

Exploring the Influence of Green Marketing on Green Customer Loyalty for Eco-friendly resorts in Phuket Island

Mahima Jain¹, Chompu Nuangjamnong²

Abstract

Purpose – This study aims to analyze the relationship of green marketing, customer trust, green image, customer satisfaction on green customer loyalty for eco-friendly resorts in Phuket Island. **Design/Methodology/Approach** – The research aims to use primary and secondary data gathering methods to perform an analysis to explore the influence of green marketing on green customer loyalty for Phuket Island's eco-friendly resorts. The information was gathered from 390 respondents who had visited Phuket Island's eco-friendly resorts. In order to develop the conceptual framework, this study referred to four existing theoretical frameworks. **Findings** – This study is intended to explore the influence of green marketing on green customer loyalty. Followed by the findings of this research represented green marketing has a significant influence on customer satisfaction whereas customer trust has no significant influence on customer satisfaction. Green marketing, customer satisfaction and customer trust have a significant influence on green customer loyalty. However, green image has no significant influence on green customer loyalty. **Research Limitations/Implications** – The limitations of the research showed several elements to explore the influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island. The study's focus on Phuket visitors may not apply to other eco-tourism locations, and eco-friendly resorts were preferred over other accommodations. Quantitative methods may overlook factors influencing tourist decisions, while qualitative methods like focus groups or interviews provide more in-depth insights. The sample size of 390 respondents may not accurately represent green tourists. **Originality/value** – This study on the influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island.

Keywords – Green Marketing, Customer Trust, Green Image, Customer Satisfaction, Green Customer Loyalty.

JEL classification code – Z30, Z31, Z32, Z33

1. INTRODUCTION

1.1 Background of study

The growing tourism sector in Phuket, known for its beautiful scenery and clean beaches, has resulted in a significant trend of the rise of eco-friendly resorts (Green Pearls, 2024). This trend is in responses to the growing worldwide demand for environmentally friendly tourist practices. These eco-friendly resorts, located in one of the world's most popular tourist locations, are identified by their

commitment to reducing the impact on the environment (Aleenta Resorts, 2023). They use methods like energy saving, trash reduction, and environmentally friendly resources in their construction to keep up with the concepts of environmentally friendly tourism (Riverhouse Phuket, 2022).

Along with the rise of eco-friendly resorts, there has been a rise in focus on green marketing in the hospitality industry (Mercade Mele et al., 2019).

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Businesses in Phuket understand the necessity of connecting with environmental principles in order to attract a targeting consumer base (Aly, 2023). Green marketing in the present moment includes promoting sustainable practices, certifications, and eco-friendly services to differentiate these businesses from the traditional competitors (Martínez, 2015). As the hotel industry gradually adopts these methods, it is important to analyze the influence of green marketing on green customer loyalty in the specific terms of eco-friendly resorts in Phuket Island.

Nowadays, the tourist is more environmentally concerned and purposefully chooses accommodation that serve their commitment to sustainable living (UNWTO, 2023). Phuket, as a popular worldwide tourist destination, attracts a wide range of environmentally concerned travelers that prefer eco-friendly resorts in their trip plans (Green Pearls, 2024). This shift in consumer behavior creates both a problem and an opportunity for Phuket Island's eco-friendly resorts to establish themselves as preferred destinations for choosing and environmentally committed tourists. On the one hand, they must successfully meet the constantly shifting wants of environmentally concerned travelers. On the other hand, this growth provides them with a rare opportunity to establish themselves as preferred locations for this growing important market segment (Pan et al., 2022). Customer loyalty is important for the profitability and long-term success of any business, including eco-friendly resorts. Understanding and maintaining green customer loyalty, defined as repeat visits and positive recommendations based on a commitment to sustainable practices, is especially important for these businesses (Mercade Mele et al., 2019). Despite the widely recognized importance of green marketing and sustainability in the hospitality industry, there is still a significant research gap in understanding the specific impact of green marketing on green customer loyalty in the framework of eco-friendly Phuket Island resorts.

This study intends to solve this gap by studying the links between green marketing, customer trust, customer satisfaction, green image, and the overall green customer loyalty, thereby providing important findings to the eco-tourism industry in Phuket Island.

1.2 Problem statements

According to the Bangkok Post (2023), Thailand's tourism industry is facing many challenges, and eco-tourism has emerged as a rapidly growing segment in Phuket. Understanding the impact of green marketing on green customer loyalty is crucial for the success of eco-friendly resorts in this competitive market. While the effectiveness of green marketing in building green customer loyalty is generally accepted, research specific to eco-friendly resorts in Phuket is limited. This knowledge gap highlights the need to investigate the influence of green marketing on green customer loyalty.

The problem statement for this research is: To what extent does green marketing influence green customer loyalty for eco-friendly resorts in Phuket Island. This study will explore the effectiveness and authenticity of green marketing for eco-friendly resorts in Phuket Island, identifying the extent of their influence on green customer loyalty. It aims to explore the relationship between green marketing and green customer loyalty, while identifying factors that may impact customer loyalty and the success of eco-friendly resorts in this market. This research is essential for eco-friendly resorts in Phuket, as it will provide valuable insights into the impact of green marketing on customer loyalty, attract and retain environmentally conscious tourists through effective green marketing and contribute to the success and sustainability of eco-friendly tourism in the region. Furthermore, understanding the authenticity of green marketing in eco-friendly resorts can provide a competitive advantage and promote responsible tourism practices that preserve Phuket's natural environment and cultural heritage.

By conducting research on the influence of green marketing on customer loyalty for eco-friendly



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resorts in Phuket Island, this study can fill the gap, provide practical insights for eco-friendly resort owners and marketers, promote responsible tourism practices, and contribute to academic knowledge in the field of green marketing.

1.3 Objectives of study

1. To analyze the influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island.

2. To examine the influence of green marketing on customer satisfaction for eco-friendly resorts in Phuket Island.

3. To determine the influence of customer trust on customer satisfaction for eco-friendly resorts in Phuket Island.

4. To assess the influence of green image on green customer loyalty for eco-friendly resorts in Phuket Island.

5. To determine the influence of customer satisfaction on green customer loyalty for eco-friendly resorts in Phuket Island.

6. To examine the influence of customer trust on green customer loyalty for eco-friendly resorts in Phuket Island.

1.4 Research questions

The research questions are as follows:

1. Does green marketing have a significant influence on green customer loyalty for eco-friendly resorts in Phuket Island?

2. Does green marketing have a significant influence on customer satisfaction for eco-friendly resorts in Phuket Island?

3. Does customer trust have a significant influence on customer satisfaction for eco-friendly resorts in Phuket Island?

4. Does green image have a significant influence on green customer loyalty for eco-friendly resorts in Phuket Island?

5. Does customer satisfaction have a significant influence on green customer loyalty for eco-friendly resorts in Phuket Island?

6. Does customer trust have a significant influence on green customer loyalty for eco-friendly resorts in Phuket Island?

1.5 Significance of the study

The research titled "Exploring the Influence of Green Marketing on Green Customer Loyalty for Eco-friendly Resorts in Phuket Island" is significant in multiple aspects within the context of sustainable tourism. It addresses sustainability issues by looking at how eco-friendly resorts might use green marketing to attract environmentally concerned customers, encouraging responsible tourism in Phuket. By investigating how eco-friendly resorts might use green marketing to attract and keep environmentally concerned customers, as well as encourage responsible tourist behaviors, the aim is to reduce the environmental effect of tourism activities. The study enters into the basics of consumer loyalty, with a focus on how green marketing promotes revenue, market share, and a positive brand image for eco-friendly resorts. It helps companies grow by learning cost-saving choices and highlighting the competitive advantage gained from environmentally friendly activities. Furthermore, the study examines an opportunity for eco-friendly resorts to expand into new markets, in line with the worldwide trend of environmental concern.

The study also helps to raise knowledge about environmental concerns in tourism, which encourages responsible tourist behavior. By focusing the influence of green marketing on customer loyalty, the study teaches both businesses and consumers about their roles in sustainable tourism. Lastly, from the academic point of view, it adds to the existing literature by growing our understanding of the relationship between green marketing and customer loyalty in the unique context of Phuket's eco-friendly resorts, thereby ending the knowledge gap and providing knowledge for future research. Overall, the research has an important impact on



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sustainable tourism behaviors, business strategies, market research, awareness of the environment, and academic contributions.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Theories related to each variable

2.1.1 Green Marketing

The dimensions of green marketing that contribute to the green customers loyalty in the hotel industry, with a specific focus on eco-friendly resorts in Phuket Island. Green marketing is the process of combining environmental concerns into marketing procedures, which is growing more common as society environmental consciousness grows (Wong et al., 2023; Munamba & Nuangjamnong, 2021). It is defined as a business activity to promote products or services with the least negative environmental effect (Moravcikova et al., 2017) and is important in the hotel sector due to growing awareness for environmental concerns (Jones et al., 2014). "Green" practices have been recognized as a value-added strategy for hospitality organizations that participate in environmentally friendly projects (Kim et al., 2017). Although previous perceptions suggested an agreement between environmentally friendly measures and service experience, today's travelers recognize the environmental impact of consumption-related behaviors and are willing to support eco-friendly hotels, even if it means giving up some luxury (Han et al., 2019; Moise et al., 2018; Olya et al., 2019). The rise of green marketing in the 1980s focused mainly on obeying regulations and cost savings, but in recent years, it has become an important element in influencing consumer behavior, with an increasing demand for "green hotels" (Cronin et al., 2011).

2.1.2 Customer Trust

Customer Trust is a key driver of customer satisfaction in the hotel industry. The term "trust" in terms of consumer behavior defines customers' willingness to consider an organization's products or

services and specifically, "Green Trust" refers to customers' willingness to support environmentally sustainable products or services that do not hurt others (Sun, et al., 2022). According to Choi et al. (2015), customers who trust a hotel's eco-friendly activities are more likely to stay there for a long time. Trust is often defined as a willingness to rely on an exchange partner based on trust, and it is recognized as important for the development and maintenance of buyer-seller relationships (Stathopoulou & Balabanis, 2016). As mentioned by Sukhu and Scharff (2018), trust is essential in the service sector, particularly in the hotel business, because customers make their decisions before receiving the service and especially trust in green hospitality businesses becomes more important when customers become more aware that green marketing are sometimes based on investments or brand recognition rather than actual environmental care. Gaining customer trust is considered important for business success since customers may turn into promoters or opponents (Jalilvand et al., 2017).

2.1.3 Green Image

Particularly in the eco-friendly resorts, green image has a substantial impact on green customers loyalty. Both academics and professionals have indicated a strong interest in a company's image, recognizing its influence on consumer behavior decisions as mentioned by Chen and Tsai (2007), Han et al. (2009). Lin et al. (2007) highlight the importance of a positive image in consumer decisions, such as choosing tourism locations. Tran et al. (2015) highlight the importance of a strong brand image in maintaining a competitive advantage, with the effect reaching to consumer behavioral decisions and product or service selection. The growth of a green image, associated with a company's environmental commitments and concerns, is especially important in today's world, as customers become more concerned about the environment (Wong, 2023; Chen, 2010). Green image, as represented by the company's operations and policies for environmental protection, is



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recognized as an important element influencing customer purchases (Guan et al., 2022; Lin et al., 2017; Phau & Cheong, 2009).

2.1.4 Customer Satisfaction

The multidimensional and dynamic nature of customer satisfaction in the hospitality industry, with a specific emphasis on eco-friendly resorts in Phuket Island. Customer satisfaction is an important part in the tourist and hospitality sectors, since satisfied consumers play an essential role in positively marketing an organization (Sun et al., 2022). Martínez (2015) defines "green satisfaction" as an emotional variable that addresses customers' environmental wants, sustainable expectations, and green demands. Green satisfaction, which is considered an extension of standard service satisfaction, focuses on customers' evaluations of the environmentally friendly elements of a product or service (Kao et al., 2008). In the context of "green" hotels, it is defined as the pleasure received from consumption-related satisfaction in achieving clients' environmental desires (Martinez, 2015). In a travel situation, satisfaction is measured using pre-trip expectations and pleasant experiences during or after the travel consuming cycle (Del Bosque & San Martín, 2008).

2.1.5 Green Customer Loyalty

With the long-term connection and repeat visits, green customer loyalty has taken on a significant role in the hotel sector. Behavioral intentions are commonly used as a loyalty measure in marketing, especially in hospitality and tourism papers (El-Adly, 2019; Hallak et al., 2018; Teng et al., 2018; Wang et al., 2018). While various studies have investigated loyalty background in the hospitality environment, further research is needed to examine the determinants of hotel customer loyalty through the view of green marketing (Martinez, 2015). Recognizing customer loyalty as an important target, especially important in the service industry due to possible risks, experts for example Pena et al. (2013) indicate that loyal customers visit more frequently

and spend more money than their non-loyal competitors. Yoo and Bai (2013) found that loyal customers are less willing to explore in competition hotel brands mostly for financial reasons. Despite strong competition in the hotel business, there is a growing focus on developing customer loyalty, which is usually applied through behavioral intentions such as repurchase intentions, recommendations, and positive word-of-mouth (Liat et al., 2014; Lai et al., 2018).

2.2 Related literature review

2.2.1 Green Marketing and Green Customer Loyalty

The literature study shows the importance of green marketing for developing green customer loyalty in the hotel business. Trang et al. (2019), Yusof et al. (2017), Wu et al. (2018) highlights the importance of green measures in increasing customer loyalty, especially through repeat bookings and positive word-of-mouth intentions behaviors. Also, study focusing on luxurious hotels, such as Moise et al. (2018), indicate that the influence of green practices on behavioral intentions is challenging and depends on the type of program adopted. Some green behaviors, such as utilizing recyclable items and renewable energy sources, or buying local and organic products, are viewed as additional benefits that positively influence behavioral intentions (Berezan et al., 2013; Han et al., 2019; Munamba & Nuangjamnong, 2021). For example, Han et al. (2019) show that energy- and water-saving measures, as well as recycling programs in Vietnamese hotels, are having a positive impact on visitors' future visit intentions. Previous study has highlighted the long-term influence on customer loyalty when a hotel's brand reputation and competitive advantage are strengthened by green practices (Han et al., 2011). Recognizing the long-term benefits, hotels improve their brand reputation and competitive advantage by implementing sustainable "green" practices, though specific initiatives may have variable effects on revisit



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intentions (Han et al., 2011; Berezan et al., 2013; Kim et al., 2017). Therefore, the following hypothesis is developed.

Hypothesis 1 (H1): *Green Marketing has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.*

2.2.2 Green Marketing and Customer Satisfaction

The literature study presents a variety of opinions on the relationship between green marketing and customer satisfaction. According to Luo and Bhattacharya (2006), green marketing can increase customer satisfaction, raise business value, and reduce risk. Chahal et al. (2014) discovered that all aspects of green marketing have a significant influence on consumer satisfaction. Moise et al. (2018), Yusof et al. (2017) found that renewable energy projects, water management, the use of local and organic goods, and environmentally friendly transportation all have an impact on customer satisfaction in hotels. However, Assaker (2020) believes that in the environment of premium hotels, numerous environmental measures might be seen by customers as basic or usual standards, thereby reducing their direct contribution to customer satisfaction. Therefore, the following hypothesis is developed.

Hypothesis 2 (H2): *Green Marketing has no significant influence on Customer Satisfaction for Eco-friendly resorts in Phuket Island.*

2.2.3 Customer Trust and Customer Satisfaction

The existing research in the tourism and hotel industries confirms a direct and positive relationship between trust and customer satisfaction (Kim et al. 2009). Previous research by Chiou and Pan (2009), Martinez and Del Bosque (2013) found that consumer trust affects satisfaction. These research provide many ways to increase consumer trust, with each strategy having a favorable impact on customer satisfaction (Martinez, 2015). The concept is that by improving customer satisfaction ratings, businesses may influence consumers' behavioral intentions toward them (Chiou & Pan, 2009). Martinez's (2015)

studies underline the fact that green trust has a positive impact on green satisfaction. Furthermore, research indicates that service quality can increase green trust among consumers, eventually contributing to customer satisfaction (Sun et al., 2022; Creignou & Nuangjamnong, 2022). Amoako et al. (2019) found a positive and significant connection between trust and customer satisfaction. Overall, these studies highlight the important connection between customer trust and satisfaction, highlighting the need for trust-building describes to achieve positive customer outcomes. Therefore, the following hypothesis is developed.

Hypothesis 3 (H3): *Customer Trust has no significant influence on Customer Satisfaction for Eco-friendly resorts in Phuket Island.*

2.2.4 Green Image and Green Customer Loyalty

Researchers as well as professionals have indicated a strong interest in a company's overall image, highlighting its effect on consumer behavior (Chen & Tsai, 2007; Han et al., 2009; Kandampully & Suhartanto, 2000; Lin et al., 2007; Ryu et al., 2012). Martinez (2015) introduced a new variable, "green overall image," which is defined as impressions of environmental commitments and concerns. Previous study has shown the importance of overall image on consumer behavior, especially in the hospitality industry, where Han et al. (2009) found a link between overall image and green behavioral intentions. According to Martínez (2015), the green image influences consumer loyalty through cognitive beliefs, feelings, and subconscious outcomes. This is supported by the hierarchy of effects hypothesis. The company's green image components have a significant impact on favorable word-of-mouth and repurchase intentions (Huang et al., 2014). Wu et al. (2021) found that a restaurant's green image increases customer loyalty in the food and beverage business. Hasan et al. (2020) also discover that destination image has a positive effect on customer loyalty to beach resorts in

Bangladesh. Therefore, the following hypothesis is developed.

Hypothesis 4 (H4): *Green Image has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.*

2.2.5 Customer Satisfaction and Green Customer Loyalty

Satisfied consumers are more likely to repurchase and promote items and services, leading to increased loyalty (Martinez & Del Bosque, 2013). This connection extends to the green environment, as demonstrated by Martinez's (2015) research, which found that green satisfaction positively promotes green loyalty in Spanish hotels. In the tourist and hospitality sectors satisfied consumers improve an organization's reputation, focusing on the importance of customer satisfaction (Gelderman et al., 2021; Papista & Dimitriadis, 2019; Sun et al., 2022; Hlaing & Nuangjamnong, 2023). Specifically, green customer satisfaction has a strong impact on green customer loyalty among Dutch cleaning professionals (Gelderman et al., 2021). Several studies from the hotel industry show that customer satisfaction has a positive impact on revisit intentions, with satisfied tourists being more likely to return (Wang et al., 2018; Akbari et al., 2021; Han et al., 2020). Moise et al. (2021) showed the positive relationship between customer satisfaction and return intentions. Furthermore, while purchasing green products, positive experiences contribute to customer loyalty (Mohd Suki, 2017; Chang and Fong, 2010). Issock et al. (2020) contribute to this knowledge by finding that consumption factors have a partial effect on green customer satisfaction, which in turn affects green customer loyalty. However, dissatisfied consumers are more likely to move from products or services that do not match their expectations (Moon et al., 2017), focusing on the importance of customer satisfaction in establishing and maintaining green customer loyalty. Therefore, the following hypothesis is developed.

Hypothesis 5 (H5): *Customer Satisfaction has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.*

2.2.6 Customer Trust and Green Customer Loyalty

Studies suggest that trust is essential for building and maintaining long-term relationships with consumers, especially in the hospitality business where it improves hotel loyalty (Martinez & Del Bosque, 2013; So et al., 2013; Wilkins et al., 2009). In the context of the environment, green trust refers to customers' willingness to support eco-friendly products or services that do not damage other people, and studies, such as Martinez's (2015) investigation of Spanish hotels, confirm its positive impact on green loyalty. Choi et al. (2015), Marakanon and Panjakajornsak (2017) both highlight the importance of customer trust when choosing loyalty, with Sun et al.'s (2022) study focusing on the improvement of green customer loyalty through green trust. Consumers may be concerned about the environmental genuineness of green hotels, analyzing the growing incidence of environmental deception and failure to do so with regulations by some environmental companies (Gao & Mattila, 2016; Zaman et al., 2010; Chen & Chang, 2013). The consumers' trust in hotels' genuine efforts to be green becomes important, impacting loyalty and highlighting the need of clear business environmental practices in growing and maintaining loyal consumers (Sukhu & Scharff, 2018). Therefore, the following hypothesis is developed.

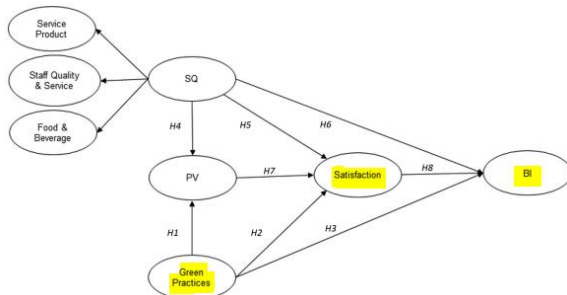
Hypothesis 6 (H6): *Customer Trust has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.*

2.3 Theoretical frameworks

2.3.1 Firstly, this theoretical framework is from the effects of hotel green business practices on consumers' loyalty intentions: an expanded multidimensional service model in the upscale segment, contains the connection provided from Figure 1 among green practices and customer

satisfaction and finally impact of both on behavioral intentions or customers' loyalty (Assaker, 2020).

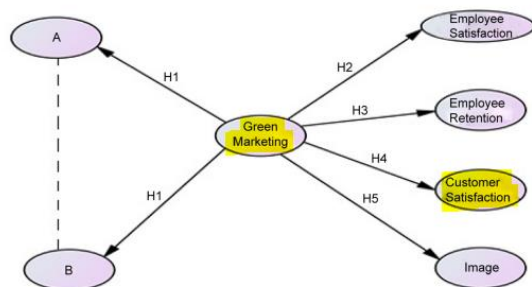
Figure 1. The effects of hotel green business practices on consumers' loyalty intentions: an expanded multidimensional service model in the upscale segment.



Source: Assaker, G. (2020). The effects of hotel green business practices on consumers' loyalty intentions: an expanded multidimensional service model in the upscale segment. *International Journal of Contemporary Hospitality Management*, 32(12), 3787-3807. <https://doi.org/10.1108/IJCHM-05-2020-0461>

2.3.2 This second theoretical framework demonstrates how green marketing has an independent variable effect on employee satisfaction, employee retention, consumer satisfaction, and image. Based on the research on Conceptualisation, development and validation of green marketing orientation (GMO) of SMEs in India: A case of electric sector (Figure 2). This includes the relationship between green marketing and customer satisfaction (Chahal et al., 2014).

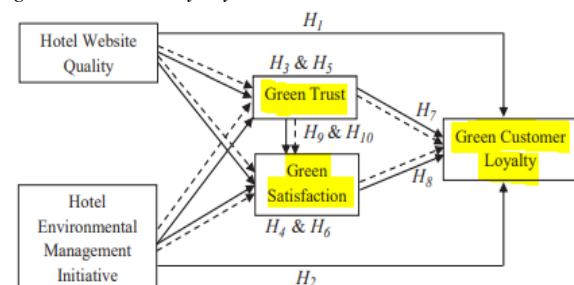
Figure 2. Conceptualisation, development and validation of green marketing orientation (GMO) of SMEs in India: A case of electric sector.



Source: Chahal, H., Dangwal, R. & Raina, S. (2014). Conceptualisation, development and validation of green marketing orientation (GMO) of SMEs in India: A case of electric sector. *Journal of Global Responsibility*, 5(2), 312-337. <https://doi.org/10.1108/JGR-02-2014-0005>

2.3.3 According to the study of clean and green: the relevance of hotels' website quality and environmental management initiatives for green customer loyalty by (Sun et al., 2022) is the third theoretical framework in Figure 3. The research shows connection among green trust and green satisfaction and finally impact of both on green customer loyalty.

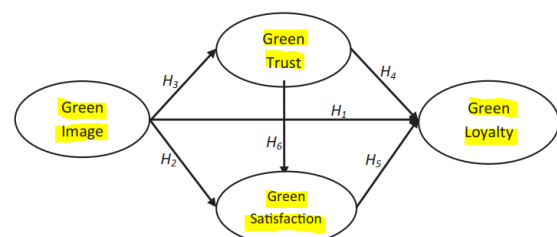
Figure 3. Clean and green: the relevance of hotels' website quality and environmental management initiatives for green customer loyalty.



Source: Sun, H., Samad, S., Rehman, S.U. & Usman, M. (2022). Clean and green: the relevance of hotels' website quality and environmental management initiatives for green customer loyalty. *British Food Journal*, 124(12), 4266-4285. <https://doi.org/10.1108/BFJ-09-2021-1002>

2.3.4 The final theoretical framework is from customer loyalty: exploring its antecedents from a green marketing perspective (Martinez, 2015). This shows association between green image, green trust, green satisfaction and green loyalty is illustrated in Figure 4.

Figure 4. Customer loyalty: exploring its antecedents from a green marketing perspective.



Source: Martinez, P. (2015). Customer loyalty: exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5) , 896- 917. <http://dx.doi.org/10.1108/IJCHM-03-2014-0115>

2.4 Hypotheses development

The researcher developed six hypotheses based on the provided conceptual framework to explore the influence of Green Marketing on Green Customer Loyalty for eco-friendly resorts in Phuket Island. The following are the proposed hypothesis:

Hypothesis 1 (H1): Green Marketing has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.

Hypothesis 2 (H2): Green Marketing has no significant influence on Customer Satisfaction for Eco-friendly resorts in Phuket Island.

Hypothesis 3 (H3): Customer Trust has no significant influence on Customer Satisfaction for Eco-friendly resorts in Phuket Island.

Hypothesis 4 (H4): Green Image has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.

Hypothesis 5 (H5): Customer Satisfaction has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.

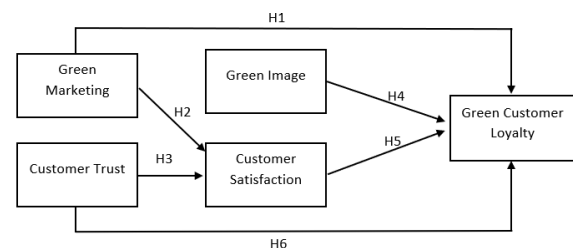
Hypothesis 6 (H6): Customer Trust has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.

2.5 Conceptual framework

The conceptual framework was developed based on previous studies, theories, and testing literatures showing the influence of independent variables such as Green Marketing, Green Image and Customer Trust on Green Customer Loyalty. Moreover, Customer Satisfaction as a mediating factor on Green Customer Loyalty. The first theoretical framework shows the effect of Green Marketing on Customer Satisfaction and Green Customer Loyalty. The second theoretical framework shows the effect of Green Marketing on Customer Satisfaction. The third theoretical framework shows the effect of Customer Trust effect on Customer Satisfaction and Green Customer Loyalty, also the effect of Customer Satisfaction on Green Customer Loyalty.

The last theoretical framework shows the effect of Green Image, Customer Trust and Customer Satisfaction on Green Customer Loyalty, also the effect of Customer Trust on Customer Satisfaction. The conceptual framework identifies the influence of Green Marketing on Green Customer Loyalty for eco-friendly resorts in Phuket Island as shown in the Figure 5.

Figure 5. Exploring the Influence of Green Marketing on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.



Source: Constructed by researcher.

3. RESEARCH METHODOLOGY

3.1 Research design

The purpose of this study is to explore the influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island influenced by green marketing, customer trust, green image and customer satisfaction. As a result, this study demonstrates quantitative research by using Cronbach's Alpha, Multiple Linear Regression, and Descriptive Statistics to analyze each variable type.

The questionnaire is divided into three parts, with 34 questions. All of the questions are about five variables from a study conceptual framework, two screening questions, seven demographic profile questions, and 25 measurement variables. Then, the researcher design to check and evaluate validity and reliability to ensure all the items are applicable for research objectives and questions.

First of all, using Cronbach's Alpha, we may assess the reliability of the questionnaire and analyze any misunderstanding or unclear measuring questions. Presenting a small set of 30 samples for a

pilot test to assess the measuring variable's reliability and understandability. In terms of statistics treatment of data, both descriptive and inferential statistics will be applied such as frequency, percentage and the multiple linear regression (MLR) method will also be used to determine the influence of green marketing and customer trust on customer satisfaction. Also, green marketing, customer trust, green image and customer satisfaction on green customer loyalty.

This study uses both primary and secondary data to see the influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island. Primary data was collected through online questionnaire distributed to the people visited eco-friendly resorts in Phuket Island. Similarly, secondary data was used in this exploration. The majority of the information was gathered from credible sources such as articles, journals, books, and previous studies, where these information helps in interpreting the data found from primary data. Thus, combination of both primary and secondary data can give this study an improved and detailed understanding of the relationships between these variables.

3.2 Sampling Plan

3.2.1 Target Population

This study includes both Thai and non-Thai visitors who have visited Phuket. According to The Phuket News (2024), the report by the Tourism and Sports Minister of Thailand, Phuket received 11.3 million tourists from January to December in 2023. Foreign tourists were 8.4 million, with the rest being Thai. This helped the Island in generating more than 388 billion Baht in revenue for the local economy. However, specific data on these visitors' preference for eco-friendly accommodation is unknown.

3.2.2 Sample Size

Since there are population size limitations, this study uses sample size estimation instead. Krejcie and Morgan (1970) table was used in this study. This study's sample size includes 390 individual travelers from various nations visiting Phuket, and 11.3 million tourists have already visited in 2023. According to the Krejcie and Morgan (1970) table reflected the sample size table, which has an appropriate sample size for 1 million tourists is 384 people. However, the number of visitors in Thailand fluctuates on a daily basis, which may result in a little variation in the sample size number and can be estimated to increase by 1.5%. As a result, the researchers considered 390 respondents after the estimated increase.

3.2.3 Sampling Procedure

The analyst opted to use a non-probability sample approach called convenience sampling, and all received responses were pre-screened to ensure that they matched the research's objectives. Researchers desire to utilize a non-probability sampling strategy due to the limited time available for data collecting. As a result, this strategy is the best choice to employ in this study based on an appropriate data collecting period and procedure convenience.

3.3 Validity and Reliability

3.3.1 Content validity (IOC)

The researcher evaluated the content validity of the questionnaire items using the IOC index as shown in Table 1. After consulting three experts, 24 of the 25 questions received IOC scores that were higher than 0.5, indicating that they were valid. As a result, an organized set of 24 questions was chosen, each carefully focused on to the variables being investigated. This attentive method ensured that the questionnaire was precise and relevant, leading to the collection of reliable data for the study.

Table 1. The Item Objective Congruence (IOC) Index with three experts.

Variables	Items before checking by experts	Items after checking by experts	Rang of IOC Weight Scores
-----------	----------------------------------	---------------------------------	---------------------------

Green Marketing (GM)	5	5	0.67 – 1.00
Customer Trust (CT)	5	5	0.67 – 1.00
Green Image (GI)	5	5	0.67 – 1.00
Customer Satisfaction (CS)	5	5	0.67 – 1.00
Green Customer Loyalty (GCL)	5	4	0.67 – 1.00

3.3.2 Reliability Test (Pilot Test)

The researcher chooses 30 respondents to conduct a pilot test in order to examine the questionnaire's variables for any gaps or mistakes. Cronbach's alpha is one of the approaches for determining consistency.

Cronbach's Alpha (CA) is used to assess the reliability of pilot test studies (Cronbach, 1951). According to Schweizer (2011), Cronbach's Alpha is a popular approach that is frequently used by researchers who want to measure reliability when compared to the other three methods, which are test-retest, split-half methods, and parallel-test. *Cronbach's Alpha and Internal Consistency's Rules:* $\alpha > 0.9$ Excellent, $0.8 < \alpha < 0.9$ Good, $0.7 < \alpha < 0.8$ Acceptable, $0.6 < \alpha < 0.7$ Questionable, $0.5 < \alpha < 0.6$ Poor, and $\alpha < 0.5$ Unacceptable.

Table 2. The Value of Reliability Analysis of Each Item and Variable in this Study ($n=30$).

Variables	Cronbach's Alpha	Strength of Association
Green Marketing	0.733	Acceptable
Customer Trust	0.838	Good
Green Image	0.788	Acceptable
Customer Satisfaction	0.875	Good
Green Customer Loyalty	0.713	Acceptable

4. DATA ANALYSIS

4.1 Descriptive analysis of demographic data

According to the questionnaire, which the researcher circulated between February and April 2023 to target respondents who had selected eco-friendly resorts as an accommodation during their previous visit. 390 people completed questionnaires. As a result, the sample size of 390 eligible respondents will be employed for data analysis. Gender, age, monthly income, occupation, travelling with, purpose, and consideration of the global environment are among the demographic profile

According to a pilot test conducted with 30 respondents, Cronbach's Alpha was used to analyze the five variables of green marketing, customer trust, green image, customer satisfaction, and green customer loyalty. Cronbach's Alpha findings shown in Table 3.5, shows that green marketing of five items are 0.733, customer trust of five items are 0.838, green image of five items are 0.788, customer satisfaction of five items are 0.875, and green customer loyalty of five items are 0.713. Therefore, the overall result of the construct's internal consistency indicated that the research questionnaire has reliability to be allowed for continued use in terms of the value must be at least 0.60 or higher from thumb's rule.

questions provided by the researchers. This study used demographic information in the descriptive analysis to classify the character of the target respondents.

Table 3 show the frequency distribution and percentage of demographic factors from sample size 390 respondents as follow:

Gender: According to the data gathered from 390 respondents, with 178 male respondents or 45.6% of all respondents and 199 female respondents or 51.0% of all respondents. Lastly 13 respondents prefer not to answer or 3.3% of all respondents.



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Age: The highest age range of target respondents is 18-24 years and 25-35 years with 119 respondents or 30.5% of all respondents respectively for both. The second age range is 36-40 years from 85 respondents or 21.8% of all respondents. The third age range is 41-50 years from 34 respondents or 8.7% of all respondents. Lastly, over 50 years from 33 respondents or 8.5% of all respondents.

Income: The majority of 390 target respondents separate to respondents who have income between 25,000- 35,000 Baht calculated to 60.0% or 234 respondents, followed by 64 respondents who have income between 35,001-45,000 Baht calculated to 16.4% of all target respondents, 47 respondents who have income over 55,000 Baht calculated to 12.1% of all target respondents and 45 respondents who have income between 45,001-55,000 Baht calculated to 11.5% of all target respondents as the sequence.

Occupation: Based on the survey, the majority of respondents with 210 respondents or 53.8% of all target respondents are employees, the second of respondents with 118 respondents or 30.3% are students, the third of respondents with 42 respondents or 10.8% are owners, the forth respondents with 20 respondents or 5.1% are housewives.

Travel with: There are 202 target respondents travelling with their families, which represents 51.8%

of all respondents. Travelling with friends represents 95 responses, or 24.4% of all respondents. Travelling with their spouse/partner represents 57 responses, or 14.6% of all respondents. Finally, 36 respondents, or 9.2% of all respondents, are travelling alone.

Purpose: The result of survey indicated that 46.7% of target respondents had travelled for family vacation with 182 respondents. Secondly, 120 respondents had travelled for adventure and exploration with 30.8% of target respondents. Thirdly, 43 respondents had travelled for relaxation and leisure with 11.0% of target respondents. Fourthly, 26 respondents had travelled for business purpose with 6.7% of target respondents. Lastly, 4.9% of respondents have travelled for both family vacation and business purpose with 19 respondents.

Consideration of the global environment: From 390 target respondents, 153 respondents calculated to 39.2% of all target respondents have occasionally consider saving the global environment. Followed by 151 respondents calculated to 38.7% have frequently consider saving the global environment. 52 respondents or 13.3% of all target respondents have rarely consider saving the global environment. Lastly, 34 respondents or 8.7% of all target respondents have never consider saving the global environment.

Table 3. Demographic profile analysis by using frequency distribution percentage (n=390).

Demographic Factors	Frequency	Percentage
Gender		
Male	178	45.6%
Female	199	51.0%
Prefer not to answer	13	3.3%
Total	390	100%
Age		
18-24 years	119	30.5%
25-35 years	119	30.5%
36-40 years	85	21.8%
41-50 years	34	8.7%
Over 50 years	33	8.5%
Total	390	100%

Income		
25,000-35,000 Baht	234	60.0%
35,001-45,000 Baht	64	16.4%
45,001-55,000 Baht	45	11.5%
Over 55,000 Baht	47	12.1%
Total	390	100%
Occupation		
Student	118	30.3%
Employee	210	53.8%
Owner	42	10.8%
Housewife	20	5.1%
Total	390	100%
Travel with		
Solo	36	9.2%
Spouse/Partner	57	14.6%
Family	202	51.8%
Friends	95	24.4%
Total	390	100%
Purpose		
Family Vacation	182	46.7%
Adventure and Exploration	120	30.8%
Relaxation and Leisure	43	11.0%
Business	26	6.7%
Both Vacation and Business	19	4.9%
Total	390	100%
Consideration of the global environment		
Frequently	151	38.7%
Occasionally	153	39.2%
Rarely	52	13.3%
Never	34	8.7%
Total	390	100%

4.2 Descriptive analysis with mean and standard deviation

This section provides a brief summary of the Mean and Standard Deviation values for each group variable, consisting of green marketing, customer trust, green image, customer satisfaction and green customer loyalty. Imsa-ard et al. (2021) provided the evaluation criteria, which is followed in the study to make it easier to evaluate the mean scores is shown below:

The criteria of the interpretation of mean scores

Mean score	Interpretation
4.21 – 5.00	Strongly agree
3.41 – 4.20	Agree
2.61 – 3.20	Neutral
1.81 – 2.60	Disagree

1.00 – 1.80 Strongly Disagree

According to the data shown in Table 4 among 390 respondents and 0 missing respondent, the highest mean of green marketing was “As a quest, I think the resort effectively provides its commitment to environmental sustainability through the websites and the reception counters,” which equals 4.39. However, the lowest mean was 3.98 for “As a quest, I think the resort showcases its eco- friendly certifications and awards in websites and reception counter to build credibility with customers. ” According to the standard deviation, the highest was 1.02 for “As a quest, I think the resort showcases its eco-friendly certifications and awards in websites and reception counter to build credibility with customers.” On the other hand, the lowest was “As a



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quest, I think the resort promotes its environmentally friendly activities such as kayaking, bicycles, trekking and etc. in its website," which equals 0.691.

Table 4 appeared the results among 390 respondents and 0 missing respondent, the highest mean of customer trust was "I consistently choose a resort that consistently offers reliable and trustworthy information about its sustainable practices on its websites," which equals 4.61. Meanwhile, the lowest mean was "The resort I opt for cultivates strong customer relations and goes extra mile to address environmental concerns raised by its patrons," which equals 4.25. For the standard deviation, the highest was "The resort I choose proudly displays credible environmental certifications and awards on its websites and reception counters," which equals 0.771. On the other side, the lowest was "I consistently choose a resort that consistently offers reliable and trustworthy information about its sustainable practices on its websites," which equals 0.650.

According to the data shown in Table 4 among 390 respondents and 0 missing respondent, the highest mean of green image was "I highly believe that the resort provides educational and awareness-raising activities related to environmental sustainability," which equals 4.29. However, the lowest mean was 4.02 for "The resort is recognized for its efforts in preserving and maintaining the local environment and ecosystems." According to the standard deviation, the highest was 1.10 for "The resort is recognized for its efforts in preserving and maintaining the local environment and ecosystems." On the other hand, the lowest was "The resort is seen as actively contributing to waste reduction and effective waste management practices," which equals 0.774.

Table 4. *The result of Mean and Standard Deviation.*

	Mean	Std. Deviation	Interpretation
Green Marketing			

Table 4 appeared the results among 390 respondents and 0 missing respondent, the highest mean of customer satisfaction was "My overall experience at the resort was better than my expectations," which equals 3.94. Meanwhile, the lowest mean was "I am satisfied with the quality of service provided by the resort" and "I am satisfied with the resort's response to my environmental concerns and requests, such as providing me with a bicycle to explore the local area," which equals 3.83. For the standard deviation, the highest was "I am satisfied with the resort's response to my environmental concerns and requests, such as providing me with a bicycle to explore the local area" and "I am satisfied with the resort's commitment to save the environment," which equals 1.03. On the other side, the lowest was "My overall experience at the resort was better than my expectations," which equals 0.963.

According to the data shown in Table 4 among 390 respondents and 0 missing respondent, the highest mean of green customer loyalty was "I actively participate in the eco-friendly activities and programs offered by the resort," which equals 4.23. However, the lowest mean was 3.84 for "I prioritize staying at the eco-friendly resort in Phuket over other non-green options whenever possible because of my loyalty to their environmentally friendly efforts." According to the standard deviation, the highest was 1.25 for "I prioritize staying at the eco-friendly resort in Phuket over other non-green options whenever possible because of my loyalty to their environmentally friendly efforts." On the other hand, the lowest was "I actively participate in the eco-friendly activities and programs offered by the resort," which equals 0.946.



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GM 1: As a guest, I think the resort effectively provides its commitment to environmental sustainability through the websites and the reception counters.	4.39	0.763	Strongly agree
GM 2: As a guest, I think the resort promotes its environmentally friendly activities such as kayaking, bicycles, trekking and etc. in its website.	4.36	0.691	Strongly agree
GM 3: As a guest, I think the resort organizes events and workshops such as gardening, recycling crafts, natural skincare and etc. that focus on sustainability, giving me the chance to learn and participate in practices that are good for the environment.	4.23	0.787	Strongly agree
GM 4: As a guest, I think the resort highlights its efforts to reduce carbon footprint such as highlighting solar energy, EV buggy and etc. to promote climate change mitigation in its websites and reception counters.	4.21	0.789	Strongly agree
GM 5: As a guest, I think the resort showcases its eco-friendly certifications and awards in websites and reception counter to build credibility with customers.	3.98	1.02	Agree
Customer Trust			
CT 1: I consistently choose a resort that consistently offers reliable and trustworthy information about its sustainable practices on its websites.	4.61	0.650	Strongly agree
CT 2: I choose a resort that effectively communicates its environmental initiatives and actions with clarity.	4.52	0.694	Strongly agree
CT 3: The resort I choose proudly displays credible environmental certifications and awards on its websites and reception counters.	4.51	0.771	Strongly agree
CT 4: The resort of my choice actively welcomes and considers customer feedbacks on sustainability efforts.	4.47	0.675	Strongly agree
CT 5: The resort I opt for cultivates strong customer relations and goes extra mile to address environmental concerns raised by its patrons.	4.25	0.720	Strongly agree
Green Image			
GI 1: The resort is known for conserving natural resources and using renewable energy sources.	4.23	0.805	Strongly agree
GI 2: The resort is seen as actively contributing to waste reduction and effective waste management practices.	4.19	0.774	Agree
GI 3: The resort is recognized for its efforts in preserving and maintaining the local environment and ecosystems.	4.02	1.10	Agree
GI 4: The resort displays a green symbol or a green image clearly on its website.	4.07	0.985	Agree
GI 5: I highly believe that the resort provides educational and awareness-raising activities related to environmental sustainability.	4.29	0.853	Strongly agree
Customer Satisfaction			
CS 1: I am satisfied with the quality of service provided by the resort.	3.83	1.01	Agree
CS 2: I am satisfied with the comfort of the environmentally friendly services such as toiletries and etc. provided by the resort.	3.85	1.01	Agree
CS 3: I am satisfied with the resort's response to my environmental concerns and requests, such as providing me with a bicycle to explore the local area.	3.83	1.03	Agree
CS 4: I am satisfied with the resort's commitment to save the environment.	3.88	1.03	Agree



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CS 5: My overall experience at the resort was better than my expectations.	3.94	0.963	Agree
Green Customer Loyalty			
GCL 1: I choose to stay at the same eco-friendly resort in Phuket repeatedly because of its commitment to environmental sustainability.	3.99	1.07	Agree
GCL 2: I actively participate in the eco-friendly activities and programs offered by the resort.	4.23	0.946	Strongly agree
GCL 3: I prioritize staying at the eco-friendly resort in Phuket over other non-green options whenever possible because of my loyalty to their environmentally friendly efforts.	3.84	1.25	Agree
GCL 4: I actively recommend the eco-friendly resort in Phuket to friends and family because of its sustainable practices.	3.97	1.09	Agree

4.3 Hypothesis testing results

To analyze hypothesis testing results, the researchers use linear regression from statistical analytical methodology to examine the significant impact of variables such as the influence of green marketing and customer trust on customer satisfaction and also the influence of green marketing, green image, customer satisfaction and customer trust on green customer loyalty. In terms of linear regression analysis, the researcher used two multiple linear regressions. Firstly, to explore the influence of variables on customer satisfaction for eco-friendly resorts in Phuket Island. Secondly, to explore the influence of variables on green customer loyalty for eco-friendly resorts in Phuket Island. According to Shrestha (2020), R^2 is a measure of how effectively one or more independent variables can be explained for changes in the underlying concept.

4.3.1 Result of Multiple Linear Regression of H2, H3

Ho: Green Marketing (H2) and customer trust (H3) have no influence on customer satisfaction for eco-friendly resorts in Phuket Island.

Ha: Green Marketing (H2) and customer trust (H3) have an influence on customer satisfaction for eco-friendly resorts in Phuket Island.

According to Table 5, the analysis calculation result by multiple linear regression shows that green marketing has an influence on customer satisfaction, whereas customer trust has no influence on customer

satisfaction for eco-friendly resorts in Phuket Island. For hypothesis 2, the analysis of green marketing results indicates that the significant level, or p-value, from this study is 0.049, which is less than the standard limit of 0.05. As a result, the outcome indicates that the null hypothesis was rejected. However, the results of hypothesis 3's customer trust analysis indicate that the significant level, or p-value, from this study is 0.565, exceeding the standard limit of 0.05. As a result, the finding indicates that the null hypothesis was not rejected. Overall, the results show that green marketing has an influence on customer satisfaction for eco-friendly resorts in Phuket Island, whereas customer trust have no influence on customer satisfaction for eco-friendly resorts in Phuket Island.

Additionally, the results of the regression analysis showed that this model had a variance of 7.83% and was significant with a p-value of less than 0.05. This model has a 95% confidence level and an analytical R-square of 0.0783. According to the results, customer trust does not have an influence on customer satisfaction ($B=0.0497$, $p\text{-value}>0.05$), but green marketing does ($B = 0.1108$, $p\text{-value}<0.05$). Additionally, the results of the green marketing and customer trust values of variation inflation factors (VIF) are 1.07. Given that VIF is less than 5, it is assumed that multicollinearity is unaffected.

Table 5. Multiple Linear Regression Analysis Summary for Hypothesis 2 and 3.

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H2: Green Marketing	0.1108	0.0767	0.0757	6.445	0.049*	1.07	Rejected
H3: Customer Trust	0.0497	0.0862	0.0302	0.576	0.565	1.07	Fail to reject

Note: $R^2 = 0.0783$, Adjusted $R^2 = 0.0027$, * $p < 0.05$, Dependent Variable = customer satisfaction

B = Unstandardized coefficients B | SE B = the standard error for the unstandardized beta | β = the standardized beta (β) |

t = t-value | p = p-value | VIF = Variance inflation Factor

4.3.2 Result of Multiple Linear Regression of H1, H4, H5, H6

Ho: Green Marketing (H1), green image (H4), customer satisfaction (H5) and customer trust (H6) have no influence on green customer loyalty for eco-friendly resorts in Phuket Island.

Ha: Green Marketing (H1), green image (H4), customer satisfaction (H5) and customer trust (H6) have an influence on green customer loyalty for eco-friendly resorts in Phuket Island.

According to Table 6, the analysis calculation result by multiple linear regression shows that green marketing, customer satisfaction and customer trust have an influence on green customer loyalty, whereas green image has no influence on green customer loyalty for eco-friendly resorts in Phuket Island. For hypothesis 1, the analysis of green marketing results indicates that the significant level, or p-value, from this study is 0.048, which is less than the standard limit of 0.05. As a result, the outcome indicates that the null hypothesis was rejected. As for hypothesis 5, the results of the customer satisfaction analysis indicate that the significant level, or p-value, from this study is less than 0.001, which is less than the standard limit of 0.05. As a result, the outcome indicates that the null hypothesis was rejected. For hypothesis 6, the analysis of customer trust results indicates that the significant level, or p-value, from this study is less than 0.001, which is less than the

standard limit of 0.05. As a result, the outcome indicates that the null hypothesis was rejected. However, the results of hypothesis 4's green image analysis indicate that the significant level, or p-value, from this study is 0.569, exceeding the standard limit of 0.05. As a result, the finding indicates that the null hypothesis was not rejected. Overall, the results show that green marketing, customer satisfaction and customer trust have an influence on green customer loyalty for eco-friendly resorts in Phuket Island, whereas green image has no influence on green customer loyalty for eco-friendly resorts in Phuket Island.

Additionally, the results of the regression analysis showed that this model had a variance of 44.7% and was significant with a p-value of less than 0.05. This model has a 95% confidence level and an analytical R-square of 0.447. According to the results, green image does not have an influence on green customer loyalty ($B = 0.0571$, $p\text{-value} > 0.05$), but green marketing does ($B = 0.6941$, $p\text{-value} < 0.05$), customer satisfaction does ($B = 0.4458$, $p\text{-value} < 0.05$) and customer trust does ($B = 0.2783$, $p\text{-value} < 0.05$). Additionally, the results of the green marketing, green image, customer satisfaction and customer trust values of variation inflation factors (VIF) are 3.31, 3.16, 1.02 and 1.11 respectively for each. Given that VIF is less than 5, it is assumed that multicollinearity is unaffected.

Table 6. Multiple Linear Regression Analysis Summary for Hypothesis 1, 4, 5, and 6.

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H1: Green Marketing	0.6941	0.1153	0.0485	2.602	0.048*	3.31	Rejected
H4: Green Image	0.0571	0.1001	0.0449	0.571	0.569	3.16	Fail to reject
H5: Customer Satisfaction	0.4458	0.0438	0.4553	10.172	<0.001*	1.02	Rejected

H6: Customer Trust	0.2783	0.0751	0.1728	3.704	<.001*	1.11	Rejected
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Note: $R^2 = 0.447$, Adjusted $R^2 = 0.239$, $p < 0.05$, Dependent Variable = green customer loyalty

B = Unstandardized coefficients B | SE B = the standard error for the unstandardized beta | β = the standardized beta (β) |

t = t-value | p = p-value | VIF = Variance inflation Factor

5. CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

According to the overall demographic data from respondents who completed the study questionnaire, the majority group from the total 390 respondents were female (199, 51.0%) between the ages of 18 and 35 (119, or 30.5%) and the monthly income ranged from 25,000 to 35,000 Baht (234, or 60.0%). The majority of them were employees (210, or 53.8%) had traveled with their families (202, or 51.8%) for family vacation (182, 46.7%) from which many people occasionally considered saving the environment (153, 39.2%).

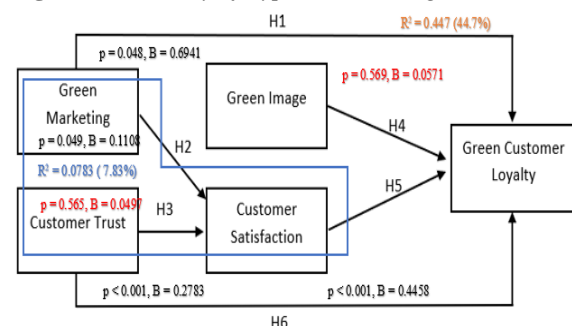
The survey instruments used to explore the influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island are the mean and standard deviation of variables. In addition, the highest mean and standard deviation was green marketing ($\bar{x} = 4.23$, $SD = 0.575$), then followed was green image ($\bar{x} = 4.16$, $SD = 0.648$), following by green customer loyalty ($\bar{x} = 4.01$, $SD = 0.824$), customer trust ($\bar{x} = 4.47$, $SD = 0.512$), and the lowest was customer satisfaction ($\bar{x} = 3.87$, $SD = 0.842$).

Two multiple linear regression (MLR) were used in this study to analyze the significant influence on each hypothesis. The researcher used the first multiple linear regression (MLR) to explore the influence of green marketing and customer trust on customer satisfaction for eco-friendly resorts in Phuket Island, where green marketing testing was less than 0.05 but customer trust was over 0.05. Secondly, to explore the influence of green marketing, green image, customer satisfaction and customer trust on green customer loyalty for eco-

friendly resorts in Phuket Island, where green marketing, customer trust and customer satisfaction testing were less than 0.05 but green image was over 0.05. Therefore, the results which were less than 0.05, leads to the rejection of the null hypothesis. However, the results which were over 0.05 were failed to reject the null hypothesis as shown in Table 7.

Finally, the researcher created to categorize the ranking of factors based on strength levels in order to explore the influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island in Table 5.2 and 5.3. From the first MLR which showed the influence on customer satisfaction for eco-friendly resorts in Phuket Island is only Green Marketing ($\beta = 0.0757$). Following the second MLR, The first rank represented the strongest influence on green customer loyalty for eco-friendly resorts in Phuket Island is customer satisfaction ($\beta = 0.4553$), followed by customer trust ($\beta = 0.1728$). The last rank showed influence on green customer loyalty for eco-friendly resorts in Phuket Island is green marketing ($\beta = 0.0485$) as shown in Figure 6.

Figure 6. Summary of hypothesis testing results



Source: Constructed by author

Table 7. Summary of the hypothesis resting results.

Statement of Null Hypothesis	p-value	Decision Results
H1₀: Green Marketing has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.	0.048*	Rejected H ₀
H2₀: Green Marketing has no significant influence on Customer Satisfaction for Eco-friendly resorts in Phuket Island.	0.049*	Rejected H ₀
H3₀: Customer Trust has no significant influence on Customer Satisfaction for Eco-friendly resorts in Phuket Island.	0.565	Fail to reject H ₀
H4₀: Green Image has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.	0.569	Fail to reject H ₀
H5₀: Customer Satisfaction has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.	< 0.001*	Rejected H ₀
H6₀: Customer Trust has no significant influence on Green Customer Loyalty for Eco-friendly resorts in Phuket Island.	< 0.001*	Rejected H ₀

Note: *p-value < 0.05

5.2 Discussion based on Findings

The examination of the hypothesis provides helpful information about the variables influencing green customer loyalty for eco-friendly resorts in Phuket Island.

5.2.1 Green Marketing and Customer Trust on Customer Satisfaction

According to the findings of hypothesis 2, it was found that green marketing has a significant influence on customer satisfaction as the p-value is 0.049 which is lower than the standard criteria of 0.05. The standardized beta coefficient for this relationship is 0.0757, indicating a strong influence of green marketing on customer satisfaction for eco-friendly resorts in Phuket Island. Moise et al. (2018), Yusof et al. (2017) found that initiatives such as renewable energy adoption, efficient water management, the use of local and organic products, and the implementation of environmentally friendly transportation have a positive influence on guest satisfaction in the hospitality industry as shown in Table 8.

Table 8. Summary strengths of influencing factors of Customer Satisfaction variable.

Rank	Independent Variable	Standardized Coefficient
1 st	Green Marketing (GM)	0.0757

In contrast to the predictions of hypothesis 3, the study found that customer trust had no significant influence on customer satisfaction as the p-value is 0.565 which is greater than the standard criteria of 0.05. However, despite the absence of statistical significance, growing consumer trust remains a crucial element in encouraging customer satisfaction, which contrasts with the studies by Martinez (2015), Amoako et al. (2019).

The R-square of this multiple linear regression model is 7.83% based on the proportion of variance. It signifies that the independent variable explains weak relationship of the variation in the dependent variable.

5.2.2 Green marketing, Customer Satisfaction and Customer Trust on Green Customer Loyalty

The study's findings highlight the important role of green marketing, customer satisfaction and customer trust in influencing green customer loyalty. The p-value of green marketing is 0.048 which is lower than the standard criteria of 0.05. The standardized beta coefficient for this relationship is 0.0485, indicating a strong influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island (see Table 5.3). This is

similar to prior studies by Trang et al. (2019), Yusof et al. (2017), Wu et al. (2018), which highlight the relevance of green initiatives in increasing customer loyalty, especially through repeat bookings and good word-of-mouth behaviors.

The p-value of customer satisfaction is less than 0.001 which is lower than the standard criteria of 0.05. The standardized beta coefficient for this relationship is 0.4553, indicating a strong influence of customer satisfaction on green customer loyalty for eco-friendly resorts in Phuket Island (see Table 5.3). This finding is similar with Moise et al.'s (2021) study, which found a positive link between customer satisfaction and intentions to return, highlighting the importance of customer satisfaction in building green consumer loyalty.

The p-value of customer trust is less than 0.001 which is lower than the standard criteria of 0.05. The standardized beta coefficient for this relationship is 0.1728, indicating a strong influence of customer trust on green customer loyalty for eco-friendly resorts in Phuket Island (see in Table 9). The results support the theory that customers' trust in hotels' genuine green initiatives is significant, since it directly influences loyalty. This underlines the need of firms having open and clear environmental policies in order to attract and retain loyal customers, as mentioned by Sukhu and Scharff (2018).

Table 9. Summary strengths of influencing factors of Green Customer Loyalty variable.

Rank	Independent Variable	Standardized Coefficient
1 st	Customer Satisfaction (CS)	0.4553
2 nd	Customer Trust (CT)	0.1728
3 rd	Green Marketing (GM)	0.0485

The R-square of this multiple linear regression model is 44.7% based on the proportion of variance. It signifies that the independent variable explains medium relationship of the variation in the dependent variable.

5.2.3 Green Image on Green Customer Loyalty

In contrast to the predictions of hypothesis 4, the study found that green image had no significant influence on green customer loyalty as the p-value is 0.569 which is greater than the standard criteria of 0.05. However, despite the absence of statistical significance, Huang et al. (2014) indicate that the many variables leading to the company's green image have a significant influence on positive word-of-mouth and repurchase intentions.

5.3 Recommendations based on Findings

5.3.1 Adapting Green Marketing Strategies to Women Visitors (18-35 Years Old)

Creating marketing strategies that target the preferences and emotions of female tourists between the ages of 18 and 35. Highlighting eco-friendly facilities like sustainable food options, energy-efficient accommodation, and eco-tours that highlight the natural beauty and environmental activities of the area. For example, making promotion videos or social media blog posts that display off young, female tourists taking part in environmentally responsible travel experiences like snorkeling in coral reefs, cleaning up beaches, or finding local efforts to save animals. This recommendation is based on finding green marketing within the customer satisfaction aspect.

5.3.2 Improve Information about Sustainability on Online Platforms.

Making sure that the resort's online presence, including its website and other digital channels, appropriately communicates its dedication to environmental sustainability by providing full information on its green initiatives, certifications, and ongoing sustainability projects. One way to demonstrate the resort's dedication to protect the environment is by designing a special "Sustainability" area on the website, which would include articles, infographics, videos, pictures, and guests review applauding the resort's green activities. This recommendation is based on finding



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green marketing within the green customer loyalty aspect.

5.3.3 Encourage Active Engagement in Eco-Friendly Projects

Encouraging visitors to actively participate in eco-friendly activities when they are here with their families. By planning organized nature treks, protected marine area snorkeling trips, or tree-planting events in coordination with local environmental organizations. For example, organizing "Green Days" when travelers can take part in beach clean-ups and educational talks on marine conservation. Later, rewarding them by certain discounts who actively support environment. This recommendation is based on finding customer satisfaction within the green customer loyalty aspect.

5.3.4 Maintain Transparent Communication to Build Trust.

Provide reliable and accurate information regarding sustainable practices on a regular basis on all digital platforms. Displaying certifications, environmentally friendly behaviors, and customer positive reviews to build credibility and trust. As an example, the resort publishes an annual sustainability report that is available for download on its website. The report highlights important figures like water and energy savings, waste diversion rates, and community engagement in environmental projects. This recommendation is based on finding customer trust within the green customer loyalty aspect.

5.4 Implications based on findings and theories

The implications drawn from the findings and theories underscore the critical role of green marketing in shaping green consumer loyalty within the context of eco-friendly resorts in Phuket Island. The research highlights that effective green marketing strategies significantly influence customer satisfaction, which in turn positively influences green customer loyalty. Resorts should

thus give green marketing strategies that highlight their commitment to sustainability and environmentally friendly activities top priority and contribute to it.

Furthermore, even though it might not have a direct impact on customer satisfaction, customer trust does have an influence on green customer loyalty, indicating the need of developing honest and reliable relationships with visitors. Thus, there is a clear imperative for resorts to cultivate transparent and authentic relationships with visitors to engender trust.

Additionally, the research underscores the importance of a resort's green image in driving green customer loyalty. The findings indicate that a subpar green image may hinder loyalty-building efforts. Consequently, businesses must focus on implementing tangible actions and offering experiences that demonstrate their commitment to environmental responsibility.

To enhance customer satisfaction, trust, and ultimately green customer loyalty among environmentally conscious tourists visiting Phuket Island's eco-friendly resorts, a holistic approach is necessary. This involves integrating sustainability across all operational facets, continual monitoring, and improvement of eco-friendly practices. By prioritizing sustainability and fostering transparent relationships with guests, resorts can position themselves as trusted allies in the pursuit of environmental conservation, thereby nurturing lasting loyalty among green consumers.

5.5 Limitations of the study

The study on the influence of green marketing on green customer loyalty for eco-friendly resorts in Phuket Island has some limitations that should be considered. Firstly, its limited focus on Phuket Island limits the scope of its results to other eco-tourism destinations.

Secondly, while the quantitative methodology employed in the study facilitates the analysis of numerical data, it may overlook the nuanced array of



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factors and emotions that shape tourists' decision-making processes. This limitation suggests the potential value of incorporating qualitative methods, such as focus groups or in-depth interviews, to glean richer insights into the experiences and perceptions of customers.

Moreover, the intrinsic preference towards eco-friendly resorts among respondents who selected such accommodations for their stay poses a limitation. This preference can mislead the findings, possibly ignore the opinions of tourists who choose other types of accommodations. Using strategies to mitigate this bias, such as including a diverse range of accommodation preferences in the study sample, could enhance the study's accuracy.

Furthermore, the relatively modest sample size of 390 respondents may not fully capture the diverse spectrum of green tourists visiting Phuket Island. Therefore, extra care should be used when applying the results to the larger group of eco-tourists. To increase the reliability and validity of the results, larger and more representative sample sizes should be the goal of future research projects. Although the study provides insightful information on how green marketing and green customer loyalty connect in the context of Phuket Island's eco-friendly resorts, these limitations must be recognized and addressed. By recognizing these limitations and adopting appropriate methodologies, researchers can improve and expand upon the study's findings, ultimately advancing our understanding of sustainable tourism practices and consumer behavior.

5.6 Further Studies

Further research into the influence of green marketing on green customer loyalty for eco-friendly resorts on Phuket Island should focus on areas where no significant influence was discovered in the current study. This includes researching the particular variables of consumer trust and green image that are most significant in the eco-friendly resort business to improve customer satisfaction and green customer loyalty. Using qualitative research

approaches, like interviews or focus groups, can help to understand customer trust beliefs and preferences for environmentally friendly activities. By engaging directly with consumers, researchers can gain a deeper understanding of the factors that influence trust formation and perception, thus informing the development of more effective green marketing strategies. Additionally, long-term studies that follow consumer behavior over time and explore achievable moderating or mediating variables can also help to better understand the complicated relationships of green marketing, customer satisfaction, trust, and customer loyalty in this type of environment. Moreover, expanding the scope of study to include other eco-friendly accommodations beyond Phuket Island can enrich the research findings by capturing a wide range of consumer responses and experiences. By considering a diverse range of eco-tourism destinations, researchers can discover valuable insights into the applicability of green marketing strategies and their impact on customer loyalty within the overall content of sustainable tourism.

Future studies should use an integrated strategy, including qualitative and quantitative approaches, in order to investigate the complexity of how green marketing influences green consumer loyalty in eco-friendly resorts. Researchers can contribute to the development of more effective marketing strategies for the goals of environmental protection and customer satisfaction by focusing on areas of unexplored significance and including insights from a variety of eco-tourism destinations. This will advance our understanding of sustainable tourism practices.

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