

STUDY OF FACTORS OF GREEN LOYALTY IN CONTEXT OF GREEN PRODUCTS AND SERVICES: MEDIATION EVIDENCES OF GREEN TRUST OF CUSTOMERS OF HOTEL CHAINS IN UAE

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Abstract: *The purpose of this current research study is to check the association amongst the principles related to green marketing phenomenon. This study focused to establish relationship between the constructs of green image and green loyalty whereas green trust has been investigated as a mediating factor among this direct association of green principles. In hospitality business, this attention is greater for the reason that the amounts of water and energy used up by the hotel businesses. Further the environmental humiliation in this industry is causing with unmanaged growth and development. This study is quantitative and cross sectional in nature. The data has been collected by using a convenience sampling technique and total sampling subjects of study were 321. Structured and adapted questionnaire was used for data collection. Data has been collected from the three, four and five star hotels customers in Sharjah, Abu-Dhabi, Fujairah, Al-Ain, Dubai, Ras Al-Khayma, and UAE and analyzed by using SPSS version 23 to measure the direct impact of green image on green loyalty and mediating impact of green trust. The finding indicates the positively strong and significant relationships among green product image.*

Keywords: *Green Marketing, Green Image, Green Loyalty, Green Trust.*

INTRODUCTION

In spite of the share of numerous firms in green marketing (Gleim *et.al*, 2013), customers do not buying Green products frequently as they expected or projected (Polonsky, 2011). The projected market part for Green Products is fewer than 4% globally and decreasing (Gleim *et al.* 2013). Focusing on the customer attitudes would help the manufacturers, dealers, marketers and the policy creators to encourage customer routines that are fewer harmfully for an environmental setting (Lin and Huang, 2012). Encouraging attitudes, life quality and environmental care are frequently quoted by the Green Product customers as related to the support during buying decision (Cherian & Jacob, 2012). The emotional paybacks and aspiration to be known as Green product consumer are relevant than functional traits of products like price and a quality (Lin *et al.*, 2012).

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Environmental problems, climate modification and global warming are emotionally discussed and publicized matters in modern society, 69% of contributors towards global research asserting a strong interest in this direction (Nielsen 2011). 3 out of 4 interviewees were worried about air (77%) water (75%) smog, pesticides (73%) and water scarcity (73%). In 2012, these issues enlarged by 13% in contrast to 2009 (Nielsen 2012). In 2013, 55% of respondents (as paralleled to 2011 that was 50%) were agreeable to spend extra for products of companies that have an environmental safety, while 52% bought at least 1 product from socially responsible firm in last six months (Nielsen 2014).

Rendering to this viewpoint, constant addition of moral practices linked to environmental defense and the protection of resources with market development policies and actions has become a demanding matter for contemporary businesses (Nielsen & Thomsen, 2012; Lai *et al.*, 2010). Similarly, by developing an arrangement in environmental defense and the integration of principles for general business approach, U.S. stores like Target, Wal-Mart encourage the buying of organic goods, effort to decrease energy depletion and usage of lunar/ solar energy (Euromonitor, 2015a).

Providing green products (GP) for an increasing global market might be a way to decrease environmental effects of growing intake (Mont and Plepys, 2008). The discussion about what founds Green marketing phenomenon is ongoing. No official schedules or arrangements are allocated to green marketing or green products worldwide; but, the World Trade Organization (WTO) Commission on CTE (Trade and Environment) has reserved activities and debates to lean products, as well opening schedules have been recognized (Hamwey *et al.*, 2013). The tasks related to standards for Green marketing Phenomenon are revealed to purchaser about rewards of these products (Dangelico *et al.*, 2010).

Industrial Development and urbanization growth, both improved the standards of living, diversification as well growth of goods and services intake. This wonder raised up the decline of natural goods, critically dipping nature's volume of regeneration, and bringing negative effect for surroundings (Hubacek *et al.* 2007). This decline in environment insights has also brings global warming, environmental smog and deforestation in plants or wildlife (Bandura 2007; Chen and Chai 2010). According to findings of Green Hotels Association in 2013, green hotels have more responsive belongings whose executives are intense towards ideas that protect or save water, energy and reduce solid waste or excess. About 75% of the environmental influences of hospitality businesses are related to water, energy, and preserved (APAT, 2002). In 2012, Green Seal specified on average amount the hotel buying additional products in a week as compared to a hundred families in 1 year. Subsequently, the hotel administrators have carry out corporate programs intended at saving ordinary resources like water, declining energy intake, reducing water and air pollution, solid left-over and using resources proficiently (Bohdanowicz, 2005; Hsieh, 2012). Rendering to these all scenarios the role of green marketing

perspective has been emerged as an inspiring phenomenon. The study is intended to explain mediating stance of green trust among the direct association of green image and green loyalty. Green products played a significant role for making consumers satisfied in this era of urbanization and industrialization. The role of loyalty is considered as inspiring phenomenon relationship marketing.

RATIONAL BEHIND THE STUDY

Current research investigation is keen to empirically explain the aspects that are connected with green marketing perspective. Service sector like hotels in UAE are making their contribution in marketing from conventional to green principles. The current study has numerous vital contributions towards green marketing phenomenon and service organizations. First, although previous research literature has attentive on impact of green principles as a social responsibility (Chernev and Blair, 2015) on consumer valuations of products (Griskevicius *et al.*, 2010). The study is going to extends literature effort via examining how green marketing phenomenon has been developing overtime in UAE hotels services sector.

RESEARCH PROBLEM

Previous investigation displays that, participants who do not perceive special dealing may feel jealous, and thus, respond negatively towards service supplier (Chan and Sengupta, 2013). In other words, green trust act as a special action and like a “relationship poison” to have a look on customers. Henceforth, based on the evidence of literature support it’s an urgent requisite to develop an empirical model on factors of green marketing phenomenon like green loyalty, image and trust. Green Trust brings up when client understands the product or service that they own can function well. This attention is even better or superior for huge amounts of water or energy used up by hotel business and environmental degradation. This industry focused with unmanaged development and progress. Rendering to these all scenarios the role of green marketing perspective has been emerged as an inspiring phenomenon. The current study is intended to explain mediating role of green trust among direct association of green image and loyalty.

RESEARCH OBJECTIVES

The objective of this study is to bring an association between the concepts that are related to green marketing wonder. This revision concentrated to found a relationship among the ideas of green image and green loyalty while green trust has been examined as a mediating influence among direct relationship of green ideologies. In hospitality industry, this concern is greater because of Hotel Company’s focus on environmental humiliation, growth and development.

RESEARCH QUESTIONS

What is the effect of Green image on green loyalty?

What is the mediating role of green trust among green image and green loyalty?

LITERATURE REVIEW

Loyalty plans are broadly used in marketing with the perspective of relationship improvement. In US, the loyalty associations beat 2.65 billion, an average domestic contributing 21.9 diverse plans; firms are spending more than \$1.2 billion pleasing loyalty package memberships for each year (Prentice, C. 2013). Today's loyalty programs give special conduct for their high-paying customers (Wetzel *et al.*, 2014). There is substantial suggestion to propose that loyalty programs are an operational relationship marketing device (Newman *et al.*, 2014). Customers are separated into distinct levels according to their spending ranks (Grimmer and Bingham, 2013; Adaval, 2013; Keh and Lee, 2006). The focus of Loyalty schemes is to suggest superior paybacks to firm's top clients, containing hard paybacks/benefits or the soft benefits. In an innovative stratified client society, those clients who are at top of hierarchy ladder, they enjoy entrance to high-class services and excellent levels of special care. Like in an airline context, travelers having an elite class have special integrity to usage of limited registration stands as well they are given importance for promotions. Previous investigation in loyalty schemes or programs has examined loyalty program arrangement (Dreze and Nunes, 2009), rewards frequency (Dreze and Nunes, 2011), struggles to collect rewards (Kivetz and Simonson, 2003), position award (Eggert *et al.*, 2015), consumers' profit as a first choice (Kivetz and Simonson, 2002). Slight research done for explaining the role of green loyalty of consumers as well how this construct has been effected through green image of a service sector.

Agreeing to the assumptions of social comparison theory (Festinger, 1954), individuals continually appraise their abilities over others. This trend to involve in social contrasts is universal as it establishes naturally (without proposing to do so) effortlessly (without presence or conscious of doing so) (Van de Venn, 2009). It is enjoyable to feel great, excellent than others, and it have an optimistic impact on self-esteem of individual user or client (Locke and Nekich, 2000). Previous research proposes that status level insights are more positively related to the loyalty schemes spending intention (Steinhoff and Palmatier, 2014). Recent studies proposes that these loyalty programs are like a dual framed sword (Wetzel *et al.*, 2014; Eggert *et al.*, 2015). There are rich indication to propose presence of individual customer boldness and performances (White and Dahn, 2006; White and Dahn, 2007; Ramanathan and McGill, 2007).

Diverse writers gives diverse sense of green marketing concept. Rendering to Chaudhary *et al.* (2011) the word "green marketing" was exposed in 1970s. AMA (American Marketing Association) well-defined this concept that it is like an "ecological marketing principle". Green marketing comprises of variety of business actions that aims to gratify clients' requirements and reduce negative influences towards natural condition (Tiwari, Tripathi & Yadav, 2011).

Green marketing is like an association that puts struggles for promoting, encouraging, pricing as well allocating goods with economic perspectives (Sarkar, 2012). AMA (American Marketing Association) quantified that the green marketing

is basically marketing of those goods that have a keen focus on environmental safety. Green marketing integrates business actions that consist of manufacture process, packaging change, and green publicity (Yazdanifard & Mercy, 2011). The phenomenon of Green marketing is further defined as any advertising action that high spot the environmental morals as business basics and it may observe as a benefit of transferring from consumer behavior to a brand (Peattie & Charter, 2003). In wide-ranging, the key purposes of green marketing remained to lessen the environmental dangers that started by the industrial engineering and to reinforce business economic image in the users' perception. Lavidge *et al.* in 2000 split the phases of client's actions keen on three components: cognitive, affective and conative. The first one cognitive aspect are refers to client beliefs and principles; the affective aspect are refer to the condition of emotions; and finally the conative aspect are refers to customer behavioral purposes and movements.

Companies transfer green plans mostly over what Lavidge *et al.* (1961) called as an "image advertising", that emphasis on few of the steps of creating feelings rather than directly opening conative or behavioral actions of loyalty. In current sequence of cognitive, emotional and conative, green image is associated with a set of assumptions that regulate company image. Simultaneously, it control emotional reactions from customers (like green satisfaction) because of cognitive energy in business towards the cost of existence of its customers. Finally, these affective reactions have emotional impact on customer behavioral or conative results, such as repurchase actions (e.g. green loyalty). From this viewpoint, literature examining straight consequences of green issues on green customer performance and acquired mixed results. Yet, it has perceived than when researchers present mediating stance of an emotional variables like green trust, it have an influence on behavioral reactions of loyalty (Chen and Chang, 2013; Ng *et al.*, 2014). For this reason, it appears that hierarchy ladder of cognitive, effective and conative is more appropriate to recognize effects of green marketing principles. A general image on customer reactions influences the cognitive or behavioral stages of effects hierarchy model. Overall green image is well-defined by a great author Keller (1993, p. 3) as "a collection of views about a particular brand as revealed by brand relations in customer's memorial". Henceforth the suggested hypothesis of this study is

GREEN TRUST

This study intellectualizes green trust as an expressive or emotional idea that can be defined "the willingness to be rest on an interchange mate at whom you have a self-assurance and self-confidence" (Moorman *et al.*, 1992). This research is innate on the theoretic perspectives of social and psychology literatures for cognitive and affective achievements. Moreover, it is fundamentals to theorize the concept of green trust. Emotional parts of trust are reflected noteworthy in hospitality industry because the customer's trust is in affective indication from businesses. It is more like a fact of reference for analyzing or calculating the quality (Johnson and Grayson, 2005). Ensuing with preceding meaning given by Moorman *et al.* (1992), current

study describes “green trust” like “willingness to depend on an exchange mate in whom one has self-assurance because of its environmental routine or performance”. As past counts that customer trust is effected by appearance or an image of companies for the reason that corporate associations (like image) are capable to decrease risk observed by users (Flavián *et al.*, 2005).

Generally, the green image effect the client behavior purposes, and in existence research has providing proof that image has a definitely impact on trust (Mukherjee and Nath, 2003). Existing literature identifies that trust is a condition to develop strong and long lasting relationships with customers (Delgado and Munuera, 2005). Roughly academics have suggested that trust is “foundational stone” of long-standing relations (Spekman, 1988, p. 79).

In the hospitality industry, these constructs have been documented as a vital element to inspire customer and company relations. Based on this reason, current studies confirmed the part of belief at a time of improving loyalty of hotels (Wilkins *et al.*, 2009; So *et al.*, 2013). Therefore, this study propositions following hypothesis that

H2: Green trust mediates the direct association of green image and green loyalty

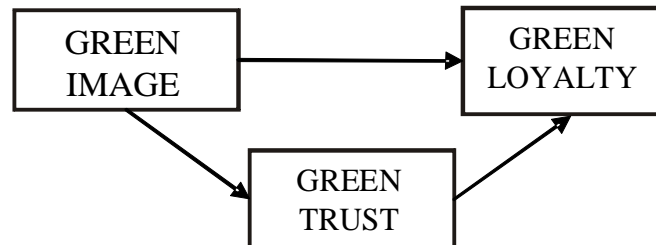


Figure 1: Research Model

RESEARCH METHODOLOGY

A sample of hotel customers was plotted through questionnaire method to measure hypotheses. The writer used a well-thought-out questionnaire to gather the data from targeted respondents. The prospective defendants were necessary to reply a question to check that they are actually clients of a hotel business from past year. A convenient sampling technique has been used (non-probabilistic) to project the sample. This current study is quantitative as well cross sectional. The data has been collected with total sampling subjects of 321. Data has been collected from the three, four and five star hotels customers in Fujairah, UAE, Dubai, Abu-Dhabi, Al-Ain, Sharjah and Ras Al-Khayma. It has been analyzed by using SPSS version 23 to measure the direct impact of green image on green loyalty and mediating impact

of green trust. Structured and adapted questionnaire was adopted for data gathering. Further it practices seven-point Likert scales ranged from 1 to 7 (strongly disagreement to strongly agreement) to quantify the items of the theoretical constructs. Five point rating scale founded on the study of Chen (2010) were used for measuring green trust. To measure green image, five items from the study of Cretu et.al (2007) were used. Lastly, the four items based on the research study by Sirdeshmukh *et al.* (2002) and Zeithaml *et al.* (1996) were adopted to measure the green loyalty.

Data has been analyzed on SPSS and model has been tested by Structural Equation Modeling Technique (SEM) on AMOS.

FINDINGS & RESULTS

Table 1
Reliability Analysis

<i>Variables</i>	<i>No of Items</i>	<i>Cronbach Alpha</i>	<i>Composite Reliability</i>
Green Image	5	.849	
Green Trust	5	.835	.892
Green Loyalty	4	.776	

Table 1 shows the reliability analysis of study variables which are green image, green trust and green loyalty. Table shows that green image is measure on 5 point likert scale and its reliability is .849. Green trust is also measured on 5 point likert scale and its reliability value is .835. Green loyalty has Cronbach alpha reliability value of .776. All of these are above then the standard which is .70. Table also shows that composite reliability of overall 14 items is also above the standard (.892). This represents our data is reliable to run further tests.

Table 2
Correlation Analysis

<i>Variables</i>	<i>1</i>	<i>2</i>	<i>3</i>
Green Image	1		
Green Trust	.597**	1	
Green Loyalty	.462**	.492**	1

Table 2 presents the correlation analysis of the study variables. Correlation analysis shows that to what extent variables of study are related with each other. Correlation coefficient is representing by r and its value ranges from -1 to +1. Table shows that green image is moderately correlated with green trust ($p < .05$, $r = .597$) and green loyalty ($p < .05$, $r = .462$). In the same manner, green trust is also moderately correlated with green loyalty ($p < .05$, $r = .492$).

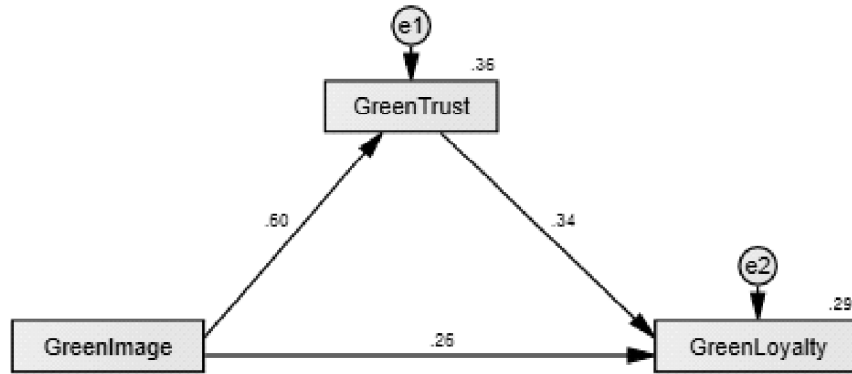


Figure 2: Structural Equation Modeling

Table 3
Regression Weights

			Estimate	S.E.	C.R.	P	Label
Green Trust	<---	Green Image	.591	.036	13.320	***	
Green Loyalty	<---	Green Image	.257	.050	4.443	***	
Green Loyalty	<---	Green Trust	.339	.061	5.708	***	

Table 3 shows the regression analysis using structural equation modeling (SEM). This is shown by table 3 and figure 2 that green image is significant ($P < .05$) and positive ($B = .26$) association with green loyalty. This shows that H1 of this study is supported by our data. In this same way green image is significant positive ($p < .05$, $B = .60$) with green trust and green trust is significant positive ($p < .05$, $B = .34$) association with green loyalty.

Table 4
Direct Effects

	Green Image	Green Trust
Green Trust	.482	.000
Green Loyalty	.220	.351

Table 5
Indirect Effects

	Green Image	Green Trust
Green Trust	.000	.000
Green Loyalty	.169	.000

Table 4 shows the direct effect of green image on green loyalty which is significant (as we already discussed above in H 1). Table 5 shows that after placing mediator (green trust) the relationship of green image and green loyalty remains significant,

which shows that green trust partially mediated the relationship of green image and green loyalty so H2 of the study is also supported by our study data.

DISCUSSION AND CONCLUSION

Achieving and supporting the client loyalty founds the level of aspiration for many of the firms, containing hospitality businesses, as the loyal clients or customer's buy more services, they devote a greater portion of their incomes at the supplier and have a habit of to be a fewer price-sensitive as compared to the other customers (Williams and Naumann, 2011). Even yet this existing research is in hospitality industry that generally discovers loyalty matters.

Currently, there is no investigating related to the concept of green marketing in available literature for the hotel customer green loyalty as a conative factor. Scholars have not delivered hospitality specialists with complete models to recognize the links among green image, green trust and green loyalty. Grounded on green marketing principles this study fit in overall image of green hotel into a customer loyalty, this is showing its significance to progress not only green loyalty but similarly green trust on the parts of clients. By seeing an overall green image of a green hotel in UAE states customer trust is an imperative constructs for accepting the consumer behavior (Delgado and Munuera, 2005; Kim *et al.*, 2001; Lee *et al.*, 2009), this research proposes a research outline to research into clients' green loyalty.

Specifically, the cognitive relations regarding green image straight influence on an emotional reactions of clients like green trust. In fit, this affirmative affect defines green loyalty of the hotel customers. Consequently, this revision shows the two different ways for hospitality firms to produce green loyalty. The first is concerned about the beliefs created by the green issues, whereas second way is self-possessed based on emotions produced by these facets. This current study offerings four extra theoretical aids to academic texts in hospitality industry. Firstly, it follows a holistic tactic by joining the two viewpoints, like relationship marketing green marketing, to improve the research framework for accepting green loyalty. These findings are in arrangement with past literature that use dual approaches to discover consumers' responses in the direction of green products (Chen, 2010; Hur *et al.*, 2013).

Secondly, no previous study investigates the association among green image, green loyalty in hotel firm's perspective. This current study found that green image positively impacts not only green client loyalty but also on the green trust. It delivers empirical sign that the green trust mediates the association among client's green image and green loyalty, that is consistent with past study like the paper by Lee *et al.* (2010), in which they point green image as a strategically or a planned idea, or consider more suitable for producing affective positive insights of service enactments.

Lastly, growing customer perceptions about green image and trust can help to advance loyalty through green services in hospitality sector. The results prove that green marketing phenomenon is a key strategic, planned or a considered tool that plays an essential part in constructing customer loyalty as well customer trust.

MANAGERIAL IMPLICATIONS

Hotel managers must design policies to increase awareness of green image and help visitors to progress better stages of green trust for building continuing relations with firms. To get these consequences, hoteliers might devise visible environmental performs like recycling programs, an energy or water preservation advantages, waste management systems, environmentally friendly goods, gaining environmental warranties (like Green Globe Certification, Energy Star etc.) and applying sustainable structure practices. Clients' perceptions of green image and trust may be largely affected by business communications connected to the green issues, the hotel lodgings should efficiently transfer these creativities to clarify the aims of green policies. As a result, the hotel executives must give emphasis to the meaning of environmental matters by supporting green movements for building green image of hotels. For example, hotels in UAE, Abu-Dubai etc. are keenly supports its "Green Rooms" that aimed at dipping the environmental effect of its bathrooms. For example, new vending machine of paper towels have been connected to attain a noteworthy fall in the quantity used. Lastly, the toilets function with a flushing arrangement fed from composed rain water wanting 25% less water as compared to the outdated models (Green Hotelier, 2013). To successfully support green initiatives, it is recommended that hoteliers improve a combined communication policy with manifold information stations to display the features of green hotel. For example, green hotels must usage the medium of social media, mail, public relationships and advertising to interconnect their green performs towards their customers.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This current study had numerous limits. This is performed in UAE states hotel context, so future research should concentrate on other businesses or other states to more generalize the results or consequences presented here. Secondly, the agenda of this study is limited to its purposes. This study has allocated with the association amid the variables of attention or interest, without seeing other antecedents or consequences. Therefore, the requisite exits to discover other mediating variables (like the commitment concerning ecological subjects). Thirdly, the role of green trust acts as a mediators among green image and loyalty, this study high spot the need to keep deepening into growth of green trust. Thus, bearing in mind subcategories of hotel clients in green marketing phenomenon could be additional significant line for future research study perspective.

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