

THE EFFECT OF ATTITUDES TOWARD GREEN BEHAVIORS ON GREEN IMAGE, GREEN CUSTOMER SATISFACTION AND GREEN CUSTOMER LOYALTY

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Abstract: The research was carried out to determine the effect of attitude towards green behavior on green image, green customer satisfaction and green customer loyalty. The universe of the study consists of customers who have visited green hotels in Turkey. In order to test the hypotheses, Smart PLS 3 (Partial Least Squares) statistics program was used in the research. Bootstrapping technique was used to test the hypotheses that were aimed to be measured in the research. According to the results of the analysis, the attitude towards green behavior is on the green image; the green image has also been found to have a positive effect on green customer satisfaction and green customer loyalty. In addition, as a result of the analysis, it was determined that green customer satisfaction positively affected green customer loyalty.

Key words: Attitude toward green behaviors, Green customer loyalty, Green customer satisfaction, Green image, Green hotel.

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INTRODUCTION

In recent years, people have realized that environmental issues are increasing steadily due to the enormous amount of environmental pollution that is directly linked to industrial production. This social attitude has made more and more businesses willing to take environmental responsibilities. This growing environmental concern has rapidly emerged as a common problem for consumers (Jones et al., 2017), and many businesses are trying to take advantage of this opportunity. Creating a strong image in the market is one of the main goals of businesses because a strong image created in the minds of consumers can provide benefits such as customer satisfaction and loyalty. Satisfaction and loyalty have important effects on the profitability of almost every business. They create a competitive advantage for businesses and reduce the costs of acquiring new customers. Satisfaction and loyalty also play an important role in creating the behavioral intentions of customers. They increase long-term and productive customer relations and purchasing intention (Ballester and Aleman, 2005).

Although previous studies have given great importance to research subjects such as attitude, image, satisfaction, and loyalty, studies that associate them with green or environmental issues are limited in the national literature. Therefore, this study aims to fill the gap in the literature. The study proposes four new structures (attitude towards green behavior, green image, green customer satisfaction and green customer loyalty) and discusses their effects on each. The study focuses on finding the right perspective and possible evaluations for new green marketing concepts in accordance with environmental trends by detecting the effects of attitude towards green behavior on green image, green customer satisfaction and green customer loyalty through green hotels.

Attitude towards Green Behavior

The attitude phenomenon has always been emphasized as one of the mandatory precursors of behavioral intention and real behavior in green consumer psychology studies. Attitude is an important concept because it has theoretic connections for it is associated with different models like, consumer expectancy-value model of Fishbein (1963), reasoned action model of Ajzen and Fishbein (1980), planned behavior model of Ajzen (1985), value-attitude-behavior model of Homer and Kahle (1988) and widened planned behavior theory of Han and Kim (2010). In addition, these models are important indicators of satisfaction of consumers with a product (and therefore the purchase of this product), functions of the product and what needs it can meet. These theorems show that values affect behaviors both directly and indirectly through attitudes (Çavuşoğlu and Durmaz, 2020). In this regard, attitude is a concept related to values and behavior. Attitude is determined by the behaviors and beliefs of the individuals. Therefore, a person who has positive and strong beliefs with positive outcomes will have a positive attitude towards situations that will result from the behavior. Fishbein and Ajzen (1975: 211) defined this phenomenon as a positive / negative assessment of a particular behavior. Sethi (2018: 12) considered attitude to be the positive or negative evaluation of an object, action, issue, or person. Attitudes are sets of beliefs about a particular object or action that can turn into an intention to perform the action. Attitudes affect intentions and the more positive the attitude, the stronger the intention to perform the behavior. In this regard, attitudes are indicators of purchasing intentions and therefore purchasing behavior (Han et al., 2020).

Attitude towards green behavior mainly involves the perceived importance or distress of environmental awareness, the severity of environmental problems and the responsibilities of businesses (Laroche et al., 2001: 505). The basis of environmental research arises from the individual's concerns about the environment. Eco-anxiety is defined as a global attitude that has indirect effects on behavior through

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behavioral intent (Wang et al., 2020). Researchers have stated that eco-anxiety is a strong attitude towards environmental protection (Han et al., 2020; Hwang and Lyu, 2020; Kumar and Saranya, 2020). Environmental concern is often cited as a powerful motivation tool for purchasing. Increased environmental concern has led to increased intention to purchase green products. Specifically, it has been suggested that consumers with high environmental anxiety levels are more likely to engage in green consumer behavior (Jaiswal and Kant, 2018; Yarimoglu and Gunay, 2020). Basically, eco-friendly attitudes are handled in two different ways: general and specific attitudes (Verma et al., 2019). General environmental attitude is defined as the degree of positive / negative evaluation of individuals when performing a certain behavior. The specific environmental attitude represents the evaluation of some eco-friendly products or behaviors, such as green product selection, green hotel visits or organic food selection (Jaiswal and Kant, 2018: 62). After purchasing a product, environmentally conscious people realize the effects they have on the environment and take the information learned from these aspects into consideration before making their next purchase choice. In addition, sometimes they have to balance certain features and prices of goods or services according to their environmental impact (Han et al., 2020). For example, in Turkey, by circulating the information about how plastic bags have impacted some countries, the plastic usage was reduced and after some time plastic bags were priced. Ottman (2011: 41) attributed consumers' willingness to behave green to three basic elements: i) believing that they will save money financially on the product they purchased ii) believing that the products will provide more benefits for their health. iii) believing that the brands they bought try to turn the world into a more sustainable place. This last factor is especially important for businesses that aim to create a green image.

Green Image

Image plays an important role in markets where it is difficult to separate goods or services by quality (Mudambi et al., 1997). The perceptions that consumers have about businesses are defined as "image" (Çavuşoğlu and Durmaz, 2020: 95). Image is associated with the quality of communication between the staff and customers of a business, as well as the physical and behavioral characteristics of a company, such as its identity, products and ideology (Hwang and Lyu, 2020). The image, which has a critical importance for businesses, is the most important aspect that differs businesses from each other. In this respect, businesses that have a positive image will establish a strong relationship with consumers and ensure that they are loyal to their businesses (Jeong et al., 2014: 13). The rapid development of technology and the accompanying flow of information have caused consumer demands to constantly change and display different purchasing behaviors. Environmental problems and environmental disasters have increased the tendency of people to be more dependent on environment-friendly behaviors in their daily lives. As consumers began to be more concerned about being environment-friendly, their demands gradually change. This potentially turns them into desired marketing goals (Hwang and Lyu, 2020). Increasing green behavior of consumers leads them to businesses that work more comprehensively in this regard. For this reason, businesses develop strategies regarding their green image in addition to their general image and therefore try to change the behaviors of environmentally conscious consumers in a positive way (Kement, 2019).

Green image is "the series of perceptions that consumers create in their memories about business related environmental responsibilities and concern" (Martínez, 2015). Wang et al. (2018) described green image as a brand perception associated with environmental responsibility and environmental concerns in the minds of consumers. Green image stimulates the wish for environmentally conscious and responsible brands. Since environmental awareness and existing government laws impose a responsibility on brands, businesses try to create a "green brand" image (Çavuşoğlu and Durmaz, 2020). Businesses are designing some activities related to corporate social responsibility in order to strengthen this image. Similarly, green marketing activities show environmental concerns of green products, green behaviors and brands. According to planned behavior theory, the beliefs of individuals lead to actual behaviors. In this respect, if a consumer trusts a green brand, s/he will continue to buy from it (Bukhari et al., 2017: 1624). The green image helps an organization grow significantly. For example, Corrigan (1996) determined that the improvement in the green image of an organization had a positive effect on the overall image of the institution. In conclusion, improving the green image of firms helps to improve the overall corporate image (Hwang and Lyu, 2020).

Green Customer Satisfaction

No matter how technologically advanced they are, businesses know that they cannot be successful in the design and delivery of goods and services unless they take customer needs into account. The majority of successful businesses have achieved their goals by focusing on customer needs and expectations (Esmali et al., 2019). For this reason, it is important for every business to identify customer needs and meet their expectations. Satisfaction is the reactive response to fulfillment of expectations regarding interactions (Demirağ and Durmaz, 2020: 99). Satisfaction has been recognized as one of the most important theoretical and practical issues for most marketers and customer researchers (Jamal, 2004). Satisfaction is a feeling evoked by the ability of a good or service to meet the needs and desires of consumers (Yoon and Uysal, 2005). Customer satisfaction is the experiences of consumers and fulfillment of consumption goals (Oliver, 2006). Previous studies have shown that customer satisfaction is conceptualized in two different ways: transaction-specific and cumulative (Anderson et al., 1994). Transaction-specific customer satisfaction is expressed as the evaluative decision after making a choice about a particular purchasing event (Anderson, 1973). On the other hand, cumulative customer satisfaction is a holistic assessment based on the general experience of a particular firm over time in terms of goods and services (Oliver, 1980). All proposed definitions acknowledge that the concept of satisfaction implies the necessary existence of a goal that the consumer wants to achieve.

Consumers are the decision-making units that purchase goods and services to meet their needs. Product and brand satisfaction perceived by consumers is an important factor. In addition, in today's market-oriented business environment, the question of how companies will satisfy customers has become the ultimate concern of decision-making units in different types of companies (Demirağ and Durmaz, 2020: 100). Businesses are facing increasing pressure to be more responsible and greener. Some stakeholders force businesses to reduce their negative impact on society and the nature (Bansal, 2005). With the rise of environmentalism, consumers are not only willing to buy products that have minimal impact on nature, but also become more interested in the environment as a society. In addition, international environmental regulations have increased significantly and have become stricter in recent years. In this context, some authors have suggested green customer satisfaction and the term has been defined as a sign of a level of pleasure resulting from the ability to meet the needs, wishes and desires of a good or service in an environmentally durable, sustainable and environment-friendly way (Martínez, 2015).

Green Customer Loyalty

Customer loyalty is the act of sustaining a relationship with a business through purchasing goods and services as a customer (Behara et al., 2002). Loyalty is a deep connection to repurchase a good or a service (Oliver, 1997). In other words, loyalty can be seen as a connection to a business whenever possible, a commitment to future behavior or other alternatives to purchase a good or service. For this reason, customer loyalty is an important indicator of positive attitude towards the product and brand of the business, and positive behavior towards buying and making recommendations to others (Backman and Compton, 1991). Customer loyalty is a stable source of income for companies. It also acts as an information channel with the recommendations of the product and the brand made to others (Reid and Reid, 1993).

Customer loyalty is defined from a behavioral and attitudinal perspective (Chaudhuri and Holbrook, 2001). Behavioral loyalty is described as the repeated act of buying and using. Attitudinal loyalty is the act of recommending the business or the people to others in a positive way. Kim et al. (2004: 147) have discussed loyalty with 3 basic approaches and stated that the third approach is a combined model of behavioral and attitudinal loyalty. Although all three types of loyalty have their own roles in marketing, most firms prefer attitudinal customer loyalty. The biggest contribution of Oliver (1999: 35) to customer loyalty was suggesting a hierarchic order regarding the attitudinal dimension. According to this, attitude dimensions of customer loyalty are categorized as cognitive, affective, conative and behavioral. Cognitive loyalty is the first stage of customer loyalty and is based on product knowledge.

At this stage, customer value is at the forefront, and alternatives that offer a stronger value can affect the direction of customer loyalty (Evanschitzky and Wunderlich, 2006: 331-332). The affective loyalty stage is the transformation of the positive opinion left by the cognitive dimension in the customer mind into an affective dimension (Han et al., 2008: 24). The conative stage, on the other hand, expresses behavioral intentions that often result in action (Radder and Han, 2013: 1262). At this stage, the customer has information about the product / brand and has been willing to make an effort and wait for the product based on their positive emotions. This effort can be made when the product is not easily found or when the customer has to wait for the product to be put on market. Therefore, the behavioral stage of customer loyalty is directly related to the power of attitudinal components. Green customer loyalty, which is a new structure in today's marketing where environmental commitments and concerns are present, has been brought up to the literature by Chang and Fong (2010). Green customer loyalty is defined as the customer's commitment to consistently repurchase or re-protect a preferred product in the future, where he or she wants to maintain a relationship with an environmentally concerned or a green business. In this respect, loyal customers tend to make reliable suggestions to the people around them. The satisfaction of the customers with the related product and the positive attitude towards the product / business are the main premises of customer loyalty (Jones et al., 2000: 270).

THEOROTICAL FRAMEWORK

Attitude towards Green Behaviors and Green Image

Research on consumer behavior emphasize the importance of the image of businesses and products (Çavuşoğlu and Durmaz, 2020; Jeong et al., 2014; Mudambi et al., 1997; Nguyen and Leblanc, 2001). Positive attitudes will strengthen the images of the businesses (Han et al., 2009; Jeong et al., 2014; Oliver, 1999). In this respect, the interaction between the attitude and the image is an important one. Most of the studies in literature are carried out on attitude and image while the number of studies on green attitude and green image is limited. In their study conducted in cafes to estimate the effects of environment-friendly practices on green image and customer attitudes, Jeong et al. (2014) determined that green image helps consumers create a positive attitude towards the cafe and consequently affect the consumption decisions of consumers. Han et al. (2009) tested the relationship between the overall image and green behavioral intent by word of mouth and suggested that increasing the green image of hotels is important for hotel keepers in green hotel industry.

In their study carried out to determine the role of customers, who visit green hotels in Turkey, as mediators between green attitude and behavioral intention types, Kement (2019) found that green image is a positive mediator between the attitude towards green hotels behaviors and the intention to visit again. Similarly in their study carried out on the visitors of green Çavuşoğlu and Durmaz (2020) determined that attitudes towards green behavior positively and statistically affect the intention to visit again, and that green image has a mediator and regulatory role between the two variables.

The following hypothesis was created in the light of the works in the literature.

H₁: Attitude towards green behaviors positively affect green image.

Green Image, Green Customer Satisfaction and Green Customer Loyalty

The positive image of a business is a powerful tool to increase the level of customer satisfaction (Assaker and Hallak, 2013; Prayag et al., 2017). In line with this idea, some authors think that the image plays an important role in meeting the needs and desires of consumers (Martínez, 2015; Kandampully and Hu, 2007). Based on these studies, the more favorable the green image is, the more satisfied the consumers will be. Corrigan (1996) stated that Ireland showed a significant growth in green marketing after the green image promotion in Ireland. In addition, Hu and Wall (2005) have suggested that increasing the environmental image can increase the competitiveness of tourism. Similarly, green image is more important for businesses, especially under the rise of consumers' widespread environmental awareness and strict international regulations on environmental protection.

Enterprises embody the concept of green marketing to achieve the advantages of differentiation of their products. This situation is seen as an important factor in creating customer satisfaction and loyalty (Chen et al., 2006; Peattie, 1992). In addition, businesses that have made many efforts to improve their image will not only avoid environmental protest or punishment issues but will also increase customer satisfaction and loyalty regarding environmental desires, sustainable expectations and green needs. Since image is an important determinant for customer satisfaction, previous studies have suggested a positive relationship between image and customer satisfaction (Chang and Tu, 2005; Martenson, 2007). According to this, the higher the green image, the satisfactory pleasure level regarding the consumption will meet the environmental wishes, sustainable expectations and green needs.

Satisfaction is often used as a predictor of future consumer purchases (Kasper, 1988; Oliver, 1999). Satisfied customers show an increasing amount repurchase intention (Zeithaml et al., 1996), tendency to make recommendations (Reynolds and Arnold, 2000) and pay more (Fitzell, 1998) over time. Previous studies have determined that the image has a significant effect on customer satisfaction and customer loyalty (Abdullah et al., 2000; Chang and Tu, 2005; Martenson, 2007). In addition, the relationship between customer satisfaction and customer loyalty has been supported in many studies (Hellier et al., 2003; Fornell et al., 2006; Oliver, 1999).

While studies have attached great importance to researching issues related to image, customer satisfaction and customer loyalty, none have studied them within the context of green or environmental issues. In general, a limited number of studies have been found in the literature to address these variables. In their study conducted on consumers with electronic product purchasing experience in Taiwan, Chen (2010) determined that green brand image positively affect green customer satisfaction. In their studies conducted with customers visiting green hotels in China, Wang et al. (2018) found that green image positively affects green satisfaction. Chang and Fong (2010), on the other hand, in their study carried out on customers who have experience in purchasing green or environmental products, have determined that they have a positive effect on green customer satisfaction and green customer loyalty. In the study, it was also determined that green customer satisfaction positively affects green customer loyalty.

The following hypotheses were created in the light of the works in the literature:

H₂: Green image positively affects green customer satisfaction.

H₃: Green image positively affects green customer loyalty.

H₄: Green customer satisfaction positively affects green customer loyalty.

METHODOLOGY

The study aims to determine the effect of the experience of consumers who visit green hotels on attitude towards green behavior, green image, green customer satisfaction and green customer loyalty. The population of the research consists of customers who visit green hotels in Turkey between 1st of September and 30th of September 2019. Because of the fact that the population of the research is too wide, convenience sampling method was used out of non-probability sampling methods. Sample number was determined as 400. However, because 8 of the questionnaire forms were incomplete the study was conducted on the data obtained from 392 questionnaire forms.

The questionnaire form consists of demographic and scale questions to determine the model. The first part consists of questions like accommodation, gender, age, education, marital status and income level. The second part, there are 4 questions to evaluate attitude towards green behaviors (Han et al., 2009), 4 questions to evaluate green image (Wang et al., 2018), 4 questions to evaluate green customer satisfaction (Chang and Fong, 2010) and 3 questions to evaluate green customer loyalty (Chang and Fong, 2010). The questions in the second part were adapted to 5-point Likert scale within the range of “strongly disagree- strongly agree” (1-5).

59.4% of the visitors are foreigners (n: 233). 181 of the visitors are male (46.2%) and 211 of them are female (53.8%). 34.2% (n: 134) of the participants are aged between 45-54, 51.3% (n: 201) of them are married. 40.6% (n:159) of the participants are studying at the level of bachelor's degree and 82.1% (n: 322) of the participants are in the middle class regarding their income.

Smart PLS (Partial Least Squares) statistics program was used to test the hypotheses. Bootstrapping technique was used to test the hypotheses. The research model that is aimed to be evaluated is as follows.

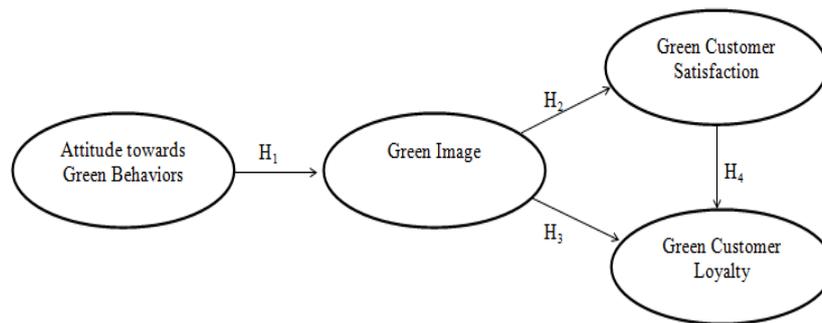


Figure 1. Theoretical Framework

Result

The results of the discrimination validity of attitude towards green behavior, green image, green customer satisfaction and green customer loyalty are shown in detail in Table 1 and Table 2. To determine the validity of the research model, structure, discrimination and compliance validities were examined. To determine the discrimination validity, the square root of the AVE values and the Heterotrait-Monotrait (HTMT) were calculated (Fornell and Larcker, 1981; Hair et al., 2010). Average variance extracted (AVE) and composite reliability (CR) values were examined to determine the compliance validity. Confirmatory factor analysis (CFA) was made to determine construct validity. Validity and reliability results are shown in Table 2 in detail.

Table 1. Square of the Correlation Coefficient

Variables		X	SD	1	2	3	4
1	Att. Towards Green Beh.	3.99	1.08	0.877			
2	Green Image	3.98	.809	.286	0.890		
3	Green Consumer Satisfaction	4.01	.773	.364	.286	0.928	
4	Green Consumer Loyalty	4.04	.750	.352	.311	.858	0.885

Table 2. Validity and Reliability Results

Variables		α	CR	AVE	λ
Attitude towards Green Behavior	We do not need to worry about environmental protection activities as there are enough electricity and water resources and green areas in our country.	.91	.93	.78	.892
	Recycling is a very challenging task.				.875
	Recycling is important in terms of conservation of natural resources.				.829
	Enterprises providing hospitality services (hotels, restaurants etc.) are environment friendly.				.939
Green Image	I think green hotels support sustainable development.	.90	.93	.76	.846
	I think the image of green hotels is high.				.846
	I think green hotels are excellent.				.898
	I will give positive feedback to people about green hotels.				.914
Green Customer Satisfaction	I am happy with my decision to stay in the green hotel.	.94	.96	.86	.934
	I am pleased to have stayed at the green hotel.				.940
	I think I did the right thing staying at a green hotel.				.952
	I feel that I contribute to environmental protection and sustainable development.				.887
Green Customer Loyalty	I will continue my stay in this hotel.	.86	.91	.79	.898
	I am ready to recommend this hotel to my family and friends.				.893
	Although the price of other hotels is cheaper than green hotels, this high price in green hotels can be accepted.				.878

* Measured using a 5-point scale format (1=strongly disagree, 3=neutral, 5=strongly agree)

* λ =Factor loadings, CR=Composite reliability, AVE=Average variance extracted, α =Cronbach Alpha

Table 3. Goodness-of-fit indices for Model

Criteria	χ^2	NFI	SRMR
	542.214	$\geq .80$	$\leq .08$
		0.89	0.047

It was determined that the factor loads of each expression belonging to the scales were above 0.50 (Kaiser, 1974) and therefore had construct validity (Fornell and Larcker, 1981). It is seen that CR values are above 0.70 (Hair et al., 2012) and AVE values are above 0.50 (Fornell and Larcker, 1981), therefore the research model has compliance validity (Table 2). Goodness of fit values were similarly analyzed with the Smart PLS 3 (Partial Least Squares) statistical program and the obtained criteria are shown in Table 3.

As a result of the analysis, the χ^2 value of the variables was determined as 542.214. It is determined that the normed fit index (NFI) values are above 0.80 (Yaşlıoğlu, 2017). The value of SRMR (standardized Root Mean Square Residual) which represents residual covariances between the covariance matrix of the universe and the covariance matrix of the sample, indicates that the model is acceptable (Hu and Bentler, 1999). According to the results obtained, it was determined that the research model has a good goodness of fit.

To determine the discriminant validity, the square root of the AVE values and the Heterotrait-Monotrait (HTMT) were calculated (Fornell and Larcker, 1981; Hair et al., 2010). According to the Fornell-Larcker criterion, the square root of the implicit variable's AVE value should be greater than its correlation with all other implicit variables in the structure (Hair et al., 2019). Square root of AVE value is the dark colored data in Table 1. Since these values are larger than the other values in the rows and columns they are in, it can be stated that discriminant validity is provided. Discriminant validity was separately calculated with Heterotrait-Monotrait (HTMT) to determine that each of the variables in the research model analyzed a different concept. Results of the calculation show that if the HTMT value is below 0.9, discriminant validity is provided (Henseler et al., 2009). Table 3 shows the HTMT rates for the model. According to these results, the HTMT ratio between the variables is below 0.90 and discriminant validity is confirmed. It is concluded that the variables are different from each other.

Table 4. Heterotrait-Monotrait (HTMT) Values

Variables	1	2	3	4
1 Attitude towards Green Behavior				
2 Green Image	0.283			
3 Green Customer Satisfaction	0.389	0.307		
4 Green Customer Loyalty	0.394	0.348	0.845	

Table 5. Path Analysis Results

Variables		Beta (β)	S.E.	t	p	Result	
H ₁ Attit. towards Gr. Beh.	→	Green Image	.286	.045	6.373	0.000***	Accepted
H ₂ Green Image	→	Green C. Satis.	.286	.064	4.453	0.000***	Accepted
H ₃ Green Image	→	Green C. Satis.	.071	.031	2.252	0.025*	Accepted
H ₄ Green Customer Satisfaction	→	Green C. Loyal.	.838	.026	31.939	0.000***	Accepted

p<0.001***, p<0.01**, p<0.05*, S.E: Standard Error

Path analysis was conducted to test the research model. The results of the hypotheses formed in line with the purpose of the research are shown in Table 5 in detail. “Blindfolding” method was used in SmartPLS 3.0 program to determine the level of interest (Q²) between independent variables and dependent variables. According to Hair et al. (2019), if the Q² values of the dependent variables are greater than 0, the predictive accuracy of the model for the dependent variables is correct. The analysis showed that the Q² values of the dependent variables were greater than zero (green image: 0.059; green satisfaction: 0.066; green fidelity: 0.579). Accordingly, it can be mentioned that the prediction accuracy of the structural model for dependent variables is correct. Path analysis results show that attitude towards green behavior, which is an independent variable, positively affects green image (β = .286, p <0.001). Another variable determined that green image positively affected green customer satisfaction (β = .286, p <0.001) and green customer loyalty (β = .071, p <0.05). Finally, it was determined that green customer satisfaction positively affect green customer loyalty (β = .838, p <0.001). In line with these H₁, H₂, H₃ and H₄ hypotheses were accepted.

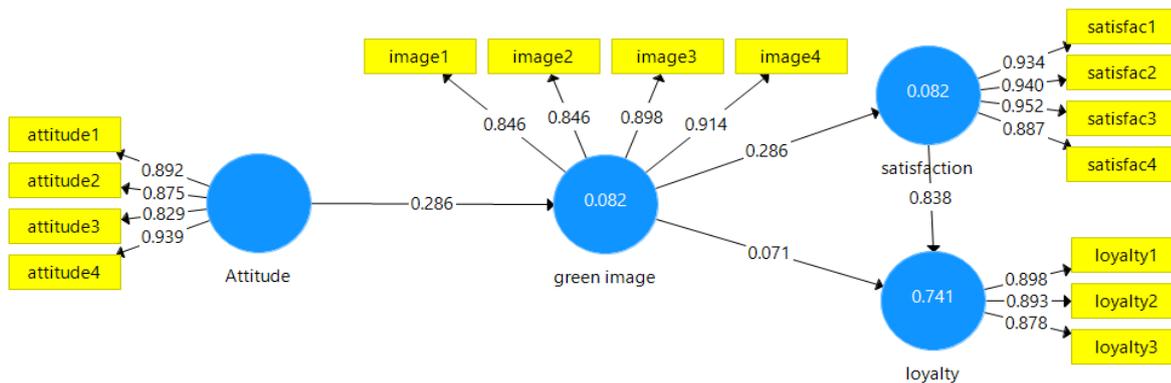


Figure 2. Diagram of the Structural Model

CONCLUSION AND DISCUSSION

The research was carried out to determine the effect of attitude towards green behavior on green image, green customer satisfaction and green customer loyalty. The population of the study consisted of customers visiting green hotels in Turkey. The tourism industry is a service sector that consumes natural resources and produces substantially solid waste. The “greening” process has emerged with a focus on the “tourism-environment” relationship. Due to the widespread increasing energy prices and waste disposal, it is known that hotels use and consume a lot of natural resources and also pay expensive bills for what they produce. For this reason, it is important for hotel businesses to develop and implement green activities to reduce financial costs and increase their efficiency. In this regard, green hotels have become one of the most important innovations in the tourism industry recently.

Green Hotel is defined as an environment-friendly accommodation facility that provides various strategies and practices to reduce harmful effects on the environment (GHA, 2020). Therefore, green hotels refer to environmental management which comprises procedures, practices and attempts to reduce, eliminate and inhibit harmful environmental impacts resulting from the activities of a business. Mintel (2010) stated in their study that consumers are willing to demand greener goods and services, in this context, tourists are more willing to choose tourism services that are advancing towards being environment friendly. Given the growing green demands, being

able to persuade consumers that it is valuable to be environment-friendly and also to make green activities more recognizable can be beneficial for hotels. In this regard, the goal of the greening programs of hotels have gone beyond cost savings and operational efficiency. Assessing potential demands for green activities can be more useful and valuable for hotel businesses. The structural model made for the customers visiting green hotels in Turkey are proposed to determine the effect of attitude towards green behavior on green image, green customer satisfaction and green customer loyalty. It is thought that combining these variables representing green behaviors around the model and determining their interaction will fill an important gap in the literature. Results show that attitude towards green behavior positively affects green image and green image affects green customer satisfaction and loyalty in a similar way. Similarly, it was determined that green customer satisfaction positively affects green customer loyalty. Compared with the literature, it is determined that the results found in general are similar to previous studies (Chang and Fong, 2010; Chen, 2010; Çavuşoğlu and Durmaz, 2020; Wang et al., 2018).

Consumers engage in green marketing activities in order to investigate environmental awareness and environmental protection, strict international regulations, and to investigate the green attitudes and behaviors of consumers, to determine the market of green products and to classify the green market according to different sectors (Jain and Kaur, 2004). In addition, various studies have demonstrated that the environmental image not only meets the environmental needs and green needs of the customer, but also increases their sales and increases their competitive advantages (Corrigan, 1996; Chen et al., 2006; Chen, 2008, 2010; Hu and Wall, 2005). Not all companies may have sufficient capacity to market their green products to their consumers. Success of green marketing by businesses depends on integrating environmental concepts and ideas with all aspects of marketing (Ottman, 2011). For the development of the environmental age, businesses should have the opportunity to increase the environmental performance of their products in order to strengthen their brand values. A more popular understanding of environmentalism in the world has increased the sales of green products significantly today, and therefore more consumers are beginning to show higher behavioral intentions for green products. Consumers with a positive behavioral intent can visit the businesses again, pay more prices and give positive recommendations to others. In the literature, five main reasons are emphasized for enterprises to improve their green marketing activities; adapting to environmental pressures, gaining competitive advantage, developing corporate images, looking for new markets or opportunities, and increasing product value (Chen, 2008). By serving the purpose of sustainability by not ignoring the environmental responsibilities of its businesses, it will create positive attitudes and images, and create a satisfied and loyal customer profile. By not ignoring their environmental responsibilities, serving the purpose of sustainability, turning this and many related reasons in their favor, businesses will ensure that positive attitudes and images and a satisfied, loyal customer profile is created.

This study was conducted based on data obtained from the 392 customers who visited green hotels in Turkey. It is believed that conducting future studies in different cultures and communities will make the results achieved in this study more valuable. This study was also carried out based on the evaluations of green hotel customers and it is recommended to conduct this research in other sectors as well. In this way, it will create different perspectives both for the literature and practitioners.

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