The Role of Green Advertising on Green Brand Love, Green Perceived Value, and Green Purchase Intention in the Hotel Industry

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Abstract

The tourism sector in Thailand plays a vital role in the nation's economic framework. It benefits the stakeholders in the tourism supply chain by creating jobs and generating income. The hotel sector is one of the most significant links in the tourism supply chain. Of all the links, the hotel industry has a particularly large impact on the environment. Encouraging the selection of ecologically sustainable accommodation among tourists is a potential means for the mitigation of environmental damage. This study aims to develop a causal model of green advertising, green brand love, green perceived value, and green purchase intention in the hotel business. A quantitative method was employed and utilized online questionnaires for collecting data through purposive sampling from 360 samples of experienced hotel service clients. A structural equation model was used to test hypotheses.

The results demonstrated that the causal relationship can be explained as follows: Green advertising is a factor that has positive influences on green brand love and green perceived value. And green brand love and green perceived value also have positive influences on green purchase intention in the hotel business. Furthermore, green brand love and green perceived value can act as mediators between green advertising and green purchase intention. As a result, hotel owners should prioritize developing green brand love and green perceived value among their customers. By designing business operations and advertising that demonstrate that they care about the environment, because it might be a factor that creates the intention to utilize their service, which will result in future business as well as lessen environmental impact.

Introduction

The hotel sector is regarded as one of the most important industries fueling Thailand's economy. The coronavirus epidemic in 2019 has rendered the hotel business inefficient, resulting in a decline in the country's general economy during the period, which has had a significant impact on employees, entrepreneurs, and those engaged in the hotel supply chain. As soon as the epidemic disruption ended, the tourism industry resumed its position as a significant economic driver. As evidenced by private expenditure on final consumption. The hotel industry's spending climbed by 92.8 percent in the fourth quarter of 2022 and by 39.3 percent for the year as a whole. Thailand's GDP will grow by 2.6 percent in 2022 (Office of the National Economics and Social Development Council, 2023). In normal conditions, Thailand's tourism sector will need to accommodate both domestic and international visitors. The hotel industry becomes an essential element of the tourist supply chain when at least 30 million people visit each year (Digital Government Development Agency, 2023) and when a large number of services are used annually, this can have a detrimental influence on the environment. Since the hotel's services, such as chilling air conditioners and providing lights, consume a significant amount of energy, this may have detrimental environmental consequences. Several hotels have developed environmental policies to enhance environmental conservation (Dimara, Manganari & Skuras, 2017). Thus, hotels should employ more environmentally friendly service procedures.

Nowadays, consumers place a greater emphasis on picking ecologically friendly hotels. In 2020, there were 2,202 global Google searches for "green hotel". In 2021, there were 2,861; and in 2022, there were 3,322. Thus, if companies can communicate with consumers about the operational principles of firms that prioritize environmental preservation, they will be able to offer a competitive edge for the company. Several firms favor advertising as a sales promotion method. To improve the image and reputation of the environment (Shin & Ki, 2019), the concept of green advertising was conceived. This is how companies inform, educate, and motivate customers to use their product by publicizing their environmentally friendly operations and high performance in the business environment, which may be a factor that encourages consumers to utilize the service more frequently. Vazifehdoust et al. (2013) claimed that the intention to make a green purchase is contingent on favorable sentiments and green perceived value of the product. Green perceived value is the process through which customers evaluate what they receive in the environmental dimension. Hence, communication through advertising may contribute to the perceptions of customers. Furthermore, Lin (2023) discovers that consumer affection for a particular green product (green brand love) is possible and another significant element influencing the intent to use green services. If the hotel industry focuses on advertising that demonstrates environmental friendliness, people may be able to see the benefit of using a particular hotel and stimulate

brand love in an ecological context, and improve the possibility that customers will select the firms' services. This will lead to improved business performance, combined with sustainable environmental practices. When analyzing the importance of eco-conscious advertising, there is a correlation with the brand, particularly in terms of green brand love. There has been a lack of research regarding environmentally friendly hotels and green brand love. Several previous studies often choose to evaluate variables that reflect customer attitudes (Arun et al., 2021; Khandelwal & Bajpai, 2011). This study attempts to fill the research gap by investigating the other relevant variables.

Consequently, this study aims to develop a causal model of green advertising, green brand love, green perceived value, and green purchase intention in the hotel industry, validate the model's fit with empirical data, and assess the role of advertising as a mediator of green brand love and green perceived value. The results of this study will provide information for strategic hotel business decisions, whether regarding operations or advertising. In addition, it will contribute to an encouragement of economic operations that may coexist with environmentally sustainable methods.

Literature Review

Norm Activation Theory

The norm activation theory established by Schwartz (1977) serves as a theoretical framework for understanding and analyzing altruistic behavior and intention. The author of this theory introduces a conceptual framework known as the Norm Activity Model (NAM). NAM has frequently been employed as a means of elucidating prosocial and pro-environmental behavior (Lafontaine, Nezakati & Thwe, 2021). This model proposes three key attributes for predicting prosocial behavior and intention: awareness of consequences, attribution of responsibility, and personal norms (Schwartz, 1977). The concept of personal norm refers to the moral duty to engage in or abstain from certain activities (Schwartz & Howard, 1981). Awareness of consequences refers to the extent to which an individual possesses an understanding of the potential outcomes or repercussions associated with their own activities (Littlejohn et al., 2016), and ascribed responsibility refers to the sense of accountability for the adverse outcomes that arise from the failure to engage in prosocial behavior (De Groot & Steg, 2009). The norm activation model has been employed in many industries, such as green hotels (Han et al., 2015) and environmental education (Littlejohn et al., 2016). This study utilizes green advertising as a means to raise awareness of the consequences of hotel services on the environment, and the concepts of green perceived value and green brand love serve as personal norms that are utilized to anticipate an individual's desire to engage in green purchasing behavior.

Green Advertising (GA)

According to Usman et al. (2010), advertising is a social activity that influences people's lifestyles. It can influence the attitudes, beliefs, habits, and trading patterns of the populace. Advertising may establish a positive relationship between brands and consumers (Maxian et al., 2013). If discussed in the context of the environment, green advertising is a style of advertising that emphasizes the presentation of product qualities or services of the company that exhibit friendliness and concern for the environment via multiple channels, such as the firm's website, brochures, television, etc. (Banerjee et al., 1995). Eren-Erdogmus et al. (2016) introduced the notion of "green advertising", which is one of the most prevalent advertising strategies, to promote the notion that a product is environmentally conscious. Green advertising is essential for establishing a favorable environmental image for a company (Leonidou et al., 2011). If discussing this in the context of the hotel business, an ecologically aware mindset is the result of guests' perspectives on the environment and sustainability as a result of obtaining services at their hotel (Sadom et al., 2022). Hotel environmental advertising is prepared to address environmental concerns and interact with hotel guests. to raise awareness that the hotel is environmentally friendly (Sahin, Baloglu & Topcuoglu, 2019). In addition, Yoon et al. (2020) discovered the crucial role of green advertising within the hotel industry. They found that advertisements that utilize a public-serving cause, generate greater favorable affective perspectives, while a persuasive approach focused on selling, creates more positive cognitive perceptions. Affective and cognitive attitudes led to persuasion and behavioral intentions of consumers.

Green Brand Love (GBL)

According to Rahbar and Wahid (2011), "green brands" are names, symbols, or product designs with a reduced environmental impact. Brand love is comparable to a long-term relationship, where consumers display their loyalty to the products they use (Langner et al., 2016). Modern studies support the significance of the brand love element in brand management (Hegner, Fenko & Teravest, 2017). Moreover, Huber, Meyer and Schmid (2015) also endorsed the function of brand love, arguing that brand love has a close relationship with the inner self and a society based on consumption. If viewed in relation to the environment, Hameed et al. (2021) say that "green brand love" is how people feel about a brand that emphasizes doing things that are good for the environment. According to Kohlia, Melewar and Yen (2014), "green brand love" is a crucial tactic for developing a long-lasting relationship between customers and environmentally-friendly, but perhaps more expensive, products. Moreover, research conducted by Chua et al. (2023) examining green hospitality brands, found that South Korean consumers' love of green brands positively influences their choice of green brands.

Green Perceived Value (GPV)

The foundation for establishing long-term connections with consumers is their perception of value. Perception of value also plays a significant role in the intention of consumers to acquire or utilize services (Zhuang et al., 2010). Cheung, Lam and Lau (2015) define "green perceived value" as a comprehensive evaluation of customers, regarding self-worth in relation to what you stand to lose, taking into account environmental advantages. Liang and Chaipoopiruttana (2014) define green perceived value as an evaluation of the benefits derived from the consumption of ecologically friendly goods and services. Due to wide recognition of a product's or service's components and their environmental impact, there are more consumers who want to utilize environmentally friendly products or services (Walgito, 2004). Increasingly, research demonstrates the significance of green perceived value perception; for instance, Sandi et al. (2021) discovered that green perceived value can be a factor that creates "green trust" among consumers that utilize ecologically friendly products.

Green Purchase Intention (GPI)

Purchase intention is a critical component of behavioral intent. This can be demonstrated by individual behavior. In the environmental context, it has been found that the consumer's desire to use green services is the reason for purchasing the goods—to address their own environmental concerns (Pan et al., 2021). The decision to purchase ecologically friendly products frequently depends on the personal ethical behavior of consumers. The definition of "green purchasing intention" proposed by Zhang et al. (2018) is equal to the probability of people purchasing ecologically friendly products because of their concern for the environment. In terms of the hotel industry, it was found that consumers who use green hotel services exhibit specific behaviors, such as frequent hotel visits. Positive feedback was received from guests about the hotel's willingness to pay exorbitant fees for services and to try out the services of these eco-friendly hotels (Han, Hsu & Lee, 2009).

Research hypotheses development

Relationship between green advertising, green brand love, green perceived value and green purchase intention

Previous research has revealed links that may be turned into a causal model, such as the importance of the relationship between advertising and brand loyalty. Advertising is also an important factor that influences improvements in brand quality. Advertising can also aid in improving consumer perception of brand quality (Buil, Chernatony & Martinez, 2013). For example, Kim and Kim (2018) investigated the influence of advertising on brand love. A study of a Korean restaurant indicated that the amount of money spent on advertising had a

favorable influence on customer brand love, highlighting the importance of restaurant advertising, which requires a strategy to run efficiently. Brand love varies from person to person. Because of this variation, effective advertising must be developed and alignment with target groups may contribute to higher rates of brand love occurrence (Maxian et al., 2013). Moreover, Batool and Iqbal (2016) prefer that green advertising ought also to have a strong and positive relationship with consumer purchases. The utilization of environmentally friendly advertising has been found to have a notable and favorable impact on consumers' purchase intentions (Kusuma & Handayani, 2018). The research from Kim and Cha (2021) found a positive impact of green advertising on consumer purchase intention in South Korea, with favorable views reported of the credibility, attractiveness, and informativeness of the advertising. Bakr, Tolba and Meshreki (2019) demonstrate that, in addition to the impact of advertising on brand love, consumers' knowledge of the firm through its advertising, has a positive correlation with perceived value. Effective advertising supported customers in learning more about the worth and quality of the firm's product. After conducting a study with a group of consumers in Vietnam, Le and Nguyen (2021) discovered that consumer recognition of advertising had a positive relationship with customer perceived value. The preceding paragraph emphasizes the importance of advertising in terms of brand love and perceived value. A review of the literature also reveals that few studies have been made specifically on green products and green advertising. This investigation resulted in the development of research hypotheses 1 to 3.

H1: Green advertising has a positive impact on green brand love.

H2: Green advertising has a positive impact on green purchase intention.

H3: Green advertising has a positive impact on green perceived value.

According to some studies, a sense of value in terms of usage and mindfulness can lead to increased customer brand love (Hsu & Chen, 2018). With a number of studies demonstrating the relationship between perceived value and love in consumer brands, such as Torres, Augusto, and Neves (2022), the current consensus is that psychological and social appreciation of value has a significant influence on consumer brand love. The study conducted by Junaid et al. (2020) and the research conducted by the tourism industry group, involving the gathering of tourist consumer behavior data, revealed that the perception of quality, emotions, and knowledge in the advertising of certain brands by visitors contributed to the promotion of greater brand love among tourists. The preceding demonstrates the connection between value perception and brand love. The purpose of this research is to increase our understanding of environmentally aware consumer behavior and its impact on production. Hence, the fourth hypothesis of the research was:

H4: Green perceived value has a positive impact on green brand love.

Relationship between green brand love, green perceived value, and green purchase intention

Intention to use a service is the behavior of a consumer who is willing to utilize the service from the original source due to a positive experience in the past (Otero & Wilson, 2018). Intention to use a service is the behavior of a consumer wanting to utilize the service from its original source. As a result of a positive past experience (Otero & Wilson, 2018), the link between customers and brands is essentially strengthened. Bagozzi, Batra and Ahuvia (2017), stated that a consumer's affection for a brand might be a factor that strengthens the interaction between customers and brands, bringing them closer together. In the environmental context research of Lin (2023), a study of popular consumer groups utilizing eco-friendly products in Taiwan, it was discovered that a sub-propensity consumer's decision to purchase environmentally friendly items is positively influenced by their affection for environmentally friendly companies. Hence, the fifth hypothesis of the research was:

H5: Green brand love has a positive impact on green purchase intention.

In addition to the importance that brand love has on the intention to use services, perceived value is considered one of the key factors by researchers (Hanaysha, 2018; Zeithaml, 1988). Haba, Hassan and Dastane (2017) examined the link between how people in Malaysia feel about the value of their smartphones and found that people would be more likely to buy high-quality products if they knew how much value they were getting from them. Similarly, Cuong (2020) discovered in a study of customer perceptions of value in fashion apparel goods in Ho Chi Minh City, that the identification of value strongly affected the willingness to purchase fashion products. In the context of the environment, the intention to acquire or use green services would therefore likely be because customers seek the value of the product's apparent environmental benefits that satisfy their expectations of their own behavior. According to a study conducted by Chen & Chang (2012) on consumers of electrical appliances in Taiwan, the perception of green value, whether in terms of environmentally-friendly use functions, environmental concern, or the fact that products are generally supposed to be environmentally friendly is the reason consumers are increasingly willing to purchase green products. This study extends these findings in consumer goods manufacturing to the service sector, and the tourism and hotel industry specifically. Consequently, the sixth hypothesis of this study was:

H6: Green perceived value has a positive impact on green purchase intention.

The mediation role of green brand love and green perceived value

Previous research has shown that green brand love can act as a mediator that acts to stimulate growth in demand for environmentally-friendly goods and services and thus

reduce the environmental cost of industrial societies. For instance, Lin (2023) indicated that green brand love might be a mediator variable between green motivation and green purchasing intention, i.e., if companies want customers to have the intention to purchase ecologically friendly items. Another study of customers in Indian hypermarkets by Singh, Kulshreshtha, and Bajpai (2021) indicated that green brand love has the potential to be a mediator variable between brand knowledge, customer satisfaction, and purchase intention. This study intends to investigate the capacity for the brand to serve as a mediator of green perceived value. According to prior study by Cuong (2020), building the reliability of a company's brand is one method for generating purchase intent among customers. This will give perceived value to the consumer, and result in increased client propensity to purchase. Additionally, according to research conducted by Haba, Hassan, and Dastane (2017), consumer perception of value may function as a mediator variable between brand image, perceived benefits, and customer purchase intentions. Thus, the purpose of this study is to increase our understanding of the mediation variables of brand love and perceived value in the context of the environment. Thus, hypotheses 7-8 of this study are as follows:

H7: green brand love is a mediator of green advertising and green purchase intention.

H8: green perceived value is a mediator of green advertising and green purchase intention.

Based on the theoretical concepts and related research described above, this study aims to develop a structural equation model of advertising, brand love, perceived value, and purchase intention in the context of the environment of the hotel business. It can represent the research framework as shown in Figure 1.
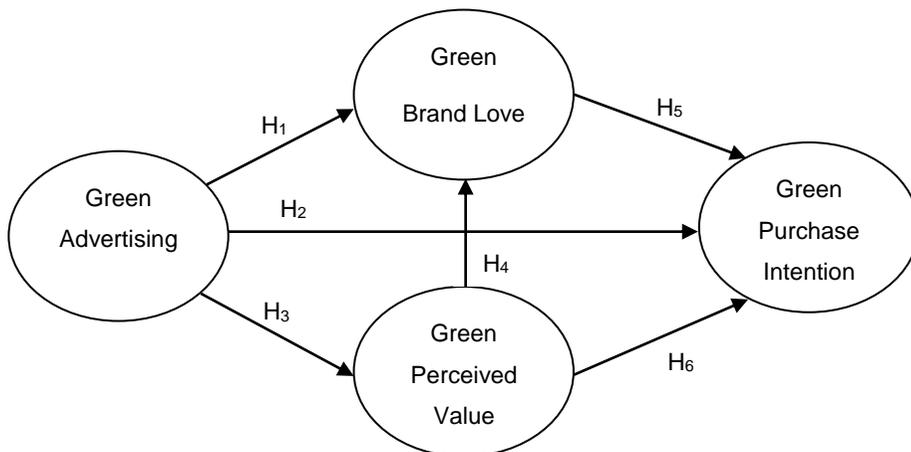

Figure 1 Research Framework
Source: Author

Methodology

Sample and Data Collection

In this study, the consumer is the unit of analysis. This study's population consisted of customers who had experienced the services offered by the hotel business; they were selected via purposive sampling, an online questionnaire created with Google forms, the data was acquired through social media groups that gathered consumer feedback on hotel service experiences. A total of 360 samples were collected. The determination of the sample size was integral to the statistical analysis of this study. Hair et al. (1998) suggest that a sampling range of 300–500 is optimal for variance-based structural equation modeling (SEM). Afterwards, the collected data were analyzed using descriptive statistics, and the hypotheses were tested using partial least squares structural equation modeling (PLS-SEM).

Measurement

This study used a questionnaire to test the hypothesis and research framework. A review of existing pertinent studies led to the creation of the study questionnaire. The questionnaire consisted of two sections. In the first section, five demographic questions were asked: gender, age, degree of education, marital status, and average monthly wages. Second section: The questions associated with the variable within the research framework. The four measures of green advertising were adopted from Tan, Ojo, and Thurasamy (2019). The measures of green brand love were adapted from Salehzadeh et al. (2021) and consisted of four items. To assess the green perceived value, three items were adapted from Chen and Chang (2012). The three measures of green purchase intention were adopted from Yadav & Pathak (2017). These were measured with a seven-point Likert scale ranging from extremely disagree (1) to extremely agree (7).

Results

Before analyzing the results of this study, the preliminary statistical agreement was explored using a structural equation model for statistical analysis. The data are normally distributed with skewness between -0.96 and -0.82 and kurtosis between -0.22 and 0.20, which is within the acceptable range. The absolute value of 2. The homogeneity of variance test showed that each variable's P-value was higher than 0.05, which means that there was no difference in variance between the variables. In order to assess the linear relationship between the independent variable and the dependent variable (linearity), it was determined that both variables had a P-value less than 0.05. have a straight-line correlation. After that, the data was evaluated to determine the study's findings. The research findings can be presented in the following sequence:

Descriptive Statistics

This study analyzed data obtained from a total of 360 samples. It was discovered that the majority of the demographic data were female: 206 individuals representing 57.22 percent, aged between 9 and 24 years; 209 individuals representing 58.06 percent; 175 individuals with a bachelor's degree, or 48.61 percent; 225 people with an average monthly wage of less than 15,000 baht, or 62.50 percent; and 308 single people, or 85.56 percent.

The level of green advertising utilized by the hotel industry in this study's sample group revealed that the overall view was high, with a mean score of 5.37. Through analysis, the report determined that environmentally friendly advertising is regarded as a useful source of information for service use decisions. It is the most functional, with a mean score of 5.40. And consumers feel that the advertising promises are accurate when deciding to purchase a green product with a mean score of 5.23. This emphasizes the necessity for the hotel industry to live up to the promises made in the advertisements and elicit positive emotions from customers.

The level of green brand love utilized by the hotel industry in this study's sample group revealed that the overall view was high, with a mean score of 5.44. By examining each finding, it was determined that consumers are drawn to hotels that are environmentally conscious. That was the most effective option with a mean of 5.53. And consumers feel good about utilizing eco-friendly hotel offerings that are the least efficient, with a mean score of 5.32. It can be concluded that the hotel industry must develop an eco-friendlier experience for customers in order for them to feel involved and love utilizing the hotel.

The level of green perceived value utilized by the hotel industry in this study's sample group revealed that the overall view was high, with a mean score of 5.42. The research found that the hotel's environmental performance met customer expectations with an average score of 5.44. And consumers choosing hotels because they are environmentally friendly yields the least efficient score, with an average of 5.40. It can be concluded that a hotel's publicly manifested ability to help the environment plays a role in how consumers choose the services they sell. Thus, the hotel industry must emphasize service procedures that exhibit a higher level of concern for the environment.

The level of green purchase intention utilized by the hotel industry in this study's sample group revealed that the overall view was high, with a mean score of 5.38. With an average rating of 5.43, the research determined that consumers would prefer the most eco-friendly hotel service that was also the most efficient. And consumers will select a hotel service that can tackle environmental issues, even though it is the least operational (5.34 on average). Hence, it is vital for the hotel industry to prioritize environmentally friendly operations, as it is a component that encourages consumers to have more intentions to use the service from the hotel. Details are shown in Table 1.

The Measurement Model

Hair et al. (2016) proposed a model evaluation in PLS-SEM and suggested using two approaches. The first step involved doing an examination of the measurement model evaluation (MME), whereas the second step was to assess the structural model (inner model). The evaluation in MME is conducted based on the assessment of convergent validity, internal consistency reliability, and discriminant validity. The information is shown as follows: For convergent validity testing, consider composite reliability (CR) values ranging from 0.81 to 0.94 and average variance extracted (AVE) values ranging from 0.79 to 0.84, with values greater than 0.70 and 0.50 (Hair et al., 2010) respectively, as shown in Table 2. The optimum degree of convergent validity. Hair et al. (2019) propose that the internal consistency reliability could be evaluated by examining the factor loading. According to their suggestion, a factor loading value larger than 0.70 indicates good reliability. In this research, all the observed variables have factor loading values greater than 0.7, as presented in Table 1. Also, the discriminant validity was assessed using the guidelines of Fornell and Larcker (1981). By comparing the square root of the AVE for each variable with its respective correlation coefficient, the square root of AVE was found to be greater than the correlation coefficient. This shows that the discriminant validity is sufficient (Gefen et al., 2000). Furthermore, to enhance the comprehensiveness of the current study, this study also employed the heterotrait-monotrait ratio (HTMT) to assess discriminant validity. All HTMT ratio results were below the recommended value of 0.85 (Henseler et al., 2015), as shown in Table 3. Moreover, Cronbach's alpha was used to evaluate reliability. All variables were found to be greater than 0.70 (Taber, 2017). It can be determined that the research instrument is dependable.

Table 1 Descriptive statistics and factor loading

Construct/Observe Variable		Mean	Factor loading
Green advertising			
GA1	Advertising is a useful source of information for me while making environmentally conscious shopping selections	5.40	0.88
GA2	I plan to switch to the advertised green product while making ecologically responsible purchases.	5.39	0.89
GA3	I feel that the advertising promises are accurate when deciding to purchase the green product	5.31	0.90
GA4	When selecting to purchase a green product, advertising provides me with a realistic depiction of the product.	5.36	0.87
	Total average	**5.37**	

Table 1 Descriptive statistics and factor loading (continued)

Construct/Observe Variable		Mean	Factor loading
Green brand love			
GBL1	This hotel's green brand is totally awesome	5.44	0.89
GBL2	This hotel's green brand makes me feel good	5.32	0.90
GBL3	I love this hotel's green brand	5.53	0.90
GBL4	I am passionate about this hotel's green brand	5.46	0.90
	Total average	**5.44**	
Green perceived value			
GPV1	This hotel environmental functions provide very good value for customers	5.41	0.85
GPV2	This hotel brand environmental performance meets customer expectations	5.44	0.80
GPV3	I stayed in this hotel because it is environmentally friendly	5.40	0.87
	Total average	**5.42**	
Green purchase intention			
GPI1	I wish to stay at this hotel as a result of their environmental consciousness	5.43	0.96
GPI2	I anticipate further stays at this hotel due to its environmental efficiency	5.39	0.80
GPI3	This hotel is eco-friendly, which makes me happy to stay there	5.34	0.95
	Total average	**5.38**	

Table 2 Convergent validity and Fornell and Larcker's criterion: discriminant validity

Construct	CR	AVE	Alpha	GA	GBL	GPV	GPI
GA	0.94	0.79	0.91	**0.88***			
GBL	0.94	0.80	0.92	0.80	**0.89***		
GPV	0.81	0.81	0.88	0.80	0.86	**0.90***	
GPI	0.84	0.84	0.90	0.79	0.81	0.79	**0.92***

* Square root of the AVE for each variable

Table 3 Discriminant validity (Heterotrait - Monotrait Ratio)

Construct	GA	GBL	GPV
GBL	0.74		
GPV	0.78	0.85	
GPI	0.68	0.73	0.76

Structural Model

The evaluation of the structural model in PLS-SEM consists of five steps: assessing collinearity, determining the significance of the model, calculating the R^2 value, measuring the f^2 effect size, and evaluating the Q^2 value (Hair et al., 2011). To assess collinearity, this study examined multicollinearity using the variance inflation factor (VIF). The VIF values above 5 are regarded as indications of problematic multicollinearity (Hair et al., 2011). The variables included in this study were found to be below the threshold value of 5 (green advertising = 3.25, green brand love = 4.54, and green perceived value = 4.52). Falk and Miller (1992) suggest that a model's predictive power can be assessed by its R^2 value. They state that an R^2 value greater than 0.1 (10%) is necessary for a model to have sufficient expressive power. The findings of this study show that 78% of the R^2 variation in green brand love, 64% of the R^2 variance in green perceived value, and 72% of the R^2 variance in green purchase intention were accounted for. This study demonstrates the efficacy of the predictor. The process of assessing f^2 involves examining the values, namely 0.35 indicating a large impact, 0.15 suggesting a moderate impact, and 0.02 indicating a small impact of the exogenous construct. Values below 0.02 were shown to have no effect (Hair et al., 2016). This study revealed that green advertising had a moderate impact on green brand love (f^2 = 0.16) and green perceived value (f^2 = 0.18). green perceived value had a large impact on green brand love (f^2 = 0.61). green advertising, green brand love and green perceived value had a small impact on green purchase intention (i.e. < 0.15). The Q^2 measured indicates the out-of-sample predictive relevance or predictive power of the model. The blindfolding method, which follows a positive Q^2 (value greater than 0), suggests that the endogenous construct in the theoretical model has predictive importance (Hair et al., 2016). This study found the Q^2 values were positive. The Q^2 values of green brand love, green perceived value, and green purchase intention were 0.64, 0.64, and 0.61, respectively. The model's fitness was deemed satisfactory based on the square root mean residual (SRMR) value of 0.04, which falls within the suggested range of less than 0.08 (Hu & Bentler, 1999). Theoretical justifications have been provided for the proposed model in all of the results.

Hypothesis Testing

The hypothesis was tested using the bootstrapping approach, which involved generating 5,000 subsamples and applying a significance threshold of 0.05 (Hair et al., 2012). The results of the study reveal that hypotheses 1 to 3 were supported: green advertising has a positive influence on green brand love, green purchase intention and green perceived value, with a coefficient of 0.31 0.21 and 0.80 respectively at significance level of 0.001. Hypothesis 4 was supported: green perceived value has a positive effect on green brand love, with a coefficient of 0.61 at significance level of 0.001. Green brand love

influences positively green purchase intention. With an effect value of 0.36 and a significance of 0.001, it can be concluded that hypothesis 5 was supported. Hypothesis 6 was also supported: green perceived value influences green purchasing intention positively. With a 0.23 impact value and a significance of 0.001. Green brand love is a mediator between green advertising and green purchase intention, according to hypothesis 7 with 0.05 statistically significant, hypothesis 7 was supported. And hypothesis 8 suggests that green perceived value might act as a mediator between green advertising and green purchase intention. A statistically significant value of 0.05 suggests that the two variables may also serve as a mediator between green advertising and green purchase intent in the hotel industry. The test findings of eight research hypotheses are included in this study. This is seen in Table 4.

Table 4 Results of Standardized parameter estimates and hypothesis testing

Hypotheses	T-stats	Path coefficient	Results
H1: GA ⟶ GBL	5.78	0.31**	Supported
H2: GA ⟶ GPI	4.29	0.31**	Supported
H3: GA ⟶ GPV	9.88	0.80**	Supported
H4: GPV ⟶ GBL	7.30	0.61**	Supported
H5: GBL ⟶ GPI	4.07	0.36**	Supported
H6: GPV ⟶ GPI	2.91	0.23**	Supported
H7: GA ⟶ GBL ⟶ GPI	3.17	0.11*	Supported
H8: GA ⟶ GPV ⟶ GPI	2.86	0.19*	Supported

* P-value < 0.05, ** P-value < 0.001

Path analysis

On the basis of the six aforementioned research hypotheses, it is possible to examine the path analysis for direct effects, indirect effects and total effects, which reveals that green advertising has a direct effect on green brand love, green purchase intention and green perceived value, with coefficients of 0.31 0.31 and 0.80, respectively. Green advertising has a 0.49 and 0.48 indirect effect (partial mediation), respectively, on green brand love and green purchase intention. Green advertising had a total effect of 0.80, 0.80, and 0.79 on green brand love, green perceived value, and green purchase intention, respectively. The green perceived value has a direct effect on green brand love and green purchase intention, with coefficients of 0.61 and 0.23, respectively. Green perceived value has an indirect effect (partial mediation) on green purchase intention, with coefficients of 0.22. Green perceived value has a total effect of 0.61 and 0.45 on green brand love and green purchase intention, respectively. Lastly, green brand love has a direct effect on green purchase intention. With an effect equal to 0.36.

Discussions

Green advertising has a positive influence on green brand love in the hotel business. Significantly at 0.001, it may be stated that the hotel industry prioritizes publicity or advertising with communications that demonstrate environmental friendliness, operational, and environmental concern. These factors lead to consumers' growing affection for the hotel brand. This is similar to Zhang and Yang's (2023) study of experienced Chinese consumers who viewed animated advertising of an apple company with environmental concerns, in which they discovered that environmentally friendly animation advertising may be a factor that positively influences the love of a green brand. According to research conducted by Madadi et al. (2020), advertising and brand love are strongly correlated. In other words, if people have a favorable view of advertising, they will have a greater affinity for the brand.

Green advertising has a positive effect on the green purchase intention of the hotel business. Significantly at 0.001, being aware of green advertisements might potentially enhance awareness of environmentally friendly hotel services, hence influencing customers purchase decisions based on these advertisements. The offering of environmentally beneficial services, a strong commitment to environmental sustainability, and an increased focus on environmental concerns distinguish hotels from others. A study done by Amallia, Effendi, and Ghofar (2021) found that green advertising has a favorable influence on green purchase intentions of customers in Yogyakarta. Moreover, Suhaily and Darmoyo's (2019) study found that the implementation of green advertising at Plaza Semanggithat, a modern mixed-use development with a retail center in Jakarta, had a positive effect on visitors' purchasing decisions.

Green advertising has a positive effect on the perceived green value of the hotel business. Significantly at 0.001, it can be claimed that advertising that displays the friendliness or care for the environment of a hotel business may play a key role in educating clients about the benefits of using services. Included in this is the environmental performance of the hotel. If it meets customer expectations, it might play a crucial role in influencing consumers to purchase more hotel services. This may give the business an edge over competitors. This is related to Bakr, Tolba and Meshreki (2019) studies that revealed the importance of advertising. The research on SMS advertising by the business sector to consumers revealed that advertising has a significant positive effect on consumer value consciousness. Or Le and Nguyen (2021)'s investigation of the relationship between advertising and customer value perception according to research conducted in Vietnam, if a firm can produce the perception of good advertising among customers, this would play a significant role in making consumers aware of the greater value they receive from a superior organization.

Green perceived value (GPV) acknowledgement has a positive impact on green brand love. With a significance of 0.001, it can be said that if the hotel industry can raise consumers' awareness of the value they will receive, they will benefit. In addition to providing good service, green perceived value also makes consumers play an important part in taking care of the environment. GPV is a significant factor that makes consumers appreciate business and entrepreneurship even more. GPV enhances the hotel's brand. From the perspective of customers, GPV can also increase the likelihood that customers will develop a lasting relationship with the company. Similarly with the findings of Shen et al. (2021), a study of the food service industry with a sample group of Chinese customers from four major cities, including Shanghai, Beijing, Suzhou, and Guangzhou, revealed that consumers are aware of the service's value. It is essential to their falling in love with the upscale restaurant's brand. Alternatively, Junaid et al. (2020) conducted similar research. Studies of the tourism services industry have discovered that if a firm can make visitors aware of the value they receive from travel, whether in terms of quality, emotions, or knowledge, the generation of GPV will be a vital factor in fostering a greater passion for environmentally friendly or ecological travel among tourists.

Green brand love influences green purchase intention positively. Importantly, it is possible to assert this with a probability of 0.001 if the hotel can develop customer love for its environmental brand. Green branding would form a major component that boosts consumers' willingness to utilize hotel services, which may have a positive effect on a company's financial performance when paired with ecological sustainability. According to Lin (2023), a group of customers who have utilized eco-friendly products found that when a company makes consumers love a brand in the field of environmental care, it is a significant factor in increasing consumer willingness to acquire or utilize a product from that company. Or research by Hameed et al. (2021) surveyed a group of Pakistani customers who have used eco-friendly products and indicated that a consumer's love for a brand that shows environmental friendliness is a significant element that influences the purchase of eco-friendly products.

Green perceived value positively impacts green purchase intent. Significantly, a value of 0.001 indicates that clients will be motivated to utilize hotel services that inspire them about the value of environmental services. This helps users feel engaged and responsible for the environment. According to a study conducted by Chen and Chang (2012) on a sample of Taiwanese consumers, when consumers are aware of the environmental value they get, they purchase more sustainably minded products. It is a major aspect that motivates individuals to select eco-friendly products. Similarly, a study conducted by Nekmahmud and Fekete-Farkas (2020) on customers in a variety of businesses in Bangladesh, such as banking, hotels, hospitals, manufacturing, etc., revealed that consumers are aware of their environmental

advantages. This awareness is a crucial factor in their decision to purchase or utilize eco-friendly items.

Green brand love and green perceived value can mediate the relationship between green advertising and green purchase intention. With a significance level of 0.05, it may be stated that the hotel industry should concentrate on green advertising. Displaying eco-friendliness may make consumers who are exposed to such advertising develop affection and loyalty to a hotel's brand and recognize the worth of the service within a wider environmental context. This may encourage clients to utilize the services of a hotel with greater environmental visibility. According to a study by Navaneethakrishnan and Sathish (2020), which examines the mediation role of brand love by collecting data on consumers utilizing online purchasing services in India, brand love can serve as a mediator variable between customer attitude toward a brand, brand trust, and consumer purchase intent. As was found in a study by Yap (2022), which looked at how consumers felt about the value of using social media to book hotels, consumers' awareness of self-value gained in terms of convenience and can form a major link between social media marketing and the intention to use services.

Theoretical Contributions

This study has constructed a causal model consisting of four important elements, namely green advertising, green brand love, green perceived values, and green purchasing intention, as well as seven research hypotheses, resulting in the following suggestions: (1) The research also shows that green brand love and green perceived value can play a mediating role between green advertising and green purchase intention. This means that researchers may be able to use the new independent and dependent variables in the future to get even more different results from their research. (2) This study found that green advertising, which is regarded as an important aspect in business communication research, has a direct effect on the marketing factors, green brand love and green perceived value. Hence, it can be concluded that the significance of business communication concepts can influence a company's marketing performance. (3) The research shows the contribution of Norm Activation Theory. By including green advertising as a variable in the process of increasing awareness regarding the repercussions of hotel use. The concepts of green perceived value and green brand love are employed as personal norms to forecast an individual's inclination towards predicting green buying behavior within the hotel industry and environmental concerns. Furthermore, this research's framework incorporates the concepts of advertising and branding. This diverges from previous studies, which often examine the two notions separately.

Managerial Contributions

The results of this research can serve as a guide, a basis for decision-making, and the basis for establishing precise environmental operations strategies that improve efficiency. Additionally, hotels realize the value of eco-friendly practices. Hence, the following are suggested practices:

Eco-friendly advertising should be the focal point of hoteliers' efforts to communicate with the public and reflect the hotel's policies. Whether it is the service customers receive, or the hotel's internal operations, the hotel must prioritize environmentally friendly and sustainable practices and maintain a pleasant eco-inspiring atmosphere. Since people regard advertising as a source of information that influences their decision to utilize a service, advertising that demonstrates concern for the environment can help customers recognize the value they are receiving. Participation in environmental care, in addition to the use of hotel services, may encourage customers to employ more hotel services. This can support consumers in selecting hotel services and contribute to enhanced hotel performance and environmentally friendly management.

As a result, the hotel industry must focus on building such consumer awareness, such as by developing its own environmental performance, aligning it with consumer expectations, developing environmental strengths in hotel service processes, etc., and delivering these messages to consumers via advertising media. This can improve the image of the hotel industry as a whole because it modifies the way consumers use hotel services, which can encourage a large number of hotels to prioritize their own operations with greater environmental responsibility, which will ultimately have a positive effect on the environment.

Love for a brand is also seen as an important variable in this study, both because it can act as a mediator variable and because it makes people more likely to use services. Hence, hotels should focus on developing brand love, particularly to make consumers feel good about utilizing the services of environmentally friendly hotels, or to create greener hotels from the consumer's perspective. This can improve customer access to services and reduce the environmental impact of hotel operations.

Limitations and Future Research

This investigation employed quantitative research methodologies. The question of each variable arose from a review of previous research. To develop corporate decision data, it is necessary to examine the hotel business in further detail. A future study may apply a qualitative research methodology by conducting focus groups or in-depth interviews with hotel industry stakeholders from all sectors. To produce distinctive data and match it with the context of an environmentally conscious hotel company.

This study examined green brand love and green perceived value to reach the conclusion that green advertising can indirectly increase green purchase intention. Future research may investigate the influence of various mediator variables in an effort to increase understanding of green consumer behavior, and the business sector may receive guidelines for environmental management-related company operations. Mediator variables potentially include green trust, green reputation, and green brand image, among many others.

This study was conducted using Schwartz's (1977) Norm Activation Theory, which does not consider attitude issues. One of the elements frequently examined in consumer research are attitude issues. Hence, further studies have the potential to refine the study framework. Various theories, such as the Theory of Planned Behavior, provide varied analytical outcomes when examining consumer attitudes and can help in the future decision-making of entrepreneurs.

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