

عنوان مقاله:

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

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خلاصه مقاله:

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, ۳۸۴ 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 ۳ 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 ۰.۰۵ and there are significant differences 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 ۰.۸۸۴), followed by the relationship between integrated marketing and corporate green image (path coefficient of ۰.۸۲۳) in second place and the relationship between behavioral Response and performance (path coefficient of ۰.۷۸۱) in third place. After these, the biggest positive relationship is observed between mixed marketing and performance (path coefficient of ۰.۷۲۱) and trust and behavioral response (path coefficient of ۰.۶۹۵).

کلمات کلیدی:

Green marketing, Green Consumer, green hotel, Sustainable Development

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