The Role of Green Marketing in Improving the Hotel's Image and Enhancing Loyalty: from the Customer's Perspective

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Abstract

This research aims to explore the relationship between green marketing and hotel image in Hurghada and Sharm El Sheikh. the study employed snowball sampling approaches to collect data from 448 participants, and the research problem represented a lack of information regarding the effectiveness of green marketing in improving a hotel's image and repeat business. The paper also adds to what is already known about green marketing and hotel image literature. Additionally, it concentrates on customer loyalty in the hospitality business and contributes to developing related research areas. Three hypotheses were examined, all of which were gleaned from the previous literature analysis. SPSS, in its 23rd iteration, was used to conduct the statistical analysis. The research was done between December 2022 and February 2023.Finally, the research finds that there is a significant relationship between green marketing and hotel image, but there is no relationship between green marketing and customer loyalty. This research suggests that marketing managers should encourage actively involving hotel visitors in the establishment's environmentally conscious activities while also demonstrating the ways in which individuals may contribute to positive change.

1. Introduction

One of the modern marketing fads of the present day is green marketing. Green marketing tactics have gained popularity over the past few decades in various businesses and remain the focus of considerable academic debate (Shao et al., 2023). Despite its richness, the scholarly literature on the subject of green marketing has varied in its inception and roots (Wang et al., 2022). While many well-known academics had awareness and persuasive strategies to enhance the adoption of sustainable marketing practices in the 1970s, in the late 1980s, the idea of green marketing first surfaced (Chan, 2013).

Green marketing can be viewed as an element of corporate social responsibility "CSR" techniques for gaining an edge over rivals and as a powerful instrument to advertise services, concepts, and measures companies and organizations use to safeguard the natural world (Hasan and Ali, 2015).

In Egypt, the hotel sector is regarded as one of the most significant because of its massive economic contribution. Sustainability concerns have proliferated in the hospitality industry. More high-end companies are embracing them to promote sustainability in all aspects of their operations, including marketing to grow market share and profitability through environmental marketing or even to improve their image in front of customers and encourage sustainability in a "green" way (Suki et al., 2016).

The image of a hotel is essential to its success since it affects customer retention, referrals from others, and overall income. Therefore, hotels must keep up a steady and favorable image to draw in and keep customers (Lai, 2019). To achieve this, businesses must continually provide high-quality goods and services and address customer and sustainability requirements (Rosca et al., 2017).

In this research, we will spot the relationship between applying green marketing procedures, hotel image, and customer loyalty in the hospitality industry.

1.1. The Problem of the Study

The research challenge at hand pertains to the existing information gap about the extent to which the implementation of green marketing strategies can enhance the image of hotels and foster customer loyalty, particularly within the hospitality industry.

1.2. Importance of the Study

This study's importance lies in its potential to enhance hotel reputation by understanding how customers perceive green marketing initiatives and how hotels can tailor their sustainability efforts to meet guest expectations, leading to increased business and revenue. The findings can also help policymakers and regulators better understand the current state of green marketing practices in the hospitality sector, encourage consumer awareness and education, and serve as a foundation for further research in sustainable marketing and hospitality. By addressing the research problem, the study can provide valuable insights and recommendations for a more sustainable and responsible future for hotels and their stakeholders.

2. Literature Review

2.1. Green Marketing

Although the direct incorporation of environmental consciousness in marketing management is a common aspect within the definition, there is no one standard definition of green marketing and its dimensions (Zhu and Sarkis, 2016). The term "green marketing" has been defined in several ways (Brindley and Oxborrow, 2014). The first view emphasizes recognizing and fulfilling the needs of customers who are environmentally conscious. The second view is based on the conventional approach to marketing but with an emphasis on environmentally friendly options (Gustavo et al., 2021). The third view emphasizes integrating green marketing with additional company operations in both the upstream and downstream supply chains (Liu et al., 2012).

Many other terms or phrases have been used to label green marketing, including ecology advertising, environmentally friendly marketing, healthier marketing, environ-perineurial marketing, and sustainable marketing (Ham and Lee, 2011). The initial definition of green marketing, which dates back to 1976, stated that it dealt with all marketing actions that have contributed to sustainability problems and that may be used to address such problems (Dangelico and Vocalelli, 2017).

Green marketing refers to tactics for increasing the value of goods or services through the use of sustainability claims about characteristics or systems, business practices that add value in three different ways, management practices, and the creation of environmentally friendly products or services (Giantari and Sukaatmadja, 2021). Green marketing is defined as ecologically beneficial marketing efforts with the aim of generating money by offering exchanges that fulfill a business's social and economic performance goals (Chan et al., 2012). Researchers and marketing experts share a common concern and keen interest in how to effectively and efficiently carry out green marketing strategies for sustainable consumption (Ali, 2021).

Green marketing is the process of developing and putting into action environmentally friendly actions with the intention of making money by facilitating trades that meet a firm's financial and community performance goals (Papadas et al., 2019). Using a marketing initiative to raise consumer, client, and societal awareness of problems with the environment is known as an environmental marketing initiative (Visamitanan and Assarut, 2021). Therefore, to effectively define green marketing, it must include innovation that adds value to humanity, the community, and the planet as a whole (Polonsky, 2011).

Minimize the effects of inputs, outputs, and consumer preferences on the environment (Kirchoff et al., 2011). It has been demonstrated that green advertising has a significant emotional impact on customers and increases their propensity to make green purchases (Zubair et al., 2020). From another point of view, green marketing is known as the activities designed to develop and assist the commercialization of goods or services to meet human needs and wants while having the least possible negative effects on the natural world (Simã and Lisboa, 2017). Finally, a marketing strategy known as "green marketing" tries to encourage the use of a certain product to enhance the condition of life both inside and outside modernized economies (Shao et al., 2023).

In the area of green marketing, there are various elements relating to it. The creation of green marketing consists of friendly products, logistics, promotion, pricing, and sustainable consumption, which are all necessary for the effective execution of a green marketing strategy (Sukaatmadja, 2020). Recently, green products grew more widespread and gained some new features connected to what drives individuals to evolve and desire them (Šikić, 2021). Green products have a great impact on customers and their responses (Bailey et al., 2016).

From another point of view, green promoting principles require compatibility between sellers and buyers through the use of novel media (Vaccaro, 2009). Emerging technologies, such as the Internet, for their green marketing strategies, like the use of Facebook, Twitter, and YouTube as instruments for promotion and advertising (Fuchs et al., 2020). Even though green marketing has emerged as a crucial strategy for businesses to keep themselves sustainable and competitive, the majority of online shopping environments do not take service greenness into account in their suggestion systems or other shopping tools (Lee and Huang, 2011).

Price is a significant factor in the diffusion of new services, but valuing a new service becomes especially tricky, and the right pricing decisions for green services require a comprehensive understanding of the beliefs as well as features of the potential customers (Munnukka, 2008). Although they might be more expensive in the short term, using green pricing approaches requires that costs be appropriate and affordable for the services offered. In the long run, however, they will be less expensive than competitors (Vaccaro, 2009). Local services with high prices are still a big occurrence when it comes to basic green marketing

methods (Murin et al., 2015). Therefore, collaboration on shared expenses in green marketing is necessary (Li et al., 2021).

2.2. Reasons for and Benefits of Green Marketing

The movement towards preserving the environment gave rise to many elements of environmentally conscious management, such as green marketing (Visamitanan and Assarut, 2021). As a result of worries about environmental damage and unsustainable consumption patterns, green marketing has grown (Olson, 2022). From another point of view, the idea of green marketing has risen due to environmental consciousness worldwide in the past ten years, and "green marketing" has become a household term (Osman et al., 2016). This forces stakeholders to modify their marketing plans, which encourages them to develop green goods and services and impacts both customers and sellers (Dahlquist, 2021).

For businesses, competition, reliability, and ecological accountability are the three main drivers for applying green marketing (Simula et al., 2009). Additionally, for psychological and ethical reasons, customers are becoming more drawn to goods or services supporting sustainable development (Eerikäinen and Sarasoja, 2013). In the hotel sector, and have subsequently benefited from doing so (Yadav et al., 2016).

As for benefits, green marketing is now a viable strategy for reducing energy use and promoting environmentally friendly behaviour and improvements to the design of goods, manufacturing material choices, packaging, advertisements, advertising tools, and other green marketing initiatives that reflect both the needs of consumers and sustainability objectives (Geng and Maimaituerxun, 2022). The goal of green marketing is to create and market goods and services that both meet the needs of people and do so with little harm to the environment (Qureshi and Mehraj, 2022). Which improved the company's financial and non-financial performance (Visamitanan and Assarut, 2021).

In the current fiercely competitive marketplace for service-oriented businesses, green innovation in marketing helps companies improve their corporate image, promote eco-friendly behaviour, defend cultural identities, give visitors memorable experiences, and increase value for hospitality organizations and customers alike (Nadanyiova et al., 2015, Afridi et al., 2023).

While (Larson and Kinsey, 2019) saw that every time green marketing techniques are implemented in the world of business, the average market value falls from the real business value, we discovered a difference between the previous opinion and that opinion, as stated in the literature of (Vaccaro, 2009) that the green marketing can be viewed as a gaining an edge over rivals through profit-making and philanthropic giving.

2.3 Hotel Image

The image of a company is a marketing term that describes how people generally view a certain business (Ho et al., 2022). A brand image is similar to a human being who has a distinctive character, which includes excitement, skill, expertise, and strength (Kato and Tsuda, 2018). The term "corporate image" refers to the overall perception that a person or organization has of itself (Ko et al., 2013).

It doesn't matter whether images are accurate or inaccurate, actual or assumed; what matters is that they influence activities and cause clients to base choices on them (Durna et al., 2015). As a result, enhancing the reputation of a brand, product, or service may, either directly or through indirect means, encourage customers to stick with it (Qian et al., 2020).

The hospitality sector has adopted the idea of brand image (Lai, 2019). Hotel pictures can be divided into two categories: cognitive and affective (Kandampully and Hu, 2007). Cognitive images incorporate thoughts and information about a destination's physical characteristics, while affective images evaluate how those characteristics and the atmosphere make an individual feel (Wang et al., 2019).

Attention must be paid to both the brand and image while marketing sustainability (Mohammed and Rashid, 2018). A strong brand name can enhance the advantages by lending them legitimacy, dependability, accountability, and cogency (Eerikäinen and Sarasoja, 2013). The green marketing initiative is essential for a company's image because it demonstrates its commitment to moral issues and society's well-being (Eid et al., 2021). And helps businesses build their innovation portfolios, increase revenue, create obstacles to imitation, and boost a company's image (Leal-Millán et al., 2023).

2.4 Customer Loyalty

Scholars and professionals alike have paid a lot of attention to customer loyalty because of its importance in marketing (Mofokeng, 2023). Long-term customer loyalty, or CL, is an important factor in a company's capacity to earn a profit and maintain an edge in a competitive market (Gli et al., 2023).

Loyalty is the propensity for customers to return to a store or brand and make more purchases or referrals, whether they are purchasing the same thing or something completely different each time, and advocate for the same organization (Shariffuddin et al., 2023).

The success of a business greatly depends on the loyalty of its customers. Customers are more likely to return and do repeat business when they are pleased with their most recent transaction (Puspitasari et al., 2023).

Researchers have found that when customers are pleased with the services they receive, they are more likely to remain loyal to the company, laying the groundwork for future financial success (Chou et al., 2023).

It is generally acknowledged that customer pleasure influences consumer behaviour, which in turn influences customer loyalty, but no academic framework has been developed to define these elements. There is a positive correlation between customer loyalty and service quality, suggesting that satisfied customers are more likely to remain loyal (Agarwal and Dhingra, 2023).

Studies suggest that customer trust negatively impacts loyalty and satisfaction, with cognitive dissonance theory supporting the connection between trust and satisfaction as consumers seek consistency in beliefs, values, and perceptions (Alagarsamy and Mehrolia, 2023).

In spite of any shifts in advertising, a devoted customer will still buy or use the product repeatedly. It's a distinct advantage that rivals will have a hard time matching. It's a vital resource for organizations' long-term plans and bottom lines (Barbosa et al., 2023).

2.5 Hotel Image and Customer Loyalty

Although there is a ton of empirical research on this particular topic, there is no review specifically focused on consumer loyalty and brand image from a green marketing perspective (Narula and Desore, 2016).

Consumers' impressions of a firm and its products or services are reflected in the term "brand image." Companies reap the benefits of a strong brand image when it leads to higher levels of brand recognition, preference, and advocacy among consumers (Barbosa et al., 2023).

When trust, satisfaction, and the perception of an organization are high, customer loyalty increases significantly. Loyalty is affected by beliefs; however, trust in the brand and perception of the brand moderate this effect, and customers are more satisfied and loyal to brands they can trust (Moosa and Kashiramka, 2023).

Environmental brand image consciousness is influencing sustainable buying habits, with consumers' understanding of environmentally friendly products influencing their loyalty to green marketing initiatives (Hou and Wu, 2021).

Consumers' actual green purchasing habits are closely tied to their understanding of how environmentally friendly products are, which may cause them to be more loyal to green marketing initiatives (Li et al., 2021a). Not only more loyal to the organization, but also the willingness to pay more for green goods and services (Bashir et al., 2020). Customers are becoming more aware of the value of safeguarding the environment through product selection, and businesses are becoming more conscious of the environmental impact of their operations (Osman et al., 2016). The customer's awareness of a brand's corporate social responsibility initiatives is a very important element and contributes to acquiring brand benefits (Jensen et al., 2018).

2.6. Research Hypotheses

H1: There is a significant relation between green marketing and hotel image.

H2: There is a significant relation between hotel image and customer loyalty.

H3: There is a significant relation between green marketing and customer loyalty.

3. Methodology

3.1 Research Design and Sample

The conceptual model serves as the basis for the research plan, which takes a descriptive approach to testing the hypothesized connections between variables.

The respondents were selected using a snowball sampling technique, which is described as a random sample of people chosen at random from the designated statistical population and held at several phases to obtain statistical conclusions about various aspects of the relationships (Goodman, 1961).

A pilot study was carried out in November 2022 to make sure that the questionnaire was properly planned, evaluate both the reliability and validity of the research instruments, and improve the question measures. Scholars from academia examined the questionnaire, made changes, and had it pre-tested to see how well respondents understood it and to find complex problems that should have scale items.

With 448 guests from five-star hotels in Hurghada and Sharm El Sheikh, two of the most popular destinations in Egypt for eco-friendly lodging, as much as half of Egypt's total hospitality property capacity can be found there (Salman et al., 2017). The research was done between December 2022 and March 2023.

3.2 Research Instrument

This research uses a quantitative methodology based on a survey to test the hypotheses. The items of the variables are measured using Likert scales ranging from 1 to 5 (rating from strongly disagreeing to strongly agreeing). Based on the research of (Leonidou et al., 2013), sixteen statements have been developed to evaluate green marketing (GM). Customers' perceptions of hotels' commitment to green marketing are quantified by seven statements that measure hotel images (HI) derived from (Durna et al., 2015) and Lai (2019). Six items from (Chou et al., 2023) were used to gauge customer loyalty (CL). As shown in Table 1.

Table (1) Statements to measure the constructs and Reliability analysis

Construct	Statements	source	Cronbach`s alpha
Green marketing (GM)	16	(Leonidou et al., 2013)	0.864
Hotel image (HI)	7	(Durna et al., 2015) and Lai (2019)	0.937
Customer loyalty (CL)	6	(Chou et al., 2023)	0.925
Alpha Cronbach's test for all Dimensions.	**29**	**-----------**	**0.90**

With a cumulative Cronbach's alpha for all dimensions of 0.90, much over the minimum threshold of 0.7, the questionnaires utilized in the study were found to be reliable and valid (Amrutha and Geetha, 2021).

3.3. Data Analysis

The data were analyzed using SPSS version 23, the Statistical Package for the Social Sciences. The distribution and order of importance of each category were determined by calculating descriptive statistics, including the mean, standard deviation, and coefficient of variance. T-tests were used to evaluate if there were statistically significant differences and/or correlations between variables.

4. Results

4.1 Demographic Details of Respondents

There were 480 total responses, but 32 had to be thrown out since they weren't properly filled out for the study. This yielded a total of 448 valid responses.

Table (2) Demographic profiles (N=448)

Profiles	Category	Number	Percent of respondents (%)
Gender	Male	312	69.7
	Female	136	30.3
Total		**448**	**100**
Age	21 less than 31	216	48.3
	31 less than 41	142	31.7
	41 less than 51	88	19.6
	More than 51	2	0.4
Total		**448**	**100**
	Egyptian	390	87

Nationality	Non-Egyptian	58	13
Total		**448**	**100**
Educational qualification	Secondary school or below	21	4.8
	Undergraduate	87	19.4
	Bachelor's degree	295	65.8
	Master's degree or above	45	10
Total		**448**	**100**
Visit frequency same hotel in the last years	Didn't visit before	234	52.2
	1-2	122	27.2
	3-4	57	12.7
	4-5	35	7.8
	More than 5 times	0	0
Total		**448**	**100**

Table (2) shows that the vast majority of participants were male (69.7%) and female (30.3%), that nearly half were between the ages of 21 and 31 (48.3%), that only (0.4%) are more than 51 years old, that nearly 87% were Egyptian, and that only (13%) were foreigners, which indicates that the majority of guests are from the local market, and that nearly 65% had at least a bachelor's degree, which reflects the local community's great desire for learning. Approximately more than fifty percent of those polled had not travelled to the same place, and 27.2 percent of the survey participants had visited the same hotel one time before. These results demonstrate the clients' trust in the hotel's green marketing initiatives and represent their loyalty.

4.2 The Measurement Model Analysis

Table (3) The customer perceptions of green marketing practices

	Items	Mean	SD	CV	(T) Test	P- value	R
Product	The hotel's products and services are made with eco-friendly materials and consumables.	4.41	1.96	44.4%	47.1	.000*	5
	The hotel is committed to providing eco-friendly amenities.	4.46	1.95	43.7%	47.9	.000*	4
	The hotel is committed to sustainability and uses eco-friendly practices.	3.9	2.03	52.05%	40.1	.000*	10
	The hotel's services and amenities are offered in a way that is gentler in the natural world.	4.61	1.88	40.78%	51.3	.000*	3
Price	The hotel typically includes the cost of environmental compliance with their service pricing.	4.73	1.82	38.48%	54.4	.000*	1
	The hotel uses the money saved by implementing eco-friendly measures to reduce room rates.	3.83	1.90	49.61%	42.1	.000*	11
	The hotel has lowered its rates thanks to the popularity of various eco-friendly products and services.	3.15	2.18	69.21%	30.1	.000*	13
	As a result of the hotel's eco-friendly initiatives, it is able to provide low rates to its guests.	3.01	1.98	65.78%	31.6	.000*	16

Promotion	In its marketing, sponsorships, and/or other promotional activities, the hotel emphasizes its dedication to environmental preservation.	4.15	1.92	46.27%	45.2	.000*	7
	Advertising and public relations for the hotel emphasise and educate guests on the establishment's green initiatives.	3.15	2.18	69.21%	30.1	.000*	14
	The hotel's marketing and advertising efforts emphasise environmental concerns.	3.99	2.05	51.38%	40.7	.000*	8
	The hotel informs its staff about its green policies and practises.	3.67	1.89	51.50%	40.5	.000*	12
place	The hotel invests in its local culture and services.	4.67	1.42	30.41%	68.8	.000*	2
	The hotel recognizes and rewards staff who take the most positive ecological actions.	3.12	2.18	69.87%	29.8	.000*	15
	The hotel supports its staff members' involvement in community-wide environmental awareness initiatives.	3.96	2.02	51.01%	41.0	.000*	9
	The hotel "educates" its guests verbally and in writing about the negative effects of human activity on the local environment.	4.33	1.93	44.57%	46.9	.000*	6
Average of responses		**3.94**	**1.95**	**51%**	------	------	---

N= 448   **SD**= "Standard Deviation"   **R**= Rank   **CV**= Coefficient Variance   **Test value** = (0.05)   *sig. ≤ (. 05)

Table (3) shows that respondents are well-informed on eco-friendly hotel marketing strategies. Respondent agreement with most assertions indicates sufficient familiarity with green marketing in hotels across a range of green marketing parameters.

Where most things fell (mean = 3.9). Furthermore, the p-value (.01) indicates that there are statistically significant differences in how respondents feel about the characteristics shown in the table above.

The previous table reveals that hotel guests are familiar with green products as a component of green marketing in the first place, with a mean of 4.3 in the sampled hotels. The responses of guests about their selection of a green place as a component of green marketing came in second place with a mean of 4, as well as the responses of guests about green promotion, which came in third place with a mean of 3.74, which reveals that the hotel needs to make more efforts to support green promotion. Consistent with (Ko et al., 2013), the results showed that the pricing of "green" items and services in hotels was the highest of all the categories studied (mean = 3.68). Hotels use eco-friendly distribution channels to promote their green image in response to Chan (2013a), who found that hotel guests are willing to pay more for eco-facilities.

Table (4) The customer perception of hotel image

Items	Mean	SD	CV	T-Test	P- value	R
The hotel is run in a skilled and effective manner.	4.23	1.41	33%	62.7	.000*	4
The hotel is thriving and secure on its own merits.	4.31	1.38	32%	65.3	.000*	3
The hotel operates in a moral and honest manner.	4.19	1.73	41%	50.6	.000*	5
The hotel's administration takes guest feedback seriously and acts on it.	3.28	1.94	59%	35.2	.000*	7
The hotel has left a favourable impact on me.	4.32	1.42	33%	63.6	.000*	2
This hotel, in my opinion, has a positive reputation among its clientele.	4.63	1.28	28%	75.7	.000*	1
I think this hotel presents itself better than its rivals.	4.00	1.91	48%	43.8	.000*	6
Average of responses	**4.13**	**1.58**	**39%**	-------	--------	----
N= 448 **SD**= "Standard Deviation" **R**= Rank **CV**= Coefficient Variance **Test value** = (0.05) *sig. ≤ (. 05)						

According to the dimension of the guest's perception of hotel image in Table 4, the respondents have a high perception of the hotel image; these results agreed with the opinion of (Martínez, 2015), Because it shows that the company cares about the community and is adaptable to its demands, green marketing may be a powerful instrument for brand image.

In detail, numerous of the sample saw that the residence hotel has a positive reputation among its clientele in the first rank with (mean = 4.63), the second statement came to the hotel has left a favourable impact on them (mean = 4.32), the majority of the guests saw the hotel is thriving and secure on its own merits in the third place (mean =3.31), the hotel is run in a skilled and effective manner in fourth place with (mean = 4.23), and then the hotel operates in a moral and honest manner with (mean = 4.19)," I think this hotel presents itself better than its rivals." Sixth, finally, the hotel's administration takes guest feedback seriously and acts on it. These results agree with (Mele et al., 2019), who declare that the hospitality industry benefits greatly from eco-friendly marketing techniques, including those that boost brand recognition.

Table (5) Customer loyalty for hotels

Items	Mean	SD	CV	T-Test	P- value	R
I would choose the same hotel for my next visit.	3.99	2.05	51%	40.7	.000*	1
I would recommend the same hotel to other people.	2.43	1.67	69%	30.2	.000*	6
I think I have great loyalty toward the hotel.	3.83	1.90	50%	42.1	.000*	2
Among hotels, this hotel is my first choice.	3.30	1.85	56%	37.2	.000*	3
I would like to continue to choose the same hotel.	2.73	1.65	60%	34.4	.000*	5
I will deal with this hotel irrespective of competitor offerings.	3.25	1.86	57%	36.4	.000*	4
Average of responses	**3.255**	**1.83**	**57%**	-------	-------	----
N= 448 **SD**= "Standard Deviation" **R**= Rank **CV**= Coefficient Variance **Test value** = (0.05) *sig. ≤ (. 05)						

According to the average response of this dimension (mean = 3.2) to the guest's loyalty to the hotels as shown in Table 5, the respondents have a low level of loyalty. These results disagree with the opinion of (Yadav et al., 2016) that green marketing helps provide businesses with an edge in the market and keeps customers coming back. This may be seen from the point of view of the guests in developing countries According to a study (Ko et al., 2013) green marketing is widely adopted as a global strategic endeavour in affluent nations, but it receives far less attention in undeveloped regions.

In detail, numerous of the samples would prefer the same hotel for my next visit in the first rank (mean = 3.99), the second statement came to I think I have great loyalty toward the hotel (mean = 3.83), the guests saw the same hotel as the first choice on the next visit in the third place (mean = 3.30), I will deal with "this hotel irrespective of competitor offerings" in the fourth place (mean = 3.25), "I would like to continue to choose the same hotel (mean = 2.73), and finally "I would recommend the same hotel to other people" (mean = 2.43).

4.3. Testing Hypotheses

Table (6) Correlations between constructs

	GM	HI	CL
GM (green marketing)	1	0.685**	0.206
Sig. (2-tailed)	0	0.000	0.734
HI (Hotel image)	0.685**	1	0.905**
Sig. (2-tailed)	0.000	0	0.000
CL(Customer loyalty	0.206	0.905**	1
Sig. (2-tailed)	0.734	0.000	0
N= 448 All correlations are significant at the 0.01 level.			

In the context of Table 6, there are significant correlations between applying green marketing practices and improving hotel image from the guest perspective in a sampled hotel (Corr = 0.685**), which is considered moderately strong. This may be because many guests had unaccepted situations related to green price variables as a component of green marketing, which matches with (Menguc and Ozanne, 2005) companies that prioritise environmental sustainability are more likely to face price increases for their offerings in the marketplace, or there may be other factors at play. According to (Nath and Siepong, 2022) different green marketing practices and implementations lead to varying degrees of success, as proved by several studies. Thus, the first hypothesis was accepted.

Based on the evidence presented in Table 6, there is a significant positive and strong linear relationship between hotel image and customer loyalty. The correlation was (Corr = 0.905**), which is asserted by (Moosa and Kashiramka, 2023) that Customer loyalty is boosted by a huge margin when the perception of an organization is good. As a result, the second hypothesis is accepted.

For the third hypothesis, there is no significant correlation between green marketing and customer loyalty, with a correlation of (0.206) and Sig. (2-tailed) is (0.734) Green hotels still face a number of difficulties, including the fact that customers aren't always aware of the benefits offered by this type of hotel and the possibility that a green implementation won't work as well as predicted or have any impact at all, but a company that is already stuck in its current position and continuing with the mist. As a result, patrons are baffled and no longer feel secure making environmentally conscious purchases (Tiong et al., 2021) and disagree with the writs of (Yadav et al., 2016) and (Kontis and Lagos, 2015) that green marketing

gives companies an edge and keeps visitors returning again. Thus, the third hypothesis was rejected.

5. Conclusion

The study's findings offer a valuable understanding of how green marketing can improve the hotel's reputation and foster client loyalty at the tested properties in Hurghada and Sharm El Sheikh.

The survey demonstrates that the participants possess a high level of knowledge regarding eco-friendly hotel marketing tactics, with the majority agreeing on the significance of green marketing. Hotel patrons are well-acquainted with environmentally friendly products and marketing campaigns. The cost of environmentally-friendly objects and services in hotels is the most expensive, with an average of 3.68. Hotels employ environmentally conscious distribution methods to enhance their sustainable reputation, and customers are not willing to pay a premium for eco-friendly amenities.

The study demonstrates that guests possess a heightened view of the hotel's image, which signifies a robust dedication to the community and flexibility. Implementing green marketing strategies can greatly improve brand image since customers regard the hotel as having a favourable reputation, a prosperous and stable business, efficient operations, and ethical practices. The administration places great importance on guest input and emphasises the advantages of employing environmentally friendly marketing strategies within the hotel sector.

The study demonstrates that hotel visitor loyalty is low, which contradicts the notion that green marketing provides a competitive advantage in the market. This is especially apparent in underdeveloped nations, where the adoption of green marketing is not as widespread. The participants prioritised the hotel's loyalty program as their top preference for future visits. They also expressed a strong inclination to continue patronizing the same hotel despite competitive alternatives and a readiness to promote it to others.

There are significant connections between the use of green marketing techniques and the improvement of how guests perceive a hotel. This is relatively robust, potentially as a result of unfavourable circumstances associated with fluctuations in green pricing factors. Various green marketing strategies result in different levels of achievement. There is a direct and significant correlation between the perception of a hotel and the loyalty of its customers. This means that when customers have a positive view of the hotel, their loyalty to it increases.

However, in contrast to expectations, the third hypothesis, which posited a connection between green marketing and customer loyalty, was refuted. The absence of a substantial correlation suggests that, although green marketing can enhance the reputation of a hotel, it does not always result in an instant increase in customer loyalty. This result underscores the significance of acquiring a comprehensive comprehension of the factors that influence customer loyalty within the realm of eco-friendly hotels.

6. Recommendations

The following suggestions could be made based on the findings from the review of the literature and the field study: hotels should

- Intensify their efforts to promote their eco-friendly initiatives through various channels, such as digital marketing, social media, and on-site materials.

- Strategically position their eco-friendly offerings and align pricing with customer expectations.
- Strengthening eco-friendly distribution channels and collaborating with partners and suppliers can help hotels build a positive image.
- Organize educational initiatives to increase customer awareness of the benefits of green practices.
- Regularly monitoring guest perceptions and preferences is essential for staying adaptable.
- Integrating sustainability into loyalty programs can foster a sense of loyalty among guests.
- Engaging industry consultants in the local communities who can provide insights into cutting-edge green marketing strategies.
- Marketing directors should devise a strategy to educate guests about the hotel's eco-friendly initiatives and how they may get engaged using the hotel's social media platforms by:
- Engaging visitors in the hotel's eco-friendly initiatives and showing how they can make a difference.
- Creating programs and materials to inspire guests to adopt greener lifestyles.
- Involving and informing employees so they can effectively promote green policies.
- Maintaining a constant evaluation and improvement of sustainable practices in light of industry best practices and feedback from employees and consumers.
- Making special offers or organizing exciting events to raise awareness about the group's eco-friendly initiatives and win over customers.
- Making green messaging a priority in the hotel's advertising and branding efforts.
- Obtaining environmental certification and boasting about the hotel's eco-friendly accolades.

7. Limitations and Future Research

There are a number of limitations to this study. Only the relationship between green marketing and both hotel image and customer loyalty was investigated here. Data reliability may have been compromised due to the sample size (only two major cities, Sharm El Sheikh and Hurghada were included) and the use of questionnaires to elicit responses from only one source (customers).

More research is needed to confirm the link, ideally with a larger sample size, using a wider range of hotel types and locations, and gathering data from a wider variety of sources and time periods. Other mediating factors, such as green-perceived organizational support and customer trust, may be taken into account in future research.

Finally, distinctions between the hospitality industry, the banking industry, and commercial enterprises are worth examining.

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دور التسويق الأخضر في تحسين صورة الفندق وتعزيز الولاء: من وجهة نظر العملاء

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المعهد المصري العالي للسياحة والفنادق

معلومات المقالة	الملخص
الكلمات المفتاحية	يعد التسويق الأخضر أحد الاتجاهات التسويقية الحديثة التي ظهرت في السنوات الأخيرة كرد فعل للوعى البيئي والمسئولية الاجتماعية الواقعة على شركات الإدارة الفندقية للتعامل بشكل أكثر حرصاً مع البيئة المحيطة بالإضافة إلى المستجدات الأخيرة في بيئة الأعمال. بناءً على ذلك، يسلط البحث الضوء على دور التسويق الأخضر في تحسين صورة الفندق من وجهة نظر العملاء. قد تم إجراء الدراسة الميدانية على عينة قدرها ٤٤٨ من نزلاء الفنادق ذات الخمس نجوم بمدينتي الغردقة وشرم الشيخ من خلال استمارة استبيان، وذلك بالفترة من ديسمبر ٢٠٢٢ إلى مارس ٢٠٢٣م، وقد تم تحليل البيانات باستخدام برنامج الحزم الإحصائية SPSS الإصدار الثالث والعشرون. توصل البحث إلى عدد من النتائج من أهمها وجود علاقة ارتباط إيجابية ذات تأثير معنوي بين التوجه نحو التسويق الأخضر وتحسين صورة فندق لدى العملاء، بينما نفت الدراسة وجود علاقة بين الاتجاه نحو التسويق الأخضر وتعزيز ولاء العملاء وقد أوصت الدراسة بضرورة مشاركة مدراء التسويق زوار الفنادق بشكل فعال في الأنشطة البيئية، مع توضيح الطرق التي يمكن للنزلاء من خلالها المساهمة في التغيير الإيجابي، مع الاستعانة بالخبراء والمتخصصين للنهوض بالمجتمع المحلى.
التسويق الأخضر؛ صورة الفندق؛ ولاء العملاء؛ صناعة الضيافة.	
(JAAUTH)	
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