A Comparative Study Of Behavioral Responses Of Green Hotel Customers In Iran And A European Country[*]

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Abstract

A descriptive-survey method was used in this study.The statistical population consists of selected green hotel customers in Iran and a European green hotel. Using the Cochran formula and considering the unlimited population size, 384 people were selected by convenience sampling It was selected from the customers of hotels in Iran and Austria. The data of the study was collected by distributing questionnaires among them, and their reliability and validity were also confirmed. Descriptive statistics, confirmatory factor analysis, structural equation modeling, and PLS 3 Smart software were used for data analysis. According to the ANOVA test, the level of significance for brand loyalty, brand preference, purchase intention, awareness, advertising, and hotel customers' responses regarding the importance of environmental conservation differs between Iran and Europe, with a significance level less than 0.05 and ther are significant difference between domestic and foreign respondents and the average level of behavioral response and its components, ecological or environmental literacy among green hotel customers in Iran and Europe, differs. Based on the results of path analysis , the behavioral response variable has the highest correlation with the performance variable (path coefficient of 0.884), followed by the relationship between integrated marketing and corporate green image (path coefficient of 0.823) in second place and the relationship between behavioral Response and performance (path coefficient of 0.781) in third place. After these, the biggest positive relationship is observed between mixed marketing and performance (path coefficient of 0.721) and trust and behavioral response (path coefficient of 0.695).

Keywords: *Green marketing, green consumer, green hotel, sustainable development*

1. Introduction

One of the environmentally-friendly concepts and processes is a process called green marketing. Green marketing is a concept derived from the concept of green consumption, which means people's efforts to protect themselves and the environment around them through purchasing decisions, and is an indicator of consumers' attention and concern for the environment as a type of social responsibility and legal obligation on the part of the government and society [1]. Green marketing is a management process that is responsible for identifying, predicting, and satisfying the needs of customers and society through a sustainable and beneficial method [2]. Green consumerism is actually the purchase of environmentally-friendly products and services that do not cause any harm to the ecosystem and society [3]. Green marketing has emerged as an important trend in advanced commerce. The beginning of green marketing activities should be towards comprehensive and group movements. The Green movement has become a distinct social movement in recent years, encompassing various aspects of life such as politics, consumption, technology, product purchase, market, production, and

resources [4]. According to Polonsky, green marketing includes all activities designed to create and facilitate exchanges to satisfy human needs and desires with minimal harmful and destructive effects on the environment [5]. A hotel that is environmentally-friendly and has adopted energy conservation measures is called a green hotel. Green hotels are assets that are environmentally-friendly, and their managers are interested in participating in programs to save water, energy, and reduce solid waste in order to protect the planet [6].

Hotels have many motivations for going green, which can include a sense of social responsibility, government regulations, and economic benefits [7]. One of the major solutions to combat the negative impacts on the environment is to focus on sustainable development indicators. The goal of sustainable development is to improve the quality of life for all humans while preserving existing capacities and resources and ensuring continued development throughout human life. In

sustainability, the economic, environmental, and social aspects, collectively known as the triple bottom line, are fully interconnected. The most important achievements of sustainable tourism development include simultaneous attention to ecological, economic, and socio-cultural dimensions [8].

One important tool in green marketing is the concept of organizational social responsibility. Organizational social responsibility is a tool for achieving business success by respecting ethical values, people, society, and the environment and encompassing all organizational activities that impact society and its health [9]. Therefore, businesses should look at profit and marketing in a green and environmentally friendly way and focus on all marketing indicators, potential and actual profits, increasing profit margins, potential and actual customers, and sustainable development of renewable and non-renewable resources while minimizing environmental impact [10].

Figure 1 . Stadthal boutique hotel, the world's first green hotel in Vienna, Austria

Human life is threatened by environmental issues such as air and water pollution, depletion of the ozone layer, soil erosion, and global warming. In the hospitality industry, it is believed that human behavior should be considered as the main solution. These environmental problems and public concern about the environment have had a significant impact on consumer purchasing behavior [11]. Going green is an inevitable approach for the

hospitality industry. Cost-saving needs of companies, increased environmental awareness of customers, and government policies and regulations are all factors that have been considered in green marketing [12]. More than two-thirds (68%) of travelers considered for environmental stays in 2018, and 65% in 2017 and 62% in 2016, indicate this issue. Hotel owners report that more than half of their facilities were green in 2011, reaching 48% in 2013 and 64% in 2015 [13]. The necessary

strategies have been developed to respond to reasonable environmental demands, and customers and consumers of companies that embrace green marketing are fully engaged in environmental issues and dealing with marketing issues to preserve the environment [14]. Iran, like many other countries in the world, suffers from high levels of air pollution, poor water quality, high levels of noise pollution due to traffic, large amounts of non-disposable waste, and rapid depletion of energy resources. Changes in the global climate and increasing pollution in cities, especially large cities, as well as increasing environmental concerns of consumers, highlight the need for transformation and review of production and consumption programs. In this regard, the production and use of green products instead of conventional products is one of the ways to preserve and improve the environment for future generations.

In Iran, like many other countries, there are high levels of air pollution, low water quality, high levels of noise pollution caused by traffic, a large amount of non-disposable waste, and a rapid depletion of energy resources. Changes and developments in the earth's climate and increased pollution in cities, especially metropolitan areas, as well as increased environmental concerns of consumers, highlight the need for transformation and review of production and consumption programs. In this regard, the production and use of green products instead of conventional products is one of the ways to preserve and

improve the environment for future generations.

Therefore, as concerns and importance of environmental issues increase, the expansion and examination of related concepts such as perception, environmental attitudes, awareness of environmental problems, and social responsibility are crucial among consumers and fundamental [15]. Many companies prioritize adherence to environmental commitments and social responsibility in order to gain economic benefits and maintain their position, in order to benefit from competitive advantages and benefits [16]. The number of companies producing green products is rapidly increasing, and consumers have shown more interest in these products, and companies are adopting green marketing strategies to achieve better business performance [17]. The survival of green products largely depends on customers' understanding and awareness of environmental issues and their willingness to behave in certain ways, such as purchasing green products in some specific responsible behaviors. Humanity has limited resources on earth that must meet its unlimited needs. Although environmental issues affect all human activities, only a few of them are complex and difficult [18]. Green hotels have environmentally friendly accommodation facilities and use management that participates in sustainable environmental programs and initiates them. Programs such as water conservation techniques, energy reduction, and waste management are often used in green hotels [19].

Figure 2. The largest green hotel in the world is about to be established in China

The main requirements and criteria for a Green Hotel, based on the Green Hotel standard of Southeast Asian countries, include the following: environmental policy and actions for hotel operations, use of green products, collaboration with local community organizations, human resource development, solid waste management, energy efficiency, water efficiency, air quality management (indoor and outdoor), noise pollution control, wastewater treatment and management, and management of toxic and chemical waste. There is an unprecedented demand for sustainability integration; however, there is a significant gap in sustainability management systems. A unified management system is expected to help improve sustainability performance and provide sustainable and competitive companies [13]. When adapting Green Hotels, an important distinguishing factor is the acceptance of environmental certifications such as Eco-labels or Environmental-friendly labels [20]. Nevertheless, even hotels with environmental certifications have adopted different approaches to environmental management due to its effective integration in the overall hotel management, resulting in various levels of environmental performance improvement [21].

Figure 3. five-star and luxury Plaza Athens hotel in Paris

experiences of green hotels shows that by implementing optimization methods in energy consumption, it is possible to reduce energy consumption in hotels on average by 40 to 50 percent with low costs, and given the staggering costs of energy carriers, it is clear that the greening approach of hotels can help reduce total costs in hotels and have a direct profitability for hoteliers. On the other hand, implementing environmental programs such as reducing waste production can greatly help the environment of countries.

Therefore, using green marketing as one of the important approaches in the tourism industry, while encouraging businesses for ethical and social responsibility issues and solving many cost and especially environmental problems, also encourages consumers to buy It encourages products and services and makes them environmentally friendly. European hotels are also among the pioneers of this approach that have gained very good experiences in this field,

so it is appropriate to make optimal use of these experiences.

According to the available reviews, it seems the main problem that can be seen in the hotel industry of Iran, as in many developing countries, is that there is no comprehensive model for green marketing in the hotel industry, and therefore the question that can be raised here is that Is it possible to design, explain and present an innovative, comprehensive, understandable and simple model of green marketing that can be used in the tourism industry to investigate the behavioral responses of its customers or not? Therefore, if this is possible, how the green marketing model affects the awareness, perceptions, preferences and purchase intentions of customers, as well as whether this relationship is direct or indirect, and finally how the components of the green marketing model influence the improvement of customers' behavioral response and

performance criteria are also other main issues of this research.

For this purpose, in this study, an attempt is made to provide an environment-friendly green marketing model and conduct a comparative study, the behavioral responses of customers in selected hotels in Iran and a successful European hotel in Austria will be examined and the results will be available to the stakeholders of this industry. Austria is one of the best tourist destinations for tourists and travel lovers with its various natural, historical, cultural attractions, old galleries and museums. Before the corona crisis, the tourism industry in Austria brought a very high annual income for this country, so that this figure was equal to 15% of the gross domestic product rate. The world's first green hotel built with natural structures is located in Vienna, Austria, which has attracted many enthusiasts. Boutiquehotel Stadthalle in Vienna, Austria has attracted many fans. Therefore, the hotels of this country can be considered as a successful model.We firmly believe that by increasing the information and changing the perspective of tourism practitioners in Iran regarding the hotel as a place for the development of environmental activities, it can help to achieve sustainable development in tourism and the development of Iran's green economy.

In this study, a comparative analysis will be conducted between selected green hotels in Iran and a selected green hotel in Europe. In addition to descriptive analysis of the collected data, they will be compared with each other in a comparative analysis. The main objective of the comparative research is also to examine the behavioral responses of customers of selected hotels in Iran and a European country using the presented model. The practical objectives of the research are to determine the level of customer behavioral responses and performance metrics of hotels in Iran and a European country regarding the need to preserve the environment, examine the impact of demographic characteristics (age, education) of customers on the level of behavioral responses of customers in green hotels and on the performance metrics of hotels in Iran and Europe, and examine the impact of the level of behavioral responses of customers in green hotels on the performance metrics of hotels in Iran and Europe.

Research Methodology

In this study, the effective variables were identified by examining a group of experts and customers of selected green hotels in Iran and a European country, which can be applicable for all managers of similar organizations at the national level. The approach of this research was inductive. The focus of this study was on the presentation and implementation of the green marketing model. The research time frame spans from April 2019 to September 2022. Data was collected during several weeks for theoretical foundations, from library and internet resources (secondary data). The statistical population of this study includes customers of selected green hotels in Iran and a European country. The available sampling method was used to determine the sample size. Considering that the statistical population is large, unknown and unlimited, the Cochran formula was used. Therefore For sample size calculation of unknown population size, we can use the following formula: $n = z2. [p*q]/d2)$, which is used to calculate the sample size of cross-sectional studies. In this formula, n is the sample size, P is the estimated proportion of the study variable or construct based on previous studies or pilot studies (50%), $q = 1-P = (50\%)$, and d is the margin of error and is considered as 0.05 by default. z is the Z-score or a standard normal deviate corresponding to (100%, α/2%), where α refers to the significance level or the probability of making a type I error. The z score for different significance levels is: 1.96 for 5%, . With these explanations, the sample size was equal to 384 questionnaires. 340 of which were from Iran and Due to time and financial constraints, only 44 people from foreign hotels were selected. The unit of analysis in this study is the level of customer behavioral response and hotel performance criteria in Iran and a European country regarding the necessity of environmental preservation based on the green marketing model. A researcher-made questionnaire was used. Its validity was confirmed by several experts and structural equation modeling was used to assess its reliability. To collect data, library, field and electronic search methods were used. In the convergent validity approach, confirmatory validity and average variance extracted (AVE) were used. Cronbach's alpha was used to calculate reliability.

Findings:

In the Iranian sample, about 62% of the respondents were male and 38% were female. Most people had a bachelor's degree (38%) and

were in the age group of 31 to 40 years (48%). In the foreign sample, approximately 57% of the respondents were male and 43% were female. Most people had a bachelor's degree (37.5%) and were in the age group of 31 to 40 years (42%).

According to the questionnaire results, the mean ecological literacy was 2.99±0.81 in Iranian individuals and 3.85±0.74 in the foreign sample. The mean confidence variable in the Iranian sample was 2.40±0.70 and in the foreign sample was 3.71±0.82, which differed from each other.

Mixed descriptive statistics of green marketing are as follows: the mean of green products in the Iranian sample was ±1.052.36 and in the foreign sample was 3.66±0.924. The promotion of green products in the Iranian sample was ±1.13.78 and in the foreign sample was ±0.784.28. The distribution of green products in the Iranian sample was 2.78±0.88 and in the foreign sample was 3.78±0.551. The price of green products in the Iranian sample was 2.91±0.96 and in the foreign sample was 3.81±0.628. The purchase of green products in the Iranian sample was 2.61±0.85 and in the foreign sample was 3.44±1.252. In addition, the overall mean of mixed green marketing in the Iranian sample was ±0.80.69 and in the foreign sample was 3.92±0.891. The descriptive statistics of the response variable for behavioral behavior are as follows: Brand loyalty in the internal sample is ±0.882.71 and in the external sample is ±0.666.20, Brand preference in the internal sample is ±0.882.44 and in the external sample is ±0.587.46, Purchase intention in the internal sample is 2.84±0.87 and in the external sample is 4.65±0.441, Awareness in the internal sample is ±1.043.27 and in the external sample

is 3.91±0.871, and Advertising in the internal sample is 4.08±0.57 and in the external sample is ±0.6984.70. Also, the overall behavioral response has an average of ±0.533.07 in the internal sample and ±05473.98 in the external sample. The descriptive statistics of the image of the green company are as follows: The average image of the green company in the internal sample is ±0.733.37 and in the external sample is ±0.889.32.

Descriptive statistics of performance are as follows: financial performance in the domestic sample is 3.12±0.40 and in the international sample is 4.111±0.321, environmental performance in Iran is 2.40±0.70 and in the international sample is -0.6253.72. Overall performance is 2.76±0.47 in the domestic sample and 3.92±0.693 in the international sample.

In order to check the significance of the difference in the between groups and Intergroup answers of the studied sample, we will perform analysis of variance. According to the ANOVA test, the level of significance for brand loyalty, brand preference, purchase intention, awareness, advertising, and hotel customers' responses regarding the importance of environmental conservation differs between Iran and Europe, with a significance level less than 0.05. Additionally, the independent t-test based on the equality of means of ecological literacy between Iranian and foreign groups was rejected. Table 1 shows that demographic characteristics (age, education) of hotel customers have an impact on customers' behavioral responses and hotel performance measures in Iran and Europe.

Table 1. ANOVA test of demographic variables (researcher's findings).

	Variable	Results	sum of squares	Degrees of freedom	mean square	sin
Iranian example	Age	between groups	**0.291**	3	0.097	0.001
		Intergroup	24.781	189	0.131	
		Total	25.072	192		
	education	between groups	93.97	2	46.98	0.022
		Intergroup	1147.79	97	11.83	
		Total	1241.76	99		
Foreign sample	Age	between groups	396.37	3	15	0.000
		Intergroup	845.39	96		
		Total	1241.76	99		
	education	between groups	8.65	3	0.41	0.074
		Intergroup	96	6.98		
		Total	99			

Given the sample size of more than 30 and assuming normal distribution based on the central limit theorem, parametric tests were used. The relationships were examined using the SmartPLS software. Structural equation modeling was used to further investigate the relationships. The validity and reliability of the questionnaire are examined first.

Table 2. Cronbach's alpha and composite reliability for convergent validity with the AVE measure

Variables	Components	(β)	t-value	sig	result	alpha	CR	AVE	CR	Common values		R^2	Q^2
Behavioral response	Consciousness	0.89	49.23	0.00	c	0.709	0.838	0.635	0.838	0.635	0.509	0.869	0.354
	desire	0.09	-	0.00	c	0.776	0.870	0.691	0.870	0.691	0.558		
	prefer	0.81	19.77	0.00	c	0.757	0.861	0.673	0.868	0.673	0.600		
	Loyalty	0.88	59.13	0.00	c	0.917	0.943	0.806	0.943	0.806	0.767		
	Advertising	0.64	10.93	0.00	c	0.844	0.895	0.681	0.895	0.681	0.755		
Improve performance	Financial	0.94	87.25	0.00	c	0.847	0.888	0.571	0.888	0.571	0.779	0.899	0.411
	environmental	0.94	80.38	0.02	c								
the trust	Quality	0.92	66.70	0.00	c	0.904	0.934	0.780	0.934	0.780	0.891	-	-
	Effects	0.93	90.24	0.00	c								
Green marketing mix	Green price	9.46	0.00		c	0.678	0.723	0.844	0.645	0.844	0.645	-	-
	Green shopping	0.59	8.64	0.00	c	0.918	0.943	0.807	0.943	0.807	0.840		
	Green product	0.91	79.99	0.00	c	0.835	0.890	0.669	0.890	0.669	0.427		
	Green distribution	0.918	79.990	0.00	c	0.762	0.852	0.597	0.852	0.597	0.754		
	Green promotion	0.898	49.208	0.00	c	0.714	0.841	0.638	0.841	0.638	0.617		
Causal conditions	social responsibility					0.745	0.855	0.664	0.855	0.664	0.057	-	-
	Climate change					0.781	0.873	0.696	0.873	0.696	0.675		
	Sustainable Development					0.804	0.866	0.567	0.866	0.567	0.812		
Ecological literacy	A	0.788	9.845	0.00	c	0.801	0.883	0.716	0.883	0.716	0.755	-	-
	B	0.966	80.73	0.00	c								
	C	0.276	1.644	0.00	c								
	D	0.249	1.504	0.00	c								
Corporate green image	E	0.592	6.044	0.00	c	0.832	0.900	0.749	0.900	0.749	-	0.677	0.534
	F	0.894	24.606	0.00	c								
	G	0.922	58.45	0.00	c								
	H	0.932	68.250	0.03	c								
	I	0.671	10.42	0.00	c								
	J	0.611	11.38	0.00	c								
	K	0.763	17.38	0.00	c								

researcher's findings

According to Table (2), the value of the Composite Reliability coefficient (CR) and Cronbach's alpha for all dimensions of the studied model is greater than 0.70, indicating an acceptable level of questionnaire reliability. The average variance extracted (AVE) is always greater than 0.50, and the value of the Composite Reliability coefficient is consistently greater than 0.70, which is also greater than the AVE. Therefore, convergent validity is confirmed. The research findings indicate that the relationships between all variables under study have t-values greater than 1.96, and are statistically significant (p<0.05). In other words, the suitability of the structural model is confirmed by this index. The Q^2 value for endogenous variables is positive and at an acceptable and appropriate level.

Therefore, the predictive power of the model for these variables is strong. To examine the goodness of fit, the formula and results in Table (2) were used, and the average value of communalities and R^2 were found to be 0.64 and 0.65, respectively. Therefore, the GOF value is calculated as follows:

$$GOF = \sqrt{(Communality) \times (R\ Square)}$$
$$= 0.645$$

The GOF index greater than 0.36 indicates a strong model. Therefore, the structural equation modeling method can be used to test hypotheses.
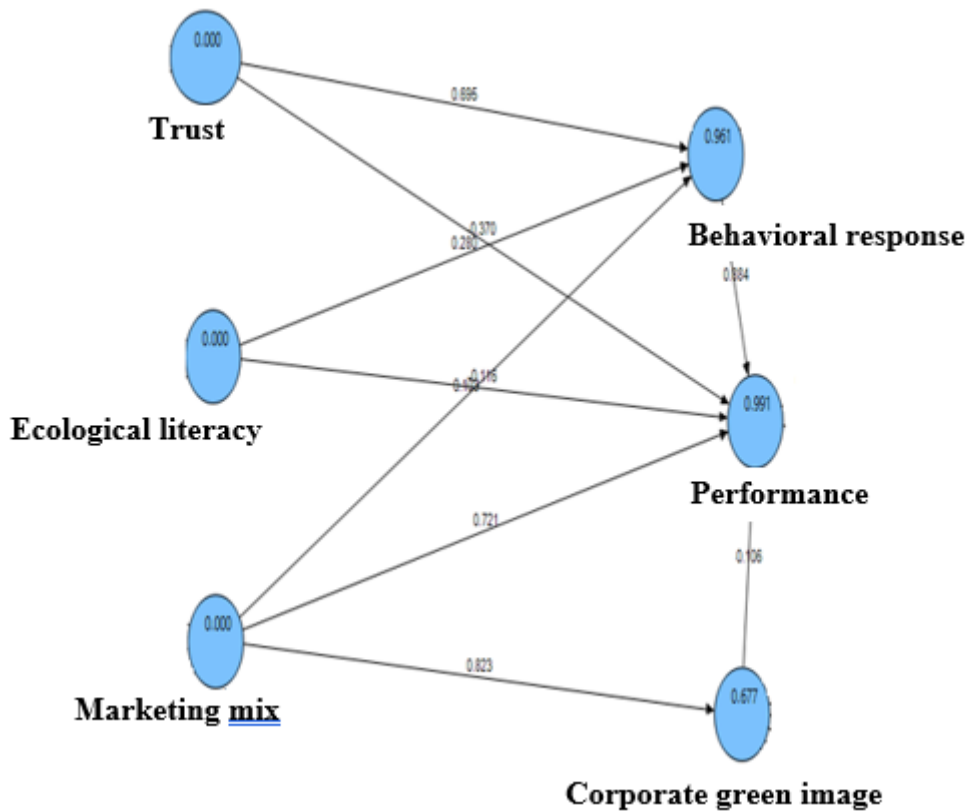

Figure 1: Path coefficients (researcher findings).

Table 3. The results of estimating the significance coefficients of t and the standardized path coefficient of research hypotheses (researcher's findings).

Research hypotheses	B	t-value	sig	result
Marketing mix » Behavioral response	0.616	2.249	0.000	confirm
Trust » behavioral response	0.695	19.123	0.000	confirm
Ecological literacy » behavioral response	0.380	9.401	0.000	confirm
Marketing mix » performance	0.721	17.483	0.000	confirm
Behavioral response » performance	0.884	7.689	0.000	confirm
Ecological literacy » performance	0.280	3.170	0.000	confirm

Green Corporate Image » Performance	0.306	2.678	0.010	confirm
Trust » Performance	0.370	4.291	0.000	confirm
Marketing mix » Corporate green image	0.823	35.939	0.000	confirm
Mixed » Behavioral Response » Performance	0.425	6.820	0.000	confirm
Blend » Corporate Image » Performance	0.589	7.985	0.000	confirm
Trust » Behavioral Response » Performance	0.781	12.544	0.000	confirm
Ecological literacy » behavioral response » performance	0.608	10.231	0.000	confirm

Figure (1) and table (3) show the coefficients of the path and according to the results, all the coefficients are significant and all relationships are established. In the following, the interpretation and analysis of the results will be discussed. According to the results, the behavioral response variable has the highest correlation with the performance variable (path coefficient of 0.884), followed by the relationship between integrated marketing and corporate green image (path coefficient of 0.823) in second place and the relationship between behavioral Response and performance (path coefficient of 0.781) in third place. After these, the biggest positive relationship is observed between mixed marketing and performance (path coefficient of 0.721) and trust and behavioral response (path coefficient of 0.695).

Therefore, it can be said that all the 13 considered hypotheses have been confirmed and due to the significance of the statistical coefficients obtained in the path analysis, there is a positive and significant relationship between the variables investigated in the study and it is necessary to consider the existing relationship these variables in the hotel industry in Iran, and we should pay more attention to these variables.

Discussion
In this research, a comparative study of the behavioral response of customers of green hotels in Iran and a European country has been investigated. According to table (3), the marketing mix variable has a significant relationship with behavioral response, corporate green image and performance, and the path coefficient is significant at the error level of 0.01; That is, marketing mix has a positive and significant effect on behavioral response, corporate green image and performance. Marketing mix has the most relationship with the corporate green image variable with a path coefficient of 0.823. Behavioral response was related to

performance and its path coefficient was 0.884. This path coefficient is significant at the error level of 0.01; That is, the effect of behavioral response has a positive and significant effect on performance. The effect coefficient of trust on behavioral response and performance is estimated as 0.695, 0.370 respectively. Considering that the significance value (t-value) is equal to 19.123, 4.291 and more than 1.96 and the significance level (0.00) is less than 0.01; It can be concluded that this path coefficient is significant at the error level of 0.01; It means that trust variable has a positive and significant effect on behavioral response and performance.

Ecological literacy is effective on behavioral response and performance, and the path coefficient is estimated at 0.380 and 0.280, respectively. Considering that the significance value (t-value) is equal to 19/401, 3/170 and more than 1/96 and the significance level (0.00) is less than 0.01; Therefore, it can be concluded that this path coefficient is significant at the error level of 0.01; That is, ecological literacy has a positive and significant effect on behavioral response and performance.

The green image of a company has an effect on performance, and the path coefficient is estimated at 0.306. Considering that the significance value (t-value) is equal to 2.678 and more than 1.96 and the significance level (0.00) is less than 0.05; It can be concluded that this path coefficient is significant at the 0.05 error level; That is, the effect of corporate green image has a positive and significant effect on performance. Investigating the mediation of behavioral response between marketing mix, trust and ecological literacy and performance shows that this path coefficient is estimated as 0.425, 0.781 and 0.608 respectively. Considering that the value of the significant number (t-value) is equal to 6.820, 12.544 and 10.231 respectively and is more than 1.96 and the significance level (0.00) is less than 0.01; It can be concluded that this path coefficient is significant at the error level of 0.01.

Investigating the mediation of green corporate image between marketing mix and performance results shows that this path coefficient is estimated at 0.589. Considering that the significance value (t-value) is equal to 7.985 and more than 1.96 and the significance level (0.00) is less than 0.01; It can be concluded that this path coefficient is significant at the error level of 0.01. As the results show, behavioral response and corporate image effectively mediate and influence the relationship between marketing mix with performance and ecological literacy. In addition, as seen in the table 3, the behavioral response variable has the highest correlation with the performance variable (path coefficient of 0.884), followed by the relationship between integrated marketing and corporate green image (path coefficient of 0.823) in second place and the relationship between behavioral Response and performance (path coefficient of 0.781) in third place. After these, the biggest positive relationship is observed between mixed marketing and performance (path coefficient of 0.721) and trust and behavioral response (path coefficient of 0.695).

The results obtained are consistent with the research of [22] who investigated knowledge related to green hotels and tourist accommodation behavior. They showed that the survival of green products largely depends on customers' recognition and understanding of the importance of environmental issues and their willingness to behave in ways that are common in some specific responsibilities such as buying green products. The studies conducted on green hotels, customers' intention to stay, the effects of tourists' perceptions and revisiting and their intentions were evaluated, this study on the decision-making behavior of tourists, regarding green hotels, when visiting , was focused.

Also, the results are consistent with [23] They investigated the competitive advantage of green marketing in the hotel industry at the level of hotels in the west of Tehran and showed that the two hypotheses of the effect of hotel building design as a competitive advantage on the financial performance of hotels and the effect of hotel building design as a competitive advantage on the performance of the hotel market were rejected and the mediating role of intensity Competition has been confirmed in the relationship between green marketing and competitive advantage.

According to the results of the Comparative study ,in order to improve the quality and promote the green hotel industry in Iran, practical suggestions is presented as follows:

Hotels should continue and improve the use of green marketing by promoting and creating programs that have a positive impact on the environment. Because the implementation of the green marketing program strengthens the image of the brand and increases the purchase intention of hotel customers.

Also, encouraging the owners and managers of hotels to move in the direction of designing and creating a green hotel, complying with the requirements of a green hotel, and trying to increase the mental image of green among customers is also very worthy and necessary.

Creating advertising campaigns by hotel managers to showcase environmentally friendly activities and show the social responsibility of hotels and avoid greenwashing, such as: using solar energy systems and reducing carbon emissions.

Informing customers about the benefits of green hotels by doing the required advertising.

Developing good policies with appropriate incentives for hotels by the government and encouraging them to provide green services that have a positive impact on the environment.

Holding green marketing courses, conferences and training events and promoting awareness and ecological literacy about the environmental effects of green hotels for stakeholders, employees, managers and hotel owners.

Creation of national governance emblems and environmental labels regarding tourism and Ecolabel green hotels.

According to the results and the effect of trust on the behavioral response, it is suggested that green hotels should gain the trust of customers by providing appropriate services in order to increase customer loyalty and help performance. Considering the impact of customers' behavioral response on performance, behavioral responses should be paid attention to, and hotels should have special programs for each of its components, such as customer satisfaction, customers' intention to use, recommendations to others. Also, the marketing mix has a positive and significant effect on the behavioral response of customers, which should be given special attention and strengthened. Green hotels should create a good impression in the customer's mind so that the appropriate behavioral response and the use of

these hotels will increase so that their performance will also develop. Green hotels with the mixed use of green marketing such as reasonable price, excellent facilities, creating a responsible mindset can increase the performance and use of these hotels. By culturalizing and institutionalizing green products and the necessity of using green products in the society through advertising and holding conferences, it is possible to improve the literacy and trust of customers, which will increase the acceptance of green hotels and Performance will be appropriate. Provide a green image of the hotel by cooperating with environmental groups. For future research, it is suggested to conduct this research in different industries and compare their results.

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