

Impact of Green Marketing on Brand Image and Eco-Friendly Environment of Travel & Tourism Sector

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Abstract

As awareness of global warming and environmental issues grows, the travel and tourism industry adopt sustainable practices to sustain their business. Green marketing is the key to achieving this goal by enhancing brand image and associating it with social responsibility. The study aims to establish the significance of green marketing in the travel and tourism industry to explore its impact on brand loyalty, recommendations, environmental issues, and other marketing elements travellers consider. An online survey was performed for the study, and a suitable statistical test using PLS-SEM software was adopted to investigate the connections between the variables. The survey revealed that sustainable travel practices mediated the relationship between travel habits and brand loyalty, highlighting the positive effect of green marketing on traveller behaviour. By embracing green marketing strategies, travel and tourism organizations can contribute to a greener future while improving their brand image and attracting more environmentally conscious customers.

Keywords: *Travel and Tourism, Green Marketing and Brand Image, Sustainable Travel Choices, Brand Loyalty and Recommendations (BLR), Traveller's Responsibility (TR), and Green Marketing Influence (GMI).*

1. Introduction

The travel and tourism enterprise are a vital sector that contributes about 10% of global GDP and employment (Gheorghe et al., P., & Roşca, I. M. (2023)). This industry is at a turning point during rising environmental concerns. It is a pressing requirement for the sector to adapt, develop, and embrace eco-friendliness as climate change emerges as a persistent worldwide concern. Businesses in the travel and tourism enterprise can lessen their environmental effect and improve their brand image by emphasizing eco-friendly efforts, including cutting carbon emissions, saving energy, and restricting waste (Hall, 2019; Ramos and Prideaux, 2014; Rahman and Nguyen-Viet, 2023; Meler and Ham, 2012).

The travel and tourism industry (TTI) presents significant environmental challenges such as greenhouse gas emissions, water consumption, waste generation, and biodiversity loss (Gheorghe et al., 2023). These challenges have become more pressing in the context of climate change and its threat to the viability and appeal of many tourism destinations. Hence, the travel and tourism industry must adopt sustainable practices that minimize environmental impact and enhance social responsibility (Lee et al., 2021). One way to

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achieve sustainability in this sector is through green marketing. Green marketing refers to marketing products or services presumed to be environmentally safe. Its goal is to satisfy the needs and wants of environmentally conscious consumers while creating a positive image for businesses offering such products or services. This change in perspective has given rise to the idea of employing green marketing to preserve a sustainable environment while improving the brand image in the travel and tourist industry (Nekmahmud, 2020; Sung et al., 2021; Tshuma, 2022). Green marketing can also help the travel and tourism industry comply with environmental regulations, gain a competitive advantage, and improve customer loyalty (Gheorghe et al., P., & Roşca, I. M. (2023). To help the society and economy, build an eco-friendly environment and shape a positive brand image in the travel and tourism industries enhancing brand image is one of the key benefits of using green marketing techniques in the travel and tourist industry, and companies can capitalize on an increasing number of conscious consumers by connecting their brands to sustainability (Shafiq et al., 2023; Ogiemwonyi et al., 2023).

Although green marketing is not new in the travel and tourism industry, it has gained more popularity in recent years due to consumers' increasing awareness and demand for eco-friendly tourism products and services. And has been widely studied, but concerning the travel and tourism sector empirical evidence is still needed on how green marketing affects the brand image of different tourism businesses, such as hotels, airlines, tour operators, and destinations. Particularly, there is still needs to be more understanding of how green marketing can address the challenges of consumer satisfaction, trust, and loyalty in the context of sustainable tourism. Therefore, this paper seeks to fill these gaps by conducting a study with correlational and comparative analysis of green marketing and brand image and other marketing elements in the travel and tourism sector and proposing a conceptual framework for developing effective campaigns.

2. Literature Review and Hypothesis

2.1 Travel and Tourism Habits (TTH)

Travel and tourism habits (TTH) refer to the patterns and preferences of travelers in choosing, planning, and experiencing their trips. TTH can be influenced by various factors, such as personal characteristics, motivations, expectations, perceptions, attitudes, values, and travelers' behaviors (Siri, R., et al., (2012). A study revealed that the impact of the COVID-19 pandemic on TTH has significantly disrupted the travel and tourism industry and the TTH of travelers (Fetzer, T.,el al. 2020). A studies have investigated how Sustainability influences the travel motivations, attitudes, values, choices, and behaviors of travelers (Ibnou-Laaroussi, S., et al., 2020; Choe, Y., et al., (2023).

Kinczel and Müller, (2022) comprehend travel preferences, hobbies, and travel reasons of people which revealed that leisure trips are popular, with common activities including nature walks, hiking, visiting historic sites, and appreciating architecture.

2.2 Green Marketing and Brand Image (GMBI)

For a good reason, green marketing has become a buzzword in business. Recent studies have shed light on the importance of green marketing in building brand trust, image, and purchase intention. Alamsyah et al, (2020) found a link between the implementation of environmentally friendly marketing strategies and the improvement of these retail companies' corporate image and financial performance. Agustina et al, (2023) examined the interactions between green branding, green advertising, consumer green realization, and intent to purchase for eco-friendly items. Green advertising considerably raises consumer green awareness, which has a beneficial effect on the intention to buy environmentally friendly items. The study (Tian, Y., el al., 2022). shows that greenwashing can significantly undermine the positive effects of green marketing on brand trust, highlighting the need for businesses to be transparent and authentic in their

green marketing efforts. Another study (Tan Z. et al., 2022) found that practical green marketing approaches can boost customer purchase intention, meaning companies prioritizing sustainability can attract more environmentally conscious consumers. Finally, the study (Badhir S. et al., 2020) provides valuable insights into how green branding strategies can be developed for the hospitality market by emphasizing the role of green brand image as a mediator between perceived benefits and brand preferences, trust, loyalty, and corporate image. These findings make a compelling case for businesses to prioritize green marketing as a key strategy in promoting sustainability and building a loyal customer base.

2.3 Sustainable Travel Choices (STC)

Sustainable travel choices (STC) are becoming increasingly popular among travelers for a good reason. They aim to minimize travel's negative environmental, social, and economic impacts while maximizing the positive ones. From choosing more sustainable modes of transport to engaging in responsible behaviors, STC can make a real difference (Schönherr et al., B. (2023). Studies have shown that STC can reduce greenhouse gas emissions, resource consumption, pollution, congestion, noise, and biodiversity loss (Alam M Z., and Abunar S., 2023). By promoting social cohesion, cultural diversity, community empowerment, poverty alleviation, human rights protection, and peacebuilding, STC enhances the overall travel experience (Niedzielski et al. (2014). STC can also generate economic benefits for local businesses, destinations, and regions while improving travelers' health, well-being, happiness, learning, and personal growth. To encourage STC, providing information and education on the benefits and costs of different travel options is crucial. Offering incentives and rewards for choosing more sustainable travel alternatives, applying regulations and policies that support or restrict certain travel behaviors, designing infrastructure and services that enable or improve access to more sustainable travel modes, creating and communicating a positive image and identity for sustainable travel choices, and involving and empowering travelers in the co-creation of sustainable travel experiences are some practical ways to encourage STC. By making sustainable travel choices, travelers can contribute to a better world while having an enjoyable and fulfilling travel experience difference (Alam M. Z., 2023).

Budd and Ison (2020) argue that responsible transport, which combines environmental sustainability, public health, and human responsibility, is crucial to developing post-COVID transportation policy and practice. Alyavina et al. (2020) recommend encouraging ethical Mobility as a Service (MaaS) use, launching public engagement campaigns, and discouraging the purchase and use of private cars. Pop et al. (2022) demonstrates the significant impact of SMIs in influencing sustainable customer behavior. To encourage STC, provide information and education on the benefits and costs of different travel options, offer incentives and rewards for sustainable travel alternatives, apply regulations and policies that support sustainable transport, design infrastructure and services that enable access to sustainable travel modes, and create a positive image and identity for sustainable travel choices.

2.4 Brand Loyalty and Recommendations (BLR)

Brand loyalty is vital in conquering businesses, particularly in the automobile industry. Customers' attachment and commitment to a specific brand can significantly impact customer retention, marketing costs, market share, and word-of-mouth (Chih-Hung et al., 2019). According to Upamannyu et al. (2021), consumer durables in emerging economies show that credible and beneficial products can influence customers' brand loyalty and word-of-mouth, leading to positive recommendations and increased brand awareness. Therefore, businesses must build brand loyalty and trust by consistently providing high-quality products and services that meet customers' needs. Doing so can improve their reputation, customer engagement, and overall business performance (Azizan et al., (2019). Some of the common findings are that BLRs are influenced by a combination of

cognitive, affective, and behavioral factors, that BLRs have positive effects on both customers and businesses, and that BLRs vary depending on the type, context, and mode of recommendation (Alam, M. (2023). By fusing perceived risk and trust, Pahlevi and Suhartanto, (2020) showed how important environmental trust, perceived danger, quality, and value are in fostering loyalty and helping environmentally friendly organizations become more competitive while solving environmental issues. The extensive literature on brand suggestions and loyalty emphasizes the importance of understanding the factors influencing customers' attitudes and behaviors towards a brand, such as customer satisfaction, perceived value, brand image, and trust, and leveraging them to foster positive brand experiences and loyal customer relationships.

2.5 Traveller's Responsibility (TR)

Traveler's Responsibility (TR) is an emerging concept in tourism literature that highlights the importance of responsible travel behavior by tourists. According to Islam, M. F., et al., (2023), TR refers to tourists' ethical, moral, and environmental responsibilities towards their destination and its inhabitants. TR encompasses various issues, including environmental sustainability, cultural sensitivity, and social responsibility. Several examinations have explored the factors that influence TR. For example, personal values significantly influence tourists' TR. Similarly, Choi, Y., et al., (2020) found that tourists with a strong sense of responsibility towards the environment and local community are likelier to engage in responsible travel behavior. Moreover, several studies have highlighted the positive outcomes of TR. For instance, Huang, K., et al., (2020) found that tourists who engage in responsible travel behavior have a more authentic and meaningful travel experience. Furthermore, responsible travel behavior can positively impact the local community and environment (Gao et al., 2021). In conclusion, TR is gaining importance in the tourism industry as more tourists recognize the importance of responsible travel behavior. The literature suggests that education, awareness, personal values, and a sense of responsibility towards the environment and local community are crucial factors that influence TR. Responsible travel behavior can also lead to positive outcomes for tourists, the local community, and the environment.

Perera, (2021) to examine the connections between young travellers in Sweden's personal norms and their intents to support the environment. Due to measure variation, they were unable to assess the moderating effects of awareness of the environment and assigned responsibility. It recommends destination marketing companies to use focused efforts to influence societal norms for environmentally friendly tourist behaviours. Todorova et al, (2021) focused on the crucial part that personal norms play in the influence of ecologically themed eWOM on travellers' environmentally responsible behaviour. Results showed that eWOM had little effect on behaviour. The very limited number of samples and possible outcome biases were limitations.

2.6 Green Marketing Influence (GMI)

Green Marketing Influence (GMI) has become a critical concept in recent years as environmental concerns take centre stage in the global agenda. GMI refers to how marketing activities and strategies impact consumers' environmental attitudes and behaviours - a critical concern for businesses that want to stay appropriate and prosperous (Akram, H., et al. (2023). Studies have uncovered the factors that influence GMI, showing that consumers are more likely to engage in eco-friendly behaviours when they believe their actions will positively impact the environment. Similarly, when consumers perceive that a product contributes to a cleaner environment, they are more likely to purchase it (Gao et al., 2022). The use of eco-labelling has also been found to significantly impact consumers' environmental attitudes and behaviours, increasing their willingness to pay for environmentally friendly products and their perceptions of their environmental benefits. Companies that want to remain ahead of the curve must take notice of GMI and incorporate environmental messaging and eco-labelling into their

marketing strategies (Song et al., 2019). By doing so, they can positively influence consumers' environmental attitudes and behaviours while meeting their commercial objectives. However, businesses must ensure their environmental claims are transparent and accurate, as misleading information can erode consumers' trust and loyalty. In conclusion, GMI is a critical concept that businesses must consider. By understanding the factors influencing consumers' environmental attitudes and behaviors, businesses can develop effective marketing strategies that promote environmental sustainability and contribute to a better world.

The effect of environmentally friendly hotel policies on brand equity, customer happiness, and word-of-mouth was examined by Moise et al, (2019). Findings emphasized the necessity of environmentally friendly procedures in hotels to satisfy customer demand by highlighting the favourable impact of "green" activities on customer loyalty, satisfaction, and WOM. The confined focus and possible response biases were limitations. The influence of green washing by businesses on customers' green purchasing behaviour was examined in the Chen et al (2020) which highlighted the intermediary functions of green brand image and customer loyalty. The results highlighted the necessity for businesses to eliminate "green washing," improve brand image and loyalty, and foster environmentally conscious consumer behaviour. Alam M. Z. (2023) sought to determine how self-reference effect, reasoning quality, and emotions related to environmental protection affected the success of green advertising. The influence of perceived green initiative objectives and incentive mechanisms on consumer choices was examined in the Chang et al, (2019) which focused on the moderating effects of regulation fit with green marketing messaging. Findings highlighted how important it was to match regulatory fit with environmental messaging, offering insightful information for both theory and practice. Limitations included the need for more extensive study across a variety of customer categories and regulated experimental settings.

Research gap

To address pressing environmental challenges like climate change, researchers often examine the pro-environmental behaviours of tourists. And they fill the gap by measuring green brand equity in developing economies. The research aims to furnish tourism industry operators with valuable insights to bridge their knowledge gaps concerning the sustainability and perception of green tourism. Consequently, there has been a notable emphasis on studying tourists' environmental responsibility, while other aspects related to pro-environmental behaviours remain relatively underexplored. In the study, we have developed a green tourism model and introduced associated hypotheses to delve deeper into the subject.

This study proposes the following hypothesis:

Hypothesis 1: Travel and Tourism Habits (TTH) positively affect Green Marketing and Brand Image (GMBI).

Hypothesis 2: Sustainable Travel Choices (STC) positively influence Travel and Tourism Habits (TTH).

Hypothesis 3: There is a significant connection between Green Marketing and Brand Image (GMBI) and Brand Loyalty and Recommendations (BLR).

Hypothesis 4: Traveller's Responsibility (TR) is positively associated with Sustainable Travel Choices (STC).

Hypothesis 5: Green Marketing Influence (GMI) positively correlates with Green Marketing and Brand Image (GMBI).

Hypothesis 6: Traveller's Responsibility (TR) moderates the relationship among Green Marketing Influence (GMI) and Green Marketing and Brand Image (GMBI).

Hypothesis 7: Brand Loyalty and Recommendations (BLR) are positively influenced by Travel and Tourism Habits (TTH).

Hypothesis 8: Sustainable Travel Choices (STC) mediate the relationship between Travel and Tourism Habits (TTH) and Brand Loyalty and Recommendations (BLR).

In addition, this study covers the methodology, encompassing data collection and the research instrument, statistical analysis, and delved into the findings obtained from the analysis. The final section concludes the research.

3. Methodology

Figure 1 depicts the conceptual model, which consists of primary independent variables such as Travel and Tourism Habits (TTH), Brand Loyalty and Recommendations (BLR), and Green Marketing Influence (GMI), respectively. The mediated variable is Sustainable Travel Choices (STC), and the moderating variable is the Traveller’s Responsibility (TR). The dependent variable, Green Marketing and Brand Image (GMBI), formed by the interaction of these components, will serve as the primary focus of the research.

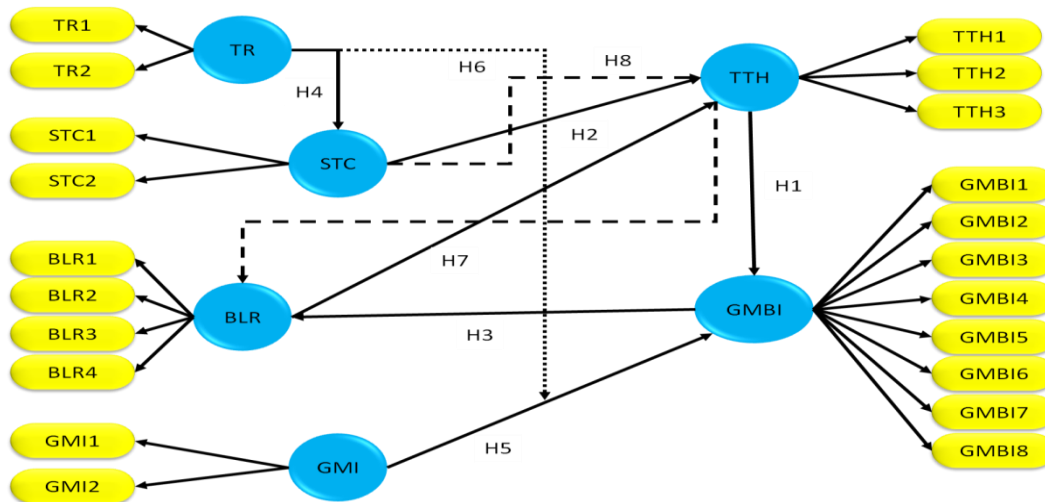


Figure 1: Conceptual model

[Note: Dotted line - moderator relationship, dash lines - mediator relationship, and solid line- direct relationship between variable]

3.1 Data Collection

The dataset contains information on 360 individuals from various cities of India through online. In addition to this, it incorporates survey responses across many categories, such as Travel and Tourism Habits (TTH), Green Marketing and Brand Image (GMBI), Sustainable Travel Choices (STC), Brand Loyalty and Recommendations (BLR), Traveller's Responsibility (TR), and Green Marketing Influence (GMI). These survey responds can reveal different aspects of the respondent's attitudes, behaviours, or perspectives. Information about the participants' profiles is shown in Table 1.

Table 1: The Demographic characteristics

| Characteristics | | Occurrence | Percentage (%) |
|-----------------|----------|------------|----------------|
| Gender | Men | 120 | 33.3 |
| | women | 240 | 66.6 |
| | Under 18 | 60 | 16.6 |

| | | | |
|---------------------------|------------------------------------|-----|------|
| Age | 18-24 | 105 | 29.1 |
| | 25-34 | 90 | 25 |
| | 35-44 | 75 | 20.8 |
| | 45-54 | 30 | 8.3 |
| | 55-64 | 0 | 0 |
| | 65 or older | 0 | 0 |
| Educational Qualification | High School or Less | 105 | 29.1 |
| | Some college or associate's degree | 75 | 20.8 |
| | Bachelor's Degree | 105 | 29.1 |
| | Master's Degree | 60 | 16.6 |
| | Doctorate or Professional Degree | 15 | 4.1 |

3.2 Questionnaire Design

The purpose of this study is to achieve a brand image for the travel and tourist industry in order to preserve an eco-friendly environment. A questionnaire design has been developed on an examination of the research on green marketing. Creating a questionnaire with seven essential components is the first step in this process.

1. Demographic Information: Three questions were asked to know the respondents.
2. Travel and Tourism Habits (TTH): There were three questions in this area that explored consumers' attitudes toward travel and tourism.
3. Green Marketing and Brand Image (GMBI): The travel agency's ability to disclose transparent information about its sustainable operations was tested in this section's eight questions.
4. Sustainable Travel Choices (STC): Two questions in this part centered on the results of eco-friendly travel decisions.
5. Brand Loyalty and Recommendations (BLR): This section consisted of four questions that examined brand loyalty and recommendations.
6. Traveller's Responsibility (TR): This section included two questions about the effects of traveller's responsibility.
7. Green Marketing Influence (GMI): The final section included two questions about the effects of green marketing influence.

The questionnaire of the variables was in the ranged a 5-point Likert scale.

3.3 Statistical Analysis

After examining the measurement model's security utilizing the Smart PLS program. We next investigated the correlations that were suggested by our research. Several benefits are available when comparing PLS-SEM to conventional regression analysis or covariance-based SEM. There are three of these:

- (i) To decrease dependence on data hypotheses,
- (ii) The ability to analyze complicated conceptual models and
- (iii) To increase the acceptance of structures consisting of a limited number of components.

For our data analysis, we used Smart PLS. To determine the internal validity and reliability of the model, we used structural equation modelling (SEM), which included confirmatory factor analysis (CFA). Our study utilized PLS-SEM to assess the hypothesis offered among the research parameters.

4. Result and Discussion

4.1 Evaluation of Measuring Model

The measuring model underwent an evaluation to establish the validity and consistency of the measures used before examining the predicted connections in the research. As displayed in Table 2, the factor loading values for the items on their respective constructions exceeded the cut-off point of 0.651. Additionally, all constructs' average variance extracted (AVE) scores were greater than the predetermined cut-off point of 0.501, confirming the invariant validity of the employed calculation. Furthermore, the reliability of the scales utilized in this study was demonstrated by the fact that constructs' composite reliability (CR) and Cronbach's alpha values were more significant than the permissible cut-off point of 0.701.

Table 2: Analysis of validity and reliability

| Construct | Items | α | Loading | AVE | CR |
|---|-------|----------|---------|-------|-------|
| Travel and Tourism Habits (TTH) | TTH1 | 0.853 | 0.651 | 0.536 | 0.853 |
| | TTH2 | | 0.653 | | |
| | TTH3 | | 0.655 | | |
| Green Marketing and Brand Image (GMBI) | GMBI1 | 0.852 | 0.657 | 0.535 | 0.852 |
| | GMBI2 | | 0.659 | | |
| | GMBI3 | | 0.752 | | |
| | GMBI4 | | 0.754 | | |
| | GMBI5 | | 0.756 | | |
| | GMBI6 | | 0.758 | | |
| | GMBI7 | | 0.760 | | |
| | GMBI8 | | 0.762 | | |
| Sustainable Travel Choices (STC) | STC1 | 0.776 | 0.701 | 0.536 | 0.776 |
| | STC2 | | 0.702 | | |
| Brand Loyalty and Recommendations (BLR) | BLR1 | 0.889 | 0.711 | 0.566 | 0.889 |
| | BLR2 | | 0.712 | | |
| | BLR3 | | 0.713 | | |
| | BLR4 | | 0.714 | | |
| Traveler's Responsibility (TR) | TR1 | 0.870 | 0.680 | 0.568 | 0.870 |
| | TR2 | | 0.681 | | |
| Green Marketing Influence (GMI) | GMI1 | 0.869 | 0.675 | 0.570 | 0.885 |
| | GMI2 | | 0.677 | | |

The results for the constructs' discriminant validity are shown in Table 3. To satisfy the given criterion, every construct's square root of AVE should be higher than its correlation with all other parameters. In this analysis, all AVE square roots outperformed the correlation values. We used an increased modern technique called the heterotrait-monotrait (HTMT) ratio to evaluate discriminant validity further. Based on this methodology, the HTMT ratio value should be < 0.85, as in this investigation. The findings listed in Table 3 confirm the constructs used in this study's discriminant validity.

Table 3: Analyzing discriminating validity

| Construct's | 1 | 2 | 3 | 4 | 5 | 6 |
|--|-------|-------|-------|-------|-------|-------|
| 1. Travel and Tourism Habits (TTH) | 0.752 | 0.239 | 0.423 | 0.206 | 0.385 | 0.425 |
| 2. Green Marketing and Brand Image (GMBI) | 0.241 | 0.732 | 0.637 | 0.639 | 0.686 | 0.638 |
| 3. Sustainable Travel Choices (STC) | 0.423 | 0.637 | 0.733 | 0.685 | 0.720 | 0.734 |
| 4. Brand Loyalty and Recommendations (BLR) | 0.204 | 0.642 | 0.686 | 0.733 | 0.719 | 0.687 |
| 5. Traveler's Responsibility (TR) | 0.388 | 0.688 | 0.688 | 0.740 | 0.752 | 0.689 |
| 6. Green Marketing Influence (GMI) | 0.425 | 0.690 | 0.720 | 0.718 | 0.756 | 0.721 |

A visual representation of the measuring model's evaluation, including the dependent variable, independent variable, mediating variables, and moderating variable, is shown in Figure 2. The variable effect factors for travel and tourism habits (TTH), sustainable travel choices (STC), brand loyalty and recommendations (BLR), traveller's responsibility (TR), and green marketing influence (GMI) are shown in Table 4.

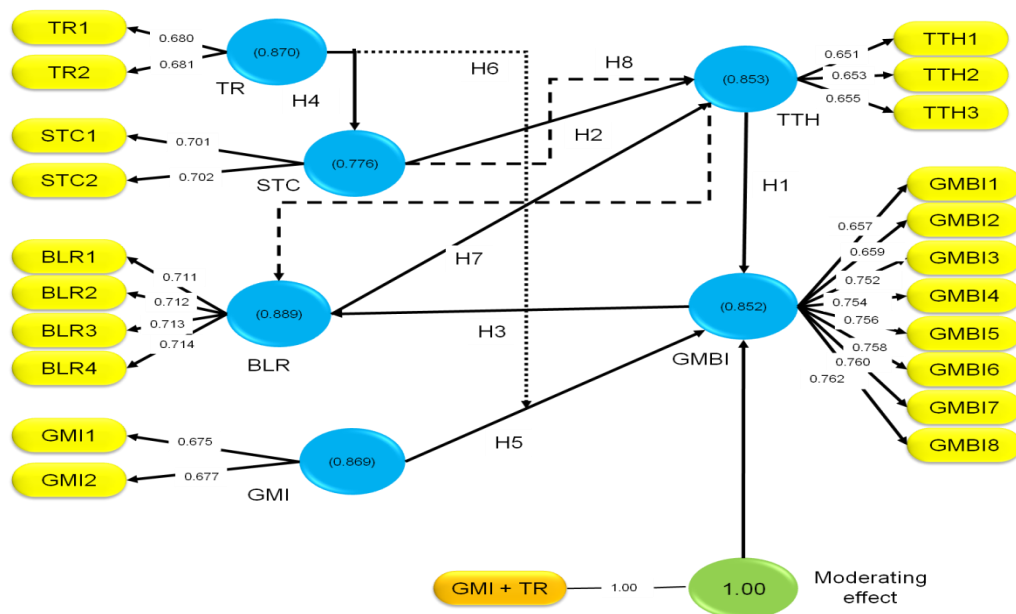


Figure 2: Graphical representation of the measuring model's evaluation.

Table 4: Factor influencing variation

| Constructs | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|-------|---|-------|---|---|
| 1. Travel and Tourism Habits (TTH) | - | 1.396 | - | - | - | - |
| 2. Green Marketing and Brand Image (GMBI) | - | - | - | 1.939 | - | - |

| | | | | | | | |
|----|---|-------|-------|-------|---|---|---|
| 3. | Sustainable Travel Choices (STC) | 1.697 | - | - | - | - | - |
| 4. | Brand Loyalty and Recommendations (BLR) | 1.940 | - | - | - | - | - |
| 5. | Traveler's Responsibility (TR) | - | - | 1.392 | - | - | - |
| 6. | Green Marketing Influence (GMI) | - | 1.395 | - | - | - | - |

4.2 Structural Model

The direct proposed connections between the variables in this study are demonstrated by the standardized path coefficients in Table 5. Travel and tourism habits and green marketing and brand image ($\beta = 0.470$ **, $t = 4.705$), sustainable travel choices and travel and tourism habits ($\beta = 0.290$ ***, $t = 3.673$), green marketing and brand image and brand loyalty and recommendations ($\beta = 0.310$ ***, $t = 3.245$), traveler's responsibility and sustainable travel choices ($\beta = 0.335$ ***, $t = 3.443$), green marketing influence and green marketing and brand image ($\beta = 0.360$ **, $t = 3.445$), brand loyalty and recommendations and travel and tourism habits ($\beta = 0.363$ **, $t = 3.018$) were statistically significant. These findings provide empirical support for the study's first five direct hypotheses (H1-H5) and seventh hypothesis (H7).

Table 5: A direct effect hypothesis

| Hypothesis | Direct Connection | Std. Error | Std. Beta | F-Square | T – Values | p – Values |
|------------|-------------------|------------|-----------|----------|------------|------------|
| H1 | TTH → GMBI | 0.097 | 0.470 | 0.281 | 4.705 | ** |
| H2 | SCT → TTH | 0.078 | 0.290 | 0.151 | 3.673 | *** |
| H3 | GMBI → BLR | 0.95 | 0.310 | 0.153 | 3.245 | *** |
| H4 | TR → STC | 0.98 | 0.335 | 0.142 | 3.443 | *** |
| H5 | GMI → GMBI | 0.115 | 0.360 | 0.162 | 3.445 | ** |
| H7 | BLR → TTH | 0.121 | 0.363 | 0.165 | 3.018 | ** |

Note: ** $p < 0.01$, *** $p < 0.001$, Travel and Tourism Habits (TTH), Green Marketing and Brand Image (GMBI), Sustainable Travel Choices (STC), Brand Loyalty and Recommendations (BLR), Traveller's Responsibility (TR), and Green Marketing Influence (GMI).

As shown in Table 6, there was a significant mediating role for Sustainable Travel Choices (STC) in the relationship between Travel and Tourism Habits (TTH) and Brand Loyalty and Recommendations (BLR) ($\beta = 0.18$ *, $t = 2.24$), thereby supporting the validity of hypothesis H8 in the study. The hypotheses testing direct effect are shown in Figure 3.

Table 6: A mediation effect hypothesis

| Hypothesis | Indirect Connection | Std. Error | Std. Beta | p – Value | T – Value |
|------------|---------------------|------------|-----------|-----------|-----------|
| H8 | TTH → SCT → BLR | 0.077 | 0.18 | * | 2.24 |

Note: * $p < .05$

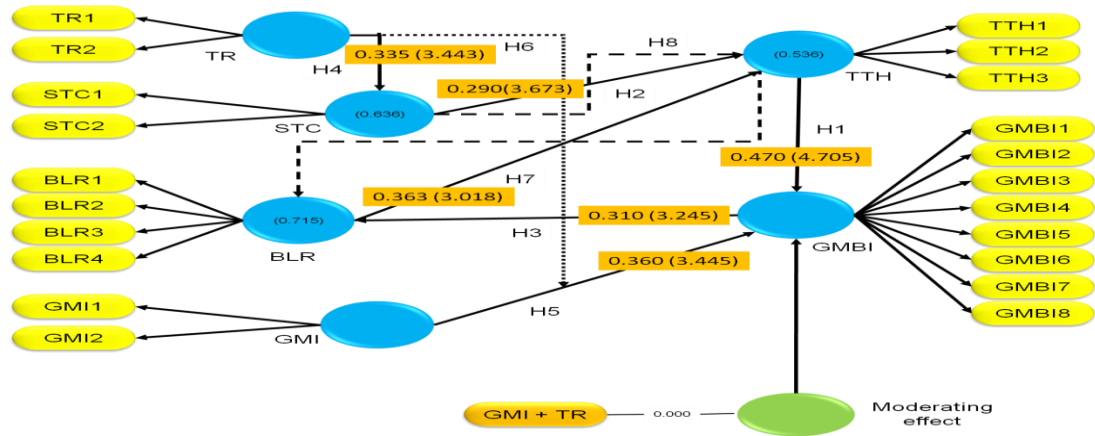


Figure 3: A direct effect hypothesis

Additionally, we evaluated the cross-validity redundancy (Q^2) and coefficient of determination (R^2) for the result of the variables in Table 7. Travel and tourism habits (TTH), brand loyalty and recommendations (BLR), and sustainable travel choice (STC) had adjusted R^2 values of 0.532, 0.709, and 0.709, respectively. Over the dependent variables, all independent factors are predictively relevant, as shown by the Q^2 scores of 0.257, 0.289, and 0.358 for TTH, STC, and BLR, respectively (see Figure 4).

Table 7: Model Fit Statistics for Variables

| Latent Variables | Q^2 | R^2 | R^2_{Adj} |
|---|-------|-------|-------------|
| Travel and Tourism Habits (TTH) | 0.257 | 0.536 | 0.535 |
| Sustainable Travel Choices (STC) | 0.289 | 0.636 | 0.635 |
| Brand Loyalty and Recommendations (BLR) | 0.358 | 0.715 | 0.710 |

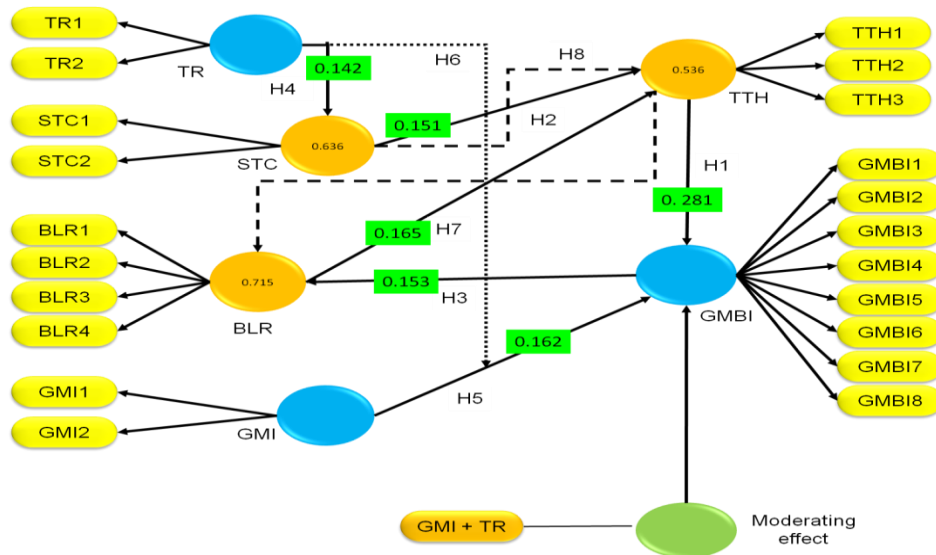


Figure 4: Graphical representation of F-Square and R-Square

4.3 Discussion

Hypothesis 1 asserts that travel and tourism habits (TTH) favour green marketing and brand image (GMBI). The findings reveal a significant association ($\beta = 0.281, p < 0.01$) across these factors, with travel and tourism habits influencing green marketing and brand image favorably. This suggests that people who practice eco-friendly travel

habits are more probable to have a positive perception of companies that make an effort to promote their products in an friendly method. This result supports the concept that customer's value eco-friendly travel strategies, when encouraged effectively, they contribute to positive brand perceptions. Hypothesis 2 asserts that travel and tourism habits (TTH) are positively impacted by sustainable travel choices (STC). The results show a significant relation between travel and tourist behaviour and sustainable travel selections ($p < 0.001, \beta = 0.151$). This suggests that utilizing eco-friendly transportation methods encourages travellers to use ethical transportation methods. This result emphasizes the value of promoting and marketing friendly travel options to affect customer behaviour.

Brand Loyalty and Recommendations (BLR) and Green Marketing and Brand Image (GMBI), according to Hypothesis 3, are related. The study found a substantial correlation between Green Marketing and Brand Image, increasing Brand Loyalty and Recommendations ($p < 0.01, \beta = 0.153$). This emphasizes the potential for eco-friendly marketing techniques to increase brand loyalty and promote favourable recommendations from others, emphasizing the commercial benefits of sustainable branding. Hypothesis 4 asserts a beneficial relationship between traveller responsibility (TR) and sustainable travel decisions (STC). The findings demonstrate a significant association among these variables ($\beta = 0.142, p < 0.001$). This suggests that those who consider themselves responsible travellers are inclined to choose environmentally friendly travel methods. It emphasizes the importance of individual ethics and accountability in promoting accountable travel practices.

Green marketing influence (GMI) and green marketing and brand image (GMBI), according to hypothesis 5, are correlated. The findings support the concept that green marketing has a favourable effect on a brand's reputation for environmental management because they indicate a significant association ($\beta = 0.162, p < 0.01$) between these variables. The effect of Green Marketing Influence (GMI) on Green Marketing and Brand Image (GMBI) is based on a measure of Traveller's Responsibility (TR), according to Hypothesis 6. In other words, the relationship among a company's eco-friendly marketing initiatives and its brand image is determined by how ethical travellers perceive themselves in terms of sustainability and eco-friendly practices.

Hypothesis 7 suggests that Travel and Tourism Habits (TTH) favourably impact Brand Loyalty and Recommendations (BLR). The findings indicate a significant connection ($\beta = 0.165, p < 0.01$) between these factors, suggesting that people with sensitive travel habits can probably form brand loyalty and give favourable recommendations. This emphasizes the relationship between ecologically friendly travel habits, support, and demonstrations. The idea of mediation is introduced in Hypothesis 8, which contends that Sustainable Travel Decisions (STC) mediate the connection between Travel and Tourism Habits (TTH) and Brand Loyalty and Recommendations (BLR). The findings support the mediation function of sustainable travel decisions ($\beta = 0.18, p < 0.05$), demonstrating that eco-friendly travel decisions are essential in explaining the relationship across travel behaviours and brand loyalty and recommendations. This emphasizes the significance of marketing eco-friendly travel options to encourage consumer brand loyalty and favourable word-of-mouth recommendations. Hypothesis 1 directly addresses the relationship between Travel and Tourism Habits and the desired outcome of achieving a positive Brand Image through Green Marketing in promoting an eco-friendly environment.

The study highlights the complex relationships between travel behaviour, sustainable purchasing, green marketing, company reputation, and customer loyalty. They attract attention to the opportunity for companies to use tactics to improve consumer loyalty and brand perception, ultimately profiting from the rising demand for eco-friendly travel experiences.

5. Conclusion

The travel and tourism sector is significant to the world economy, but it also has environmental responsibilities with global warming and increasing ecological consciousness. This study highlights the significance of adopting eco-friendly practices through green marketing to improve the reputation of travel and tourism firms. The dataset, which was collected from 120 individuals residing in various cities, delves into topics such as Travel and Tourism Habits (TTH), Green Marketing and Brand Image (GMBI), Sustainable Travel Choices (STC), Brand Loyalty and Recommendations (BLR), Traveller's Responsibility (TR), and Green Marketing Influence (GMI), providing insights into behaviours, actions, and perspectives. Using a Likert scale as the evaluation tool, statistical methods, such as Partial Least Square Structural Equation Modeling (PLS-SEM), were used to identify and verify the correlations between these variables. The finding of this research shows that hypothesis 1 (H1) directly addresses the relationship across Travel and Tourism Habits and the desired outcome of achieving a positive Brand Image through Green Marketing in the context of promoting an eco-friendly environment. The research substantiates the significance of responsible vacation options as a moderating factor in the relationship between tourist behaviours and brand loyalty. It also highlights the crucial part that sustainable tourist solutions perform in determining a company's brand image and the level of consumer loyalty it receives in the travel and tourism sector.

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