

Research Article

THE IMPACT OF HOTEL GREEN PRACTICES ON GREEN SATISFACTION, POSITIVE MOOD, AND THEIR WORD-OF-MOUTH INTENTION

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ABSTRACT

Aims: The study aims to investigate the influence of green practices (GP) in hotels on consumer perceptions and behaviors, specifically examining how GP factors affect customer satisfaction, positive mood, and intention to recommend the hotel through word-of-mouth. **Design & Methodology:** The research methodology involves a quantitative approach, utilizing surveys and data analysis to examine the relationships between GP factors and guest behaviors. The study sample consists of individuals who have experienced green services in hotels in Vietnam, with data collected through online and offline surveys. After approximately eight weeks of data collection, a total of 591 response documents were gathered to fulfill the sample target requirement for data analysis. The research methodology involves a quantitative approach, purposive sampling technique and structural equation model design. The data analysis utilizes PLS-SEM via SmartPLS 3.0 to evaluate relationships put forth in the research model. **Results:** The research findings indicate that certain GP factors have a significant direct positive influence on customers' word-of-mouth behavior after their experience at a hotel. Specifically, factors like energy conservation, recycling and reuse, and green physical environment design were found to impact customers' intentions to recommend the hotel through word-of-mouth. The study also examined the mediating effects of variables like green satisfaction on the relationship between GP factors and customer behavior. **Conclusion:** The analysis provides insights into how environmentally sustainable practices in hotels can influence customer perceptions and behaviors, with implications for the hospitality industry. Overall, the research aims to contribute to the understanding of how environmentally sustainable practices in hotels impact consumer behavior and satisfaction, with a focus on the Vietnamese hospitality industry.

Keywords: Green practices, word-of-mouth, green satisfaction, positive mood.

INTRODUCTION

The hotel industry is a major consumer of energy and resources in its day-to-day operations, leading to a large environmental impact (Gossling and Peeters, 2015). The environmental effect of this sector may be observed by several means, such as the excessive depletion of natural resources, the extensive growth of tourist infrastructure, and the intake of a substantial number of visitors (Robinot and Giannelloni, 2010). Gossling and Peeters (2015) anticipated that the energy usage of the tourist sector will quadruple over the next 25 years. Additional research also emphasizes that hotels are the predominant form of accommodation and a vital sector in the travel and tourism industry. Nevertheless, they also require a substantial amount of energy and use huge quantities of water in their daily activities (Han *et al.*, 2018; Verma and Chandra, 2016). From this perspective, the ongoing growth of the tourism industry requires a focus on sustainability, which is a major issue for several stakeholders including governments, managers, and customers (Lee, 2011). Implementing eco-friendly measures can help hotels reduce their environmental impact, save operating costs, and improve efficiency (Graci and Kuehnel, 2011). The travel and tourism business has recently witnessed the emergence of sustainable practices (Londono and Hernandez-Maskivker, 2016). This trend has also changed customers' perspective to economic sustainability and environmental friendliness. One way to reduce the negative impacts on the industry is to adopt eco-friendly practices and operational changes to promote sustainability in hotels. Implementing these measures not only minimizes the adverse effects but also enables

hotels to gain a competitive edge in the market (Cerutti *et al.*, 2016; Yadav and Pathak, 2016). Hotels in several countries are adopting various initiatives, including recycling programs, utilizing local products, and complying with energy-efficient architecture and environmental certification requirements like LEED (Berezan *et al.*, 2014).

Green hotels are acknowledged for their ecologically conscious practices, which include water conservation, energy efficiency, solid waste reduction, recycling, and the reuse of durable things. Their primary goal is to save the environment (Kushwaha and Sharma, 2016). Limited scholarly articles in the Vietnam context investigate the impact of green hotel practices on customers' intentions to engage in word-of-mouth. Instead, these articles concentrate on research and observation pertaining to hotel operations, increased consumer conduct. Thai and Nguyen (2022) specifically examine the impact of green practices on customer satisfaction. However, their investigation delves more extensively into the Citizen Behavior aspect of consumers rather than word-of-mouth intention subsequent to utilizing green services. Additionally, the investigation of the impact of green practices on the development of consumers' behavioral intentions was the focus of Trang *et al.*, (2018). As a result, we will examine and clarify the relationship between green practices in hotels, customer satisfaction, positive mood, and customer word-of-mouth intentions using the SOR model in this report. The aim of this study is to apply the S-O-R model to comprehend how the linkage of stimuli including GP elements in hotels affects organisms including green satisfaction level and customer mood.

THEREOTICAL FRAMEWORK

Mehrabian and Russell's (1974) stimulus-organism-response (SOR) paradigm serves as the foundation for the current investigation. The

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SOR model (Figure 1), devised by Mehrabian and Russell in 1974, stands as one of the earliest frameworks to examine the impact of atmosphere on consumer consumption behavior. Moreover, it continues to be effectively applied in contemporary times. hour. Stimuli are hypothesized to influence the affective state of consumers (in this case, hotel patrons utilizing green services). The stimuli provided by businesses are defined as a collection of qualities that impact consumer perceptions according to the S-O-R framework (Su *et al.*, 2016). A stimulus is defined as any element present in the environment that elicits an internal reaction from an individual. The internal process that mediates between stimuli and consumer response is referred to as the organism. In essence, it encompasses activities that involve cognition, physiology, senses, and thought (Bagozzi, 1986). Responses encompass psychological reactions such as attitudes or behavioral intentions, as well as the ultimate results or actions of the subject in reaction to initial stimuli (Bagozzi, 1986). In essence, the S-O-R paradigm is predicated on a tripartite procedure comprising stimulus, organism, and response. Put simply, when an individual is exposed to environmental stimuli (e.g., green images, green practices, green air), they experience an emotional state (e.g., excitement or pleasure), which subsequently influences their behavior (e.g., approaching or avoiding). The objective in the hospitality sector is "approach" rather than "avoidance," the latter of which suggests a positive intention regarding the service purchase. Shown in Figure 1 is the SOR model:

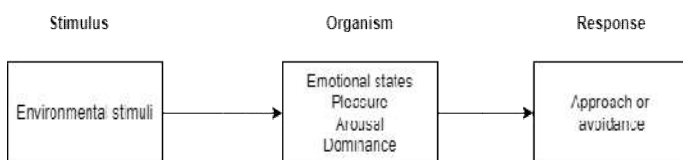


Figure 1: Stimulus Organism Response (SOR) Model. Source: Mehrabian and Russell (1974).

Stimulus

Erdogan and Tosun (2009) examined the environmental characteristics of lodging establishments for tourists from seven key vantage points: architectural design, energy efficiency, water conservation, environmental education, communication regarding environmental awareness, and management expertise. However, not every aspect of environmentally sustainable practices implemented by hotels is readily apparent to patrons. Trang *et al.*, (2019) have delineated five primary components of environmentally conscious practices that are readily identifiable to consumers: customer benefits, energy efficiency, recycling policy, water utilization efficiency, and green landscape. In a similar fashion, this study examines elements that are readily apparent to consumers and have an effect on their emotions and behavior: energy conservation, water conservation, recycling and reuse, food-focused attributes, green activities, and green physical environment design.

As one of the most energy-intensive industries, the hotel sector incurs correspondingly elevated expenses. 60% of carbon emissions from the hospitality industry are attributable to energy consumption, which has increased by 25-30% over the past few decades, according to Upadhyay and Vadam (2015). Energy, which comprises a negligible 3-6% of a hotel's operational expenses, is frequently the second most significant cost factor following labor expenses (Bohdanowicz *et al.*, 2001). Similar to energy consumption, water usage in hotels is directly proportional to usage levels and also differs depending on the quality of service rendered. In general, the proportion of water utilized by hotels that is not in food and beverage production areas is the smallest, accounting for an estimated 33-44% of total hotel water use

in guest rooms. 18-28%, 15-17% for lavatories, and 11-20% for laundry services (Deng and Burnett, 2002). Besides, an estimated one thousand kilos of waste can accumulate annually and more than one kilogram of waste can be produced by the average hotel, according to one study (Bohdanowicz, 2005; Han, Hsu, & Sheu, 2010). By implementing recommended waste management practices, hotels have the potential to decrease their waste output by as much as 30% via reuse and recycling. In consideration of the environmental and health benefits of organic food, a significant number of hotels worldwide are concentrating on incorporating organic food services for their patrons. However, priority should be given to purchasing recycled, local, and seasonal foods when shopping (Teng *et al.*, 2012). In addition, in order to garner consumer recognition and mitigate its environmental footprint, the hotel industry is adopting cutting-edge green practices in energy conservation, recycling and reuse, employee education regarding environmental protection, customer outreach regarding environmental concepts, and public transportation placement (Hsiao, Chuang and Huang, 2018). Moreover, the term "green design in lodging" pertains to the construction and upkeep of elements on the interior and exterior of a hotel that are intended to produce the most eco-friendly and sustainable final product possible. It is evident that hotels that effectively integrate "green designed" initiatives can decrease energy and water consumption, enhance customer satisfaction, and ultimately profit from the operational advantages of green products (Han *et al.*, 2011).

Organism

Chen (2010) identified the increasing prevalence of environmental awareness and cited Zeithaml's (1988) definition of "green satisfaction" as "a gratifying degree of contentment derived from fulfilling consumer requirements that align with their environmentally conscious inclinations, sustainable perspective, and green requirements." Customers' expectations will be validated when their perceptions align precisely with those expectations (Jiang and Rosenbloom, 2005). Brunssmith *et al.*, (2015) demonstrate that while the correlation between green practices and customer satisfaction is weaker when essential attributes are taken into account, the absence of green practices does not result in a decrease in customer satisfaction. On the contrary, an alternative perspective posits that the correlation between customer satisfaction and service quality is moderated by environmentally favorable attributes (Lee and Cheng, 2018). The correlation between contentment and various green practices has been investigated by a number of authors (Berezan *et al.*, 2013a; Han *et al.*, 2018). Positive customer emotions are intricately connected to the amenities offered in the room within the domains of tourism and hospitality (Kandampully and Suhartanto, 2000). Specifically, customers are more likely to experience positive emotional responses when they are presented with room amenities of superior quality (Choi and Chu, 2001). The significance that environmentally sustainable practices hold for consumers in the lodging sector has been established by a number of studies (Han *et al.*, 2009; Kang *et al.*, 2012; Kim and Han, 2010). The incorporation of a green aesthetic into the hotel's overall image is anticipated to elicit an emotional response from patrons (Lee *et al.*, 2010). Numerous research domains, including numerous facets of the tourism and hospitality sector, have established that multisensory (GP) stimuli elicit internal emotions and subsequently influence human behavior (Brochado *et al.*, 2021; Wiedmann *et al.*, 2018; Argo and Dahl, 2020).

Response

Intangibility renders it impossible to evaluate a service prior to purchase; therefore, service-oriented organizations (e.g., hotels) may find WOM to be especially significant. When services are complex or

high-risk, WOM becomes particularly crucial (Jalilvand and Samiei, 2011). On the basis of this literature, one might hypothesize that consumers' intention to spread the word about green hotels is positively impacted by their level of green satisfaction with regard to environmental commitments and considerations (Chen, 2010). Prior studies have established a clear and substantial correlation between customer satisfaction and behavioral outcomes, more specifically word-of-mouth (WOM) (Kumar *et al.*, 2013; Wirtz and Chew, 2002). Likewise, within the realm of hospitality, there exists a contention that content patrons are more inclined to divulge details regarding their favorable encounters and offer unbiased endorsements (Clemes *et al.*, 2010; Luo and Qu, 2016; Pizam *et al.*, 2016; Swanson and Hsu, 2011).

RESEARCH METHOD

Quantitative research methods are regarded as appropriate approaches to conducting this research. A total of 591 response documents were gathered in order to fulfill the sample target requirement for data analysis. Participants in this study are individuals who have been served green services at any hotel. As a result of restricted connectivity and accessibility, the research was centered on individuals residing in Vietnam during the study period. In order to address the aforementioned constraint, purposive sampling was selected. The survey utilized in this research comprises three primary sections. The initial section collects demographic information, while the second section inquires about respondents' perspectives on the significance of six GP factors in relation to the hotel's environmental protection endeavors. The final section is purpose-built and centres on gathering sentiments to assess the dependent and independent variables of the research model, namely GS, GPM, and WOM. In order to evaluate all constructs, a Likert-type scale consisting of five points was utilized: "1" denoted "strongly disagree," "2" "disagree," "3" "neutral," "4" "agree," and "5" "strongly agree."

The data analysis procedure will commence with the application of PLS-SEM in SmartPLS version 3 to assess the hypotheses put forth in the research model. On the basis of reliability, convergent validity, and discriminant validity, a model evaluation is provided. Furthermore, the predictable goodness of fit (Q Square), R Square (explained variance), and f Square (effect size) were deemed significant variables in the structural model. More precisely, the objective of this research is to assess the validity and reliability of the measurements through an examination of the present. Using PLS-SEM, this study will objectively and precisely evaluate the established relationships concerning GPs, patient perceptions, and their intentions to spread word-of-mouth.

FINDINGS

Demographic analysis

Of the total 591 survey participants, 18.4% are students, while office workers account for the highest proportion with 25.4%. Other job groups such as Manager/Supervisor, Freelancer and Business Owner have more modest rates, 17.6%, 17.4% and 12.4% respectively. Other occupations account for 7.1% and housewives account for the lowest proportion at only 1.7%. Regarding the number of times they experienced green services in hotels, up to 204 people out of 591 participants only used the service once, accounting for 34.5%. The number of people who have used the service from 2 to 4 times accounts for 24.4%, 18.6%, and 11.2% respectively, while the number of people who have ever experienced green services is only one-third compared to the number of people who have just experienced it once, is 11.2%. Regarding educational level, people

with university degrees account for the largest proportion with 50.1%; Meanwhile, the rates of the "High school", "Vocational school", "College" and "Post-graduate" groups are 9.6%, 7.6%, 22.7%, and 10% respectively.

Measurement Model Assessment

The correlation strength values between latent variables (constructs) and observed variables (items) constitute factor loadings. Based on the aforementioned criteria and the data presented in Table 1, it is evident that one item lacks sufficient reliability to support the Water Saving factor. Conversely, the remaining 47 items demonstrate sufficient reliability to assess alternative factors. Despite the fact that the Water Savings factor is supported by only three items and one of those items is only 0.02 units smaller than 0.7, we concluded that item is still sufficiently reliable to support the Water Savings factor and ensure the research's validity. According to a study conducted by Hair *et al.*, (2013), the evaluation of convergent validity involved the condition that the Composite Reliability of every construct exceeded 0.7. As demonstrated in Table 1, when the value falls within the range of 0.8 to 0.9, it signifies that the model has converged and that all the criteria have been satisfied.

Table 1: Findings of Internal Consistency

Constructs	Items	Composite Reliability	Factor Loadings
GA (Green activities)	GA1 - GA6	0.914	0.782 – 0.826
GD (Green design)	GD1 - GD5	0.905	0.749 – 0.851
GF (Food-focused attributes)	GF1 - GF5	0.896	0.775 – 0.816
RR (Recycling & reuse)	RR1 - RR6	0.912	0.727 – 0.833
ES (Energy saving)	ES1 - ES6	0.901	0.786 – 0.825
WS (Water saving)	WS1 - WS3	0.855	0.680 – 0.893
GPM (Guest positive mood)	GM1 - GM5	0.916	0.805 – 0.846
GS (Green satisfaction)	GS1 - GS6	0.917	0.796 – 0.816
WOM (Word-of-mouth)	WOM1 - WOM4	0.893	0.808 – 0.833

Discriminate value refers to the extent to which a particular construct genuinely differentiates itself from other constructs; this determines its distinguishing power. The evaluation of this segregation was conducted utilizing loadings and the Fornell and Larcker criterion, demonstrated in Table 2 (Hair *et al.*, 2014). This criterion suggests that the structure in question is more likely to share variation than other structures, as indicated by the square root of the average variance extracted.

Table 2: Fornell & Larcker Criterion

	ES	GF	GD	GA	GP M	GS	WO M	RR	WS
ES	0.803								
GF	0.360	0.796							
GD	0.378	0.363	0.810						
GA	0.393	0.397	0.393	0.799					
GP M	0.397	0.311	0.342	0.384	0.828				
GS	0.411	0.326	0.400	0.451	0.321	0.805			

WO	0.40	0.28	0.37	0.38	0.48	0.42	0.82		
M	0	9	8	7	6	0	2		
RR	0.41	0.32	0.42	0.43	0.37	0.45	0.41	0.79	
	8	6	6	8	0	9	1	6	
WS	0.38	0.26	0.38	0.34	0.36	0.38	0.30	0.43	0.81
	5	7	8	6	1	8	9	4	6

Structural Model Assessment

VIF (Variance Inflation Factor) is frequently employed to determine whether or not two variables are collinear. As stated by Hair *et al.*, (2014), collinearity is not a significant concern in prediction structures, as evidenced by the data in Table 3 containing illustrative VIF values; that is, all numbers must be less than five. As a result, the ongoing investigation can proceed without facing the challenge of collinearity. In particular, there are nine independent variables in this study that lack any correlation with one another.

Table 3: Findings of the Collinearity Assessment

	GPM	GS	WOM	Colliearity Issues
ES	1.426	1.426	1.498	No
GF	1.319	1.319	1.333	No
GD	1.438	1.438	1.469	
GA	1.462	1.462	1.554	No
GPM			1.377	No
GS			1.537	No
WOM				No
RR	1.533	1.533	1.603	No
WS	1.384	1.384	1.431	No

The difference between the observed correlation and the model-implied correlation matrix is designated as SRMR. This enables us to assess the model's absolute compatibility. Utilizing the Standard Root Mean Square (SRMR) is a reliable approach for conducting comparisons, regardless of whether one assumes normality or encounters atypical data (Maydeu-Olivares, 2017a). The SRMR of the model was ascertained to be 0.043, which falls within the threshold established by Hu and Bentler (1999) of SRMR values below 0.1 or 0.08. Henseler *et al.*, (2014) proposed SRMR as a viable metric for application in PLS-SEM, thereby mitigating biases that may arise in descriptive modeling.

The estimation of the associated prediction (Q-squared value), the coefficient of determination (R-squared value), and the estimated effect size are utilized in the evaluation of model fit. proposed by Hair *et al.*, (2014). Hair F. Hair *et al.*, The R Square value, which is a secondary instrument for model evaluation, was devised by Stone (1974) and Geisser (1975) to assess the degree of prediction relevance. A higher value of R Square indicates a more precise measure of prediction. R Square's precise standard value is dependent on the discipline and complexity of the analysis. The R Square value is commonly utilized in structural modeling and is quantified between 0 and 1, where higher values signify enhanced reliability. The R-squared value for customer positive mood is 0.273, as shown in Table 4. This indicates that the six predictor variables of Green Practice explain 27.3% of the variance in customer experience with regard to positive mood. To summarize, the constructs exhibit a rather high squared value, which signifies an average degree of reliability.

Stone (1994) and Geisser (1995) have introduced an alternative approach to assess model fit, equivalent to the R Square value, known as the predictive relevance or Q square value. It has been

demonstrated by researchers that the path model exhibits predictive significance for a specific dependent structure when the Q-squared value of a reflective endogenous latent variable surpasses a threshold of zero. The findings presented in Table 4 demonstrate that the Q Square values for all constructs exceed zero. This suggests that there are statistically significant relationships between the predictors and all dependent variables in the model. This exemplifies the adaptability and efficacy of the model in forecasting critical variables.

Table 4: Results of R Square & Q Square

	R Square	Q Square
Guests' Positive Mood	0.273	0.173
Green Satisfaction	0.349	0.209
Hotel Guest' Word-of-Mouth	0.362	0.228

Direct effects

In order to ascertain the structural path's significance, 5000 iterations of the bootstrapping procedure were implemented. In addition, a two-tailed test with a significance level of 0.05 was utilized to execute the procedure. The statistical analysis conducted did not yield any evidence in support of the three relationships, as shown in Table 5. The only components of green practices that exhibit a direct positive influence on customers' word-of-mouth behavior subsequent to their experience at a hotel are energy conservation (O=0.107; t-value=2.392; p=0.017), recycling and reuse (O=0.113; t-value=2.348; p=0.019), and green physical environment design (O=0.1; t-value=2.173; p=0.03). The relationship of ES -> WOM, RR -> WOM, and GD -> WOM are accepted when the p-value is less than 0.1 and the T-value is greater than 1.96.

Table 5: Path Analysis

Relationships	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Values	Decision
ES -> WOM	0.107	0.045	2.392	0.017	Supported
GF -> WOM	0.010	0.043	0.231	0.817	Not Supported
GD -> WOM	0.100	0.046	2.173	0.030	Supported
GA -> WOM	0.074	0.047	1.556	0.120	Not Supported
RR -> WOM	0.113	0.048	2.348	0.019	Supported
WS -> WOM	-0.015	0.047	0.318	0.750	Not Supported

Mediating effects

In order to conduct the mediation analysis, Hair *et al.* (2016) estimated both the total and specific indirect effects. In accordance with the statistical discovery of indirect effects (T value greater than 1.96, p-value less than 0.05, two-tailed). The potential outcomes of the tie-breaker process are as follows (Hayes and Rockwood, 2016).

Mediation variable: Green Satisfaction (GS)

This section presents comprehensive data pertaining to the function of intermediate variables, with particular attention given to Table 11 featuring the intermediate variable GS. By employing mediation analysis and the bootstrapping method, this study also aimed to establish a causal relationship between the factors of GP, GS, and their WOM subsequent to utilizing the service (Hayes, 2009). The findings regarding GF -> GS -> WOM (T=1.174, p=0.241) and GD ->

GS -> WOM (T=1.917, p=0.055) indicate that they do not satisfy the statistical conditions T value < 1.96 and P value > 0.05, as shown in Table 11's indirect effect analysis results. This study concludes that the mediating function of GS regarding the influence of GF and GD factors on WOM is not fulfilled. While Table 5 indicates that there is no direct positive relationship between GA and WS factors and WOM, Table 6 provides evidence that GA has an indirect effect on WOM (T=2.567, p=0.01) and (T=2.114, p=0.035). Furthermore, Table 5 and 6 demonstrate that ES and RR not only exert a direct positive influence on WOM, but that GS also serves as a partial mediator in the positive correlation between ES, RR and WOM.

Table 6: Specific Indirect Effects (Mediator: GS)

Relationships	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Value	Decision
ES -> GS -> WOM	0.023	0.010	2.216	0.027	Partial mediation
GF -> GS -> WOM	0.009	0.008	1.174	0.241	Not Supported
GD -> GS -> WOM	0.019	0.010	1.917	0.055	Not Supported
GA -> GS -> WOM	0.032	0.013	2.567	0.010	Full mediation
RR -> GS -> WOM	0.031	0.012	2.479	0.013	Partial mediation
WS -> GS -> WOM	0.019	0.009	2.114	0.035	Full mediation

Mediation variable: Guests' Positive Mood (GPM)

In a manner analogous to the utilization of the intermediary variable GS, this segment employs the bootstrapping technique to investigate the cause-and-effect connection among GP, GPM, and WOM factors subsequent to customers' engagement with the service via reconciliation analysis (Hayes, 2009). With a T value below 1.96 and a P value exceeding 0.05, the results of the indirect analysis of GPM -> WOM (T=1.669, p=0.095) indicate that the predetermined level of statistical significance is not satisfied. Hence, in support of the rejection of the relationships GF -> GPM -> WOM and GD -> GPM -> WOM, this study concludes that the mediating function of GPM in transmitting the influence of GF and GD factors on WOM is not substantial enough to establish significance. While there is no direct positive correlation between the factors GA and WS and WOM, Table 7 indicates that WOM is influenced indirectly by GA (T=3.027, p=0.03) and WS (T=2.805, p=0.005) via the GPM variable, respectively, forming two full mediation effects. Furthermore, an examination of table 5 and 7 reveals that ES and RR not only exert a direct positive influence on WOM, but also partially mediate the positive correlation between ES, RR, and WOM via GPM. This enhances comprehension of how these variables influence WOM in the context of GPM coordination.

Table 7: Specific Indirect Effects (Mediator: GPM)

Relationships	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Value	Decision
ES -> GPM -> WOM	0.051	0.016	3.250	0.001	Partial mediation
GF -> GPM -> WOM	0.024	0.014	1.723	0.085	Not Supported
GD -> GPM -> WOM	0.025	0.015	1.669	0.095	Not Supported

GA -> GPM -> WOM	0.045	0.015	3.027	0.003	Full mediation
RR -> GPM -> WOM	0.031	0.015	2.051	0.040	Partial mediation
WS -> GPM -> WOM	0.040	0.014	2.805	0.005	Full mediation

DISCUSSION & LIMITATIONS

The investigation delved into the impact of six specific GP factors on WOM intention, mediated by green satisfaction and positive mood. The results provide compelling evidence for the positive correlations between GPs and both GS and positive mood. However, a crucial insight emerges – not all GP factors exert an equal influence. Interestingly, green food was not found to have a significant impact on either GS or positive mood. This suggests that guests may not fully grasp the hotel's green efforts related to food, or they may harbor concerns regarding variety, availability, or the genuineness of such practices.

Furthermore, the study sheds light on the mediating roles of GS and positive mood in the relationship between GPs and WOM intention. The findings reveal that customers experiencing higher levels of GS and positive mood are more likely to become vocal advocates for hotels that embrace green practices. This highlights the importance of hotels implementing GPs that demonstrably enhance the overall customer experience, fostering both environmental satisfaction and a positive emotional response.

These insights translate into valuable implications for various stakeholders within the hospitality industry. Hotel managers can leverage the findings to optimize their environmental performance and gain a significant competitive edge. By strategically implementing green practices that demonstrably enhance customer experience, hotels can cultivate a loyal customer base and attract environmentally conscious travelers. Governments, informed by this research, can develop targeted initiatives to encourage and incentivize the adoption of green practices within the hospitality sector. This can contribute to a more sustainable tourism industry that minimizes environmental impact. Service providers can utilize these findings to develop effective marketing strategies that highlight the environmental benefits of their products and services, resonating with a growing segment of eco-conscious consumers.

While the study offers valuable insights, it is essential to acknowledge its limitations. The research was conducted exclusively in Vietnam, potentially limiting the generalizability of the findings to other countries with diverse cultural contexts and tourism landscapes. Additionally, the data collection occurred at a single point in time, potentially neglecting the dynamic nature of customer perceptions and the evolving environmental landscape. Future research endeavors could address these limitations by expanding the geographical scope to encompass hotels in various regions. Employing longitudinal research designs would allow for a more nuanced understanding of how customer perceptions and behaviors regarding green practices change over time.

Furthermore, the current study primarily focused on the variables within the context of general consumer perception and customer relationships. Future research could delve deeper by incorporating elements from perceived risk theory to explore how perceived risks associated with green practices might influence customer behavior. Examining the relationship from the perspective of customer loyalty or scrutinizing the role of environmental knowledge could also provide valuable insights into how green practices impact positive mood,

WOM intention, green satisfaction, and the mediating roles of these variables.

Finally, the potential for bias in the evaluation of hotels' green initiatives based on demographic factors, such as gender, age, income, and profession, warrants further investigation. Future studies could explore the potential moderating effects of these demographic variables on the relationships identified in this research. Additionally, examining the influence of green practices on other customer behaviors beyond loyalty and trust, such as willingness to pay a premium for green services, could offer a more comprehensive understanding of how green practices shape the hotel customer experience. By addressing these limitations and pursuing these future research avenues, a deeper understanding of the complex interplay between green practices, customer experience, and word-of-mouth intention can be achieved. This knowledge can empower stakeholders within the hospitality industry to develop effective strategies that promote environmental sustainability while simultaneously fostering a positive and memorable customer experience.

CONCLUSION

This research examined the intricate interplay between green practices (GPs), green satisfaction (GS), positive mood, and word-of-mouth (WOM) intention among hotel guests in Vietnam. The findings offer a robust endorsement for the proposed framework, demonstrating that GPs significantly influence customer disposition, environmental awareness, and satisfaction with green initiatives. This positive perception, in turn, translates into a heightened intention to spread positive word-of-mouth about the hotel. This study significantly contributes to the understanding of customer WOM intentions within the Vietnamese hotel industry, highlighting the strategic value of green practices in shaping a positive customer experience.

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