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A STUDY ON SUSTAINABLE GREEN MARKETING PRACTICES IN THE HOSPITALITY INDUSTRY

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ABSTRACT
Sustainability has emerged as a critical concern for the global hospitality industry due to increasing environmental challenges and changing consumer preferences. Green marketing has become an important strategy for hotels and hospitality organizations to promote environmentally responsible practices while gaining competitive advantage. The present study examines sustainable green marketing practices in the hospitality industry and analyses customers' awareness, perception, and attitude towards green initiatives adopted by hotels. The study is based on both primary and secondary data. Primary data were collected from hotel customers using a structured questionnaire, while secondary data were obtained from journals, reports, and official publications. Simple percentage analysis was used to interpret the primary data. The findings reveal that customers show a positive attitude towards green marketing practices and prefer hotels that adopt sustainable initiatives. The study concludes that effective implementation of green marketing can contribute to environmental sustainability as well as long-term business growth in the hospitality sector.

KEYWORDS: *Sustainable Development, Green Marketing, Hospitality Industry, Environmental Responsibility, Customer Perception*

1. INTRODUCTION
The hospitality industry is one of the fastest-growing sectors worldwide and significantly contributes to economic development, employment generation, and tourism growth. However, it is also a major consumer of natural resources such as water, energy, and food, leading to environmental degradation. In recent years, sustainability has become a core concern for hospitality organizations, prompting them to adopt environmentally friendly practices.

Green marketing refers to the marketing of products and services based on their environmental benefits. In the hospitality sector, green marketing includes practices such as energy-efficient operations, waste reduction, water conservation, use of eco-friendly products, and promotion of sustainable tourism. With increasing environmental awareness among consumers, hotels are increasingly using green marketing strategies to attract environmentally conscious customers.

Sustainable green marketing not only helps in reducing environmental impact but also enhances brand image, customer loyalty, and competitive advantage. In this context, the present study focuses on sustainable green marketing practices in the hospitality industry using both primary and secondary data.

2. NEED FOR THE STUDY
The growing concern for environmental sustainability and climate change has forced hospitality organizations to rethink their operational and marketing strategies. Customers today are more informed and prefer services that are environmentally responsible. However, the level of awareness and acceptance of green marketing practices among hotel customers varies.

There is a need to examine customers' perception and attitude towards sustainable green marketing practices in the hospitality industry. Understanding customer awareness can help hotels design effective green marketing strategies that align with sustainability goals and customer expectations.

3. OBJECTIVES OF THE STUDY
1. To study the concept of sustainable green marketing in the hospitality industry.
2. To examine customers' awareness of green marketing practices adopted by hotels.
3. To analyze customers' perception and attitude towards sustainable green initiatives.
4. To identify the benefits of green marketing for hospitality organizations.

4. HYPOTHESES OF THE STUDY
1. Customers are aware of green marketing practices in the hospitality industry.
2. Customers have a positive attitude towards hotels adopting sustainable green practices.

5. REVIEW OF LITERATURE
Sustainable green marketing has received increasing scholarly attention in the context of the hospitality industry due to growing environmental concerns and changing consumer behavior.

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Kotler and Keller (2016) conceptualized green marketing as a strategic approach that integrates environmental considerations into marketing decision-making. They emphasized that organizations adopting green marketing can achieve long-term sustainability and competitive advantage.

Peattie and Crane (2017) critically examined green marketing practices and argued that genuine environmental commitment, rather than symbolic promotion, is essential for credibility and customer trust. Their work highlighted the importance of transparency in green communication.

Han, Hsu, and Sheu (2018) applied the Theory of Planned Behavior to study green hotel selection and found that environmental concern, subjective norms, and perceived behavioral control significantly influence customers' intention to choose green hotels.
Berezan et al. (2019) explored sustainable hotel practices and their impact on customer satisfaction. The study revealed that initiatives such as energy conservation, waste reduction, and eco-certification positively influence customer perceptions and brand loyalty.

Chan (2020) examined green marketing strategies in international hotels and concluded that environmentally responsible practices enhance corporate image and customer trust. The study emphasized the role of eco-labels and sustainability reporting in hospitality marketing.

Sharma and Bansal (2021) focused on Indian hotels and observed that green marketing practices not only reduce environmental impact but also lower operational costs in the long run. The study highlighted barriers such as high initial investment and lack of trained staff.

Rahman, Reynolds, and Svaren (2022) analyzed customer willingness to pay for green hotel services and found that environmentally conscious consumers are willing to pay a premium for sustainable accommodation.

Ghosh and Das (2023) studied sustainability-driven marketing in the Indian hospitality sector and concluded that customer awareness and effective communication play a critical role in the success of green marketing initiatives.

The review of literature indicates that sustainable green marketing practices positively influence customer attitude, satisfaction, and loyalty in the hospitality industry. However, successful implementation depends on customer awareness, organizational commitment, and effective communication strategies, highlighting the need for further empirical research using primary data.

6. RESEARCH METHODOLOGY

6.1 Research Design

The study adopts a descriptive research design.

6.2 Sources of Data

- **Primary Data:** Collected from hotel customers using a structured questionnaire.
- **Secondary Data:** Collected from journals, books, research articles, reports, and websites.

6.3 Sample Size and Sampling Technique

The sample consists of 60 hotel customers selected using convenient sampling method.

6.4 Tool for Data Collection

A structured questionnaire consisting of 10 questions related to awareness, perception, and attitude towards green marketing practices.

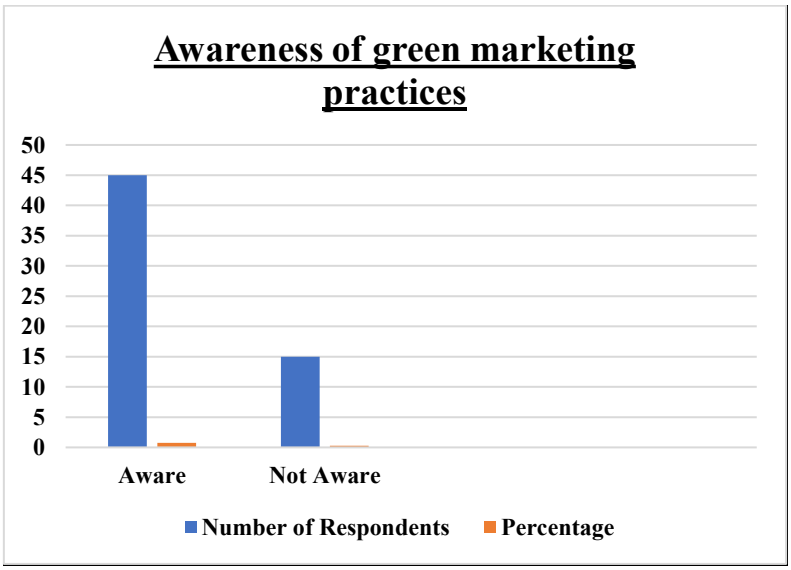
6.5 Method of Data Analysis

Simple percentage analysis was used to analyse the primary data.

7. ANALYSIS AND INTERPRETATION OF DATA

Table 1: Awareness of Green Marketing Practices

	Number of Respondents	Percentage
Aware	45	75%
Not Aware	15	25%

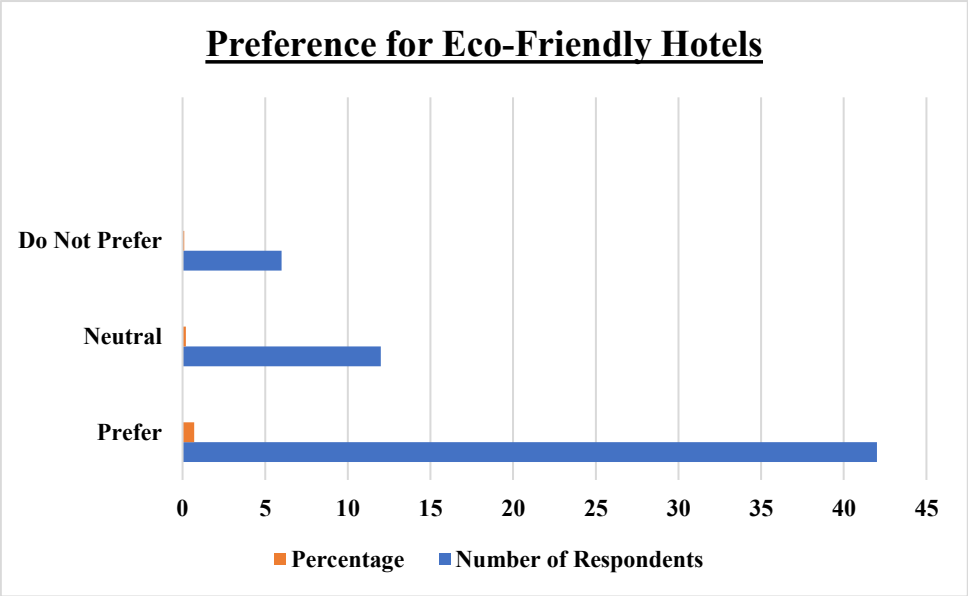


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Interpretation: The table indicates that 75% of respondents are aware of green marketing practices adopted by hotels.

Table 2: Preference for Eco-Friendly Hotels

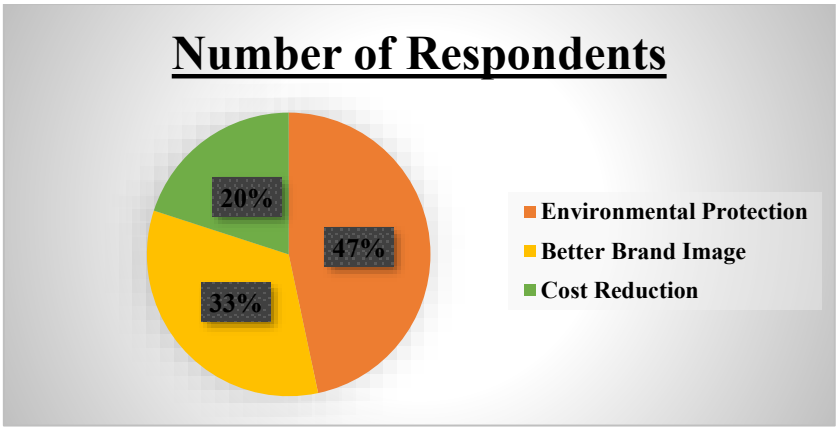
preference	Number of Respondents	Percentage
Prefer	42	70%
Neutral	12	20%
Do Not Prefer	6	10%



Interpretation: A majority of respondents (70%) prefer staying in eco-friendly hotels.

Table 3: Perceived Benefits of Green Marketing

Benefits	Number of Respondents	Percentage
Environmental Protection	28	47%
Better Brand Image	20	33%
Cost Reduction	12	20%

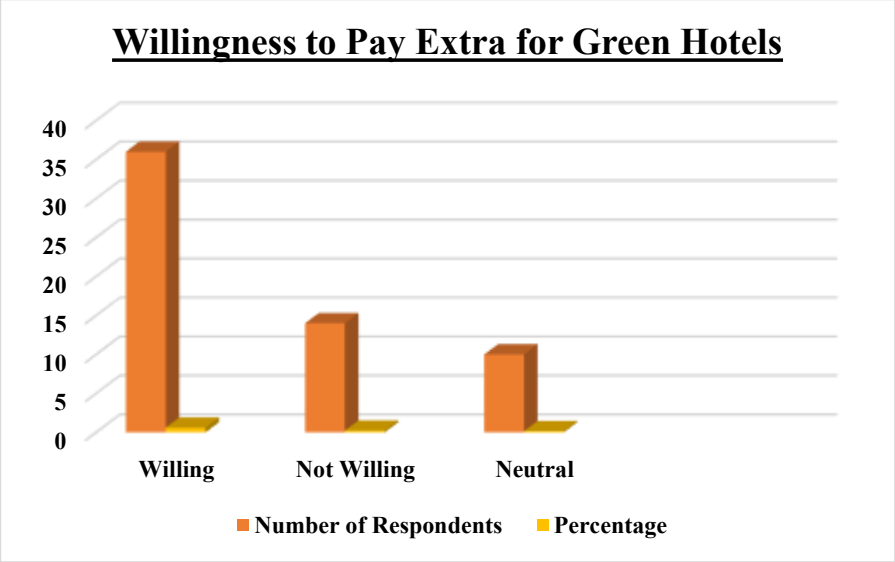


Interpretation: Environmental protection is perceived as the major benefit of green marketing practices.

Table 4: Willingness to Pay Extra for Green Hotels

Response	Number of Respondents	Percentage
Willing	36	60%
Not Willing	14	23%
Neutral	10	17%

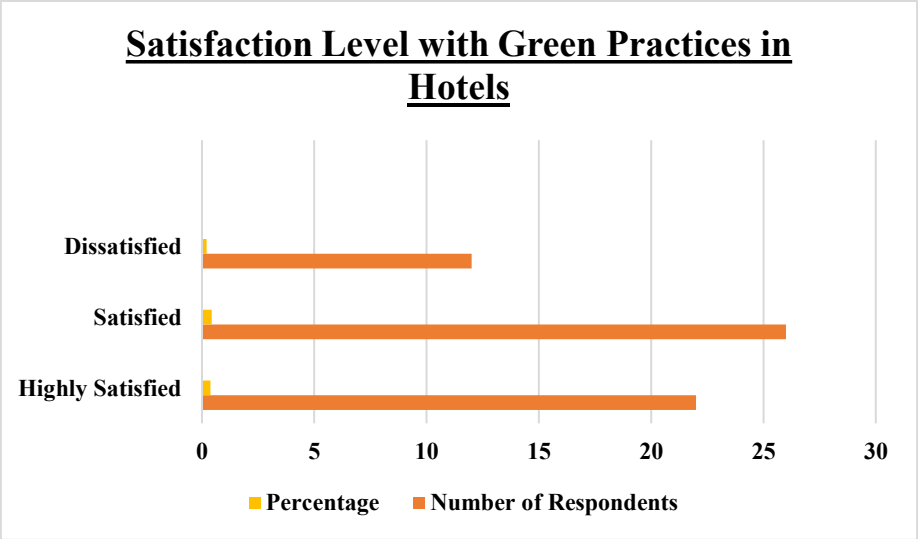
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Interpretation: The table shows that 60% of respondents are willing to pay extra for hotels that follow sustainable green practices, indicating strong customer support for environmental initiatives.

Table 5: Satisfaction Level with Green Practices in Hotels

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	22	37%
Satisfied	26	43%
Dissatisfied	12	20%



Interpretation: A majority of respondents (80%) are either satisfied or highly satisfied with green practices implemented by hotels, reflecting positive customer experience.

8. MAJOR FINDINGS

- Majority of hotel customers are aware of green marketing practices.
- Customers show a positive attitude towards sustainable initiatives.
- Green marketing enhances brand image and customer preference.

9. SUGGESTIONS

- Hotels should actively promote their green initiatives to increase customer awareness.
- Staff training programmes should be conducted to ensure effective implementation of sustainable practices.
- Hospitality organizations should adopt internationally recognized sustainability standards.

10. CONCLUSION

Sustainable green marketing has emerged as a strategic necessity for the hospitality industry in the face of escalating environmental concerns, regulatory pressures, and growing

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environmental awareness among consumers. The hospitality sector, being resource-intensive, has a crucial responsibility to adopt sustainable practices that minimize environmental impact while ensuring long-term economic viability.

The present study, based on both primary and secondary data, reveals that customers are increasingly aware of green marketing practices adopted by hotels and generally hold a favorable attitude towards environmentally responsible initiatives. A significant proportion of respondents prefer eco-friendly hotels and express willingness to support such establishments, even by paying a premium price. This indicates a positive shift in consumer behavior towards sustainability-driven consumption in the hospitality sector.

The findings further suggest that sustainable green marketing practices such as energy conservation, waste management, water-saving initiatives, and use of eco-friendly products contribute significantly to customer satisfaction, brand image, and competitive advantage. Hotels that effectively communicate their green initiatives are more likely to build trust, loyalty, and long-term relationships with customers.

However, the study also implies that successful implementation of green marketing requires genuine organizational commitment rather than superficial promotional activities. Challenges such as high initial investment, lack of trained personnel, and limited customer awareness must be addressed through strategic planning, staff training, and transparent communication.

In conclusion, sustainable green marketing offers a dual advantage to the hospitality industry by promoting environmental sustainability and enhancing business performance. Integrating sustainability into core marketing and operational strategies will not only help hotels meet environmental responsibilities but also ensure resilience, profitability, and competitiveness in the long run. The study underscores the need for continuous innovation, policy support, and stakeholder collaboration to strengthen sustainable green marketing practices in the hospitality industry..

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