

Customer Attitude towards Green Marketing Practices in Hotel Industry

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Today changes in the climate occurs very rapidly, sometimes creating a lot of hazards to the environment as well to the lives of humans as bad impact of global warming. Resources are getting very limited since they are being used heavily to satisfy unlimited human needs and wants. All the organizations should be responsible in conserving the resources while utilizing them for business activities. Green marketing concept is a very evolving concept which is practiced all over the-world especially in the hotel industry. In Sri Lanka also green marketing is highly practiced in many hotels such as Aitken Spence, Kandalama and Jetwing, etc. It is very much important that the marketers should use the available limited resources in an effective and efficient manner. Thus green marketing incorporates a broad range of activities such as product modifications, doing changes to the production process, sustainable packaging, as well as modifying advertising. Bohdanowicz (2006) pointed out that consumer attitudes and perceptions are important as demand for green hotel aspects are increasing. Therefore, it is vital for the hotel industry to understand what customers want from a green hotel and are fully aware of attributes that affect their attitudes and perceptions in order to encourage them to stay at the hotel. The purpose of this research paper is to find out the customer attitude towards the green marketing practices in hotel industry in Sri Lanka. The main objective of this research is to measure the customers' attitudes towards green marketing practices and there are two other specific objectives as well. One is to identify the relationship between green marketing practices and consumers' purchase intention and the other one is to measure the extent of brand loyalty exhibited by the customers towards green marketing practices. The methodology in this research will be based on collecting primary data through the means of a survey and secondary data

will be gathered from reports of Central Environmental Authority, research articles, data from hotel-corporation and internet. Research Instruments will be a self-administered questionnaire and an interview guide. The total sample size will be 200 respondents including 25 managers and 175 customers and simple random sampling will be used to select the respondents. The research limitations and implications of the study can be stated as the data will be collected only from a limited number of respondents which may not represent the entire population of Sri Lanka, it is important that sample size be expanded, and wider geographical areas with different cultural values covered to improve generalizability of findings. The results of this study will offer a new arena to the findings about green marketing practices on customers attitudes which is not much covered in the literature in the Sri Lankan context by providing additional information in narrowing the research gap with regard to understanding customer attitudes towards green marketing practices in hotels.

Keywords: Green Marketing, Customer Attitude, Environment, Hotel Industry