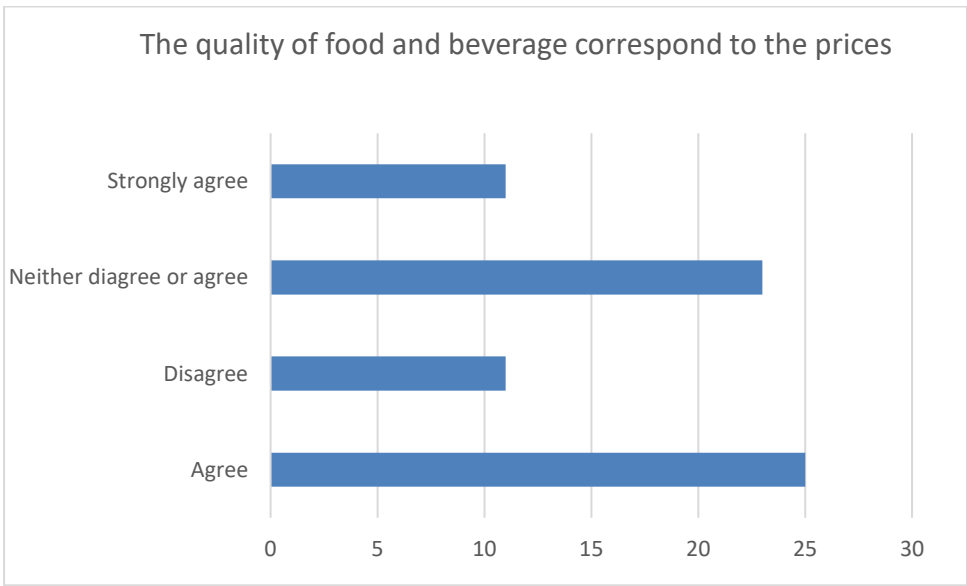


Modern technology attract many of the participants to stay at MH

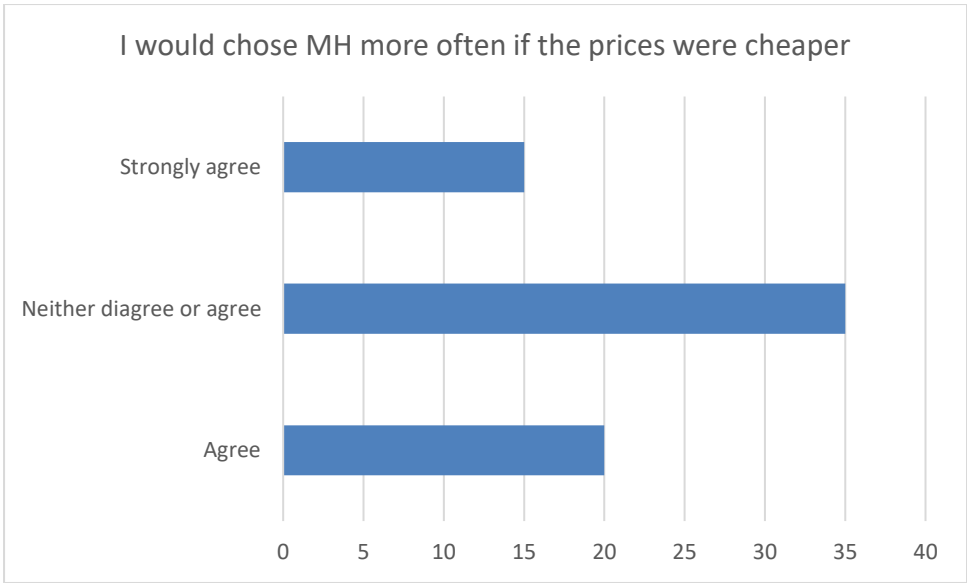




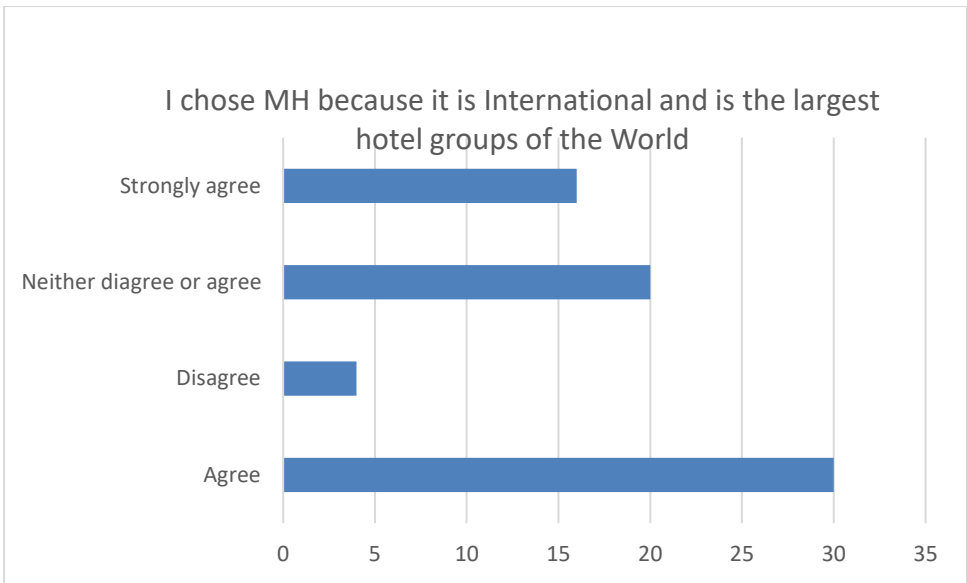
Most of the participants are happy with the offers at MH



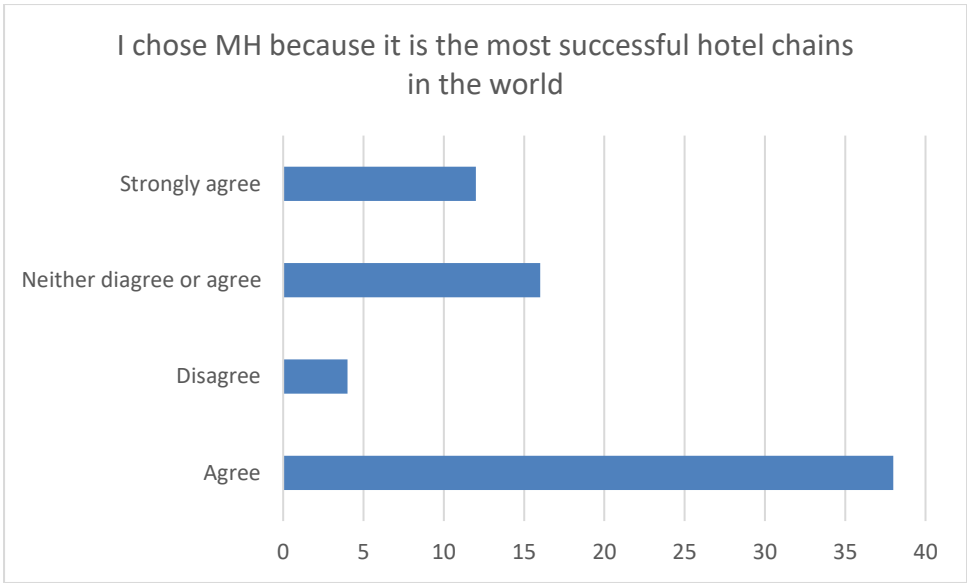
Around 60% of the participants are happy with the quality of food and beverage and agree that correspond to the prices while around 40% remain impartial



More than 45% of the participants would chose more often MH if the prices were lower while more than 75% do not care about the prices.



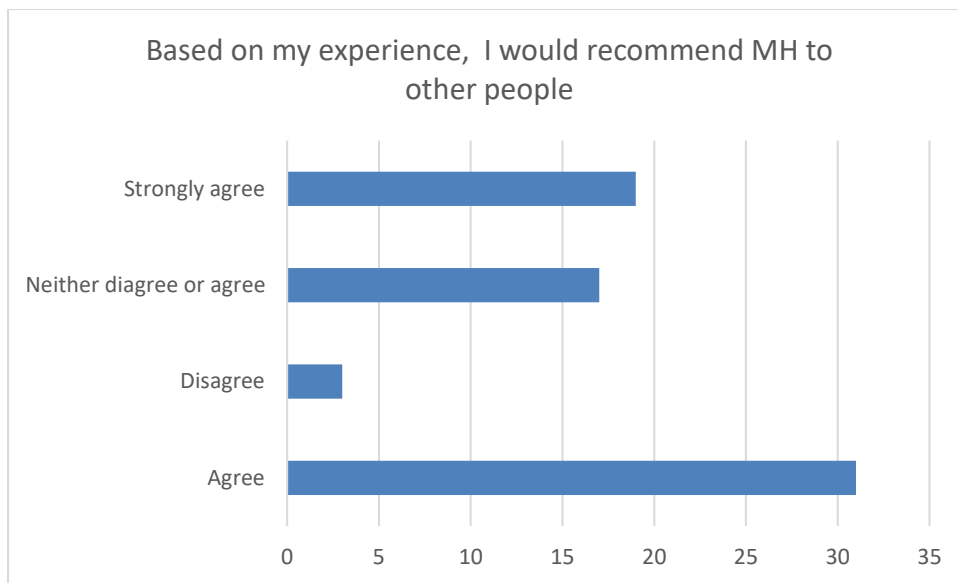
Many of the participants chose MH because it is International and is the largest hotel groups of the World and this make them trust the brand



More than 75% of the participants chose MH because it is the most successful hotel chains in the world



More than 75% of the participants would chose to come back to MH due to their satisfaction about the overall offer, service,facilities and rewards



More than 75% of the participants would recommend MH to other people based on their experience.

According to the survey, it can be concluded that people of different ages, with different incomes, from all over the world chose Marriott Hotels. Most of them travel with family or for business matters but also for pleasure, to know the world and enrich themselves, for relaxation or health benefits. Many of the participants remain loyal to the brand because of what MH has to offer and many of them would recommend to other people, based on their experience, which makes a strong image for MH.

## **4.0: Chapter Four: Summary and Conclusion**

### **4.1: Summary**

This study begins by introducing the topic and outlining the research's purpose and its objectives. Also, it includes the research topic and the company. It also explains the background of the study, the research hypothesis, and the questions. In addition, the introduction part explains the significance of the study to the company and society. Chapter Two explains the terms, including brand image, customer satisfaction, and brand loyalty. Furthermore, it will incorporate the theories and relevant literature from other studies. Using a conceptual framework, the study links to theoretical models to make it more valuable. The third chapter is the research methodology, which elaborates on the research design and the type of investigation applied by the researcher. Also, it explains the data collection process, sampling method, and data analysis. The study will use the Saunders model of research onion, where positivism philosophy was selected because it allows the selection of various methodologies. The data collection will need a quantitative approach to give a complete conclusion. The deductive research plan was suitable for the research problem. A descriptive design was selected to support the quantitative methodology and a longitudinal time horizon since the study time is limited. A survey questionnaire will be used to collect data from the conveniently selected sample. Secondary data will also be used from credible online resources, and the questionnaire will follow the 7-point Likert scale. The study ends with a fourth chapter that summarises the study and gives the findings a conclusion. The chapter emphasises the impact of customer satisfaction and brand image on creating long-lasting customer loyalty.

### **4.2: Conclusion**

Today, businesses are working hard to remain in business. With the influx of products and services suitable to fulfil the same purpose in the market, the competition has grown stiffer

than before. Consequently, enacting strategies to maintain the old customers and attract new ones for the long term would help in ensuring the business's market share remains stable.

Marriott Hotels in London are not an exception, especially after the hard-hit by the COVID-19 pandemic. The hotel strives to ensure customer loyalty is high to avoid losing market share. Customer loyalty results from customer satisfaction and brand image. Today, the impact of poor customer loyalty is huge enough to drive a business out of the market. It is building stronger relationships between businesses and customers as time passes. Marketers focus more on satisfying customers. Satisfaction is the pleasing realisation of a standardised pleasure, and it is required for a customer to be loyal. The hotel has maintained quality services and done enough research to understand the customers' preferences. This leads to pleased and satisfied customers, hence repeat purchases.

Marriott Hotels remain the world's best known for their superior products and services. The brand name has scored high throughout the years and rings high in the customers' minds. The hotel strives to keep a positive image in society to achieve better business performance. Consequently, Marriott Hotels in London have been able to achieve customer loyalty by maintaining a high brand image and customer satisfaction. Therefore, from this study, it is clear that both brand image and customer satisfaction contribute to customer loyalty, with customer satisfaction being the superior factor.

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