

Novel Green Marketing Strategy Boosting Customer Revisit In Hospitality Industry

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Abstract.

Recently, green marketing strategy (GMS) has been a concern by scholars and companies because many companies are struggling with sustainable goals. GMS's role toward revisiting behavioral intention in the hospitality industry is essential for companies to develop a new green marketing strategy. However, there are few previous studies focused on this work. Thus, the purpose of this research is to fill this theoretical gap. Drawing on service-dominant logic (S-DL), ability-opportunity-motivation (AOM) framework, and existing marketing literature, authors propose a conceptual model that presents the relationships between green marketing strategy and revisiting behavioral intention. Our research clarifies (1) mediating role of customers' green engagement or the relationship of green marketing strategy (green knowledge sharing) on revisiting behavioral intention and (2) moderating role of social media usage on the relationship of firm's green knowledge sharing on customers' green engagement. This paper contributes to existing literature in extending (1) S-DL application in green context to investigate the GMS-revisiting behavioral intention relationship, and (2) AOM framework to explore the moderating effect of this work that gives a theoretical suggestion to scholars working in sustainable marketing management as well as in hospitality industry.

Keywords: Firm's green knowledge sharing; Social media usage; Customer's green engagement; Revisiting behavioral intention

1. Introduction

"Profits will continue to be essential and basic to corporate survival, but the major business challenge today may be to meet the societal needs of a changing environment." (Kelly, 1971). This means that business' marketing strategies that affect outcomes should be beyond financial performance. Today, the government and customers' societal needs for environmental protection have increased pressure for business and tourism management (Pham et al., 2019; Chandy et al., 2021). Indeed, sustainability has transformed into one of the biggest challenges for successfully building a GMS since the beginning of the 21st century (Jones et al., 2008). GMS has been raised globally and paid attention by scholars and practitioners because of its benefits, such as positively effecting on a firm's performance (Hasan & Ali, 2015; Wu & Lin, 2016), enormously increasing on attitude, satisfaction, loyalty and word-of-mouth intention (Gelderman et al., 2021; Randrianasolo, 2021) and enhancing

customers' behavioral intention to revisit (Han & Kim, 2010; Rahman et al., 2015; Yadav et al., 2016).

Today, in particular, both digital marketing and green marketing play a crucial role in achieving a successful green strategy. Several scholars have pursued the integration of digital marketing and green marketing, namely digital green marketing (Bedard & Tolmie, 2018; Zafar et al., 2021), including those in the hospitality industry (Tanford et al., 2020). However, the research scholars today still believe that they have too little knowledge of marketing strategies' role in facing the fundamental challenges to which marketing may improve a better world (e.g., better environment, climate change) (Kotler & Levy, 1969; Chandy et al., 2021).

In terms of the hospitality industry, revisiting behavioral intention concerning conversation issues has been focused on by a few published works, especially the relationship of GMS-customer revisiting (Han & Kim, 2010; Rahman et al., 2015; Chen et al., 2019). However, these studies have some research gaps. First, the primary influence of the studies has concentrated on traditional green practices such as brand green image, green beliefs, and service quality through traditional advertisement activities on customer intention. Yet, long-term green strategies, including training by sharing knowledge and using the power of social media to customers' revisiting, still lack in published studies. Second, S-DL and AOM framework suggests a dyadic model exploring green marketing practices' impacts on customers' intentions and behavior in the green context. But this investigation has not been seen in prior research. Finally, the GMS study on social media is necessary for the hospitality industry because of the benefits achieved from an effective green marketing strategy taking full advantage of online frameworks for increasing environmental marketing performance and competitive advantage.

2. Research Objectives

This work aims to propose a conceptual framework to explore the GMS-revisiting intention relationship in the hospitality industry. Specifically, this research clarifies the mediating and moderating effects of green marketing practices on customer revisiting intention by applying for a literature review. A systematic literature review is appropriate to reinforce findings and identify the research. The study is organized as follows. Section 1 is about the introduction; after that, section 2 illustrates GMS, including green marketing practices and revisiting behavioral intention. We then present the conceptual framework based on the theories and past studies. Finally, we suggest the research method in section 3, conclude this work, and propose further studies in section 4.

3. Literature Review

3.1 Green marketing strategy and Revisiting behavioral intention

A green marketing strategy is referred to marketing policies and practices aimed at minimizing without harming the environment (Stanton, 1987). GMS is also defined as

"firms marketing related strategy shaped up by green management practices and green objectives" (Kaufmann & Panni, 2014, p. 124). However, Gummesson et al. (2014) argued that the traditional marketing strategies such as product, price, place, advertising, and its impact do not consider the complexity, context, and dynamism of the real world as well as lack of people's emotion and intuition in marketing theory. Thus Kotler, Pfoertsch, et al. (2021) highlighted that GMSs should be bound between actors' roles (e.g., firm, customer, context) and continuous change in the value creation process. The GMS should stem from three influencing factors, including design thinking, the S-DL, and digitalization. In this direction, GMS practices are studied by the work to (1) enhance green competencies to benefit customers such as green knowledge sharing; (2) motivate green customers such as green engagement; and (3) provide context such as social media usage (Song et al., 2020; P. Kumar & Ghodeswar, 2015; Seo et al., 2020).

In the context of tourism-hospitality, many scholars are dedicating the tourists' revisit intention (Abbasi et al., 2021; An et al., 2019; Loi et al., 2017; Sohn et al., 2016). Revisiting intention or behavior in the hospitality industry is a significant factor for business development due to reducing marketing and promotion costs (Kim et al., 2013; Loi et al., 2017; Ngoc Khuong & Trinh, 2015). In the service-orientated industry (e.g., tourism-hospitality), revisit intention/behavior is influenced by the customers' experiences provided to them (Abdul Gani et al., 2019). Warshaw & Davis (1985) defined revisit intention as "the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior." Revisit intention is also defined as an individual's readiness or willingness to make a repeat visit to the same destination (Tosun et al., 2015). Drawing on theories such as AOM framework S-DL theory (Leung & Bai, 2013; Islam et al., 2019; Rather et al., 2021), the intention or repeat intentions are the drivers of human behavior. Therefore, in the green context, the work intends to use the theory to explain consumer behavior in the tourism hospitality sector.

3.2. Mediating role of green engagement on the relationship of firm's green knowledge sharing on revisiting behavioral intention

Green knowledge sharing refers to the process of sharing or transferring green marketing and technological knowledge between an actor and other actors in its network to diminish negative environmental issues (Song et al., 2020). The sharing of knowledge and experiences should be broadened, not only within a company (B2E) or between customers (C2C) but also between companies and customers (B2C) (Kotler, Kartajaya, et al., 2021). In the context of B2C, sharing knowledge can inspire and motivate customer participation in a company's offerings that are products, services, activities, experiences, or ideas offered by a marketing company to consumers (Hoyer et al., 2017). In the hospitality industry, knowledge-sharing activities of the business on a channel (e.g., social media) of communication (Meire et al., 2019) may become the main marketing strategy in creating customers from newcomers through learning

knowledge sharing from firms and communities. Extending it into the environmental context of sharing B2C, sharing knowledge_for the protection of the living environment (e.g., health, environment) is seen as an important factor to promote connections B2C (Hsia et al., 2006) activity and emotion to achieve environmental goals. Online activities sharing green knowledge B2C enable their customers to improve green knowledge, skills, and attitudes required to develop a long, happy and sustainable living and change current habits to green behaviors in the long term through learning online experience shared from the firms. Developing green knowledge sharing empowers customers to exploit their green knowledge in a firm's offerings (Hoyer et al., 2017) to reduce the environmental impact of using the offerings.

The term "Engagement" is mainly considered as a psychological state of being engaged with actors (Brodie et al., 2011). In all domains, engagement, a kind of psychological motivation, was used to focus on processes, interactions, and marketing from service exchange (Kumar & Pansari, 2016). In the green context, green engagement may be defined as the psychological state that shows the concerns, attitudes, and willingness to act toward environmental protection (Pahwa & Goyal, 2019). Green engagement should be an essential factor in the firm's marketing strategy, as the engaged consumers benefit both the firm and customers. The green engagement may also be directed towards other actors' benefit. Thøgersen (2012) proposed that increasing pro-environmental skills can boost the potential for green engagement. Related to green knowledge, the belief in one's own ability could support green behavioral contagiousness. Past literature has found the reasons that lead firms to focus on green engagement (Bansal & Roth, 2000), the relationships between the practice and purchase intention (Kumar & Ghodeswar, 2015; Pahwa & Goyal, 2019), and the effect of the practice on business performance (Montabon et al., 2007; López- Rodríguez, 2009).

Following service-dominant logic, firms are service actors, and service exchange between firm and customers is the fundamental base (Vargo & Lusch, 2004). The exchange of service that is an application of competencies benefits the party (Vargo & Lusch, 2004). In the green context, firms' green knowledge sharing is likely to enhance customers' green competencies (e.g., green knowledge and skills) and encourage them to interact more with firms' green service in alignment with the firms' green marketing strategy. Customers' experience during the interaction may help them develop positive psychological states of attachment with green brands and form a sense of responsibility for the environment where they live. In fact, firms' effort to share green competency positively may shape customers to be more responsible for eco-friendly actions and increase their green engagement. Moreover, customers who have responsibility and engagement to environmental programs sharing knowledge are likely to attach more with brands' green image that, in turn may form revisiting behavioral intention the firms. Thus, green knowledge sharing may influence revisiting intention via the mediating role of customer green engagement.

H1: A firm's green knowledge sharing has an indirect influence on revisiting behavioral intention via the green engagement

3.3. Moderating role of social media usage on the relationship of firm's green knowledge sharing and green engagement

Social media usage is defined as the regularity at which individuals participate in social interaction and information exchange on social media platforms for seeking answers to specific problems, entertainment, and enjoyment (Hughes et al., 2012). In the literature, several studies examine the different dimensions of social media usage. Social media usage, including four categories, employee social media usage, supplier social media usage, retailer social media usage, and consumer social media usage, may be considered the vital indicators of modern marketing's success. Many research have tried to identify the effects of social media usage, particularly on customer behavior such as consumption, satisfaction, and loyalty (Xu & Han, 2019; Burnasheva & Suh, 2020; Uzir et al., 2020), as well as green purchase intentions, green buying behavior, green performance, Green IT adoption behavior (Bedard & Tolmie, 2018; Biswas, 2016; Koo et al., 2015).

Based on AOM, the meta-theory, individual behavior is a function of three dimensions: ability, opportunity, and motivation (Blumberg & Pringle, 1982; MacInnis & Jaworski, 1989). According to (MacInnis & Jaworski, 1989), by enhancing customers' abilities (e.g., knowledge, skill), enhancing customers' motivation (e.g., involvement, engagement, desires), and promoting opportunity (e.g., time and place utility, digital frameworks) to engagement, customers may be expected to shape intention or behavior for a specific goal (e.g., protecting environment). Since behavior is the function of the dimensions, the interaction among them the ability, motivation, and opportunity may influence human behavior (Blumberg & Pringle, 1982; MacInnis & Jaworski, 1989). In this work, we consider the moderating role of opportunity as a digital framework (Hughes, 2007) existing to support a customer journey stem from awareness to motivation when ability and opportunity together boost the motivation. In the green context, the firms' efforts of sharing green knowledge help customers increase their green knowledge and skills. Thus, customers may have the attention to engage green programs for protecting the environment. Besides the green knowledge and skill learned, if digital frameworks (social media) support customers in social interaction and knowledge exchange, they are more likely to participate in green campaigns. Furthermore, they may be more concerned with repeating the good actions that make a better world, intending to revisit where they have attachments of green experiences and positive feelings with the brands' green image. In the literature, Kumar et al. (2016) argued that the relationship between firm-generated content and customer behavior is moderated by digital contexts such as social media usage, email, and television. Thus, this article will extend the firm-generated content of the previous publication by focusing on the firm's effort in green

knowledge sharing that influences customer green engagement as a motivation for boosting revisiting behavioral intention. Consequently, our work hypothesizes that

H2: There is a moderating effect of social media usage on the relationship between a firm's green knowledge sharing and green engagement.

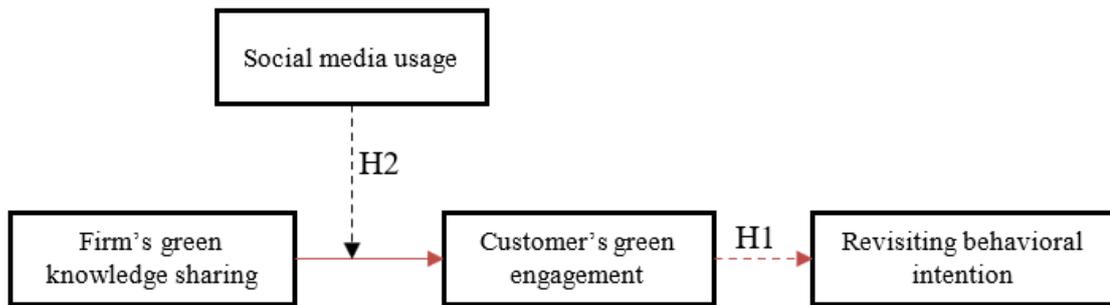


Figure1: Conceptual Framework

Source: Our own research

4. Research Methodology

The systemic search methodology is used to answer mentioned purposes. Secondary data has been collected from many different sources such as books, journals, and conferences by using the following keywords: Firms' green knowledge sharing, Social media usage, customer's green engagement, and revisiting behavioral intention. A quantitative should be applied to the research's hypotheses. The survey study and questionnaire technique are conducted due to this research to use and test the relationship among variables (Saunders et al., 2009). Participants are those guests in the hospitality industry in Vietnam who have at least one experience in his/her tourism journey. A survey is developed to collect data. The initial questionnaire will be developed in English based on the constructs and items of period studies. With the sample size, it should be calculated more than ten times the largest number of structural paths directed at a particular construct in the structural model (F. Hair Jr et al., 2014), and thus, the sample size of 200 is consistent with this study (Comrey & Lee, 1992) in employing factor analysis. Concerning data analysis, SEM software based on PLS is applied first to assess the internal consistency reliability, convergent validity, discriminant validity of the measurement, correlation matrix, the structure model, and test hypotheses. Then, the PROCESS model is utilized to study the interactive effects of a firm's green knowledge sharing, social media usage, and customer's green engagement.

5. Conclusion

The main objective of the research is to propose a conceptual framework to explore a green marketing strategy-visiting behavioral intention relationship in the hotel industry. The work of systematic literature review is appropriate to consolidate the research findings and identify the research gaps. For the literature's contribution, we could consider testing hypotheses as a proposed framework to determine the relationship among a firm's green knowledge sharing, social media usage, customer's green engagement, and revisiting behavioral intention. In practice, managers or leaders should inspire or create an environment of social media usage that retains green engagement and enhance customer revisiting behavioral intention. In conclusion, published studies play an important role in specifying the relationship of firm's green knowledge sharing, social media usage, customer's green engagement, and revisiting behavioral intention and based on our understanding and literature study allow us for providing further identifies gaps after reviewing the literature of published studies and theories which solutions for improving customer revisiting behavioral intention in the hospitality industry. The conceptual model also suggests some studies in the future. Further studies in the digital green marketing context should evaluate this conceptual framework by employing qualitative research and testing the above hypotheses through a quantitative study in the hospitality industry.

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