

# Sustainability as a Competitive Advantage: Branding and Marketing Green Hospitality

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## Abstract

In today's world, where people are more conscious about the environment, making eco-friendly choices impacts consumer's buying behaviour, especially in the hospitality sector. The individual choices for preferring a product based on how the company is giving priority for the sustainability. It seeks to define how green branding and marketing can create trust and loyalty and with it enhance competitive advantage. This study uses data gathered through a structured questionnaire from 100 hotel customers in India. It employs Structural Equation Modelling (SEM) through WarpPLS 7.0 to assess the association between green image, green trust, green satisfaction, and green loyalty. The findings suggest that green image and green trust positively influence green satisfaction while green satisfaction enhances green loyalty. The paper underlines the marketing importance of sustainable branding for hotels and provides strategies for elevating consumers green satisfaction and loyalty to genuine green image and trust of the product.

**Keywords:** Sustainability, green marketing, green trust, green loyalty, SEM, hospitality branding, customer retention.

## Introduction

All nations have started to worried about the environmental deration. Taking into consideration the global worries regarding pollution or problems related to climate change as well as the wiping out of forests, it can be said that businesses and industries have had

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no choice but to adapt to sustainable methods of operation and defined practices. The hospitality sector is known for its extreme usage of natural resources and therefore has opted for 'green' marketing or ecofriendly advertising. Such strategies, which are increasingly adopted by companies, also aim to support conservation efforts but most importantly create brand image differentiation and edge above competitors in contemporary business markets.

In recent years, customer retention in green hospitality has come to be influenced by factors like trust and green image which are not easily quantifiable. One of the crucial elements in this regard is green trust, which is the belief by consumers regarding a certain hotel's compliance with eco-friendly practices and their actual usefulness (effective). Nevertheless, the literature does found insufficient research about cost efficiency and consumer behaviour related to these environmentally friendly policies, which reveals a more detailed, complex investigation is needed in this study

This research aims to evaluate the effect of green brand image and green trust toward satisfaction with the brand and subsequently how these factors affect brand loyalty. Based on 'Hierarchy of Effects Model' formulated by Lavidge and Steiner (1961), The Hierarchy of Effects Model - Lavidge and Steiner's model of 1961 suggests that consumers take a mental trip through six stages before buying a product: Awareness, Knowledge, Liking, Preference, Conviction, Purchase. The model clearly indicates the role of marketing communication which is to steer consumers from being exposed to the brand to becoming loyal and even advocates of the brand. When applied to sustainable branding, this model explains how environmentally responsible marketing can foster active commitment towards a hospitality brand at terms of consumer loyalty. Although there is growing interest towards sustainable practices in hospitality, research within emerging markets, particularly India, is almost non-existent. There seems to be a lack of understanding on how branding elements like green image and green trust influence the satisfaction and loyalty of consumers in this area.

Further, as despite increased demand from environmentally aware visitors for green accommodations, numerous others are

resistant to paying a premium for these services (Manaktola & Jauhari, 2007; Millar & Baloglu, 2011). The price sensitivity served to emphasize the strategic value of establishing green trust since it can build consumers' perceived value and mitigate green claim skepticism.

The current research explores the relationships between green brand image, green trust, and green loyalty across the Indian hotel industry. By empirically examining these relationships in the context of Structural Equation Modeling (SEM), the study endeavors to advance practical insights into the strategic contribution of green branding towards customer retention. In light of the hierarchy of effects model, this paper provides an in-depth framework for describing how sustainability-led branding efforts can be used to foster long-term consumer relationships and enhance competitive positioning in emerging markets.

### **Literature review and hypotheses**

The concept of green marketing originated in the 1980s. Since then, a majority of consumers have become increasingly aware of concepts such as environmental concerns, sustainability, and green marketing. Green marketing refers to marketing practices that aim to minimize the environmental impact of products and services. Polonsky (1994) defines green marketing as all activities designed to facilitate exchanges intended to satisfy human needs while having minimal negative effects on the environment.

Several studies have analysed green marketing strategies and their relevance. For instance, Peattie and Crane (2005) discuss the theoretical foundation of green marketing, while Cronin et al. (2011) and Chan (2013b) evaluate its application across various industries. The motivations for adopting green marketing include achieving corporate goals (Shearer, 1990), fulfilling moral obligations (McIntosh, 1990), responding to competitive or governmental pressures (Delmas & Toffel, 2008), reducing waste disposal costs (Tzschentke et al., 2004), enhancing corporate image and reputation (Lee et al., 2010), and accessing new markets (Chen, 2010).

Green marketing is one of the recent subjects that has gained attention from researchers, especially in the industrial and

management areas. According to a study conducted by Han et al. (2009), attitude towards green behaviour has a positive effect on customer loyalty and willingness to pay higher prices. Studies show that green initiatives are frequently adopted by the hotel industry as a key component for the standardization of service offerings (Robinot & Giannelloni, 2010).

In the studies by Chen (2010) and Hur et al. (2013), green innovation activities such as energy conservation, waste recycling, pollution prevention, and the creation of sustainable products and processes are closely related to green marketing. These practices result in cost savings, enhanced brand recognition, and environmental certifications (Chen, 2010).

In study conducted in the year 2004, (Kamel, T. S., Shalabi, S. A. M., & Afify, G. M. (2024) examined the relationship between brand loyalty and Green Brand Equity (GBE), emphasizing the mediating functions of Green Brand Attachment (GBAT), Green Trust, Green Brand Attitude (GBA), and Green Brand Image (GBI). They found that environmentally conscious customers tend to show strong brand loyalty when companies foster green branding, green trust, and green brand attachment.

Even though green marketing has potential advantages, its financial efficiency remains a debatable concept. This was emphasized in a study by Ginsberg and Bloom (2004), who argued that tangible financial returns are often limited, with the primary benefits being intangible gains such as improved brand reputation. Furthermore, many green initiatives are reactive responses to legal or public pressures rather than proactive strategies (Butler, 2008; Gummeson, 1994).

A focus on green marketing has risen in importance recently. This makes examining the impacts of a green hotel's reputation and credibility, concerning customer loyalty and retention, very important from a research perspective. Fostering green loyalty is greatly supported by a hotel's overall, green image and its results, which include green satisfaction and trust. As Chan (2013b,) highlights, "studies on green marketing in the hotel industry are seen as less sensitive." By investigating methods to improve green hotel

loyalty by combining green image, trust, and satisfaction, this study seeks to close this gap.

## **Green Loyalty and Its Influencing Attributes**

Green loyalty, defined as a consumer's commitment to repurchase or continue using environmentally responsible products or services (Dick & Basu, 1994), has gained increasing importance in the context of sustainability. In the hospitality industry, customer loyalty is particularly vital, as loyal customers tend to exhibit higher purchasing frequency, greater spending, and lower price sensitivity compared to others (Williams & Naumann, 2011; Yoo & Bai, 2013). Moreover, small improvements in customer retention significantly impact profitability; for instance, a 5% increase in customer retention can boost profits by up to 125% (Reichheld & Sasser, 1990). However, limited studies have specifically examined green loyalty in the hotel industry, underscoring the need to explore its antecedents and consequences.

Several attributes influence green loyalty, including green satisfaction, green trust, and the overall image of green hotels. Green satisfaction, defined as the level of pleasure derived from consuming environmentally responsible products or services (Huang et al., 2014), has been widely recognized as a key determinant of loyalty. According to Zeithaml et al. (1996) and Fitzell (1998), satisfied customers are more likely to recommend products, make repeat purchases, and show resistance to rivals. Green satisfaction and green loyalty are positively correlated, (Chang & Fong, 2010; Chan, 2010; Asgharian et al., 2012). Martinez (2015), found that among Spanish hotel guests, green satisfaction has a major impact on green loyalty. Chrysnaputra & Windayati (2020) and Astuti (2018) also confirmed that increased green satisfaction results in increased customer loyalty. Waris, Suki, Ahmed, and Barkat (2024) investigated how can the travel and tourism industry's green customer citizenship practices were impacted by environmental corporate social responsibility (ECSR) initiatives. Further the study also explores the mediating effect of green trust in the relationship between ESAR and customer behaviour

Another key factor to consider is the overall green image, which includes the cognitive, affective, and conative aspects of how we

perceive things. The cognitive image can be operationalized as the operators' eco-friendly practices and facilities, while the affective image refers to emotional reactions and feelings about the destination and hotels (Casali et al., 2020; Kim et al., 2019). In few studies it is shown that both cognitive and affective images have a positive relation with overall image, which leads to satisfaction, and loyalty (Wang et al., 2022) (Stylidis et al., 2020; Kralikova et al., 2020).

This view has been supported by other studies, which have found that a positive affective image enhances loyalty and strengthens the emotional bond between travellers and the destinations they visit or stay at during vacations (Hung et al., 2021). Casali et al. (2020) Moreover, study found that green hotels possess a strong overall image, which boosts customer satisfaction and helps develop green loyalty (Zhang et al., 2023).

According to a study conducted (Budarma et al., 2020) Budarma (2020), six five-star hotels in Bali successfully integrated green hospitality initiatives and practices. The study also noted that these initiatives not only attracted eco-conscious customers but also helped reduce operational costs, providing the hotels with a competitive advantage (Zhang et al., 2023).

Green trust, which refers to the extent to which consumers believe in a brand's reliability and commitment to environmental initiatives and responsibility, has been found to have a strong connection with green loyalty (Nguyen Thi Huyen et al., 2025). Studies show that when consumers trust a brand, they are more likely to remain loyal and less likely to switch to other brands (Martinez & Zeelenberg, 2015). A number of studies have found that green satisfaction, green trust, and the overall green image play a crucial role in building customer loyalty. Therefore, companies should focus more on green marketing strategies to build loyalty and ensure long-term success (Zhang et al., 2023).

## **Green image and its influence on green satisfaction and loyalty**

The term "green image" refers to how consumers perceive a company's commitment to the environment and its eco-friendly practices (Chen, 2010) (Chen, 2010). Various perceptions about a

brand are formed through consumers' memories (Keller, 1993). A positive green image is developed through these memories and experiences. Such an image can be built through functional, experiential, and symbolic benefits that are connected to consumers on both cognitive and emotional levels (Park et al., 1986).

According to a study conducted by Han et al. (2009), the relationship between green image and behavioural intention was examined. The study found that green image has a positive influence on behavioural intention consumers are more likely to recommend, revisit, and pay more for eco-friendly products and services. It has also been noted that a favorable green image in the hotel sector enhances trust, satisfaction, and loyalty (Chrisjatmiko, 2018). In the hospitality industry, a strong green image significantly affects tourists' choices (Lin et al., 2007).

Chen et al. (2006) stated in their study that green image not only builds trust and satisfaction, but also plays a key role in driving customer loyalty. Additionally, they noted that green trust reflects the customers' belief in a company's ability to address environmental concerns, and that customer satisfaction arises from meeting eco-friendly expectations. Hence, these concepts are closely interrelated. A positive green image influences loyalty through repeat purchases and recommendations (Rahbar & Wahid, 2011).

A strong brand image enables a company to gain a competitive advantage and justifies premium pricing (Shrivastava, 1995; Chen, 2008). Retailers using eco-labelling and eco-branding also help build store loyalty (Yusof et al., 2011). Therefore, investing in green branding is essential for businesses, especially in environmentally conscious markets.

Based on this theoretical foundation, the following hypotheses are formulated.

H1-There is a significant relationship between green image and green satisfaction

## **Green trust and its influence on green satisfaction and loyalty**

Green trust (GT) is defined as the confidence and reliance consumers place in the environmental claims of a product, service, or brand, and it significantly influences customer loyalty. GT reflects consumers' belief that companies are reliable, ethical, and capable of fulfilling their ecological promises. Apparently, this trust is shaped by both external factors and personal experiences.

Recent research has confirmed there is a positive linkage between green trust (GT) and customer loyalty, emphasising the importance of GT in improving green satisfaction, enhancing brand integrity, and reducing uncertainty (Dellyana et al., 2024; Keller, 1993). It also helps boost consumers' intention to support environmentally responsible brands (Dellyana et al., 2024) (Chiou & Pan, 2009).

Based on a study conducted in Pakistan, the researchers investigated how green marketing strategies affect consumer purchase intentions (Sohaib et al., 2025). Their results indicated that factors such as green knowledge, environmental awareness, and consumer attitudes significantly boost purchase intentions. This suggests that effective green marketing can encourage environmentally conscious consumer behaviour in Pakistan. Green satisfaction, which results from GT, leads to higher customer loyalty (Sohaib et al., 2025). Additionally, the study also signifies that environmental friendliness plays a mediating role in the relationship between GT and customer loyalty and satisfaction. At last it concludes, loyalty can improve superior ecological performance.

Green trust (GT) has a positive effect on word-of-mouth (WOM). People are more likely to share positive word-of-mouth when they trust a company (Boccia & Tohidi, 2024). Research shows that customers with higher levels of GT are more willing to share positive experiences about green products and are less likely to spread negative comments (Dellyana et al., 2024). This helps promote customer loyalty and advocacy (Wang et al., 2018). Additionally, GT positively impacts consumers' willingness to pay for eco-friendly products, highlighting the significance of green loyalty. According to a study conducted by (Chen, 2010), customers with a strong sense



of GT are more willing to invest in sustainable products, thereby reinforcing their loyalty toward green brands.

It can be stated that GT is a vital factor in driving green loyalty, influencing purchasing behaviour, and encouraging positive WOM (Boccia & Tohidi, 2024; Martinez & Zeelenberg, 2015; Nguyen Thi Huyen et al., 2025). It improves the relationship between consumers and brands. Companies can enhance green loyalty by building GT through credible environmental claims, and through eco-friendly initiatives and practices (Wang et al., 2022; Zhang et al., 2023).

*H2 -There is a significant relationship between green trust and green satisfaction*

*H3 - There is a significant relationship between green satisfaction and green loyalty*

## **Methodology**

This study agrees to a quantitative research approach, collecting primary data through a structured questionnaire which was related to hotel customers. They had to respond to a screening question verifying that they had stayed in a hotel in the previous 12 months in order to guarantee the response's relevance. The sample consisted of two different groups which includes - working professionals in the corporate, marketing and media sectors who travelled for work and leisure travellers.

Judgment sampling method, a form of non-probabilistic sampling, was used to deliberately target individuals with relevant travel experience. This method is appropriate in exploratory studies where the researcher seeks informed responses from a specific target population (Hair et al., 2019). Data were gathered using Google Forms and among the targeted responses 256 questionnaires were distributed, 100 valid responses were used for analysis after data cleansing. Although the sample size is low, it still meets the required thresholds for structural equation modelling (SEM) as suggested by Kline (2016) and Hair et al. (2019) of 5 to 10 observations per estimated parameter. Based on the simplicity of the model and the number of constructs, the sample of 100 respondents for partial least squares SEM (PLS-SEM) was deemed acceptable,

The questionnaire items were taken from previous, validated scales in the literature. The constructs of green brand equity, brand trust, brand image, and customer behaviour were adapted from Chen (2010), Rahbar and Wahid (2011), and Aaker (1991). A pretest was conducted with 15 respondents to improve the clarity and relevancy of the items. Cronbach's alpha scores of the constructs were above 0.70 indicating acceptable internal consistency and reliability (Nunnally & Bernstein, 1994). The final questionnaire included five sections: demographic profile, green brand image, green trust, Green satisfaction and measures of green loyalty. A five-point Likert scale, ranging from strongly disagree to strongly agree, was used to evaluate the items. that can withstand small samples better.

## **Ethical Considerations**

Ethical standards were strictly observed and considered by the researcher throughout the research process. Participants were clearly informed about the study's purpose and were assured that their involvement was completely voluntary and confidential. At the start of the questionnaire, we included an informed consent statement, and we didn't collect any personally identifiable information. The study adhered to the established ethical guidelines for social science research and received the green light from the academic review committee at the relevant institution.

## **Measures**

This study used five-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree) to evaluate the latent constructs and observed variables. The construct green satisfaction was measured using the scale developed(Koo & Yang, 2025; Oliver, 2014). Green trust was adopted from (Chen, 2010) and five items were used to measure this construct. Green image was also measured using five items developed by (Cretu & Brodie, 2007). Finally, green loyalty was measured using four items adopted from the studies of (Sirdeshmukh et al., 2002; Zeithaml et al., 1996).

The questionnaire was reviewed by experts to ensure its validity and reliability before conducting the survey. The survey instruments used standardized scales; hence, feedback was collected from the

experts regarding the clarity, consistency, and relevance of the instrument. The feedback helped improve the clarity of the questionnaire, enabling better responses for the study. The finalized measurement scales for each construct can be found in the Appendix.

## **Data analysis**

The information collected from travellers through a sample survey was analysed using predetermined statistical tools. After the responses were filtered and cleaned, 100 valid ones were chosen for additional examination. For data reduction study further conducted Exploratory Factor Analysis (EFA) to identify factor. The refined data was then used in Structural Equation Modelling (SEM) to examine the relationship between the independent and dependent variables, to find out the association between the variable. The analysis was conducted using the software WarpPLS 7.

## **Result**

### **Measurement model**

The study evaluated measurement models for all latent constructs to identify causal relationships between variables. The reliability and validity of the constructs were assessed to ensure the robustness of the measures. To evaluate convergent and discriminant validity, a Confirmatory Factor Analysis (CFA) was performed. The results indicate that the model demonstrated a good fit.. Reliability was examined using Cronbach's alpha and composite reliability, (Table 2) while validity was established to confirm that the measures accurately represented the intended concepts (Hair et al., 2009). AVE value for all our constructs is between 0.6671 and 0.8266 which confirms acceptable validity of the constructs (Chan & Lay, 2018) AVE is significant because it offers a stringent criterion for evaluating the convergent validity of a construct. An AVE threshold of 0.50 is widely accepted, indicating that the construct accounts for over half of the variance in its indicators. This standard ensures the construct possesses adequate explanatory power to be deemed valid.

Content validity was ensured through expert review and researcher evaluation of the research instrument. Construct validity was assessed to operationalize the theoretical concepts through

measurable constructs. Convergent validity demonstrated that the scale was strongly correlated with other established measures of the same concept. While discriminant validity confirmed that the scale was sufficiently distinct from related constructs. The reliability and validity of item scales were analysed using WarpPLS 7.0 software. Model fit was assessed based on the criteria recommended by Kock (2012), where the p-values for the average path coefficient (APC) and average r-squared (ARS) should be below 0.05, and the average variance inflation factor (AVIF) should be less than 5. Based on these results, the author concluded that the proposed dimensions for measuring the set of constructs were valid.

**Table 1:** Confirmatory factor analysis of the final model

<b>Factor</b>	<b>Items</b>	<b>Factor loading</b>	<b>Cronbach’s alpha</b>	<b>AVE</b>
<b>Green image</b>	G11	0.861	0.898	0.711
	G12	0.833		
	G13	0.865		
	G14	0.833		
	G15	0.821		
<b>Green trust</b>	GT1	0.790	0.791	0.548
	GT2	0.822		
	GT3	0.727		
	GT4	0.633		
	GT5	0.714		
<b>Green Satisfaction</b>	GS1	0.861	0.735	0.658
	GS2	0.863		
	GS3	0.698		
<b>Green loyalty</b>	GL1	0.646	0.854	0.705
	GL2	0.919		
	GL3	0.857		
	GL4	0.907		

To assess the reliability and validity of the constructs, confirmatory factor analysis (CFA) was conducted using WarpPLS. The results are summarized in Table 1. All factor loadings exceeded the recommended threshold of 0.60 (Chin, 1998), indicating acceptable item reliability. Cronbach’s alpha values for each construct ranged from 0.735 to 0.898, surpassing the minimum

threshold of 0.70, and confirming internal consistency (Nunnally & Bernstein, 1994).

The Average Variance Extracted (AVE) values for all constructs were above the 0.50 benchmark (Fornell & Larcker, 1981), demonstrating convergent validity. Specifically, Green Image (AVE = 0.711), Green Trust (AVE = 0.548), Green Satisfaction (AVE = 0.658), and Green Loyalty (AVE = 0.705) all met the required levels. These results indicate that the measurement model has satisfactory reliability and validity, making it suitable for further structural analysis using PLS-SEM.

Table 2: Discriminant validity analysis

GI	GT	GS	GL	
GI	0.843			
GT	0.502	0.740		
GS	0.383	0.668	0.811	
GL	0.560	0.620	0.616	0.840

Discriminant validity was assessed using the Fornell-Larcker criterion, where the square root of the Average Variance Extracted (AVE) for each construct (shown on the diagonal) should be greater than its correlations with other constructs (Fornell & Larcker, 1981). As shown in Table 2, all diagonal values (square roots of AVE) are higher than the inter-construct correlations:

- Green Image (GI) has a square root of AVE = 0.843, greater than its correlations with GT (0.502), GS (0.383), and GL (0.560).
- Green Trust (GT) has a square root of AVE = 0.740, higher than its correlations with GI (0.502), GS (0.668), and GL (0.620).
- Green Satisfaction (GS) has a square root of AVE = 0.811, which exceeds its correlations with GI (0.383), GT (0.668), and GL (0.616).
- Green Loyalty (GL) shows a square root of AVE = 0.840, also greater than its correlations with GI (0.560), GT (0.620), and GS (0.616).

These results confirm that each construct is empirically distinct from the others, establishing satisfactory discriminant validity of the measurement model.

Structural model result

SEM fit measures indicate that the ft of the model is very good. Regarding the structural equations, the findings show that green overall image and green trust have positive effects green satisfaction (p value =.05 and P<0.01 respectively) H1 and H2 accepted. The result shows positive relationship between the green satisfaction and green loyalty (p<0.01). Thus, H3 is supported. (Figure 1).

Figure 1: Structural model test

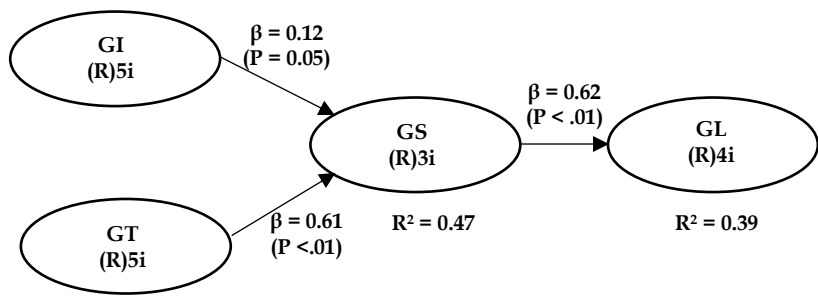


Table 3: Summary for support for structural model relationships

Path	Path coefficient (β)	P value	Significance Test result	R square value
BI ---> BS	0.12	p = 0.05	Supported	0.47 0.39
BT --> BS	0.67	p < 0.01	Supported	
BS --> BL	0.62	p < 0.01	Supported	

Discussion and managerial implications

The findings of this study provide valuable insights into the significance of adopting green and sustainable practices in the hotel industry. The results highlight that green image and green trust positively influence green satisfaction, which, in turn, drives green loyalty among customers. With R-square values of 0.47 and 0.39, the model demonstrates that a substantial portion of green satisfaction and green loyalty is explained by these constructs. The association between a hotel's green image and customer satisfaction is becoming increasingly clear people really appreciate eco- friendly efforts and often feel more satisfied when they see them. To boost

their green image, hotels can adopt sustainable practices like using energy-efficient lighting, cutting down on waste, conserving water, and opting for eco-friendly products. Research shows that a solid green image can build customer trust and loyalty. For example, Han et al. (2011) pointed out that a hotel's reputation for being environmentally friendly plays a big role in how satisfied customers feel and whether they'll come back. So, it's crucial for hotels to effectively share their green initiatives through marketing campaigns, social media, and signage within the hotel to really enhance their green image.

The significance of these elements in the hotel sector is demonstrated by the close relationship between green trust and satisfaction. Guests are increasingly preferring hotels that demonstrate eco-friendliness and environmental consciousness. To improve customer loyalty, hotel managers should prioritize eco-initiative activities such as environmentally friendly lighting, energy conservation, and other green practices. Environmental audits and certifications also help increase customer confidence in the hotel industry.

The results indicate a significant relationship between green loyalty and green satisfaction. When clients are happy, they are more likely to stay loyal and refer friends and family to the hotel. Therefore, green marketing and eco-initiatives are crucial for business sustainability. Simple activities such as offering eco-friendly amenities, serving organic food, and involving guests in sustainability programs like tree-planting can significantly enhance both satisfaction and loyalty. Choi and Parsa (2006) stated that green satisfaction not only fosters loyalty but also encourages positive word-of-mouth and repeat business.

The study highlights the potential for green and sustainability initiatives to positively influence customer retention. Sustainability practices help hotels differentiate themselves, which becomes their competitive advantage. Investing in green technologies and practices not only meets customer expectations but also reduces operational costs in the long run.

Employees play a key role in creating a positive green experience for guests. Therefore, companies should invest in training programs

to educate staff on promoting eco-friendly initiatives and to make them aware of environmental policies and sustainability practices. When employees are well-informed, they can clearly communicate the hotel's green message to customers, thereby boosting customer trust and satisfaction.

It is evident from the study that green practices have a substantial effect on customer satisfaction and loyalty. To improve customer retention and loyalty, hotels should prioritize green image, trust, and eco-friendly experiences for their customers. This will help hotels to achieve a competitive edge in the industry.

### **Theocratical implication**

There have been very few studies conducted on how hotels' green marketing initiatives affect the green loyalty of hotel customers. In the present scenario, the influence of green image and green trust has become particularly relevant, especially as the government has introduced several policies promoting environmentally friendly practices. The contribution of the hospitality industry toward sustainable development is remarkable.

Few studies clearly state how green image and green trust affect green satisfaction and green loyalty, even though the relationship between brand image, brand trust, satisfaction, and loyalty has been thoroughly examined. This study contributes to the growing body of literature by highlighting the importance of green image and green trust in shaping green satisfaction and loyalty.

The study also explores the effect of green satisfaction on green loyalty in the hospitality market. Furthermore, it reveals a positive and significant impact of green image on green satisfaction, and a similarly positive effect of green trust on green satisfaction. By implementing green initiatives and fostering trust in these efforts, hotels can enhance green loyalty among their customers. Overall, the study confirms the influence of green image and green trust on green satisfaction, and their subsequent effect on green loyalty.

### **Limitations and future research scope**

The study makes multiple contributions to sustainability practices in the hospitality industry. However, it is not without limitations.



Firstly, the sample design was based on judgment sampling, which may not be fully representative, as it is a non- probability sampling method. The data was collected from travellers visiting different locations, without any specific representation or categorization during sample selection. Therefore, it is recommended that future studies collect samples from different categories of travellers, ensuring equal participation from both leisure and business travellers. The moderating effect of respondent categories should also be considered in future research. Additionally, the mediating role of green trust was not explored in this study. Brand trust, as a key construct, can be considered for its potential mediating effect in the relationship between brand image and green satisfaction.

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Appendix

Construct	Identification	Item
Green Image	GI1	This hotel company is regarded as the point of reference of environmental commitments
	GI2	This hotel company has a strong environmental reputation
	GI3	This hotel company is successful about its environmental protection
	GI4	This hotel company is well-established about its environmental concerns
	GI5	This hotel company is trustworthy about its environmental promises
Green Trust	GT1	The environmental commitments of this hotel company are generally reliable
	GT2	The environmental performance of this hotel company is generally dependable
	GT3	The environmental argument of this hotel company is generally trustworthy



Construct	Identification	Item
	GT4	The environmental concerns of this hotel company meet my expectations
	GT5	This hotel company is sincere and honest about its environmental protection
Green Satisfaction	GS1	The choice of this hotel company due to its environmental commitment makes me happy
	GS2	I consider it is correct to stay in this hotel company because of its environmental commitment
	GS3	I am satisfied with this hotel company because of its environmental performance
Green Loyalty	GL1	I generally choose this hotel company as my first option
	GL2	I would stay in this hotel company although other competitors had the same environmental attributes
	GL3	I will choose this hotel company as my first option in the future
	GL4	I would make positive comments about this hotel company to family and friends