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## GREEN MARKETING MIX AND CUSTOMER PURCHASE INTENTION: EVIDENCE FROM TOURIST HOTEL

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### Abstract

In the business context also environmental sustainability has become a major focussing problem in the business context. Many businesses have adopted the green practices for their business strategies. Green Marketing concept is very popular in the world now, because this concept advocates to the world about the environmental sustainability. The present study explores the influence of green marketing mix on the purchase intention of the customers of the hotel Heritage Kandalama. The researchers identified green marketing mix – green product mix, green place mix, green price mix, and green promotion mix – as independent variables and purchase intention considered as dependent variable of the study. Structured questionnaires were issued within the sample of 116 respondents, using convenience sampling method. The hypotheses were developed through careful review of literature and data analysis was done by measuring the descriptive, correlation and multiple regressions analysis in using with SPSS version 20.0 Package. The findings of the study indicated that the positive relationship was observed between green marketing mix and customer purchase intention. Further the results revealed that these factors highly impact on the customer purchase intention in the hotel industry. It is found that green place mix has emerged as the major predictor in determining the customer purchase intention. Moreover, the study confirmed that the impact of green marketing mix on the customer purchase intention in the hotel industry is higher than in the moderating variables of personal factors. As this research study only covered about the Hotel Heritage Kandalama in Dambulla, further researchers can assess other green hotels in Sri Lanka. During data collection period, researcher faced a problem for collecting data from the foreign customers due to COVID19. The future research study can be conducted by collecting the data from both local and foreign customers.

**Keywords:** *green concept, green marketing mix, personal factors, purchase intention*



## **1. Introduction**

In the present era the awareness of the customers about the green products has been considerably increased, because there are more positive impacts from the green purchasing. Green purchasing refers to the buying of products and services that have a low effect on the human health and the environment when compared with competing product and services that serve the same purpose. Nowadays we can see that there is an increasing trend in the business world because most of the businesses also are considering the environmental problems that are occurred in their operational activities. Because we normally know that in the business process cycle sourcing, manufacturing, logistics are happened. From those there may be bad effects to the environment. With the increment of the awareness for these environmental issues the utilization of the environmentally friendly products has been already grown (Nik Abdul Rashid, 2009).

If some customer takes their purchasing decision to buy a product, so many factors may be affected. If some customer is going to buy a particular product or service, for that purchasing decision is determined on the various types of factors. Therefore, those affecting factors can be classified as the personal factors and sometime they can be classified as the marketing mix factors. Recently there is a trend that when customers involve their purchasing process they are considering about the environment. They think about that what side effects of their purchasing decision to the environment. So that, most of the people have turned to “green” concept. Green products are consisting of the nontoxic ingredients. They are recyclable, reusable and bio degradable. From these types of products have the eco-friendly packaging they are characterized as the products which have the minimum losses to the environment through the all the stages of its life cycle (OECD, 2009). The customers may think that if they buy more and more green or environmentally friendly products, they can contribute for the saving of the environment.

When the customers move to green products, the green consumption is happened. When the green consumption of the customers is increased it is very profitable for the business world. Because marketers can create an opportunity for them on the trend of this green consumerism companies design and introduces more and more eco-friendly products. The young millennial can be differed from the population because of this concept of “going green”, because they are high environmental consciousness (Sheahan, 2005). Smith (2010) explained that most of the millennial are the persons who have stronger preferences for the environmental friendly products. Most of the millennial are willing to buy eco-friendly products (Roger, 2013).

Therefore, when the customers think about more and more about the environment or they turn to green concept for their purchasing decision it depends on the various types of factors that mean for the customers purchasing decision for the going green is influenced by various types of the factors. In the summation a review of previous studies related to the impact of personal factors and the marketing mix factors on the green purchase intention of the buyers that few researchers have empirically examined. Therefore, this study aims to bridge the gap by investigating that how does the green marketing mix influence on the green purchase intention of the customers in the Hotel Kandalama and providing the recommendations for the marketers. For this study purpose following objectives was identified by the researchers.

- ✓ To examine the relationship between and green marketing mix and purchase intention of the customers.
- ✓ To analysis the influences of green marketing mix on purchase intention of the customers.



- ✓ To measure the effect of green marketing mix on purchase intention of the customers with the moderating effect of personal factors.

## 2. Literature Review and Theoretical Background

Karunaratna et al. (2020) explored that the green product, green price, green place, and green promotion on green purchase intention through customers' attitude towards the environment. The study explained the mediation analysis to test the mediating impact of customer's environmental attitude on the relationship between green marketing mix and green purchase intention. The consumer attitudes and consumer purchase intention have an impact on green marketing (Jayathilaka & De Silva 2018). Further the study suggested that the consumer affection and consumer cognition had impact on the purchase intention of consumers in Sri Lanka.

Wu & Chen (2014) explored that the green marketing awareness by consumers toward a green product has a positive influence on the consumer's purchase intention. Shafaat and Sultan (2012) defined that "Go green concept is very important for both tourism industry and hotel industry. The hotel industry which consists in all over the world has gone up the being with the environment to their activities (Fernandez – Alles & Cuadrado-Marques, 2012). With the purpose of competing with other lodging services and winning the market over them, Hotel adopts the green practices significantly to fulfil their need of gaining the competitive advantage. Adoption of green practices enables to the hotels to provide their service with the green marketing concept. Various types of strategies for the green marketing were adopted by the hotels to respond to the emerging problems of the environment. Environmental Management systems (EMS) can be called as one of the strategy like above mentioned. This includes that how to use energy, water, material resources without minimum wastage to gain maximum output by covering all the sides of the operations in hotels. When the hotels implement the various types of green marketing strategies, they are given the different types of certificates and awards. From giving the awards and certificates hotels are admired to involve and be as a motivation for another person's to activate for contribution for green concept (Chan, 2008).

The willingness of the customers' mind for purchasing or buying a product or service is called as "purchase intention" which has some another profile that customer takes his decision to purchase after the evaluation. When the customer is going to take his decision whether this product should not be bought or bought several factors effect to it, eventually he gets his decision by depending on the large factors (Keller, 2001). Price of the product, design, packaging, knowledge of the product, quality, celebrity endorsement, fashion and sometime family relations also are affected to the purchasing process of the customer (Shafiq et al., 2011; Mubarak, 2020).

Most of the customers think about the environment and what the impacts from the products that they buy (Bonini and Oppenheim, 2008). In the market of consumer goods and services green products have been gradually increased from small markets to large markets (Roberts, 1996). Similarly green marketing has highlighted to fulfil the need of the consumers who always expect to buy green products (Peattie and Crane, 2005). If the firms are on the green concept they can achieve the more advantages which are reducing the consumption of the energy, enhancing the corporate social responsibility and the brand image of the organization, gaining the stability in the competitive market and the increasing the corporate revenue (Bonini and Oppenheim, 2008; Van Yperen, 2006).

The customers should be provided the relevant information about how their products and services help to keep the environment safe and sustainable by the organization with the



purpose of going up the market potential subsequently (Hilal & Mubarak, 2014). It's better understanding that how is the behaviour of the customers toward the green products by the organization (D'Souza et al., 2006).

### **3. Theory and Hypotheses**

#### **3.1. Green Marketing**

The concept of green marketing has been become a significant topic for the purpose of researches for last three decades. In case of going green the tendency of consumers to be environmentally is an active case behind how organizations do their business activities and those green consumers give the contribution to create a new economy around the world. "Consumers on going green" is very popular topic in the business field. Because green consumer is considered the epicentre for the environmental marketing strategies Green consumers is a key idea on which important marketing academicians and professionals had paid their attention at the end of 1980s and in the early 1990s.

For increasing the knowledge about the various environmental problems the customers leads to translate a change in the customer's attitudes to go on green in their lives. Customers have changed their lifestyles toward the green concept. People have intentionally tried to reduce the bad or negative impact from their actions to the environment. Organizations saw this change. They exploited their green practices or strategies in their marketing world with intention of getting the higher market share to win the competitive market. Green marketing should appeal to the needs and desires of environmentally concerned customers.

#### **3.2. Green Product Strategy**

To respond effectively and efficiently to the environmental sustainability challenge an important role can be played by the companies through appropriate strategies and operations such as green processes and product development. For a society to have a zero carbon economy as a goal, it also aims to become zero waste. As environmental deterioration due to economic growth is becoming ever more apparent people are becoming increasingly interested in environmental sustainability. So "green product concept is more popular in the world now. Diamantopoulos et al. (2003) indicated that the recyclability, durability, biodegradability, renewability, low emission, local production and energy efficiency are the characteristics of the green products by comparing to the non-green products.

Going green requires firms to address their environmental efforts early in the supply chain. With the increment of the environmental issues the awareness on the usage of environmental friendly products has also green globally.

#### **3.3. Green Place Strategy**

Green marketing is the need of the hour to save our environment. In case of the green marketing place is very important to create the green concept. Actually place consists the channels, coverage, transportation, location, logistics and ect. Green place is about managing logistics to cut down transportation emissions, thereby in effect aiming at reducing the carbon foot print. For example, Instead of marketing an important mango juice in India, it can be likened for the local production. This avoids the shipping of the production from far away. Thus reducing the shipping cost and for importantly, the consequent carbon emission by the ships and other modes of transportation.



### **3.4. Green Price Strategy**

In utility regulatory and environmental cycles there has been wide spread interest in promoting the non-polluting and renewable resources. Price plays a diverse role in the purchase decision process, because buyers perceive the price as the sacrifice (Ali & Kaldeen, 2017), as a quality cue or both.

Green pricing the one of the name for the price of renewable resources or green pricing is the offering customer choice to support renewable energy development and environment improvement. In general the price of the green product is higher than the non-green products due to the higher cost incurred in the processes, material and to certain extend the cost involve in getting certified eco-label on the products. Roger (1983) explained the advantages of the green products are over the non-green products .Sometime the quality and the performance of the green products is better than non-green products, because the acceptance of the customers is higher for the green products. Those advantages of the green products have to be weighed against the price. Sometime in the price of the green products consist of the opportunity cost, energy cost, and psychical cost in addition to monetary cost. Even though the price of the green products are somewhat higher than the non-green products when the major advantages of the green products are higher than non-green products, customers will rush to buy green products in spite of conventional products.

### **3.5. Green Promotion Strategy**

Green promotion contributes to organize the tools of the promotion such as advertising personal selling, sales promotion, direct marketing and public relations by keeping people, profit and planet in mind. Green marketer can attract the customers on the basis of performance, money savings, health and convenience or just plain environmental friendliness so as to target a wide range of green customers. Consumer awareness can be created by spreading the message among consumers about the benefits of environmental –friendly products. Posting of profiles related to green marketing on social networks creates awareness within and across on-line peer groups.

### **3.6. Consumer Purchase Intention**

Purchase intention is the key point on which marketing managers takes their decision about their new product introducing and the existing products. Lu, et al. (2014) stated that the willingness of the customer to purchase a specific product at a specific time or specific situation. Intention can be considered as good assumption for actual buying behaviour. It is the main predictor for forecasting the future sales for the marketers.

The researchers derived the hypotheses based on the literature survey and theory of the present study. The hypotheses are;

H1: There is a relationship between green marketing mix and purchase intention.

H2: The Green Marketing mix has significantly positive impact on the customer purchase intention.

H3: The Green Marketing mix has significantly higher positive impact on the customer purchase intention with the moderating effect of personal factors of customers.



## **4. Methodology**

### **4.1. Sample of the study**

This research was conducted by the quantitative way and it is a descriptive study. The researcher has selected the “Kandalama” hotel which is situated in Dambulla area. 125 customers were randomly selected from the data base of the hotel and issued the questionnaire through their e-mail and 120 customers were responded and 04 questionnaires were not perfectly filled by the customers. Finally 116 customers from the customers of the “Kandalama” hotel are considered as the sample of the study.

### **4.2. Data Collection**

Primary data and secondary data were gathered by the researcher for this study. Primary data collection is the vital data collection method in this study. Questionnaire is the method used by the researcher to collect primary data. Secondary data were used to get the information about the concepts related to green marketing practices, green product, green place, green price, green promotion and consumer purchase intention to search out the information about the literature of this study. Mainly the secondary data were collected by using websites, books and journal articles. The questionnaire was developed by including the five point Likert scale questions to measure the independent and dependent variables.

### **4.3. Data Analysis**

Data were analysed through questionnaire issued to the customers of the hotel industry. This process of data processing and of converting raw data into meaningful statements is, called an analysis and interpretation of data. It is specially considered univariate analysis consist of mean, median and standard deviation and percentage. Data analysis is more sensitive part of this research work. In the research process to analyse the collected data researcher uses the statistical package for social science (SPSS). Data statistics were used to get the results. The 116 respondents were responded for each variable are converted into percentage in accordance with the scale and the mean value of customer responses were calculated and the results analysed. Correlation analysis and multiple regression analysis were done in this study.

### **4.4. Reliability and Validity of the scales**

Measuring the reliability, Cronbach’s Alpha was calculated. The Cronbach’s Alpha is expressed as a correlation coefficient and its value ranges from 0 to +1. By Convention alpha should be 0.70 or higher to retain an item is a scale. The Cronbach’s Alpha of variables of this study is 0.804. It is greater than the cut off rate. For testing the Adequacy of data sample in this study, KMO and Bartlett’s test were measured. The value sampling adequacy KMO and Bartlett’s test is 0.798 and significant.

## **5. Results and Discussion**

### **5.1. Personal information of the Customers**

The gender, age, income, educational qualification, purpose of the customers explained as the personal information of the respondents. 50.9% of the respondents are female and 49.1% of the respondents are male. 60.3% percentage of the respondents are in the age in 18-30. 54.3% of customers have less than \$ 10000. The highest educational qualification of the customer was



University level. It was 67.2% and the customers regularly visited to the hotel for the purpose of spend their vacation (47.4%). The details of personal information of the customers are illustrated in the Table 01.

Table 01: Details of personal information of the customers

Personal information	Category	Frequency	Percentage
Gender	Male	57	49.1%
	Female	59	50.9%
Age	18-30	70	60.3%
	31-40	29	25%
	40-50	17	14.7%
	50 and above	-	-
Income level	Less than \$10000	63	54.3%
	\$10000-\$20000	28	24.1%
	\$20000-\$30000	14	12.1%
	\$30000-\$40000	03	2.6%
	\$40000-\$50000	03	2.6%
	\$50000 and above	05	4.3%
Educational Qualification	High school	06	5.2%
	Some college	05	4.3%
	University diploma/degree	78	67.2%
	Post graduate degree	22	19%
	Other	05	4.3%
Purpose	Business	20	17.2%
	Vacation	55	47.4%
	En Route	08	6.9%
	Visit Friend/Relative	30	25.9%
	Temporary Housing	03	2.6%

Source: Survey Data

## 5.2. Descriptive Analysis

The descriptive analysis of the independent variables is illustrated in the table 2. The mean value of the green product mix, and green place mix, green price mix and green promotion mix were greater than value 3 (4.24, 4.35, 3.79 & 4.00 respectively). The results indicated that the customers of Hotel Kandalama have higher intention of the green marketing mix strategies. Further the 22% of customers agreed the green marketing mix strategies were highly influencing factor ( $X > 3$ ) on purchase intention. 66% of customers agreed that the green marketing mix strategies were moderately influence ( $X=3$ ) on the purchase intention and 12% of customers agreed that the green marketing mix strategies lower influencing factor on the purchase intention of the customers of Kandalama Hotels.



Table 02: Descriptive Statistics of Green Marketing Mix

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Environmental Friendliness	116	4.46	.785
Healthy Amenities	116	4.19	.733
Recycling Process	116	4.22	.572
Waste water Management	116	4.12	.577
Furniture & Green Decoration	116	4.21	.860
<b>PRODUCT</b>	<b>116</b>	<b>4.24</b>	<b>.517</b>
Outside Environment	116	4.47	.596
Natural Water reserve	116	4.38	.554
Geographical Location	116	4.48	.582
Natural Swimming Pool	116	4.37	.626
Cafeteria & Spa	116	4.07	.600
<b>PLACE</b>	<b>116</b>	<b>4.35</b>	<b>.393</b>
Make efforts to be Environmental sustainability	116	3.97	.567
Willing to pay extra percentage	116	3.94	.650
More expensive	116	3.73	.784
Price is important	116	3.83	.701
Lowest price	116	3.48	.918
<b>PRICE</b>	<b>116</b>	<b>3.79</b>	<b>.437</b>
Advertising	116	3.93	.615
Using social media to search for information	116	3.81	.721
Share information from social media	116	3.96	.715
Brands that use green messages in their advertising	116	4.11	.707
Green Programmes to save the environment	116	4.21	.653
<b>PROMOTION</b>	<b>116</b>	<b>4.00</b>	<b>.519</b>

Source: Survey Data

### 5.3. Correlation Analysis

For testing the hypothesis 1, the correlation analysis of independent and dependent variables was done in this study. The results of the study are illustrated in the Table 3.

Table 3: Correlation between Independent and dependent variables

	Product	Place	Price	Promotion
Purchase intention	.583	.577	.357	.537
Significance	.000	.000	.000	.000

Source: Survey Data

Based on the above results green product mix, green place mix, and green promotion mix were positively correlated with the customer purchase intention at significant level and green price strategy also positively correlated with the customer purchase intention at lower level. Therefore the hypothesis 1; There is a relationship between green marketing strategies and purchase intention is supported in this study.





**5.4. Regression analysis**

For testing the hypotheses 2 & 3, Regression analysis is used for measuring the impact of independent variables on the dependent variable. The researcher has used the multiple regression analysis in this study. The results are indicated in the Table 4.

Table 4: Regression Results of Personal factors, Green Marketing mix Strategies and Purchase intention

Variables	Customer Purchase Intention		
	M1	M2	M3
Age	0.145**	-	0.064
Annual Income	-0.084**	-	-0.035
Product	-	0.250*	0.275*
Place	-	0.351*	0.318*
Price	-	0.097	0.083
Promotion	-	0.205*	0.184**
R	0.309	0.706	0.721
R – squared	0.096**	0.499*	0.520*
Adjusted R squared	0.063	0.480	0.484
Overall F of Model	2.931**	27.587*	14.501*

Source: Survey Data

Model 1 (M1) explained the impact of personal factors - Age and Annual Income - of the customers on the Customer purchase intention. It indicated that the Age has positive impact on the purchase intention of the customers and annual income of the customers has the negative impact on the customer purchase intention. The R-squared of the study is positive and significant. It is indicated that 9.6% of the personal factors has the positive impact on the customer purchase intention.

Model 2 (M2) explained the impact of green marketing mix – Product, Place, Price, and Promotion – on the customer purchase intention. It indicated that Product, Place and Promotion has positively significant impact on the customer purchase intention ( $\beta = 0.250$ ,  $\beta = 0.351$ , and  $\beta = 0.205$ ,  $P > 0.01$  respectively). The green price mix has positive impact but not significant. Further the Model 2 indicated that the R-squared is 49.9%. It noted that 49.9% of the green marketing mix positively impact on the purchase intention of the customers. Hence the hypothesis 2: The Green Marketing mix strategy has significantly positive impact on the customer purchase intention is supported with this study.

Model 3 (M3) explained the impact of green marketing mix on the customer purchase intention with the moderating effect of personal factors of customers. The model indicated that the personal factors- Age and annual income – have no significant effect on the customer purchase intention ( $\beta = 0.064$ , and  $\beta = 0.035$  respectively). Further the green product mix, green place mix, and green price mix has positively significant with the customer purchase intention ( $\beta = 0.275$   $p > 0.01$ ,  $\beta = 0.315$   $p > 0.01$ , and  $\beta = 0.184$   $p > 0.05$  respectively). R-squared of this model is 52%. It noted that 52% of the variables are supported with the purchase intention of the customers of the Hotel Kandalama with the moderating effect of personal factors. Hence the hypothesis 3; The Green Marketing mix strategy has significantly higher positive impact on the



customer purchase intention with the moderating effect of personal factors of customers is supported.

## **6. Findings of the study**

This research is carried out to evaluate the impact of the green marketing mix on the customer purchase intention for the Hotel Heritage Kandalama in Dambulla. Based on the objectives, hypotheses were developed to test the impact of independent variables on the customer purchase intention. Finally, the findings of the research are derived and to be discussed.

Firstly the relationship between green marketing mix and customer purchase intention are found. According to the findings all the variables have positive correlations with the customer purchase intention. Then the hypothesis one is accepted. The results of this study supported with the Wu & Chen (2014) and also incorporated with the findings of Karunarathna et al (2020) findings. If marketers consider on these factors influencing customer purchase intention, they can increase the customer purchase intention towards the hotel with the green marketing practices.

The hypotheses 2 & 3 were developed to identify the impact of Green product mix, Green place mix, Green price mix, Green promotion mix on the customer purchase intention with and without moderating effect of personal factors. The results indicated that the significantly positive impact on the customer purchase intention was observed with the green product mix, green place mix, and green promotion mix. The positive impact was observed between green price mix and customers purchase intention. Based on the results, the green place mix has to be considered as the major predictor of determining customer purchase intention as it has the highest impact on customer purchase intention. The findings of this study is supported with the Jayathilaka & de Silva (2018) and partially supported with the Karunarathna et al (2020) study. Because the results indicated green product mix, green price mix were highly impact on purchase intention of the customers, Green place mix did not significantly impact on the purchase intention, and green promotion mix had positive significant at 5% level (Karunarathna et al 2020). Further findings of the hypothesis 3 indicated that the green product mix, green place mix, and green place mix has positively significant with the customer purchase intention and value (0.520\*) of the R-squared higher than value (0.499\*) of the R-squared in the Model 2. It is observed that the Age and Annual income has moderated the impact of green marketing mix on purchase intention.

## **7. Conclusion**

The main objective of conducting this research was the evaluating the influence of the green marketing mix on the customer purchase intention with special reference to the Hotel Heritage Kandalama in Dambulla. The factors which are Green product mix, green place mix, green price mix and green promotion mix are estimated to be the antecedents of creating the customer purchase intention and with the acceptance of all hypotheses in the research model empirically proved. As well as the study has found out in which way these green marketing mix are caused for the customer purchase intention, especially in hotel field services like the Hotel Heritage Kandalama in Dambulla.



## **8. Recommendations and implications**

Recommendations are absolutely paramount in any research. In this research, based on the analysis of green product mix, green place mix, green price mix, green promotion mix and the customer purchase intention, the following recommendations are made in respect of the Hotel Heritance Kandalama in Dambulla and would be forwarded for the research study based on the findings of this study for further development of their practices.

### **Customers' perspective**

This research study has highlighted the customer purchase intention from the various aspects. Actually when a customer is going to take a decision to purchase a product, the purchase intention is caused and varied to different factors. Now the most of the customers are willing to “going green” concept. When they take their decision for the “green”, they consider the 4 ps of marketing from the green perspective. According to this research study, in this hotel industry the green place mix can highly influenced to the purchase intention as well as the green product mix, the green price mix and the green promotion mix. If the green marketing practices are designed, implemented and managed well then customer purchase intention can be increased. If the green marketing mix are not designed, implemented and managed well then customer purchase intention will be decreased.

### **Marketers' perspective**

Marketers can provide a direction for their green marketing mix to increase their customer purchase intention. With the purpose of achieving the competitive advantage green product mix can be considered by the marketers to reduce the cost of the product, price of the product, new development of the product, the innovations .The Heritance Kandalama has won the best place in their green product mix and the green place mix. In case of the green price strategy and the green promotion strategy marketers should think more. The strength of the relationship between these price mix and the green promotion mix with the customer purchase intention are not strong like the relationship with the green product strategy and the green place strategy.

After this COVID19 foreign tourist does not come to visit to Sri Lanka. So this also is caused as a severe problem for the hotel. During the time of data collection researcher had to face the problem of collecting data from the foreign tourists. Not only foreign tourists, but also the amount of the local customers for visiting the Heritance Kandalama has been increasingly gone down. So marketers should pay their attention for their promotional activities.

Under their promotional activities they can update the customers with their new information. They can mention their safety. They can highlight that what the programmes, activities are implemented to enhance the safety of the guest without doing any environmental hazard. They can post the images and the videos of the experiences of the customers who have visited to the hotel after COVID19 and how the behaviour of the guest especially with the environment and how they enjoy. So then only others can get a view about the hotel. The management of the hotel can update their visited customers about their newly re-opening of the hotel by sending e-mails. Through this e-mails, those customers can be informed how to follow the directions to avoid from the COVID19 by protecting the environment. So protect the environment they can mention how destroy the used facemask, used sanitary bottles. In their official website they can update day today pictures of the hotel which can show the more and more greenness. In their official website they can provide a page to the customers to mention



their experiences with the environment and about how they enjoyed. So others can visit to this websites and get view to visit the hotel. Then marketers can increase the customer purchase intention toward the “green “.

Furthermore the marketers should provide their attention for their green price strategy also. Because the relationship between green price strategy and customer purchase intention is not is strong. Hotel can give the discounts after this COVID19 to attract the customers. According to the green facilities that the hotel gives to the customers, packages can be designed. Some winning competition can be created for some events. For example for the weddings they can give some fewer prices by conducting a competition between couples after them winning first or second or third place.

According to the above recommendations if the marketers can think about their green price mix and green promotion mix, then only marketers can increase the customers’ purchase intention and also above those marketing practices will help to the hotel to keep the good customer relationship, through which hotel can change the customer purchase intention. So through this green product mix, green place mix, green price mix, green promotion mix, and then competitive advantages can be achieved to win the market.

## 9. Future Research Direction

The limitations of the study must be of assistance to improve further research studies. There are not much studies being done on this area. Hence it is a huge literature gap which needs to be filled. The future researchers can further explore other three variables which are physical environment, process and people except these four, impact on the customer purchase intention and extend for considering other relevant variables and dimensions with mediating and moderating variables as well as mixed methodology can be applied. As this research study only covered about the Hotel Heritage Kandalama in Dambulla, further researchers can assess other green hotels in Sri Lanka. During data collection period, researcher faced a problem for collecting data from the foreign customers was difficult in the pandemic of COVID19. The future research study can be conducted by collecting the data from both local and foreign customers.

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