Impact of Green Marketing on guests' satisfaction and loyalty in Hotels

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Abstract

The aim of this research is to explore the guest perceptions of adopting green marketing in hotels. In the last decade, consumers have become more open-minded on ecological issues. Green marketing refers to selling product or rendering services based on environmental gain. It comes into continuation in late 1980s and early 1990s. The concept of green marketing has become the buzzword in the last decade as a result of dramatic increase in environmental consciousness worldwide. This study aimed to identify the consumer's awareness of green marketing and the practices of green marketing in hotels.

The conceptual framework explains the relationship between the four research constructs, green marketing practices, customer satisfaction, loyalty and guest perception with the hotel's performance. The findings showed that the levels of green marketing procedures applied in hotels have low levels. There are significant differences between guest nationalities with regard to adoption of green marketing at hotels. There are statistical significant correlation between green marketing mix (product, price, promotion and place) strategies, guest satisfaction and guest loyalty of hotels adopting green marketing procedures.

Keywords: green marketing, green marketing mix, green practices, perception, consumer behavior, customer satisfaction, customer loyalty.

Green Marketing:

According to Ottaman and Peattie, (1993) conventional marketing is out and Green Marketing is in.Green Marketing, like a few other academic disciplines, has integrated green issues into its literature because environmental issues influence all human activities. In the modern era of globalization, it has become a challenge to keep the customers as well as consumers even keep our natural environment safe and that is the biggest need of the time. During the last two decades the growing environmental movement was named as the "green movement"; environmentally aware consumers called the "green consumers", product designed to protect the

environment called the "green products" and marketing that uses the environmental claims called the "green marketing" (Peattie,1997).

Green marketing has been well recognized as broader concept by scientific community and defined in various ways all over the world. Polansky (1995), in his research has defined green marketing as a marketer's attempt to develop strategies targeting the environmental consumers. The term has also been described as an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment (Fuller, 1999).

According to the American Marketing Association (AMA), Green Marketing can be defined in three different ways: First, the AMA views green marketing as the marketing of products that are supposed to be environmentally safe (Retailing Definition). Second, the AMA expands its view and defined green marketing as the development and marketing of products designed to minimize negative effects on the natural environment (Social Marketing Definition).Third, the AMA described green marketing as the efforts by organizations to produce, promote, package, and reclaim products in a manner that it is sensitive to ecological concerns (Environmental Definition) (Choudhary and Gokran, 2013; Azam,2014; Banerji and Dubey, 2014; Rosenbaum and Wong, 2016).

Evolution of Green Marketing

The green marketing has evolved over a period of time. According to Peattie (2001) evolution of green marketing has three phases:

- Termed as 'Ecological' Green Marketing – During this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. The focus of the first phase was on those industries and products that have direct impact on the environment. (Oil, chemical industry and mining etc.

- Termed as 'Environmental' Green Marketing – In this phase the focus shifted on green technology that involved designing of new innovative products, which take care in waste issues and pollution. The focus shifted on product generally used in homes. (Carpets, papers and cleaning goods etc.)

- Termed as 'Sustainable' Green Marketing – Now the marketing discipline had started to take shape and being addressed as green marketing. It came into provision in late 1990s and early 2000. It can be said that green marketing is a holistic concept which involve eco – friendly practices at all the stages such as the production, designing, marketing and selling.

Green marketing mix

Scholars are in agreement that green marketing mix model contains all the 4 main marketing mix elements proponed by Cullinton (1948) product, price, place and promotion (Polonsky and Rosenberger III, 2001; Friedman, 2007; Montoro-Rios et al., 2008; Orange, 2010).

Green Product

Besides the traditional attributes of products under green marketing, products should protect the environment and must not contaminate it and should even liquidate existing environmental damages. Some of the green products practices available in the literature are product design, quality features, labeling, packaging and positioning. Design dimensions of a greener product strategy covers a wide range of design for resources conservation and source decline, design for pollution avoidance, reconditioning, remanufacturing, disposability, reuse and recycling (Pujari and Wright, 1996). Packaging of products includes the general aspects of branding, design and layout of collateral, and broad components of the materials offered to consumers. The main requirement of the regulations is that no one who is responsible for packing or filling products into packaging or importing packed or filled packaging, may place that packaging on the market unless it fulfills the essential requirements and is within the heavy metal concentration limits (Lieberman, 2002).

Green Price

Prices for green products may be a little higher than conventional alternatives; but target groups generally are willing to pay extra for green products. The premium prices arise as a result of extra costs firms incur in making a product or firm green. The literature on sustainability has largely examined the issue of willingness to pay and asserts that consumers generally accept that the prices of green products are relatively higher than those of their conventional counterparts (Harris and

crane, 2002), and are even willing to pay more for them (Gam et al., 2010).

Green Distribution

Distribution logistics is of crucial importance in green product marketing. Environmental concerns has broadened the scale of distribution and logistics as well as influenced the way distribution and logistics managers perform their duties. With respect to broadening the scope of the logistics the salvage, disposal of scrap and packaging are now handled by logistics managers. Zhu et *al*., (2005) stated that green distribution issues range from green purchasing, integrated supply chains flowing to suppliers, to manufacturers, to consumers to reverse logistics.

Green Promotion

Polonsky et *al*., (1997) describes green promotion as activities of promoting products as having characteristics that do not harm the natural environment. According to Benerjee et *al*., (1995) it should explicitly or implicitly addresses the relation between a product/service and the bio-physical environment, promote a green lifestyle with or without highlighting a product/service and/or presents a corporate image of environmental responsibility. Most buyers are influenced by advertisement that reflects a company's commitment to environment (Polonsky and Ottman, 1998; May, 1991; Ottman and Terry, 1998).

Green Consumers:

In the center of the green marketing studies, there is the concept of the "green consumer". A consumer, who is familiar with environment, will tend to make "green purchase" (Peattie, 2001). Osman et al, (2015) mentioned that a green consumer can be identified to be "one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, and consume a large amount of non-renewable energy".

According to Roper (2002) survey divides consumers into five groups:

- True Blue Greens:

True Blues have strong environmental values and take it upon themselves to try to effect positive change.

- Greenback Greens:

Greenbacks differ from True Blues in that they do not take the time to be politically active. But they are more willing than the average consumer to purchase environmentally friendly products.

- Sprouts:

Sprouts believe in environmental causes in theory but not in practice. Sprouts will rarely buy a green product if it means spending more.

- Grousers:

Grousers tend to be uneducated about environmental issues and cynical about their ability to effect change. They believe that green products cost too much and do not perform as well as the competition.

- Basic Browns:

Basic Browns are caught up with day-to- day concerns and do not care about environmental and social issues.

This segmentation is based on the green consumers' environmental concerns which is a multi-dimensional construct, including knowledge, attitude and purchasing behavior. So it is a mixing model that doesn't distinguish green attitude and green purchasing behavior. However, green attitude cannot always lead to green purchasing behavior, for example, not all consumers with environmental conscience and attitude are willing to pay the price premium of green product. Thus, there is a gap between green attitude and actual purchasing behavior of green consumers. Marketers should be aware of this gap and their marketing strategy should be toward filling it (Fan and Zeng, 2011).

Drivers of Customer᾽s Green Purchases:

The main driver of customer's purchase of eco-friendly products is especially individual concern about the environment (Grimmer and Woolley, 2014).Studies have also proven that level of education take a part in concerns about environment (Peart, 2010).People with higher level of education are more conscious about the impacts on their health (Lu et al., 2013; Spehar, 2006). When they have to make a choice

between two almost identical products, so they often pick up the products with better environmental performance (Kardash, 1974; Peattie, 2001).

Many studies claim that in general women are more interested in green practices than men. For example, study in 2010 by Tiller find out that women very likely adopt green habits such as recycling, use reusable shopping bags or save energy. Furthermore predominantly women make an important purchase decision at home. For this reason they are connected also with buy eco-oriented products (Matthews, 2012).

Consumers' perceptions of green practices:
Perception is the sequence of consumer exposure and attention (Evans et al., 2009) which is stimulated and interpreted individually in marketing process (Hawkins and Mothersbaugh, 2010). Meanwhile, perception is "the process by which people select, organize and interpret information to form a meaningful picture of the world' as defined in Adnan and Khan (2010) by Kotler and Armstrong (2001). As a result, perception is the first and the most practical step in consumer buying decision processes to select stimuli from their atmosphere. Stimuli are any units of inputs from objects that are perceived by any one of the five senses-vision, sound, touch, taste and smell (Wells and Prensky, 1996).

A study was conducted to investigate consumers' perceptions of energy-saving manipulations in green hotel rooms. Results showed that consumers were very supportive of these practices (Susskind and Verma, 2011). Consumers perceived these practices as being less sanitary and comfortable (Millar and Baloglu, 2008).

Regarding the role green practices play in influencing consumers' satisfaction, studies found that the environment-related attributes of a hotel were regarded by consumers as an integral part of the service offer (Kasim, 2004; Robinot and Giannelloni, 2010). Consumers' perceptions can influence the decision making process and buying behavior of each individual. Perceptions represent the formation of an individual state of mental awareness that is affected by internal and external environmental stimuli such as economic, social and cultural influences (Mahapatra, 2013).

Customer satisfaction

Definitions of Customer satisfaction

Customers' satisfaction has been considered one of the most important constructs (McQuitty *et al*., 2000), and one of the main goals in marketing (Erevelles and Leavitt, 1992). Customer satisfaction results from the process where consumers compare their expectations and perceptions of performance (Roest and Pieters, 1997; Loizos and Lycourgos, 2005; Kim *et al*., 2015). Likewise, Kim (2011) describes customer satisfaction as "the summary psychological state resulting when the emotion surrounding confirmed or disconfirmed expectation is coupled with the consumer's prior feelings about the consumption experience.

Parker and Mathew (2001) expressed that there are two basic definitional approaches of the concept of customer satisfaction. The first approach defines satisfaction as a process and the second approach defines satisfaction as an outcome of a consumption experience. These two approaches are complementary, as often one depends on the other. A number of studies on customer satisfaction in the hospitality industry have focused on identifying service attributes; that is, a customer's needs and wants. From a marketing perspective, customer satisfaction is achieved when the customer's needs and wants are fulfilled (Su, 2004).
Nowadays one of the biggest challenges for managers in the hotel industry is to provide and sustain customer satisfaction. Customer requirements for quality products and service in the tourism industry has become increasingly evident to professionals (Lam and Zhang, 1999; Yen and Su, 2004; Guzzo, 2010).
Indeed, some dimensions of satisfaction may be more important antecedents of repeat-purchase behavior and loyalty than others. Common dimensions of satisfaction with service components include: service quality, product quality, price, and location. Researchers suggest that the "people factor" (i.e., service quality), in terms of tangibility, reliability, responsiveness, assurance, and empathy (Zeithaml et *al*., 1994; Pizam and Ellis, 1999).

When discussing categories of customer satisfaction levels, Dudovkiy **(2012)** refers to Oliver's theory that divides potential customer satisfaction levels into three categories:

First, negative disconfirmation happens when the level of service turns out to be worse than expected by the customer.

Second, Positive disconfirmation, is the case where the service is better than expected by the customer.

Third, simple disconfirmation, happens when the level of service matches the level of service expectations.

<u>Customer Loyalty</u>

Customer loyalty is a complicated concept. Oxford Dictionary defines loyalty as a state of true to allegiance. In service domain, loyalty has been defined in an extensive form as "observed behaviors"(Al-Msallam and Alhaddad, 2016). Hospitality managers believe that firms can improve their profits by satisfying customers. Studies show, however, that satisfying customers alone is not enough, since there is no guarantee that satisfied customers will return to purchase (Al-Msallam and Alhaddad, 2016).

Yi (1990) expressed that the impact of customer satisfaction on customer loyalty by stating that "customer satisfaction influences purchase intentions as well as post-purchase attitude". In other word, satisfaction is related to behavioural loyalty, which includes continuing purchases from the same company, word of mouth recommendation and increased scope of relationship.

Chang and Fong (2010) added proposed a novel construct – green customer loyalty, which had relevance to environmental commitments and concerns. This study defined green customer loyalty as the customer wanted to maintain a relation with an institute which involved environmental or green concerns, and committed to rebuy a preferred product consistently in the future. It was the intention to repurchase, the desire to recommend, show tolerance for a higher price, and purchase other products with (from) an institute.

Existing literature identifies two dimensions of loyalty – behavioral and attitudinal (Julander et *al.,* 1997; Tanford et *al*., 2016). The behavior dimension refers to a customer's behavior on repeat purchases, indicating a preference for a brand or a service over time (Bowen and Shoemaker,

1998). Attitudinal dimension, on the other hand, refers to the customer's intentions to re-buy the products or services, and recommend them to others, which is a good indicator of loyalty. Some researchers measure loyalty according to the customer's intention to recommend or to repurchase, whereas others measure loyalty in terms of customer preference (Getty and Thompson, 1994).

The conceptual framework

The conceptual framework explains the relationship between the three research constructs, green marketing practices, customer satisfaction and loyalty with the hotel's performance. The study attempts to explain the impact of green marketing on the guest satisfaction and loyalty. This conceptual paper is based on a review of the previous research and data gathered from the current literature. In the literature, green marketing, also known in different terminologies such as environmental marketing, ecological marketing.

Several studies focus on the relationship between green practices at hotels and customer satisfaction (Berezan et *al*., 2013, 2014; Lu and Stepchenkova, 2012; Robinot and Giannelloni, 2010; Slevitch et *al*., 2013).

Chang and Fong (2010) resulted "the relationships between green product quality, green corporate image, green customer satisfaction and green customer loyalty" that, green product quality has a significant positive relationship with green customer satisfaction and green customer loyalty. The empirical research showed that there is a significant relationship between green customer satisfaction and green customer loyalty. Furthermore, both green customer satisfaction and green customer loyalty come through green corporate image.

Research Methodology

This research is exploratory in nature. The field study of the research was done using a sample of Egyptian, Arab and foreigners hotel guests in Cairo, Hurghada and Sharm El-shiekh. This paper is based on primary as well as secondary data. Primary Data: A selected sample size chosen is 332 guests. Stratified random sampling method is used on a sampling comprising of 332 randomly selected voluntary respondents.

Secondary Data: The previous studies and facts collected from various secondary sources such as websites, articles published in different journals.

HYPOTHESES

1. There are no statistical significant differences between the respondents according to their demographics with regard to adoption of green marketing at hotels.
2. There is no statistical significant correlation between green marketing mix strategies and guest satisfaction of hotels adopting green marketing procedures.
3. There is no statistical significant correlation between green marketing mix strategies and guest loyalty of hotels adopting green marketing procedures.
4. There is no statistical significant difference between the level of adoption of green marketing at hotels and the standard level.

RESULTS AND DISCUSSION

Test of Reliability
Table 1: Reliability analysis of the independent variables used in the study

The Axis	No. of statements	Alpha Coefficient
Adoption of green marketing	7	0.7
Green product Strategies	26	0.94
Green pricing strategies	2	0.7
Green promotion strategies	6	0.81
Green place / distribution strategies	3	0.7
guest satisfaction	5	0.84
guest loyalty	4	0.85

Table (1) indicated that each item has more than 0.7 Crompach's Alpha, this means that all items are valid (Henson, 2001). If the value of Cronbach's alpha is 0.7 or above means the level of reliability is acceptable (Hair et *al*., 2006).

Profile of Sampled respondents

Table 2: Profile of Sampled respondents

Variables			No	%
Gender	Male		184	55.4
	Female		148	44.6
Age	under 21		12	3.6
	21-30		95	28.6
	31-40		114	34.4
	41-50		71	21.4
	51-60		36	10.8
	Over 60		4	1.2
Marital Status	Single		93	28
	Married		196	59
	Domestic partnership		7	2.1
	Divorced, Widowed or Separated		36	10.8
Educational Level	Less than high school		4	1.2
	High school		43	13
	College degree		180	54.1
	Trade/ Technical school/ Associates degree		53	16
	post-graduate degree		52	15.7
Nationality	Egyptian		57	17
	Arabic		65	19.5
	Non Arabic		210	63.5

Descriptive Statistics

Table 3: Purpose of staying at a hotel

Attribute	Answers	Frequency	Percentage (%)
Purpose of Staying	Business	86	25.9
	Leisure	246	74.1
Willing to pay an extra charge	Yes	267	80.4
	No	65	19.6
Type of room	Eco-friendly room	256	77
	Non-eco-friendly room	76	23
Awareness of	Yes	268	81

Green hotels	No	64	19
Environmentally	Yes	267	80.4
minded customer	No	65	19.6

Exploring consumer attitude and behavior towards green practices in the lodging industry in India was studied by Kamal and Vinneie (2015). The study explored the consumers' intentions to pay for these practices. The results showed that the consumers using hotel services are conscious about environmentally friendly practices in India. The consumers would prefer to use lodging that follows these practices but are not willing to pay extra for these services.

Table 4: Study variables analyzing

The Axis	Mean	S.D	95% Confidence Interval for Mean*	Sig.
Adoption of green marke	3,5	0.47	3.51 - 3.61	0.000
Green product Strategies	3.7	0.62	3.66- 3.8	0.000
Green pricing strategies	3,77	0.85	3.68-3.86	0.000
Green promotion strateg	3.57	0.7	3.49-3.65	0.000
Green place / distr strategies	3.6	0.84	2.5-3.7	0.000
Guest satisfaction	3.88	0.73	3.8-3.96	0.003
Guest loyalty	3.86	0.82	2.77-3.95	0.003

95% Confidence Interval for Mean of the study population =
$\overline{X} \mp t._{0.025,55} * Std.Error$

From the previous table it obvious that 95% confidence interval for mean of "adoption of green marketing" was between 3.51 as a lower bound and 3.61 as an upper pound , 95% confidence interval for percentage of "green product strategies" was between 3.66 as a lower bound and 3.8 as an upper pound,95% confidence interval for percentage of " green pricing strategies" was between 3.68 as a lower bound and 3.86 as an upper pound, 95% confidence interval for percentage of " green promotion strategies " was between 3.49 as a lower bound and 3.65 as an upper pound, 95% confidence interval for percentage of " green place/distribution strategies " was between 2.5 as a lower bound and 3.7 as an upper pound, 95% confidence interval for percentage of " Guest satisfaction " was between 3.8 as a lower bound and 3.96 as an upper pound and 95% confidence interval for percentage of " Guest loyalty " was between 2.77 as a lower bound and 3,95 as an upper pound. One sample t-test used to test the level of adoption of green marketing at

hotels using the value of(4) as standard value where this value refere to the agreement level . From the previous table it obvious that all sig. values are less than 0, 05, this meant that there is statistical significant difference between the level of adoption of green marketing at hotels and the standard level. On the other hand, the levels of green marketing procedures applied in hotels have low levels with 95% confidence interval for means. This result coincided that the forth hypothesis of the study is invalid.

Normality of data distribution

The researcher used Kolmogrov-Smirnove test to test the normality of distribution which is a prerequisite for many statistical tests (Tang and Than, 1999, rady, 2018), results were presented in the following table:

Table 5: Normality of data distribution

Variables	Kolmogrov-Smirnove		
	Statistic	df	Sig.
Adoption of green marketing	0.082	332	0.000
Green product Strategies	0.092	332	0.000
Green pricing strategies	0.135	332	0.000
Green promotion strategies	.0.082	332	0.000
Green place / distribution strategies	.0.111	332	0.000
guest satisfaction	0.097	332	0.000
guest loyalty	0.098	332	0.000

The previous table pointed that the distribution of data for all variables are not normally distributed as p value is less than 0.05, so the data collected from the sample is non-normal (Ghasemi and Zehedias, 2012). In this case the researcher used non-parametric tests to analyse collected data such as chi-squaire, Mann-whitny and kruskal-wallis tests to analyse the validity of the hypothesis of the research.

Test of hypotheses

To test the first hypothesis of the study, Mann-Whitney test was used,

Table 6: statistical significant differences between males and females with regard to adoption of green marketing at hotels

Variable	Region	No. of guests	Mean Rank	Mann-Whitney	Sig.
Adoption of green marketing	Male Female	183 148	170 160	12659	0.305

The previous table showed that the sig. value is (0.305) more than 0.05 that means that there are no significant differences between males and females with regard to applying environmental practices. This result coincided that the first hypothesis of the study is valid.

To test the second hypothesis of the study, kruskal-wallis test was used as follow:

Table 7: statistical significant differences between age categories of guest with regard to adoption of green marketing at hotels

Variable	Age categories	No. of customers	Mean Rank	Chi-Square	Sig.
adoption of green marketing	Under 21 21-30 31-40 41-50 51-60 Over 60	12 95 114 71 36 4	142.67 149.08 168.52 178.07 195.58 127.12	9	0.108

From the previous table it obvious that sig. value is (0.108) more than 0.05 that means that there are no significant differences between categories of guest ages with regard to adoption of green marketing at hotels. This result coincided that the second hypothesis of the study is valid.

To test the third hypothesis of the study, kruskal-wallis test was used
Table 8: statistical significant differences between guest nationalities with regard to adoption of green marketing at hotels

Variable	guest nationalities	No. of customers	Mean Rank	Chi-Square	Sig.
adoption of green marketing	Egyptian Arab Forigen	57 65 210	153 134 180	12.8	0.002

From the previous table it obvious that sig. value is (0.002) less than 0.05 that means that there are significant differences between guest nationalities with regard to adoption of green marketing at hotels. This result coincided that the third hypothesis of the study is invalid.

Multiple comparisons using Mann-Whitney test applied to explore the differences between three nationalities as follows:

Table 9: Multiple comparisons between guest nationalities with regard to adoption of green marketing at hotels

Variable	guest nationalities	No. of customers	Mean Rank	Mann-Whitney U	Sig.
adoption of green marketing	Egyptian Arab	57 65	63 59	1720	0.493
	Egyptian Foreign	57 210	118 138	5083	0.08
	Arab Foreign	65 210	107 147	4857	0.000

From the previous table it showed that there is significant difference between Arabs and Foreigners with regard to adoption of green marketing at hotels where sig. value is (0.000). On the other hand, there are no significant differences between Egyptians and Arabs and between Egyptians and Foreigners with regard to adoption of green marketing at hotels where sig. values are respectively (0.493) and (0.08).

To test the fourth hypothesis of the study, chi-square test was used
Table 10: statistical significant correlation between green product strategies and guest satisfaction

Variables	Pearson Chi-Square	Df.	Sig.
- green product Strategies - guest satisfaction	863	288	0.000

Table (10) indicated that Chi-Square value is 863 with Sig. value (0.000), this result meant that there is statistical significant correlation between

green product strategies and guest satisfaction of hotels adopting green marketing procedures. This result coincided that the fourth hypothesis of the study is invalid.

To test the fifth hypothesis of the study, Spearman's test was used
Table 11: statistical significant correlation between green pricing strategies and guest satisfaction

Variables	Correlation Coefficient	No.	Sig.
- green pricing Strategies - guest satisfaction	0.53	332	0.000

Table (11) indicated that correlation coefficient value is 0.53 with Sig. value (0.000), this result meant that there is statistical significant correlation between green pricing strategies and guest satisfaction of hotels adopting green marketing procedures. This result coincided that the fifth hypothesis of the study is invalid.

To test the sixth hypothesis of the study, Spearman's test was used
Table 12: statistical significant correlation between green promotion strategies and guest satisfaction

Variables	Correlation Coefficient	No.	Sig.
- green promotion Strategies - guest satisfaction	0.76	332	0.000

Table (12) indicated that correlation coefficient value is 0.76 with Sig. value (0.000), this result meant that there is statistical significant correlation between green promotion strategies and guest satisfaction of hotels adopting green marketing procedures. This result coincided that the sixth hypothesis of the study is invalid.
A study by Bagheri resulted in a positive attitude of consumers towards green promotions and their minds are affected by the promotions for green products (Bagheri, 2014).

To test the seventh hypothesis of the study, Spearman's test was used
Table 13: statistical significant correlation between green place/distribution strategies and guest satisfaction

Variables	Correlation Coefficient	No.	Sig.
- green place / distribution Strategies - guest satisfaction	0.672	332	0.000

Table (13) indicated that correlation coefficient value is 0.672 with Sig. value (0.000), this result meant that there is statistical significant correlation between green place/distribution strategies and guest satisfaction of hotels adopting green marketing procedures. This result coincided that the sixth hypothesis of the study is invalid.

To test the eighth hypothesis of the study, Spearman's test was used
Table 14: statistical significant correlation between green product strategies and guest loyalty

Variables	Correlation Coefficient	No.	Sig.
- green product Strategies - guest loyalty	0.82	332	0.000

Table (14) indicated that correlation coefficient value is 0.82 with Sig. value (0.000), this result meant that there is statistical significant correlation between green product strategies and guest loyalty of hotels adopting green marketing procedures. This result coincided that the sixth hypothesis of the study is invalid.

To test the ninth hypothesis of the study, Spearman's test was used
Table 15: statistical significant correlation between green pricing strategies and guest loyalty

Variables	Correlation Coefficient	No.	Sig.
- green pricing Strategies - guest loyalty	0.58	332	0.000

Table (15) indicated that correlation coefficient value is 0.58 with Sig. value (0.000), this result meant that there is statistical significant correlation between green pricing strategies and guest loyalty of hotels adopting green marketing procedures. This result coincided that the sixth hypothesis of the study is invalid.

To test the tenth hypothesis of the study, Spearman's test was used
Table 16: statistical significant correlation between green promotion strategies and guest loyalty

Variables	Correlation Coefficient	No.	Sig.
- green promotion Strategies - guest loyalty	0.8	332	0.000

Table (16) indicated that correlation coefficient value is 0.8 with Sig. value (0.000), this result meant that there is statistical significant correlation between green promotion strategies and guest loyalty of hotels adopting green marketing procedures. This result coincided that the sixth hypothesis of the study is invalid.

To test the eleventh hypothesis of the study, Spearman's test was used

Table 17: statistical significant correlation between green place/distribution strategies and guest loyalty

Variables	Correlation Coefficient	No.	Sig.
- green place/distribution Strategies - guest loyalty	0.77	332	0.000

Table (17) indicated that correlation coefficient value is 0.77 with Sig. value (0.000), this result meant that there is statistical significant correlation between green place/distribution strategies and guest loyalty of hotels adopting green marketing procedures. This result coincided that the sixth hypothesis of the study is invalid.

A Study by Rakhsha and Majidazar (**2011**) resulted in a green marketing mix (Green Product , Green Place , Green Price , Green Promotion) has significant effect on consumer satisfaction. It was also concluded that consumers' satisfaction has significant effect on their loyalty. By considering the effect of green marketing mix upon consumers' and customers' satisfaction and the effect of such satisfaction upon their loyalty, it can be assumed that hotels can create competitive advantage in their organization through taking steps in making the green marketing as the part of their overall marketing strategy.

According to Study by Perera and Pushpanathan (2015) stated that the correlation analysis of study indicated that the strong positive relationship was observed between Green marketing mix and customer satisfaction (R=.974** and R=.718**).

Further, Chang and Fong (2010) have examined the relationship between Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. The empirical results show that (1) green product quality is positively associated with green customer satisfaction and green customer loyalty; (2) green corporate image is

positively associated with green customer satisfaction and green customer loyalty; and (3) green customer satisfaction is positively associated with green customer loyalty. The results indicate that green product quality could bring about green customer satisfaction and green customer loyalty. Additionally, green corporate image contributes to green customer satisfaction and green customer loyalty.

Several studies focus on the relationship between green practices at hotels and customer satisfaction (Berezan et *al*., 2013, 2014; Lu and Stepchenkova, 2012; Robinot and Giannelloni, 2010; Slevitch et *al*., 2013). When guests experience service success, their satisfaction is higher for green (vs non-green) hotels, and customer satisfaction is enhanced when green hotels engage in green initiatives for public-serving motives (e.g. assisting with community development) rather than for self-serving motives (e.g. increasing hotel profits) (Yu et *al*., 2017). Robinot and Giannelloni (2010) find that green practices are considered "basic" rather than "plus" by guests. When green practices are perceived favorably by guests, these practices contribute only weakly to the increase in satisfaction; however, if these practices are perceived unfavorably by guests, they result in strong dissatisfaction. Green practices are an essential part of the service at hotels. If guests perceive lack of them, they will feel dissatisfied (Robinot and Giannelloni, 2010; Yu et *al*., 2017).

Cheema et *al*., (2015) examined the impact of green marketing mix on customer plus consumers' loyalty and satisfaction in Iran, who were the consumers of East Azerbaijan Pagah Dairy Company which is located in Tabriz. The results showed the significant impact on customer satisfaction in green marketing is mix. In addition, there was also found the significant impact of consumer's satisfaction on consumer's loyalty. After examining the impact of green marketing mix on customer's and consumer's satisfaction and loyalty, it can be analyzed through competitive advantage of firm's marketing strategy. Green marketing can play a vital role in marketing strategies improvement perspective.

A Study by Chikita (2012) showed the effects of customer satisfaction on environmental practices are reported. It was identified that sixty to sixty five percent of the respondents indicated that the environmentally friendly practices adopted by the hotel, would affect their satisfaction level. While thirty two to thirty nine percent was neutral or disagreed, indicating that it did not affect their level of satisfaction.

Conclusion:

This research aimed at exploring the guest perception of adopting green marketing by hotels and its effect on customer satisfaction and loyalty. The research found that the levels of green marketing procedures applied in hotels have low levels. The research also shows there are no significant differences between males and females with regard to adoption of green marketing at hotels.

The respondents indicated that there are no statistical significant differences between age categories of guest with regard to adoption of green marketing at hotels. The research also shows there is significant difference between Arabs and Foreigners with regard to adoption of green marketing at hotels. On the other hand, there are no significant differences between Egyptians and Arabs and between Egyptians and Foreigners with regard to adoption of green marketing at hotels.

A Study resulted in a Green Product has significant effect on guest satisfaction and loyalty.The research also shows that positive attitude towards environmentally friendly activities. Hence it may be concluded that customers have a positive attitude towards environmentally friendly practices by the hotel. Also any environmentally friendly activity that affected them personally would affect their level of satisfaction with the hotel experience.

Recommendations

Based on the current study, we have the following recommendations for hoteliers in designing environmental initiatives and marketing green hotels.

First, when constructing a green practices in a hotel, hotel managers should employ energy saving measures, use environmentally friendly materials, and avoid single-use consumables. Various energy saving measures can be adopted, such as using solar energy, cutting off power when guest rooms are unoccupied, and installing dual-flush toilets.

Second, green measures should not be perceived as compromising the hygiene conditions or comfort levels of hotel guests. When adopting devices or measures such as a water-saving flow showerhead, it is important that the water flow is adjusted in a way that will not be noticed by most of the consumers. We recommend using low flow showerheads that can save water while the change in water flow remains largely unnoticed.

Third, hotel management should pay attention to the physical environment and landscape design of hotels.

Fourth, in terms of pricing, the price premium should be set at below 10%, as this is the level that most of the consumers are ready to accept.

Fifth, Advertisements of GREEN PRODUCTS should be more products expressive and easily comprehensive, so that a customer feels an urge to enquire about the products. Since sales executives are extremely important in selling the products, they should be trained on the concepts of green marketing and not just selling.

Sixth, Ministry of tourism should form a standard framework of the required Green Marketing practices.

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