

# Mediators Factors Influence on Consumers' Intention to Choose Green Resorts

Tan Poh Leong<sup>1\*</sup>

<sup>1</sup> Faculty of Social Science and Humanities, Tunku Abdul Rahman University Management and Technology, Kampar, Malaysia

\*Corresponding Author: [Tanpl@tarc.edu.my](mailto:Tanpl@tarc.edu.my)

Received: 20 July 2023 | Accepted: 12 October 2023 | Published: 31 October 2023

DOI: <https://doi.org/10.55057/ijbtm.2023.5.3.53>

---

**Abstract:** *Green resorts have received less attention in terms of promotional efforts in our country, therefore, selecting the right marketing strategy is crucial to influence consumers' behaviour towards choosing a green resort. Review of literature identified environmental concern and electronic word of mouth (eWOM), as potential mediating factors that can influence consumers' behaviour intentions towards choosing a green resort. These factors are further explored in this study to address gaps in the literature. The results reveal that environmental concern plays a significant mediating role between environmental advertising and consumers' intention to choose a green resort. Additionally, eWOM also has a significant mediating effect between advertising and consumers' behaviour intention to choose a green resort. These findings highlight the importance of considering the link between advertising and its impact on green marketing campaigns as well as the development of communication strategies that promote green resorts.*

**Keywords:** Green resort, environmental advertising, electric word of mouth (eWoM), environmental concern, and intention

---

## 1. Introduction

Malaysia is one of the most important destinations for travel and tourism in Southeast Asia. Increasing environmental awareness related to eco-tourism has prompted hospitality marketers to develop strategies to promote eco-friendly resorts Claver-Cortes et al, 2007; Goncalves et al., 2016; Manaktola & Jauhari, 2007; Verma & Chandra, 2016; Yadav, Balaji et al., 2019). Green resorts are the primary form of friendly accommodations. They follow the concept of eco-friendly practices such as water conservation, energy conservation, paper conservation, and waste reduction. Simultaneously, they save money (Han et al., 2018; Green Hotels Association, 2014; Verma & Chandra, 2016).

To succeed in the green resort industry, previous research has urged the continued development of marketing strategies that can influence consumers behaviour towards choosing a green resort (Cembruch & Nowakowski, 2019; Han et al., 2010). Rahman and Reynolds (2016) argued that self-interest does not compel consumers' environmental concern behavior in choosing a green hotel; therefore, there is a need to plan a comprehensive marketing strategy that can influence consumers' intentions to choose green resorts.

## **Problem Statement and Research Gaps**

A literature search revealed that previous research by (Chan and Tung (2014), Le et al. (2018), Grace et al. (2015), Onurlubas (2018), and Al-Gasawneh and Al-Adamat (2020) used environmental concern and electronic word of mouth (eWOM) as a mediating variable only to test consumers' purchase intention for consumer products. However, less attention has been paid environmental concern and electronic word of mouth (eWOM) as a mediating variable to determine consumer's intention to choose green resort (Batool & Iqbal, 2016; Chan, 2004; Marla et al., 2012; Myung et al., 2012; Mkik, 2017).

Therefore, we hypothesize that overlooked factors such as environmental advertising factors that determine electronic word of mouth (eWOM) and environmental concerns as mediating factors that may influence consumers' intentions to choose a green resort for their holiday destination. As a result, this study further explores these mediating variables to fill gaps in the green resort literature. The contribution of this study is particularly relevant to green marketing theory and advertising practitioners. Furthermore, the findings could provide marketers with helpful suggestions for improving their advertising strategies to promote green resorts in the country.

## **2. Literature Review**

### **2.1 Consumer's Intention to Choose Green Resort**

In terms of theoretical discussion, many previous studies have used the theory of planned behaviour (Ajzen, 1991; Ajzen & Fishbein, 2000) to analyse consumers' intentions when choosing green hotel accommodation in different countries (Nimri, 2017; Chan & Tung, 2014; Han et al., 2010; Tan, & Abd Aziz (2021). Chan and Tung (2014) extended the theory of planned behaviour to identify consumers' environmental concerns and found a significant positive relationship with their attitude towards the intention to choose a green hotel. In addition, variables such as attitude, subjective norms, and perceived behavioural control also influence consumers' intention to visit green hotels, as found in previous studies.

There have also been many previous studies on the intention to consume environmentally friendly goods, including studies by Chan and Tung (2014), Le, Trang, Lee, and Han (2018), Grace, Omar, and Abdul Nassar (2015), and Onurlubas (2018). Other studies have focused on environmental awareness, environmental attitudes, environmental concern, eco-labeling, green practices performance, and perceived value, such as studies by Grace, Omar, and Abdul Nassar (2015), Han et al. (2009, 2011), and Merli, Preziosi, Acampora, and Ali (2019).

Liu et al. (2018) also found that environmental concerns determine consumers' intention to check in eco-friendly hotels. Grace, Omar, and Abdul Nassar (2015) developed a model using gender as a moderator to determine environmental attitude and concern. The results were found to be significant as they influenced both attitude and environmental concern towards the intention to purchase eco-friendly goods. They also conducted several studies on the intention to consume environmentally friendly products.

However, the mediating role of environmental concern and electric word of mouth between the intention to promote the environment and the choice of green resorts for a holiday destination is less explored in the field of green resorts in Malaysia. Therefore, further research is required to understand these factors in this area.

## 2.2 Environmental Advertising

Environmental advertising is focused on ecological or environmental sustainability messages that target the needs and concerns of organizations that care about the environment (Leonidou et al., 2011). Thus, green resort marketers use environmental advertising in the media or on the internet to draw tourists' attention to green resorts.

Environmental advertising focuses on ecological or environmental sustainability messages that target the needs and concerns of organizations that care about the environment (Leonidou et al., 2011). Thus, green resort marketers use environmental advertising in the media or on the internet to draw tourists' attention to green resorts. Although we believe that green resorts are the future business for consumers to limit the pollution hotel industry (Siti-Nabiha et al., 2014), there are still many consumers who have not heard much about the benefits of green resort accommodation. Consequently, consumers still opt for traditional hotel accommodations (Choi et al., 2015). Many believe that there is no reason to choose a green hotel, even though travellers are skeptical about environmentally friendly practices (Chen & Chang, 2013; Gao & Mattila, 2016).

Therefore, environment-friendly promotional advertising strategies are important for promoting the benefits of green resorts and encouraging consumers to choose them. Various researchers have confirmed that environmental advertising significantly influences consumers' behavioral choices. However, many environmental advertisements have been used to promote green products (Norazah, 2013; Rahbar & Wahid, 2011). The relationship between environmental advertising and consumers' intentions to choose environmentally friendly resorts in the hospitality industry has not been well researched (Conlin, 2000). Therefore, to investigate this area further, the following hypothesis was formulated:

**H1:** There is a significant relationship between environmental advertising and consumers' intention to choose a green resort.

## 2.3 Environmental Concern

Environmental concerns draw attention to the fact that a person is making an effort to raise awareness of environmental sustainability (Akehurst, 2012). The level of concern consumers have for the environment is reflected in their behavior (Onurlubas, 2018). Those who express higher levels of concern tend to respond positively by selecting green products and eco-friendly hotels (Aman et al., 2012; Kamonthip et al., 2017; Khaola et al., 2014; Onurulbas, 2018; Paul et al., 2016).

Although Yue, Sheng, She, and Xu (2020) and Yung and Chih (2017) have used environmental concern as a mediator variable, their studies only tested the general intention align to green products consumption. Therefore, much remains unknown about the impact of environmental concern as a mediator variable on consumers' intention to choose green resorts as holiday destinations. Therefore, the following hypotheses are developed and assigned as presented;

**H2:** There is a significant relationship between environmental advertising on consumers' environmental concern.

**H3:** There is a significant relationship between consumers' environmental concern and consumers' intention to choose a green resort.

**H4:** Environmental concern mediates the relationship between environmental advertising and consumers' intention to choose green resorts.

## 2.4 Electronic Words of Mouth (eWOM)

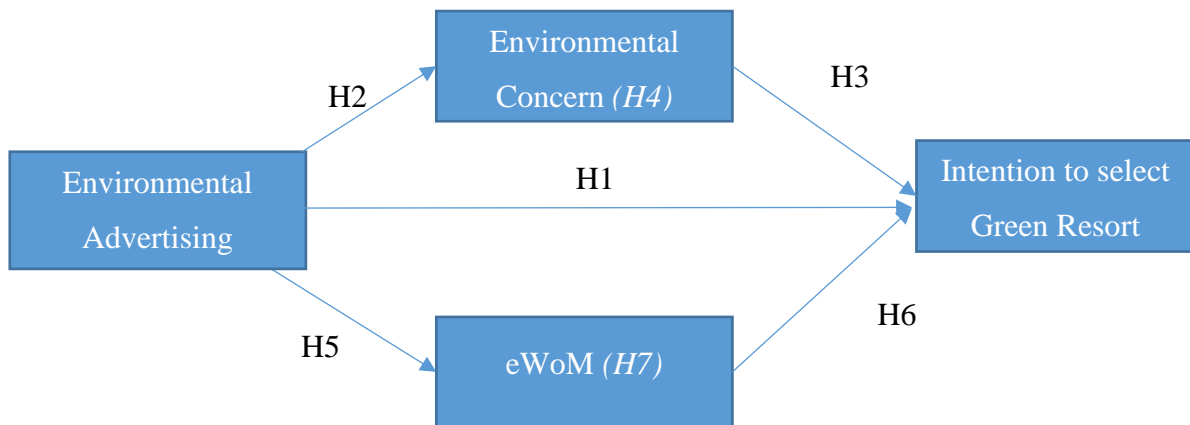
The term eWOM refers to any statement, whether positive or negative, made by potential, current, or past customers about a product or company that is accessible to various individuals and institutions through the internet (Hennig-Thurau et al., 2004; Filieri & McLeay, 2013). It is also a form of electronic communication over which companies have limited control. It can refer to online reviews, recommendations, or opinions and has attracted much attention with the advent of new technological tools (Serra Cantallops & Salvi, 2014).

In the hospitality and tourism industry, consumers increasingly rely on the Internet to research, share travel experiences, book accommodations, and communicate with others worldwide. In this context, interpersonal influences and electronic word of mouth (eWOM) have emerged as the most significant sources of information for consumers (Litvin et al., 2008). One of the key advantages of eWOM is its global reach and enduring content, which makes it a powerful tool for consumers seeking information and recommendations on products and services they wish to purchase (Baber et al., 2016).

While previous studies have explored the role of eWOM in shaping green purchase intentions, less attention has been paid to its potential as a mediating variable in predicting consumers' intentions to choose a green resort as their holiday destination. The role of eWOM in promoting green resorts is crucial in the hospitality and tourism industry as consumers seek reliable information to assess travel-related green resorts before booking. Studies have shown that eWOM is a useful, consistent, and accessible source of information that can persuade consumers to make decisions (Brown et al., 2007; Sparks et al., 2013). Research suggests that environmental advertising can influence consumers' attitudes and behaviors towards green products and services. However, the relationship between environmental advertising and electronic word of mouth (eWOM) has received less attention. Therefore, we propose the following hypothesis:

- H5:** There is a significant relationship between environmental advertising on consumers' eWOM factor.
- H6:** There is a significant relationship between eWOM factor and consumers' intention to choose a green resort.
- H7:** Electronic word of mouth (eWOM) mediates the relationship between environmental advertising and consumers' intentions to choose a green resort.

To address the gaps in previous research, we propose an environmental advertising factor to determine the influence of eWOM and environmental concern as mediating factors on consumers' intentions to choose a green resort. This study is significant for green marketing and advertising practitioners, as the findings could provide useful insights for marketers in selecting an appropriate advertising strategy to influence consumers' intentions to choose green resorts in Malaysia.



**Figure 1: Research Framework of the Study**

### 3. Methodology

This study employed a quantitative research design. The quantitative approach allowed us to identify regularities and cause-effect relationships between constructs. A survey questionnaire was designed to collect numerical data from a sample of respondents, which were analyzed using statistical methods. The use of statistical techniques also enabled us to test the hypotheses formulated in this study and make valid inferences about the relationships between environmental advertising, eWOM, environmental concern, and consumers' intentions to choose a green resort.

#### 3.1 Population and Sampling Technique

The population studied in this research comprises Malaysian consumers. Because of the difficulty in obtaining a list of consumers, considering time and resource constraints, a convenient sampling method was used to select participants. A survey questionnaire was developed to collect data from the respondents, and the collected information was analysed to address the research objectives and questions. To ensure the validity and reliability of the research instrument, we conducted a pilot study using data from an online survey to evaluate the questionnaire. This process helped us identify any potential issues or areas for improvement in the questionnaire before it was used for data collection.

In marketing research, data collection is commonly done online. In this study, the questionnaire was reviewed and modified based on expert opinions and a pre-test to ensure content validity. We distributed the online questionnaire through social media platforms, such as Facebook and WhatsApp. The findings of this study were based on these responses.

Partial Least Squares Structural Equation Modelling (PLS-SEM) is a useful method for modelling complex relationships between latent constructs in a structural equation model, especially when sample sizes are small and measurement errors are present. This allows for the estimation of both direct and indirect effects, providing a more complete understanding of the relationships among variables. Additionally, it is well-suited for testing mediation and moderation effects. In this study, the collected data was analysed and the proposed research model was tested using PLS-SEM.

The model includes relationships between environmental advertising, eWOM, environmental concerns, and consumers' intention to choose a green resort. The use of advanced analytical techniques, such as bootstrapping and path analysis, facilitated a more comprehensive understanding of the relationships among these constructs.

#### 4. Data Analysis and Result Findings

Table 1 presents respondents' characteristics. The majority (75%) belonged to the age group of 18-22 years, total 298 respondents (57%) were female and 43% were male. Among the respondents, 78.5% were single and 21.5% were married. In terms of education level, only 6% had a high school diploma, 68.5% had a college diploma, 46% had an undergraduate degree, and 30% had a postgraduate level of education. In addition, 81.7% of the respondents had an income of less than RM3000 per month, 28% had an income of more than RM3000, and only 18% had an income of more than RM5100. Furthermore, 74% of the respondents lived in the city, whereas 32% lived in the village.

In this study, we took measures to address the potential issue of Common Method Variance (CMV) that may arise when variables in the research framework are collected using questionnaires, as highlighted by Podsakoff et al. (2012). We applied Harman's single-factor evaluation technique using exploratory factor analysis to mitigate the CMV. The results of principal component analysis showed that the first factor explained 48% of the variance and did not account for more than 50% of the variance (Podsakoff et al., 2012). Additionally, when examining the correlation matrix, we did not identify any correlations between the constructs that exceeded the threshold of 0.90, as suggested by Pavlou et al. (2007).

**Table 1: Demographic**

Demographics	Attributes	Sample number	Percentage
<i>Gender</i>	Male	128	43%
	Female	170	57%
<i>Age</i>	18-22	224	75%
	23-25	40	13.4%
	26-30	34	11.4%
<i>Marriage Status</i>	Single	234	78.5%
	Marriage	64	21.5%
<i>Income per-month</i>	1000-3000	244	81.7%
	3100-5000	36	12%
	5100-above	18	6%
<i>Place</i>	City	221	74.2%
	Village	77	32.2%
<i>Education Level</i>	School certificate	18	6.0%
	College diploma	204	68.5%
	Undergraduate	46	15.4%
	Postgraduate	30	10.1%

##### 4.1 Assessment of Measurement Model

Various results of the measurement model are presented in this section. To ensure that the measurement model is appropriate, further investigation is necessary to verify whether the errors remain at an acceptable level, as suggested by Nunnally (1994) and Adetola et al. (2021). In this study, convergent and discriminant validity were assessed to evaluate the collected data. As shown in Table 2, the values of Cronbach's alpha for the measures in this study ranged from 0.70 to 0.93, indicating good internal consistency. Similarly, composite reliability (CR) was used to measure the internal consistency, with values ranging from 0.91 to 0.96. Hair et al. (2017) recommended a threshold CR value of above 0.7. These results indicate that the measures used in this research have satisfactory reliability, as recommended by Nunnally (1994), who suggested that a research measurement model is acceptable when both Cronbach's alpha and CR are  $\geq 0.7$ .

In order to ensure convergent validity, it is recommended that the factor loadings in the structural model for each item should be above 0.70, with an average variance extracted (AVE) above 0.50, as suggested by Hair et al. (2017). In Table 2, the factor loadings for the variable items ranged from 0.70 to 0.96. However, two items related to environmental concern and one item related to environmental advertising were dropped due to low factor loadings. All remaining constructs in the model met the AVE criterion, with values ranging between 0.685 and 0.938.

In summary, all factor loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) values for the items were within the acceptable ranges. The results indicate that the reliability and convergent validity of the measurement model are consistent with expectations.

**Table 2: Reliability and Convergent Validity**

No	Constructs	Loading	Cronbach's alpha	CR	AVE
EnAd1	Environmentally related advertising is important for me to recognize environmentally friendly resort for my vacation spots.	0.792	0.700	0.916	0.685
EnAd2	Environmental advertising influences my intention to book green resorts.	0.700			
EnAd3	Environmentally related advertising reinforces the environmental image of green resorts that influence me.	0.896			
EnCo1	I am very concerned about the state of the world's environment and what that will mean for my future.	0.859	0.869	0.910	0.717
EnCo2	I am concerned that humanity is severely abusing the environment.	0.856			
EnCo3	When man interferes with nature, the consequences are often catastrophic.	0.866			
EnCo4	The balance of nature is very delicate and can easily be disturbed.	0.805			
eWoM1	I will encourage my friends and relatives to stay at an eco-friendly resort when they travel.	0.969	0.932	0.968	0.938
eWoM2	I will say positive things about an eco-friendly resort.	0.968			
ConInt1	I am willing to stay at an eco-friendly resort when traveling.	0.843	0.885	0.916	0.685
ConInt2	I intend to stay at an eco-friendly resort rather than a regular resort in the future.	0.804			
ConInt3	I will make an effort to stay at a green resort.	0.854			
ConInt4	I am willing to pay more to stay at an eco-friendly resort that uses environmentally friendly practices.	0.791			
ConInt5	I prefer to stay at green resort next time.	0.843			

*EnAd=Environmental Advertising; EnCon=Environmental Concern; eWoM= Electronic word of mouth; ConInt= Consumer Intention, CR=Composite Reliability, AVE= Average Variance Extracted*

To assess the discriminant validity of each construct in the structural model, we employed the Fornell-Larcker criterion, which compares the average variance extracted (AVE) with the correlation values of each of everyone of non-diagonal items. As shown in Table 3 below, the square roots of the diagonal AVE values are greater than all correlation values for other related constructs, indicating acceptable discriminant validity (Fornell & Larcker, 1981; Kock, 2014).

**Table 3: Fornell-Larcker Criterion**

	Consumers intention	Environmental Advertising	Environmental Concern	eWord of Mouth
Consumers intention	<b>0.828</b>			
Environmental Advertising	0.478	<b>0.786</b>		
Environmental Concern	0.595	0.538	<b>0.847</b>	
eWord of Mouth	0.653	0.566	0.604	<b>0.969</b>

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) suggested by Henseler et al. (2016), which provides an approximation of the exact correlation between the two constructs. According to HTMT, a value of 0.59 or 0.67 is considered the standard threshold for defining discriminant validity (Henseler et al., 2016). As shown in Table 4, the HTMT criterion was met in the current measurement model because all values were below the acceptable threshold of < 0.90. Therefore, based on Hair et al. (2017), we proceed to the next step, which is to examine the hypotheses and structural model.

**Table 4: Heterotrait-Monotrait Ratio (HTMT)**

	Consumers intention	Environmental Advertising	Environmental Concern	eWord of Mouth
Consumers intention				
Environmental Advertising	0.597			
Environmental Concern	0.666	0.678		
eWord of Mouth	0.712	0.700	0.668	

#### 4.2 Examine of Structural Model

Table 5 presents the results of the variance inflation factor (VIF) used to assess multicollinearity, following the approach of Hair et al. (2016). According to Kock (2015), if the VIF coefficients are  $\leq 3.3$ , neither vertical nor lateral collinearity is a concern. As Table 5 shows, the VIF values for the variables are below the threshold of 3.3 (Hair et al., 2016), indicating that collinearity is not a problem in the current structural model.

**Table 5: Inner VIF Values**

	Consumers intention	Environmental Advertising	Environmental Concern	eWord of Mouth
Consumers intention				
Environmental Advertising	1.614		1.000	1.000
Environmental Concern	1.727			
eWord of Mouth	1.805			

This study aimed to evaluate a structural measurement model that examines the relationships between different variables in a theoretical framework. The analysis assesses the strength and significance of the path coefficients (b), which represent the direct relationships between the variables in the model. Additionally, the study measured the coefficient of determination ( $R^2$ ), which indicates the proportion of variance in the dependent variable that can be explained by the independent variables in the model. Moreover, the effect size ( $f^2$ ) was evaluated to provide information on the practical significance of the relationships in the model. Cohen (1988) suggested that a small effect size is 0.02, a medium effect size is 0.15, and a large effect size is



0.35. Furthermore, the study also examines predictive relevance ( $Q^2$ ), which is a measure of the model's ability to accurately predict future outcomes. A high  $Q^2$  indicates that the model has good predictive power.

Table 6 presents the results, indicating that environmental advertising has no effect on consumers' intention to select a green resort but has a large effect on eWOM ( $f^2 = 0.206$ ). Additionally, environmental advertising has a large effect on environmental concern and eWOM ( $f^2 = 0.407; 0.470$ ). However, perceived environmental advertising and environmental concern have small effects on intention to select a green resort ( $f^2 = 0.007; 0.009$ ).

**Table 6:  $f^2$  Effect Size**

	Consumers intention	Environmental Advertising	Environmental Concern	eWOM
<b>Consumers intention</b>				
<b>Environmental Advertising</b>	0.007		0.407	0.470
<b>Environmental Concern</b>	0.098			
<b>eWord of Mouth</b>	0.206			

Blindfolding coefficients were used at a distance of 7 to evaluate the predictive relevance of the study, following the Stone-Geisser coefficient ( $Q^2$ ) (Adetola et al., 2021; Geisser, 1974; Stone, 1974). Table 7 displays the  $Q^2$  results, which were 0.574 for consumer intention and 0.505 for green environmental concerns in the current model. For green environmental advertising, the  $Q^2$  result was 0.313 and for eWOM, it was 0.675. As per Hair et al. (2017),  $Q^2$  values greater than 0 indicate acceptable predictive power for the research model.

**Table 7:  $Q^2$  Result**

Variables	$Q^2$
<b>Consumers intention</b>	0.574
<b>Environmental Advertising</b>	0.313
<b>Environmental Concern</b>	0.505
<b>eWord of Mouth</b>	0.675

The PLS 3 bootstrapping approach with 10,000 replicate samples was applied by the researchers to analyse the following hypotheses (Hair et al., 2017). The mediation effect was measured using the methods proposed by Hayes and Preacher (2014), who recommended examining the indirect effect of the two mediating variables, environmental concern and eWOM, on consumer intentions to select green resorts in this study. Cohen (1988) suggested that the interval values for deriving  $R^2$  are as follows: 0.02-0.12 is weak; 0.13-0.25 is moderate; and 0.26 and above is large, indicating a significant influence. Table 8 displays the structural model developed in this study, in which the dependent variable is consumers' intention to select green resorts. This model explained 49% of the total variance in independent and mediating variables. Additionally, environmental concerns accounted for 29% of the variance in the mediating variables, while eWOM accounted for 32% of the variance.

**Table 8:  $R^2$  Result**

	R Square
<b>Consumers intention</b>	0.49
<b>Environmental Concern</b>	0.29
<b>eWord of Mouth</b>	0.32

Table 9 presents the results, which show significant positive relationships at the 95% significance level. Specifically, there is a significantly positive relationship between Environmental Advertising and Environmental Concern ( $\beta=0.538$ ,  $p < 0.000$ ). Additionally, the paths from Environmental Concern to eWOM ( $\beta=0.566$ ,  $p < 0.000$ ), environmental concern to consumer intention ( $\beta=0.293$ ,  $p < 0.000$ ), and eWOM to consumer intention to choose an environmentally friendly green resort for their holiday destination ( $\beta=0.434$ ,  $p < 0.000$ ) were also found to be positively significant. These results support the relationships proposed in this study, except for the relationship between environmental advertising and consumer intention to select a green resort ( $\beta=0.075$ ,  $p > 0.05$ ). Figure 2. Depicts the structural research model.

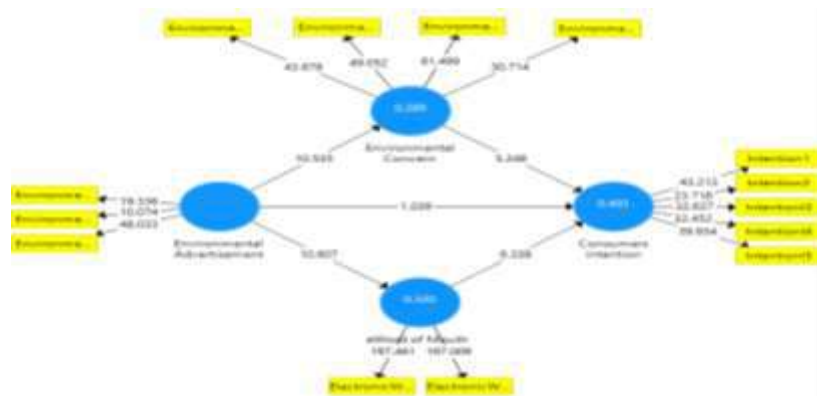


Figure 2: Structural Research Model

Table 9: Direct effect

Hypotheses	Relationship	Direction	St Beta	St Error	t-status	P-value	Decision
H1	EnAd-ConInt	Positive	0.075	0.075	1.045	0.295	unsupported
H2	EnAd-EnCon	Positive	0.538	0.542	10.437	0.000	Supported
H3	EnCon-ConInt	Positive	0.293	0.292	5.212	0.000	Supported
H5	EnAd-eWoM	Positive	0.566	0.569	10.632	0.000	Supported
H6	eWoM-ConInt	Positive	0.434	0.438	6.367	0.000	Supported

EnAd=Environmental Advertising; EnCon=Environmental Concern; eWoM= Electronic word of mouth; ConInt= Consumer Intention

Table 10: Mediating Hypotheses Result

Effect	Indirect Effect	CI Indirect 2.5%	97.5%	VAF	Result
H4. EnAd-EnCon-ConInt	0.158	0.095	0.227	33.1%	Full Mediation
H7. EnAd-eWoM-ConInt	0.248	0.156	0.351	51.3%	Full Mediation
Total indirect effect	0.403	0.299	0.521	84.3%	
Total effect=0.478					

EnAd=Environmental Advertising; EnCon=Environmental Concern; eWoM= Electronic word of mouth; ConInt= Consumer Intention

In addition to testing the direct effects of the current hypotheses, this study also examined the mediation effects of environmental concern and eWOM on the relationship between environmental advertising and consumers' intention to choose a green resort. Following the approach proposed by Preacher and Hayes (2008), it was suggested that a significant result indicating mediation would be observed when the confidence interval does not include zero (0).

Table 10 shows that the mediating effect of environmental concern is significant and positive in the relationships between environmental advertising and consumers' intention to choose a green resort ( $\beta = 0.158, p < 0.05$ ). Similarly, the mediating effect of eWOM on the considered relationships is also significant and positive between environmental advertising and consumers' intention to choose a green resort for their holiday destination ( $\beta = 0.248, p < 0.05$ ). To measure the size of the mediating effect, the variance accounting for the effect (VAF) was used in this study, following the approach proposed by Hair et al. (2014) ( $VAF = \text{indirect effect} / \text{total effect}$  and  $\text{total effect} = \text{indirect effect} + \text{direct effect}$ ). According to Hair et al. (2014), a VAF above 80% is considered full mediation; a VAF between 20% and 80% is considered partial mediation; and a VAF below 20% is considered no mediation. Table 10 shows that the VAF is 84%, which is above 80%, indicating that both mediating variables achieved full mediation in this model.

## 5. Discussion and Implications of the Study

The results of this study have theoretical and managerial implications for understanding the factors that influence consumers' intentions to select green resorts as holiday destinations. Despite growing concerns about environmental protection in the context of global warming, pollution, and climate change, consumer attitudes and awareness towards selecting green resorts are still ambiguous. The study of green advertising seeks to shed light on various aspects associated with green environmental resorts and how advertising content can contribute to developing consumer awareness and informed choices when selecting a green resort.

This study specifically examined the role of environmental advertising in determining electronic word of mouth (eWOM) and environmental concerns as mediating factors that influence consumers' intentions to select green resorts. The findings reveal that environmental advertising does not directly impact consumers' intentions to choose a green resort. This result is consistent with previous research by Paco et al. (2018) and Bing (2013), who also reported that green environmental advertising does not strongly influence green consumer behavior.

The results of this study indicate that there are significant relationships between environmental advertising, environmental concerns, and electronic word of mouth (eWOM), which in turn influences consumers' intentions to choose green resorts. This finding is consistent with that of a previous study by Aman et al. (2012), Kamonthip et al. (2017) and Khaola et al. (2014), Onurulbas (2018), Paul et al. (2016), Baber et al. (2016), and Cantallops and Salvi (2014). This highlights the importance of evaluating the effectiveness of environmental advertising in driving people's cognitive and affective responses, as well as their subsequent pro-environmental behaviors.

The findings of this study indicate that both environmental concern and electronic word of mouth (eWOM) mediate the relationship between environmental advertising and consumers' intentions to choose green resorts. The mediating effects of environmental concern was found to be significant. These results confirm the importance of considering the role of environmental advertising in green marketing campaigns and the development of communication strategies that promote environmentally conscious behavior. Furthermore, it suggests that impactful content marketing with relevant content can effectively encourage consumers to share their positive experiences through eWOM, which can further increase the interest of other consumers in choosing green resorts for their holiday destinations.

In order to better understand how consumers, respond to messages in green environmental advertising, it is important to employ strategies that interpret such advertising through appropriate social media electronic word of mouth (eWOM). This can help increase consumers' environmentally conscious behavior by providing credible information about green resorts presented through green environmental advertising. Therefore, environmental marketing campaigns should consider all the factors that influence consumers' choices towards green behavior in order to effectively appeal to the market, especially considering that green environmental resorts are often more expensive and challenging to maintain.

## 6. Conclusion, Recommendation and Limitation

The results of the study indicate that environmental advertising factors do not have a direct influence on consumers' intention to choose green resorts. However, environmental concerns and electronic word of mouth (eWOM) were found to have direct and indirect effects on consumers' intention to choose green resorts. Although this study extends the field of marketing strategy mediation and provides valuable insights for theoretical and practical marketing purposes, it has several limitations that future researchers in similar fields may address. First, it is based on an online survey related to marketing strategies, and it is recommended that future studies consider incorporating customer service experience at green resorts as an example, as it could add critical value to the results and findings. Second, because a list of respondents from the population was not available, the research data were collected through convenience sampling methods in Malaysia. Random sampling should be used in future studies to enhance the generalizability of the results back to the population. Additionally, further research should be conducted on green resort attributes to better understand consumer preferences. Nonetheless, the findings of this study contribute to the literature on green resorts.

## References

- Adetola, O. J., Aghazadeh, S., & Abdullahi, M. (2021). Perceived environmental concern, knowledge, and intention to visit green hotels: Do perceived consumption values matter? *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 15(2), 240-264.
- Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012). Re-examining green purchase behaviour and the green consumer profile: New evidences. *Management Decision*, 50(5), 972-988.
- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10, 1701-1708.
- Aman, A.H.L, Harun A, and Hussein, Z. (2012). The influence of environmental knowledge and concern on green purchase intention the role of attitude as a mediating variable. *British Journal of Arts and Social Sciences*, 7 (2), 145 – 167.
- Baber, A., Thurasamy, R., Malik, M. I., Sadiq, B., Islam, S., & Sajjad, M. (2016). Online word-of-mouth antecedents, attitude and intention-to-purchase electronic products in Pakistan. *Telematics and Informatics*, 33(2), 388-400. <https://doi.org/10.1016/j.tele.2015.09.004>
- Batool, S., & Iqbal, R. (2016). Impact of green advertising on consumer purchase behaviour. *International Interdisciplinary Journal of Scholarly Research (IIJSR)*, 2(1), 16-22.
- Bing, Z. (2013). The impact of green advertising on consumer purchase intention of green products. *Work Review of Business Research*, 3(3), 72-80.

- Brown, J., Broderick, A. J., & Lee, N. (2007). Word of mouth communication within online communities: Conceptualizing the online social network. *Journal of Interactive Marketing*, 21(3), 2-20.
- Cembruch-Nowakowski, M. (2019). Green Hotels – Exception or Norm? Prace Komisji Geografii Przemysłu Polskiego Towarzystwa Geograficznego. *Studies of the Industrial Geography Commission of the Polish Geographical Society*, 33(3), 159–175. <https://doi.org/10.24917/20801653.333.11>
- Cepeda-Carrion, G., Nitzl, G., & Roldán, J. (2018). Mediation Analyses in Partial Least Squares Structural Equation Modeling: Guidelines and Empirical Examples. In Esposito Vinzi, V., Chin, W. W., Henseler, J., & Wang, H. (Eds.), *Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues and Applications* (pp. 1-22). Springer. [https://doi.org/10.1007/978-3-319-71434-2\\_6](https://doi.org/10.1007/978-3-319-71434-2_6)
- Chan, Y.K. (2004). Consumer responses to environmental advertising in China, *Marketing Intelligence & Planning*, 22, (4), 427-437
- Chan, M., & Tung, P. (2014). Developing an extended theory of planned behaviour model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, 36, 221-230. doi:10.1016/j.ijhm.2013.09.006
- Chen, Y.S., Chang, C.H. (2013). Green wash and green trust: the mediation effects of green consumer confusion and green perceived risk. *Journal Business Ethics*, 114 (3), 489–500.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470. doi: 10.1016/j.dss.2012.06.008
- Choi, H., Jang, J., & Kandampully, J. (2015). Application of the extended VBN theory to understand consumers' decisions about green hotels. *International Journal of Hospitality Management*, 51, 87-95.
- Claver-Cortés, E., Molina-Azorín, J. F., Pereira-Moliner, J., & López-Gamero, M. D. (2007). Environmental strategies and their impact on hotel performance. *Journal of Sustainable Tourism*, 15(6), 663-679.
- Cohen, S. (1988). Psychosocial models of the role of social support in the aetiology of physical disease. *Health Psychology*, 7 (3), 269.
- Conlin, J. (2000). Green-hotel concept sprout ardent following. *Hotel and Motel Management*, 61(3), 63.
- Filieri, R., & McLeay, F. (2013). E-wom and accommodation: An analysis of the factors that influence travellers' adoption of information from online reviews. *Journal of Travel Research*, 52(1), 44-57. <https://doi.org/10.1177/0047287513481274>
- Fornell, C., & Larcker, D. F. (1981). *Structural equation models with unobservable variables and measurement error: Algebra and statistics*. Sage Publications Sage CA, Los Angeles, CA.
- Gao, Y. L., & Mattila, A. S. (2016). The impact of option popularity, social inclusion/exclusion, and self-affirmation on consumers' propensity to choose green hotels. *Journal of Business Ethics*, 136(3), 575-585.
- Geisser, S. (1974). A predictive approach to the random effect model. *Biometrika*, 61, 101-107.
- Goncalves, O., Robinot, E., & Michel, H. (2016). Does it pay to be green? The case of French ski resorts. *Journal of Travel Research*, 55(7), 889–903.
- Grace, K. D., Omar, I., & Abdul Nasser, K. (2015). The impact of environmental concern and attitude on green purchase behaviour: Gender as the moderator. *Contemporary Management Research*, 11(2), 179-206. doi:10.7903/cmr.13625

- Green Hotels Association. (2014). *What are green hotels?* Retrieved March 10, 2014, from <http://www.greenhotels.com/>
- Green Hotel Association (2016). What are Green Hotels? Retrieved from <http://www.greenhotels.com/whatare.htm>
- Hair, J.F., Anderson, R.E., Babin, B.J., & Black, W.C. (2010). *Multivariate Data Analysis: A Global Perspective* (7th ed.). Pearson.
- Hair, J.F. Jr, Matthews, L.M., Matthews, R.L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.
- Han, H., Hsu, L., & Lee, J. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal of Hospitality Management*, 28 (4), 519-528.
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behaviour. *International Journal of Hospitality Management*, 29(4), 659-668. <http://dx.doi.org/10.1016/j.ijhm.2010.01.001>.
- Han, H., Hsu, T., Lee, A., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International Journal of Hospitality Management*, 30, 345-355. doi:10.1016/j.ijhm.2010.07.008
- Han, H., Lee, J.S., Trang, H.L.T., & Kim, W. (2018). Water conservation and waste reduction management for increasing guest loyalty and green hotel practices. *International Journal Hospitality Management*. 75, 58–66. <https://doi.org/10.1016/j.ijhm.2018.03.012>.
- Hayes, A.F. & Preacher, K.J. (2014). Statistical mediation analysis with a multicategory independent variable, *British Journal of Mathematical and Statistical Psychology*, 67 (3), 451-470.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Henseler, J., Hubona, G. and Ray, P.A. (2016). Using PLS path modelling in new technology research: updated guidelines, *Industrial Management and Data Systems*, 116 (1), 2-20.
- Kamonthip, M., Surakiat, P., & Ve Ke-Chung, P. (2017). The influence of environmental concern and environmental attitude on purchase intention towards green products: A case study of young consumers in Thailand. *International Journal of Business Marketing and Management*, 2(3), 1-8.
- Khaola, P. P., Potiane, B., & Mokhethi, M. (2014). Environmental concern, attitude towards green products and green purchase intentions of consumers in Lesotho. *Ethiopian Journal of Environmental Studies & Management*, 7(4), 361-370
- Kock, N. (2014). Advanced mediating effects tests, multi-group analyses, and measurement model assessments in PLS-based SEM, *International Journal of E-Collaboration*, 10 (1), 1-13.
- Kong, Y., & Zhang, A. (2013). Consumer response to green advertising: the influence of product involvement. *Asian Journal of Communication*, 23(4), 428-447. DOI: 10.1080/01292986.2013.77443.
- Le, H., Trang, T., Lee, J., & Han, H. (2018). How do green attributes elicit pro-environmental behaviours in guests? The case of green hotels in Vietnam. *Journal of Travel & Tourism Marketing*, 00, 1-15. <https://doi.org/10.1080/10548408.2018.1486782>.

- Lee, Jung-Gyo, & Esther, Thorson (2008). The impact of celebrity-product incongruence on the effectiveness of product endorsement. *Journal of Advertising Research*, 48(3), 433-449. doi:10.2501/S0021849908080446
- Leonidou, L. C., Leonidou, C. N., Paliawadana, D., & M. (2011). Evaluating the green advertising practices of international firms: A trend analysis. *International Marketing Review*, 28(1), 6-33.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468. doi: 10.1016/2007.05.011
- Merli, R., Preziosi, M., Acampora, A., & Ali, F. (2019). Why should hotels go green? Insight from guest experience in green hotels. *International Journal of Hospitality Management*, 81, 169-179.
- Mkik, S. (2017). Green advertising and environmentally consumption: The level of awareness and Moroccan customer's perception. *IOSR Journal of Business and Management (IOSR-JBM)*, 19(8), 01-11.
- Myung, E., McClaren, A., & Li, L. (2012). Environmentally related research in scholarly hospitality journals: Current status and future opportunities. *International Journal of Hospitality Management*, 31(4), 1264-1275.
- Nimri, R., Patiar, A., & Kensbock, S. (2017). A green step forward: Eliciting consumers' purchasing decision regarding green hotel accommodation in Australia. *Journal of Hospitality & Tourism Management*, 33, 43-50
- Norazah, M. Suki. (2013). Green products purchases: Structural relationships of consumers' perception of Eco-label, Eco-brand and environmental advertisement, *Journal of Sustainability Science and Management*, 8(1), 1-10
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory*. McGraw-Hill, New York.
- Onurlubaş, E., & Dinçer, D. (2016). *A study on green marketing consumer perception*. Istanbul: Beta.
- Onrlubas, E. (2018). The mediating role of environmental attitude on the impact of environmental concern on green product purchasing intention. *Emerging Market Journal*, 8(2), 5. doi:10.5195/emaj.2018.158
- Paco, A., Shiel, C., & Alves, H. (2028). A new model for tasting green consumer behaviour. *Journal of Cleaner Production*, 207(2019), 998-1006.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behaviour and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123-134.
- Pavlou, P. A., Liang, H., & Xue, Y. (2007). Understanding and mitigating uncertainty in online exchange relationships: A principal-agent perspective. *MIS Quarterly*, 31(1), 105-136.
- Podsakoff, P. M., Mackenzie, S. B., & Podsakoff, N. P. (2012). Sources of method bias in social science research and recommendations on how to control it. *Annual Review of Psychology*, 63, 539-569.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behaviour Research Methods*, 40(3), 879-891.
- Rahman, I., & Reynolds, D. (2016). Predicting green hotel behavioural intentions using a theory of environmental commitment and sacrifice for the environment. *International Journal of Hospitality Management*, 52, 107-116.
- Royne, M. B., Miller, J., Omura, J. D., & Faber, A. K. (2012). The effectiveness of benefit type and price endings in green advertising. *Journal of Advertising*, 41(4), 85-102. <https://doi.org/10.1080/00913367.2012.10672459>

- Serra Cantallops, A., & Salvi, F. (2014). New consumer behaviour: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41-51. doi:10.1016/j.ijhm.2013.08.007
- Shan, S., Zhao, Q., & Hua, F. (2013). Impact of quality management practices on the knowledge creation process: The Chinese aviation firm perspective. *Computers and Industrial Engineering*, 64, 211-223.
- Siti-Nabiha, A. K., George, R. A., Wahid, N. A., Amran, A., Mahadi, R., & Abustan, I. (2014). The development of a green practice index for the Malaysian hotel industry. *Issues in Social and Environmental Accounting*, 8(1), 23-47.
- Sparks, B. A., Perkins, H. E., & Buckley, R. (2013). Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behaviour. *Tourism Management*, 39, 1-9.
- Stone, M. (1974). Cross-validation and multinomial prediction, *Biometrika*, 61, 509-515.
- Tan, L. L., & Abd Aziz, N. (2021). The impacts of perceived greenwash fear on attitude, reasons and green hotel patronage intention. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 10(2), 41–61.
- Verma, V. K., & Chandra, B. (2016). Hotel guest's perception and choice dynamics for green hotel attribute: a mix method approach. *Indian Journal of Science and Technology*, 9. <https://doi.org/10.17485/ijst/2016/v9i5/77601>.
- Yadav, R., Balaji, M.S. & Jebarajakirthy, C. (2019). How psychological and contextual factors contribute to travelers' propensity to choose green hotels? *International Journal of Hospitality Management*, 77, (1), 385-395
- Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of consumer environmental responsibility on green consumption behaviour in China: The role of environmental concern and price sensitivity. *Sustainability*, 12, 2074. DOI: 10.3390/su12052074.
- Yung, C. H., & Chih-H.S.L. (2017). Moderating and mediating roles of environmental concern and ecotourism experience for revisit intention. *International Journal of Contemporary Hospitality Management*, 29(7), 1854-1872