



SUSTAINABLE DESTINATION BRANDING: EXPLORING THE INTERSECTION OF GREEN MARKETING AWARENESS AND TOURIST GREEN PURCHASE BEHAVIOUR AND LOYALTY

Abstract

 **Moyosola Timothy AGBOOLA**
(Corresponding Author)
Canterbury Christ Church University,
United Kingdom
E-mail: ma1606@canterbury.ac.uk

 **Eniola Judah AYANLOWO**
The University of Adelaide,
Australia
E-mail: eniola.ayanlowo@adelaide.edu.au

Purpose – While sustainability has gained interest in tourism studies, extant research indicates a gap between consumers' green marketing awareness and perception and their actual behaviours. Using a Stimulus-Organism-Response (SOR) model, this study contributes to a better understanding of the influence of specific green marketing strategies in shaping environmentally conscious tourist decisions.

Methodology/Design/Approach – This study employed a descriptive research approach and quantitatively surveyed 250 tourists in Sweden, selected through a simple random sampling technique. The collected data were analysed using structural equation modelling (SEM), with Confirmatory factor analysis (CFA) applied to refine measurement constructs.

Findings – The results revealed that green marketing awareness significantly enhances tourists' eco-friendly purchasing behaviour. Comparatively, its influence on destination loyalty is weaker. Tourists' perception partially mediates the relationship between green marketing and green purchase behaviour, and it completely mediates the effect on long-term loyalty.

Originality of the research – The study advances existing literature by emphasising the importance of green marketing and its tools in enhancing tourist decision-making, acting as a stimulus influencing tourists' eco-friendly behaviours. The findings have implications for destination marketing organisations (DMOs) in incorporating strategies to combat greenwashing, improve consumer experiences, and foster long-term loyalty.

Keywords green marketing, green marketing perception, eco-friendly purchase behaviour, destination loyalty, tourism

Original research paper

Received 16 April 2025

Revised 01 July 2025

03 September 2025

27 October 2025

Accepted 24 November 2025

<https://doi.org/10.20867/thm.32.4.2>

INTRODUCTION

The tourism industry's continued expansion has raised concerns about its environmental impacts. Its rapid growth is also linked to climate change and resource depletion (Breiby et al., 2020), all of which have implications for tourist destinations and the broader hospitality industry. Within this current issue, sustainable branding, which integrates environmental consciousness and value into marketing and consumer engagement, emerges as a critical strategy to promote eco-friendly consumption and reconcile tourism growth with ecological preservation (Mele et al., 2019). This approach supports tourism destination achievements in the Sustainable Development Goals and fosters long-term economic viability. According to Šagovnović and Stamenković (2022), green marketing involves promotional efforts that communicate the ecological benefits of products and services to tourists, while positively enhancing their attitudes and behaviour. This marketing approach raises concerns about understanding how green marketing awareness relates to tourist purchase behaviour and destination choices. It also examines how this awareness fosters environmentally responsible travel that encourages repeat visits, thereby enhancing long-term sustainability.

Furthermore, existing studies have shown that many tourists possess a high level of environmental awareness and perception towards ecology (Han & Yoon, 2015; Han, 2021; Su & Li, 2024); however, they often fail to consistently translate this awareness and perception into actual tourist purchase decisions and responsible behaviour. This oversight indicates a perception-behaviour gap which the green marketing concept aims to address. The perception-behaviour gap further suggests that tourist awareness does not necessarily drive sustainable consumption and behaviour among tourists. Factors such as tourists' perceptions of price, cultural backgrounds, authenticity of green claims, satisfaction, and limited environmental knowledge contribute to widening this gap (Shao et al., 2023; Akram et al., 2024). Hence, green marketing must address tourist awareness while fostering motivational factors that facilitate tourist green purchase behaviour and loyalty.

Tourist loyalty manifests when visitors choose to return to previously visited destinations while sharing positive experiences with others (Chiwaridzo & Chiwaridzo, 2024). This is a vital construct for sustainable tourism development and branding. Martinez (2015) defines green loyalty as a tourist's commitment to ecologically responsible destinations and services, which supports destination sustainability through economic viability resulting from tourist influx, resource protection, and community

health (Hanafiah et al., 2025). Han's (2021) systematic literature review on consumer behaviour and environmental sustainability reveals that most studies on tourist loyalty at destination focus on its outcomes and in isolation as constructs without thoroughly investigating its foundational elements, particularly the relationship between tourist perceptions and purchase behaviour resulting from green marketing. This research gap limits the potential of green marketing as a tool for enhancing both tourist destination loyalty and environmental sustainability goals.

Empirical studies have shown that numerous factors influence tourists' environmentally responsible behaviour and satisfaction (Akram et al., 2024; Sahabuddin et al., 2024). However, the integration model that connects these factors and constructs remains limited, particularly when validated across diverse cultural backgrounds and geographical locations. Previous research has not thoroughly examined how green marketing influences tourists' psychological and behavioural responses (Šagovnović & Stamenković, 2022; Su & Li, 2024). The integration of the effect of these variables within a psychological framework, such as the stimulus-organism-responses (SOR) model, remains underexplored (Zhang et al., 2025; Han, 2021). This warrants further investigation, as SOR can provide a practical framework for studying how green marketing stimuli affect the internal states or perceptions of tourists (organisms), which subsequently leads to behavioural responses such as green purchase decision and loyalty.

This study addresses the research question about how green marketing stimuli influence tourists' ecological perceptions, green purchasing behaviour, and loyalty, and what are the underlying psychological mechanisms that mediate green marketing stimuli into behavioural responses such as tourist purchase behaviour and loyalty within the framework of the SOR model. This study advances sustainable destination management practices by combining empirical findings and theoretical views, as well as influencing effective green marketing.

1. LITERATURE REVIEW

This section focuses on the empirical analysis of themes such as sustainable destination branding and green marketing, and their impact on tourist behaviour and loyalty. It also explores studies of the SOR model to identify gaps and develop frameworks that support the application of these strategies in green marketing. The purpose of this section is to contribute to the discourse on sustainable tourism by highlighting the role of green marketing in shaping tourists' perceptions, decisions, and loyalty towards a destination.

1.1 Sustainable Destination Branding

Sustainable destination branding has become a crucial concept and factor in destination management, as most tourist destinations and industries strive to balance economic benefits with sociocultural and environmental responsibilities (Santos et al., 2022). McKenna and Hanrahan (2024) suggest that sustainable branding involves crafting a tangible identity that highlights a destination's sustainable efforts, attracts eco-friendly visitors, and encourages local community engagement. Sustainable destination branding enhances appeal and mitigates environmental impacts by promoting conservation, cultural preservation, and community engagement (Garanti et al., 2024). Sustainable destination branding requires openness and authenticity to ensure that marketing claims correspond to real experiences (Breiby et al., 2020). Inconsistencies may adversely affect a destination's reputation and tourist satisfaction; for example, campaigns like New Zealand's '100% Pure New Zealand' exemplify how branding utilises natural landscapes and sustainability to appeal to environmentally aware travellers (Insch, 2019).

As a critical concept in branding, brand equity is central to the effective communication of sustainability to stakeholders. Chiwaridzo and Chiwaridzo (2024) propose that brand equity pertains to the value a destination gains through its brand, which is established on perceptions of quality, brand awareness, and the emotional bond between the tourist and the destination. In the realm of tourism, brand equity is often associated with a destination's ability to convey its values and authenticity in offering a sustainable experience (Garanti et al., 2024), which is one of the main functions of the green marketing approach explored by tourism destinations. Research indicates that destinations that effectively communicate their commitment to sustainability gain a competitive advantage by attracting eco-conscious tourists who prioritise environmental responsibility (Vicente, 2024). Brand equity as a component of sustainable marketing influences tourists' pro-environmental behaviour through loyalty and green purchasing behaviour. Elalfy et al. (2025) explain that destination brand loyalty influences how tourists perceive local brands and their purchasing decisions; however, the full impact on sustainable tourism remains unclear. This study explores the intersection between green marketing as the destination approach to brand equity, ways to communicate destination commitment to sustainability, and offer a sustainable experience to tourists, tourist perception, and tourist loyalty, as understanding these dynamics would enhance the effectiveness of sustainable branding strategies.

1.2 Green Marketing

Green marketing responds to consumers' growing interest in sustainability, prompting businesses to reconsider their commercial strategies (Rahman & Nguyen-Viet, 2022). As defined by the American Marketing Association, green marketing involves the sustainable creation, advertising, or packaging of products (Lampe & Gazda, 1995). In this scenario, consumers transition from focusing on cost to sustainability and environmentally friendly services and products, such as green tourism. Green marketing, also referred to as sustainable, organic, and ecological marketing, has a growing impact on tourists' environmental behaviour. However, these terms may only encompass certain aspects of the overall concept (Govender & Govender, 2016). Green marketing techniques are essential for promoting green consumerism in tourism and hospitality products and services, as well as for selecting tourist destinations. Previous studies by Delafrooz et al. (2014), Widyastuti et al. (2019), and Patwary et al. (2022) suggest that marketing tools such as eco-brands, eco-labels, and environmental factors play a crucial role in how tourists perceive and approach green marketing. Eco-brands have distinctive features that enable consumers to distinguish them from conventional, non-environment-friendly items (Rahbar & Wahid, 2011). Utilising eco-brand characteristics for a sustainable product or service helps consumers distinguish them from non-sustainable ones (Nekmahmud et al., 2022). On the other hand, eco-labelling is a crucial green marketing strategy that aids in decision-making for environmentally friendly products and informs consumers about the production processes of these products (Rex & Baumann, 2007). Environmental or green advertising directly or indirectly discusses the connection between a product or service and the natural environment, promoting an eco-friendly lifestyle or showcasing an environmentally responsible corporate image (Hu, 2012). Hence, green marketing strategies could be perceived to influence tourist behaviour and enhance responsible behaviour, which is explained further below based on empirical studies.

1.3 Green Marketing and Tourist Purchase Behaviour: Understanding the Link to Loyalty

Green marketing has been recognised as a critical sustainable branding element. It enhances and shapes tourist behaviour, particularly regarding eco-conscious and responsible actions at destinations, such as destination choices, accommodation, and transport options (Zheng et al., 2025). Fang and Pan (2024) delineated the stages of tourist decision-making processes as problem identification, information search, alternative evaluation, purchase decisions, and post-purchase behaviour. The decisions are influenced by the 4Ps of marketing (product, price, place, and promotion) and external environmental stimuli (Kotler et al., 2017). Studies have shown that tourist awareness of these marketing means not only influences tourist choices of sustainable options but also exhibits positive behaviour and perception towards sustainable destinations and brands (Simanjuntak et al., 2023; Font & McCabe, 2017). For example, handcrafted souvenirs perceived as authentic and beneficial to local communities are more appealing, highlighting the importance of authenticity and environmental impact in shaping tourist behaviour and choices (Basri & Bakhtiar, 2013). Therefore, there is a need to better understand the relationship between tourist awareness of green marketing and their attitude (perception) towards it, as related to tourist destinations. This constitutes one of the key research questions in this study. Tourists' green loyalty is primarily linked to their satisfaction with green initiatives and the perceived authenticity of the destination's environmental claims and services, provided they meet their expectations (Correia et al., 2023; Kaur et al., 2022). However, a gap remains in understanding the psychological mechanism that connects tourists' attitudes and awareness of green marketing to their loyalty towards a destination, influencing their purchase decisions. Furthermore, personal characteristics such as age, income, and cultural background add to the complexity. Shao et al. (2023) demonstrated that individual differences significantly influence responses to green marketing messages, thus complicating the development of universal strategies. Zgolli and Zaiem (2018) discovered that personal factors and public influence complicate the relationship between green marketing, tourist behaviour, and destination selection. Hence, there is a need to investigate green marketing strategies that contribute to tourist loyalty through their perception and purchase behaviour, while considering tourists' personal characteristics and other external factors.

1.4 Stimulus-Organism-Response (SOR) model

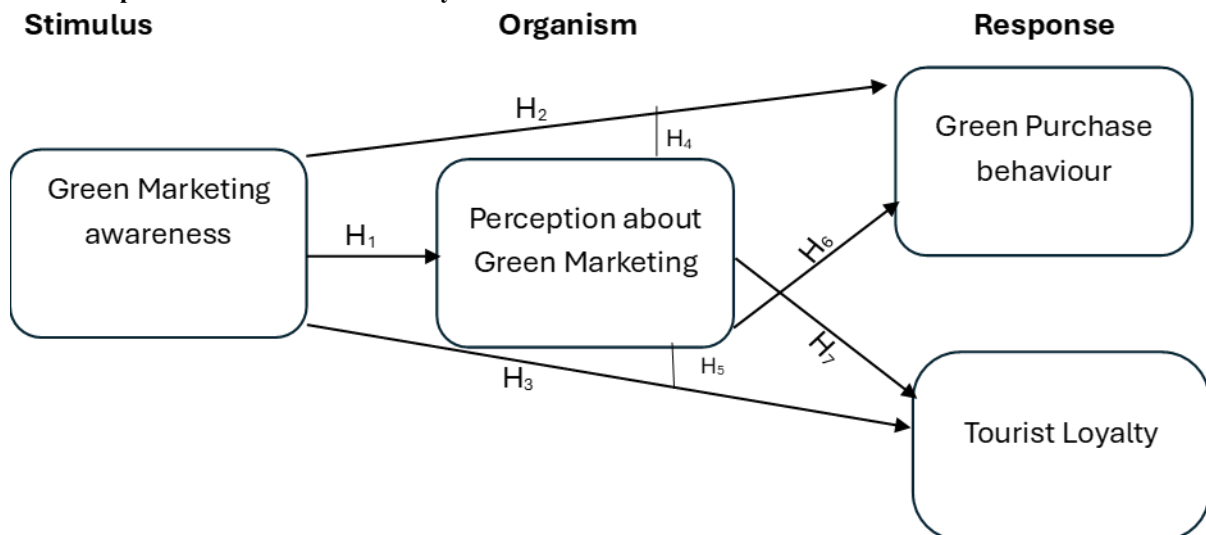
The Stimulus-Organism-Response (SOR) model, established by Mehrabian and Russell, is a fundamental paradigm for studying consumer behaviour in various scenarios, including tourism. This concept holds that external stimuli (S) influence internal cognitive and emotional processes (O), which then lead to behavioural reactions (R). The SOR model has gained prominence in tourism studies for examining the impact of various stimuli on tourists' perceptions, emotions, and behaviours, thus offering insights into their travel intentions, behaviour, and experiences (Qiu et al., 2022; Asyraff et al., 2024; Jiang, 2024). The study adopts the SOR model, as it enables a nuanced understanding of how green marketing communication awareness (stimuli) influences tourists' internal cognitive and emotional states, such as their perception (Organism), consequently fostering behaviour change, including green purchase behaviour and loyalty. Furthermore, although the model has found extensive application in consumer psychology (Cheng & Wu, 2015), its incorporation into green marketing research has been crucial in elucidating the psychological mechanisms (Wu & Long, 2024) that underpin the mediating role of tourist perception or attitude in the relationship between green marketing awareness and their purchasing decisions and loyalty. Additionally, Han and Yoon (2015) noted that the SOR model can be a suitable theory for accommodating the complexity of green consumerism by incorporating emotional considerations and rational evaluation, which is crucial for understanding sustainability in tourist purchase behaviour.

Moreover, the awareness of green marketing was utilised as an external stimulus, given its capacity to signal eco-conscious value through channels such as eco-labels and green advertising, among others. Wu and Long (2024) express that these stimuli help convey environmental messages while also framing consumer interpretation and trust towards tourist destinations and brands. The adoption of tourist perception as an organism was for it to function as a crucial mediating mechanism that translates stimuli into behavioural actions. As supported by Rivas et al. (2022) and Tan et al. (2022), tourists' perceptions of their environmental attitudes, self-identity, and personal norms can affect their behaviour at the destination and purchase intention, reinforcing the importance of the mediating role of perception in this study. The responses (R), which represent tourists' eco-purchase behaviour and loyalty, were used as they provide insight into the direct influence of green marketing awareness and the mediating role of tourists' perception of green marketing. According to Kiyimoglu et al. (2024), pro-environmental behaviour is significantly predicted by internal mechanisms such as tourist perception, attitude, and personal norms, which align with the model's core premises.

The need to test the proposed hypotheses is further substantiated by empirical gaps identified in the literature (Šagovnović & Stamenković, 2022; Correia et al., 2023; Simanjuntak et al., 2023). Prior studies often omit mediating psychological processes or fail to account for how various green marketing stimuli differentially influence behaviour through internal states. The hypotheses presented below address these limitations by proposing direct and mediating relationships between green marketing tools, perception, green behaviour, and loyalty. This approach aligns with the comprehensive model proposed by Cheng and Wu (2015), emphasising the importance of mediators such as environmental knowledge and sensitivity in promoting green adoption and responsible behaviour. Therefore, investigating the developed hypothesis through the lens of the SOR Model helps contribute to the theoretical approach to sustainable destination branding and provides actionable insight for practitioners.

- H₁: Green marketing awareness has a significantly positive influence on tourists' perceptions of green marketing.
- H₂: Green marketing awareness has a significant positive influence on tourists' green purchase behaviour.
- H₃: Green marketing awareness has a significantly positive influence on tourist destination loyalty.
- H₄: Tourist perceptions of green marketing mediate the relationship between awareness of green marketing and green purchase behaviour.
- H₅: Tourist perceptions of green marketing mediate the relationship between awareness of green marketing and loyalty towards the destination.
- H₆: Tourist perceptions of green marketing have a significant impact on their purchase behaviour.
- H₇: Tourist perceptions of green marketing significantly impact their loyalty towards tourist destinations.

Figure 1: Developed Framework for the study



Note: Dependent variable: Green Purchase behaviour and Tourist loyalty; Mediating variable: Tourist Perception about green marketing; Independent variable: Green marketing awareness and tourist perception about green marketing.

2. METHODOLOGY

The study employed a descriptive research design and a survey approach to report the findings and assess quantitative data. This approach allows for the identification of variables and the collection of detailed information about the impact of green marketing on tourists' destination choices and behaviours. Creswell (2014) asserted that a descriptive research approach is most suited for gathering information to provide an overview of an organisation, business, or institution. When conducted properly, surveys are a quick and accurate approach for gathering information (Taherdoost, 2021). This technique facilitates data interpretation and categorisation, making it appropriate for testing hypotheses and identifying cause-and-effect. A similar research approach has been applied in studies that measure the impact of green marketing on customer behaviour (e.g., Correia et al., 2023; Nekomahmud & Fekete-Farkas, 2020; Nekomahmud et al., 2022; Delafrooz et al., 2014). For this study, questionnaires were administered to tourists to gather information about their perceptions of green marketing and its impact on purchasing habits and loyalty. Cochran's (1977) formula was employed to determine the required sample size for the study, given that the total population of tourists visiting nature-based tourist attractions in Malmö County, Sweden, is unknown. The study assumed a 95% confidence interval with a $\pm 6\%$ error margin. The calculation indicated a minimum sample size of approximately 267 respondents. A final sample size of 250 was deemed adequate to draw valid conclusions. The validity and reliability of the research instruments were thoroughly evaluated to enhance the credibility of the research findings. A pilot test was conducted using an in-person survey with 29 participants. The questionnaire was designed to include only domestic and international tourists in Sweden. Feedback from the pilot study was used to modify the final questionnaire. The authors thoroughly assessed the final questionnaire to ensure clarity and suitability for participants.

2.1 Study Locale

The study was conducted in Sweden, focusing on nature-based tourist attractions, most especially in Malmö County. The rationale for choosing Sweden is its strong environmental policies, commitment to sustainability, and growing focus on environmentally friendly tourism. In addition, data were collected during the researcher exchange programs in the country. Sweden is internationally recognised for its environmentalist approach, green economy, and sustainable tourism sector (Andersson, 2016). The government encourages eco-certification, green marketing, and responsible tourism practices, which are ideal for examining consumer perceptions and behaviours towards sustainable branding. Hence, studying tourists in these settings helps tourism industry stakeholders understand how green marketing awareness affects their purchase decisions and loyalty towards sustainable destinations.

2.2 Data collection instrument

An online questionnaire was used to gather the primary data. This data collection method is recognised for its cost-effectiveness and ability to accommodate a substantial number of respondents (Babin & Zikmund, 2015). Online data gathering reduces respondent bias, structures enquiries, and improves completion rates. Furthermore, it reduces human and random errors. Respondents can complete the surveys at their convenience, preserving their privacy and anonymity. The questionnaire used a 5-point Likert scale to assess the respondents' degrees of agreement on several issues. It was divided into two sections: Section A covered socio-demographic data, and Section B addressed the study's objectives. The questionnaire was distributed to tourists via social media. Participants were also recruited through in-person scanning of QR codes. The factors in Section B were adapted from earlier research by Hadi et al. (2023), Kalahevithana & Wickramasinghe (2023), Chin and Wong (2018), and Patwary et al. (2022), ensuring conformity with the study's objectives and improving respondents' understanding. This comprehensive data collection strategy successfully sought insights into tourists' experiences and preferences.

2.3 Data Analysis

The study adopted both descriptive and inferential techniques to interpret participants' data. The results are presented in frequency distribution tables and charts. The characteristics of the dataset and the variance in perception were analysed using SPSS v29. Structural equation modelling (SEM) was conducted using IBM SPSS AMOS to test the hypothesised relationships among variables and assess the measurement model. An exploratory factor analysis (EFA) was conducted before the confirmatory factor analysis (CFA). Factor loadings less than 0.50 were excluded, although Tavakol and Wetzel (2020) suggested that a loading of at least 0.30 is moderate. CFA and multiple regression analyses were performed to assess the validity and reliability of the analytical framework. CFA extends on the results from EFA to ascertain underlying factor structures, ensuring a valid model testing. Several items were removed during the Confirmatory Factor Analysis (CFA) process to improve model fit and construct validity. Two items were removed from the Perception of Green Marketing construct, two from Tourist Green Marketing Awareness, and three from Green Purchase Behaviour due to low factor loadings and high residual values or cross-loadings, which jeopardised the overall model fit indices. This purification process increased the structural model's reliability and validity, ultimately strengthening it. This analysis focused on the relationship between dependent variables, such as tourist purchase behaviour and loyalty, and independent variables, including green marketing tools and

perception of green marketing campaigns. Ethical considerations were paramount, and the researchers implemented strategies to ensure participant confidentiality and voluntary participation. Informed consent was obtained to affirm participants' willingness to engage in the study, and all data were kept anonymous, reflecting a commitment to ethical research practices.

3. RESULTS

The results show a diverse sociodemographic distribution that may influence tourists' purchase behaviour regarding green marketing and sustainable practices. Most tourists were aged 26-45 years, indicating a key age group that is likely to be more conscious of environmental issues and sustainable tourism, while actively engaging in tourism activities. The gender distribution of tourists was nearly balanced, with a slight predominance of male tourists (54.4%). Most participants (49.2%) were full-time employees, with a high proportion having a monthly income of less than \$3000. This suggests that the affordability of tourists and employees may play a significant role in tourists' green choices of destination and purchasing behaviour. The results indicate that a substantial number of participants held a diploma and BSc (48.8%) or MSc (37.6%), which may correlate with tourists' high level of awareness and interest in sustainable tourism destinations due to their educational background. Additionally, most tourists indicated that they travel for holidays or leisure at least 1-3 times per year (73.2%), highlighting that travelling for holidays or leisure remains a relatively frequent activity among tourists.

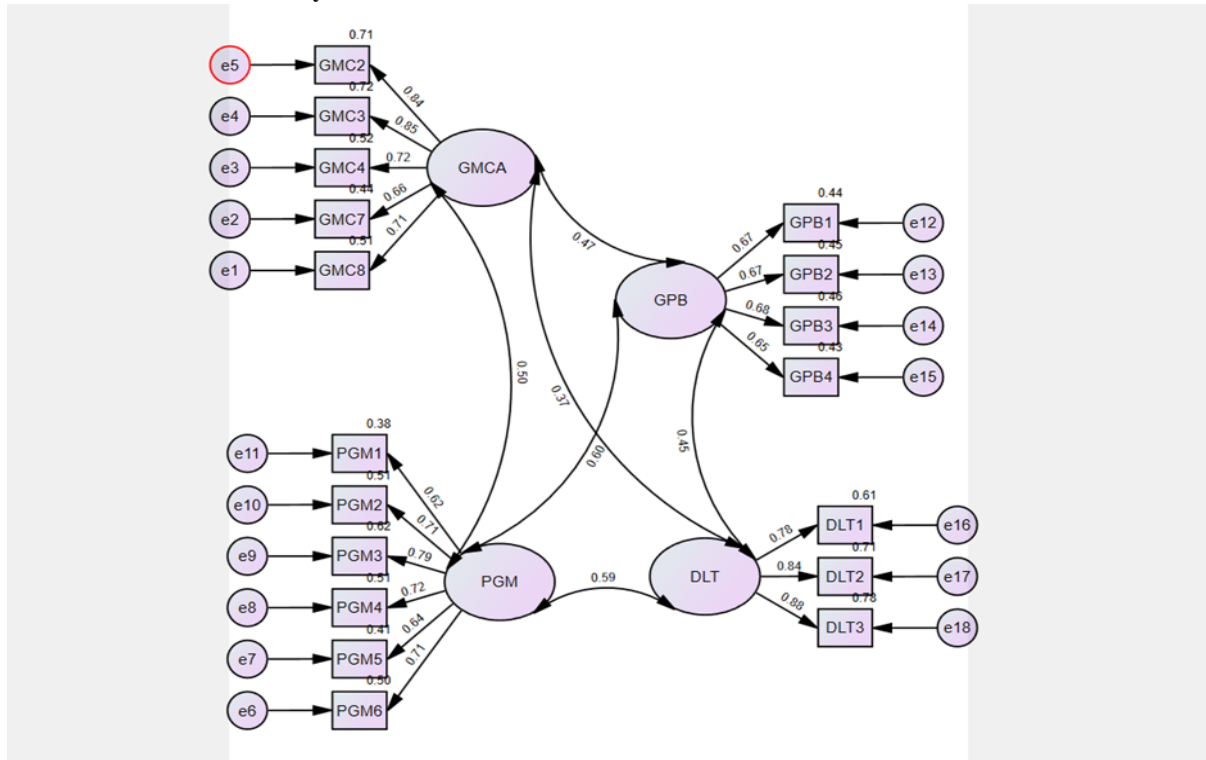
Table 1: **Socio-demographic Characteristics**

Socio-demographic Characteristics	Frequency	Percent (%)
Age		
18-25years	40	16
26-45years	169	67.6
46-65years	33	13.2
66 Years and Above	8	3.2
Gender		
Male	136	54.4
Female	114	45.6
Current Occupational Status		
Student	57	22.8
Self-employed	44	17.6
Employed Full-time	123	49.2
Employed Part-time	10	4.0
Unemployed	3	1.2
Retired	13	5.2
Monthly Income Level		
Less than \$1000 - \$3000	206	82.4
\$3001 - \$5000	38	15.2
Above \$5000	6	2.4
Academic Level Attained		
Diploma and BSc	122	48.8
Master Degree	94	37.6
PhD	18	7.2
Professional Certificate	16	6.4
Frequency of travel for Holidays or Leisure		
1-3 times	183	73.2
4-7 times	43	17.2
8-10 times	18	7.2
More than 10 times	6	2.4

3.1 Measurement of Model Validity

The measurement of model validity is crucial in research and is typically determined using structural equation modelling. This was determined using specific psychometric indicators, including convergent validity (average variance extracted [AVE]) and composite reliability [CR]), internal consistency (Cronbach's alpha), factor loadings, and discriminant validity. These indicators are required to determine whether the measured constructs are reliable and accurately represent the theoretical concepts developed in this study. Confirmatory Factor Analysis (CFA) improves concept validity assessment by validating the measurement model's fit. Therefore, a thorough evaluation of these measurement attributes is critical for establishing the credibility of study findings and ensuring that inferences generated from the data are solid and accurate (Hair et al., 2021).

Figure 2: SEM model for the study



3.2 Convergent Validity

Convergent validity is a crucial element of psychometric evaluation, especially in the context of Structural Equation Modelling (SEM). It assesses the degree to which various indicators designed to measure the same construct demonstrate robust intercorrelations. A well-recognised standard for determining convergent validity is the Average Variation Extracted (AVE) and composite reliability (CR), which must attain or exceed the 0.50 threshold to demonstrate that the construct accounts for at least 50% of the variation in its indicators (Cheung et al., 2023). However, when AVE is somewhat lower than this threshold, Composite Reliability (CR) values more than 0.70 can compensate for variance extraction issues (Cheung et al., 2023). The results indicate that the constructs related to tourist perception of green marketing and tourist awareness of green marketing campaigns exhibit adequate convergent validity, with AVE values of 0.501 and 0.585, respectively. However, tourist green purchase behaviour recorded an AVE of 0.444, falling slightly below the recommended threshold, suggesting that some measurement items may not sufficiently capture the variance of the construct. The strong AVE of 0.702 for Tourist Loyalty aligns with established literature that underscores loyalty as a pivotal factor in tourism behaviour, reinforcing the robustness of the construct's measurement. Despite slight limits in tourist green purchase behaviour, the measuring model's overall internal consistency remains excellent, with composite reliability (CR) values ranging from 0.762 to 0.876 across all components. This indicates that high CR values (greater than 0.70) enhance the stability and reliability of the psychometric instruments.

3.3 Reliability Validity

The reliability approach was adopted to support validity assessments of constructs by confirming that the constructs yielded consistent results across different contexts and samples (Shmueli et al., 2019); this is often evaluated using Cronbach's alpha, which should ideally exceed 0.70 to confirm internal consistency. Cronbach's Alpha values were all above 0.70, further confirming the internal consistency. The tourist loyalty construct had the highest CR (0.922), indicating exceptional reliability. Factor loadings are critical in evaluating how

well individual items represent their respective constructs in a measurement model and should be above the 0.5 threshold (Hair et al., 2011). In this study, most factor loadings exceeded the 0.50 threshold, indicating that each variable strongly represented the constructs.

Table 2: **Model Measurement**

	Mean	STD	Standardise Estimate Loading	AVE	CRE	Cronbach Alpha
Tourist Perception of Green Marketing (PGM)				0.501	0.854	0.850
Environmental advertisements guide tourists in making an informed purchasing decision and provide knowledge about the destination	4.00	.824	.617			
Green certification for tourist sites or businesses can attract more tourists to a destination	3.96	.891	.711			
The green label for tourist destinations or businesses grabs my attention and is easily recognised.	3.88	.982	.790			
The use of eco-labels (certificates) shows the destination's commitment to sustainability from my perspective.	3.99	.845	.715			
Green brands are used in tourist destinations to maintain an environmental sustainability reputation.	4.00	.786	.641			
A green brand is a symbol of the reliability of tourist destination products and services.	3.95	.837	.706			
Tourist Awareness of Green Marketing (GMC)				0.585	0.874	0.870
Green advertising and eco-certificate	3.98	.871	.840			
Social media campaigns promoting eco-friendly destinations or behaviour	4.01	.916	.849			
Eco-friendly accommodations and amenities offering and sustainable transport campaign	4.06	.794	.721			
Green events, activities, and Corporate Social Responsibility	4.08	.876	.663			
Promotion of local and sustainable products	4.17	.835	.712			
Tourist Green Purchase Behaviour (GPB)				0.444	0.762	0.759
I choose products and services with green packaging that is less harmful and eco-friendly at tourist destination	3.93	.902	.667			
I am interested in taking holidays outside of the high tourist season and choose sustainable transports option	4.08	.865	.668			
I do travel to less-visited destinations as a form of engaging in eco-friendly practices	3.80	1.015	.677			
Contribute to carbon-offsetting activities (e.g. plant trees, engage in cleaning, consume products that reduce waste) at the tourist destination	3.86	1.012	.653			
Destination Loyalty (DLT)				0.702	0.876	0.873
I select and visit environmentally friendly destinations based on their brand, image, and advertisements	4.00	.927	.783			
In the future, I will pick travel services and destinations that use eco-friendly marketing.	3.98	.907	.843			
I will recommend tourist destinations to others if they are marketed as eco-friendly.	4.06	.899	.884			

Table 3: **Model Fit result**

Summary	CFI	TLI	CMIN/DF	RMSEA	P-value
Model fit	0.906	0.889	2.541	0.079	0.000

The model fit indices collectively suggest an acceptable fit. The Comparative Fit Index (CFI) of 0.906 surpasses the 0.90 threshold, indicating an acceptable fit as suggested by Hu and Bentler (1999). The Tucker-Lewis Index (TLI) was 0.889, which is slightly below the acceptable threshold, indicating a marginally acceptable model. The chi-square to degrees of freedom ratio (CMIN/DF) was 2.541, which is acceptable as it is less than the threshold of <3.0, implying adequacy in the model. A Root Mean Square Error of Approximation (RMSEA) score of 0.079 suggests a satisfactory and acceptable fit model, as it is below the limit of <0.8. Although the chi-square p-value was significant ($p = 0.000$), this is expected in large samples and does not necessarily imply poor fit. In line with the recommendations of Hu and Bentler (1999) and Browne and Cudeck (1993), these indices suggest that the model provides an adequate fit for the observed data.

3.4 Discriminant validity

Discriminant validity is an essential feature of Structural Equation Modelling (SEM) because it ensures that constructs measuring different theoretical constructs are empirically distinguishable. The Fornell-Larcker criterion is widely used for assessing discriminant validity. It compares the square root of the Average Variance Extracted (AVE) for each construct to its correlations with other constructs (Henseler et al., 2015). Discriminant validity was confirmed by this method when the square root of the AVE (diagonal values) exceeds the inter-construct correlations (Cheung et al., 2023). The highest square root of AVE in this analysis was 0.837, suggesting that Tourist Loyalty (DLT) has strong discriminant validity. This suggests that the indicators used to measure DLT are highly representative of the construct and distinct from those of the other constructs. In contrast, Green Purchase Behaviour (GPB) exhibited a square root of AVE of 0.666, which is greater than its highest correlation (0.477) with Perception of Green Marketing (PGM). Moreover, the aggregate results show that the model's constructs fit the Fornell-Larcker criterion, indicating that each construct is empirically distinct (Cheung et al., 2023). The relationship between Green Marketing awareness (GMC) and GPB (Green Purchase Behaviour) ($r = 0.401$) is moderate, implying that successful green marketing awareness tactics influence tourists' green purchasing behaviour. Furthermore, the substantial association between PGM and GPB ($r = 0.477$) indicates that tourists with a favourable opinion of green marketing are more likely to engage in environmentally friendly purchasing behaviours. Furthermore, the positive association between DLT and GPB ($r = 0.375$) indicates that tourists who engage in sustainable shopping are more likely to remain loyal to environmentally friendly places. This lends credence to the concept that environmental responsibility affects destination choice and long-term loyalty (Correia et al., 2023).

Table 4: **Fornell-Larcker discriminant validity criteria**

	PGM	GMC	GPB	DLT
Perception of Green Marketing (PGM)	0.708			
Green Marketing Awareness (GMC)	.445**	0.765		
Green Purchase Behaviour (GPB)	.477**	.401**	0.666	
Destination Loyalty (DLT)	.527**	.339**	.375**	0.837

3.5 Mediating Effect Result

Moreover, Nitzl and Roldán (2016) argue that the model indicates a complementary partial mediation because both direct and indirect effects are positively aligned. The significance of the total, direct, and indirect effects was assessed using a bootstrap procedure with 2000 resamples and a 90% confidence interval. Variance Accounted For (VAF) was employed to assess the strength of the mediation (Helm et al., 2010). The VAF values ranged from 0 to 100%. Values above 80% indicate complete mediation, values between 20% and 80% indicate partial mediation, and values below 20% indicate no mediation effect. The VAF quantifies the magnitude of the indirect impact on the total effect. The results demonstrate a notable partial mediation impact of tourist perception of green marketing (PGM) on the association between Green marketing awareness (GMC) and tourist green purchase behaviour (GPB), with a direct effect of 0.183 and an indirect effect of 0.201, yielding a total effect of 0.523. The Variance Accounted For (VAF) score of 52.3% indicates that approximately half of the overall effect is mediated by perception, emphasising the significant influence of customer perceptions on converting marketing initiatives into purchase behaviour among tourists. In contrast, examining the impact of tourists' awareness of green marketing campaigns (GMC) on their destination loyalty (DLT) revealed distinct dynamics. There was a moderately strong mediation effect of PGM on the relationship between GMC and DLT, with a VAF of 72.2% and a high level of indirect effect (0.268) compared with the direct effect (0.103). This finding emphasised that consumer perceptions of green marketing are critical for fostering loyalty to sustainable destinations.

Table 5: Mediating Effect Result

Mediating effect	Direct	Indirect	Total	VAF (%)	R ²	P-Value	Decision
H ₄ : GMC → PGM → GPB	0.183	0.201	0.384	52.3	0.272	0.0000	Accepted
H ₅ : GMC → PGM → DLT	0.103	0.268	0.371	72.2	0.291	0.0003	Accepted

Green marketing awareness plays a key role in shaping consumer perceptions and behaviours. The study found that awareness of green marketing campaigns significantly impacts consumer perceptions of green marketing (H1), with an R² value of 0.198 and a t-test value of 7.833. The statistical significance level (p = 0.000) indicated a positive impact of green marketing awareness on perceptions of environmental responsibility. Green marketing awareness significantly impacts green purchasing behaviour (H2), as evidenced by an R² value of 0.161 and a T-test value of 6.893. However, its impact on destination loyalty (H3) was comparatively weaker, with an R² of 0.115. This indicates that supplementary elements, such as service quality or individual experiences, could affect tourist loyalty. The research shows that consumer perceptions of green marketing significantly impact green buying behaviour (H4), as evidenced by an R² of 0.228 and a considerable F-test (F = 73.206), reflecting a high correlation. Furthermore, these perceptions had a significant impact on destination loyalty (H5), as evidenced by an R² of 0.277 and an F-test of 95.208. This indicates that consumer perception is critical for brand and destination loyalty.

Table 6: Hypothesis testing

Hypothesis	R ² (Model Fit)	T-test	F-test	Sig	Decision
H ₁ : Green marketing awareness*** Perception of green marketing	0.198	7.833	61.358	0.000	Accepted
H ₂ : Green marketing awareness*** Green purchase Behaviour	0.161	6.893	47.51	0.000	Accepted
H ₃ : Green marketing awareness*** Destination Loyalty	0.115	5.674	32.194	0.000	Accepted
H ₆ : Perception about Green marketing *** Green purchase Behaviour	0.228	8.556	73.206	0.000	Accepted
H ₇ : Perception about Green marketing *** Destination Loyalty	0.277	9.757	95.208	0.001	Accepted

4. DISCUSSION

The findings of this study provide insights into how green marketing awareness fosters tourist behaviour, most specifically eco-friendly purchase behaviour, and loyalty to sustainable destinations. The demographic results reveal that tourists within the 26-year age range, typically with a higher educational level, exhibit a strong responsiveness to green marketing efforts. This study shows that this is a result of digital campaigns and environmental advocacy that resonate with sustainability values. However, financial constraints, lack of flexibility, and limited disposable time can inhibit their ability to act on these preferences, corresponding to Ahn and Kwon's (2020) study, suggesting that awareness alone cannot be a sufficient driver of tourist behaviour, but may be for a particular green attitude among tourists. This study's findings indicate that tourists demonstrate significant awareness of diverse green marketing strategies, including eco-labels, green advertising, and social media campaigns. These tools appear to be effective in enhancing tourists' positive perception of green marketing and environmental consciousness. This result further expands on previous studies suggesting that credible green marketing communication fosters consumer engagement in sustainable tourism (Correia et al., 2023; Vicente, 2024). This study demonstrates a positive link between green marketing awareness and purchasing behaviour, demonstrating that improved awareness leads to more sustainable purchase patterns. This finding supports earlier studies that highlight the role of marketing in influencing environmentally conscious buying choices (Šagovnović & Stamenković, 2022). Furthermore, the study indicates that green marketing awareness enhances tourist perception, with eco-labels and corporate social responsibility (CSR) initiatives being the most critical components that influence positive perceptions among tourists. Prior research indicates that mere awareness may not result in behavioural changes without the inclusion of additional supportive factors, such as brand equity and perceived value (Rosenbaum & Wong, 2015; Vaid, 2023). Findings reveal that brand equity leads to loyalty through repeat visitation and positive recommendation. This outcome strongly depends on tourists' views of eco-friendly branding strategies. The partial mediation analysis (VAF = 72.2%) shows that perceptions act as a connection between campaign awareness and loyalty. This demonstrates that equity grows from recognition alongside credibility and trust. Sustainable branding approaches can develop destination brand equity through the transformation of favourable perceptions into lasting loyalty.

Moreover, the study reveals that while tourist awareness of green marketing strongly promotes eco-friendly purchase behaviour, its impact on destination loyalty is somewhat weaker ($R^2 = 0.115$). This indicates that while tourists respond positively to green marketing when purchasing eco-friendly services and products, their loyalty to such destinations may also depend on other criteria. Azinuddin et al. (2022) emphasise that perceived eco-tourism design and destination responsibility could be other factors influencing tourist pro-environmental behaviour, such as loyalty, rather than green communication alone. These emphasise the need for green initiatives to be supported by tangible destination attributes such as authenticity, service quality, and perception to influence loyalty. Additionally, the study's findings support the notion that green marketing, as an element of sustainable branding, is a crucial factor in enhancing legitimacy and consumer trust at tourist destinations. It shows that tourists who perceive destinations as sustainable and environmentally responsible are more likely to exhibit loyalty by endorsing the place and engaging in repeat visitation and intention. However, these tourist perceptions must be complemented by authentic environmental campaigns and action at the destination to avoid greenwashing. Kolović et al.'s (2023) study supports this as it suggests that green branding influences intention and actual behavioural commitment if substantiated by authentic sustainability strategies. Additionally, in measuring the relationship between variables, the study shows that tourist perception of green marketing has a greater impact on destination loyalty than green purchase behaviour, implying that perception-based marketing strategies are more effective at shaping short-term purchasing decisions while also fostering long-term commitment to sustainable destinations. This is related to Akram et al.'s (2024) study, which revealed that tourists' prescription of green products and services, along with informative and transparent marketing, are essential drivers of purchase behaviour. This insight is confirmed by research indicating that branding is critical for maintaining environmental measures and enhancing tourist perception, which serves as a mediating factor that necessitates tourists' positive eco-friendly behaviour and long-term participation beyond marketing efforts.

The results of this investigation, based on Stimulus-Organism-Response (SOR) theory, indicate that green marketing awareness acts as a stimulus that influences the perception of tourists (the organism), thereby influencing their green purchasing behaviour and destination loyalty (the response). Mediation analysis suggests that tourist perception partially mediates the relationship between green marketing awareness and green purchase behaviour, emphasising the cognitive and affective processes involved in consumer decision-making (Pancić et al., 2023). Furthermore, tourist perceptions strongly mediate the effect of green marketing awareness on destination loyalty, highlighting the significance of positive consumer perceptions in fostering long-term loyalty. This is related to the findings of Saputra and Adellia (2022), who emphasised that brand credibility and environmental awareness significantly increase consumer commitment. Nonetheless, some scholars caution that green marketing communication may not consistently lead to practical outcomes. Grimmer and Woolley (2012) argue that although green marketing strategies enhance awareness, fostering stronger brand preference may require additional incentives. These opposing viewpoints imply that the success of green marketing depends on messaging credibility, personal values, and external factors such as regulations and peer influence. To maximise the effectiveness of green marketing, tourism stakeholders should combine sustainability communication with tangible environmental actions and incentives that reinforce positive consumer perceptions and long-term loyalty.

5. THEORETICAL IMPLICATION

By framing green marketing strategies, tourist perceptions, tourists' purchasing behaviour, and loyalty within the SOR model, this study affirms that the model can be successfully applied in the tourism context to understand sustainable consumer behaviour. The model's application in consumer psychology highlights how external stimuli, such as advertisements, stimulate consumers' internal cognitive states, which subsequently influence their behavioural responses. This study expands its application to tourism destination branding, demonstrating that tourists' perception of green marketing initiatives serves as a key factor in transforming marketing stimuli into eco-conscious decisions. Moreover, the cognitive-perceptual evaluation transcends its role as a mediating factor, as it is also central to both short-term and long-term behavioural outcomes. This has implications for future theoretical models related to sustainable behaviour in tourism, as cognitive-perceptual variables such as perceived green value, brand trust, and emotional appeal can be integrated as important organismic variables. Liu and Leon (2023) indicate that green marketing behaviours significantly predict consumption intentions. However, these behaviours are shaped by personal values and environmental awareness, thereby supporting the argument regarding the importance of perceptions in decision-making. Furthermore, this study reveals the generational dynamics of the effectiveness of green marketing. Tourists are sensitive to green messaging but are limited by financial and experiential factors (Ahn & Kwon, 2020), indicating that while marketing creates awareness, other behavioural drivers, such as affordability, incentives, and experiential engagement (through digital means), are essential for green tourist purchase behaviour. This supports the idea that experiential and digital marketing CSR initiatives are essential for creating an emotional bond with sustainable tourism.

CONCLUSION

Although green marketing is effective in shaping eco-friendly tourist purchasing habits, its limited influence on destination loyalty demands value-driven strategies to drive long-term loyalty and enhance revisit intentions. Perception, not only marketing stimuli, plays an important mediating role in tourists' engagement with and support for green destinations. Therefore, green marketing efforts should transcend mere awareness creation to actively shape positive consumer attitudes towards 'green' products and destinations. While the findings of this study are consistent with extant studies on the influence of marketing stimuli on purchasing decisions (e.g., Yu et al., 2021; Akram et al., 2024), they contradict claims regarding consumer loyalty.

Practically, the findings of this study provide a basis for designing more effective green marketing strategies. Efforts should be made towards maximising the effectiveness of green marketing through initiatives such as eco-branding and sustainable certifications, as well as promotional campaigns that encourage deeper consumer engagement. To achieve this, tourism marketers and policymakers should incorporate authentic sustainability actions (e.g., visible in-situ sustainability projects), affordability considerations (e.g., affordable 'green experiences'), and digital engagement strategies (e.g., virtual destinations and online green activities). Destinations should clearly communicate the environmental characteristics of their services, facilities and products. Rather than relying solely on promotional efforts, tourism DMOs and relevant stakeholders should focus on improving tourists' overall experiences and emotional connections with green products and destinations.

The study's limitations include its focus on tourists in specific geographical areas within Sweden, which may not fully represent the broader tourist demographics. Given Sweden's strong environmental policies and sustainability orientation, the findings may be relevant for other countries, both within and outside Europe, with similar environmental values, policy frameworks, and consumer awareness levels. However, caution should be taken in generalising the results to regions with different cultural, economic, or policy contexts, where environmental motivations and consumer behaviour may vary. Also, the use of self-reported data introduces the potential for response bias. Future research should investigate more diverse demographics, additional factors influencing green marketing perceptions and conduct longitudinal studies to see how perceptions change over time. The findings underscore the importance of strategic, perception-driven green marketing approaches in promoting sustainable tourism and fostering long-term consumer engagement.

REFERENCES

- Andersson, G. (2016). Sustainability process and certification in the Swedish event tourism industry. *Journal of Environmental and Tourism Analyses*, 4(1), 5-29. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A935387>
- Ahn, J., & Kwon, J. (2020). CSR perception and revisit intention: the roles of trust and commitment. *Journal of Hospitality and Tourism Insights*, 3(5), 607-623. <https://doi.org/10.1108/jhti-02-2020-0022>
- Akram, U., Lavuri, R., Bilal, M., Hameed, I., & Byun, J. (2024). Exploring the roles of green marketing tools and green motives on green purchase intention in sustainable tourism destinations: a cross-cultural study. *Journal of Travel & Tourism Marketing*, 41(4), 453-471. <https://doi.org/10.1080/10548408.2023.2293022>
- Asyraf, M. A., Hanafiah, M. H., & Zain, N. A. M. (2024). Travelling during travel bubble: Assessing the interrelationship between cognitive, affective, unique image, and future revisit intention. *Journal of Tourism and Services*, 15(28), 39-60. <https://doi.org/10.29036/jots.v15i28.566>
- Azinuddin, M., Hanafiah, M. H., Shariffuddin, N. S. M., Kamarudin, M. K. A., & Som, A. P. M. (2022). An exploration of perceived ecotourism design affordance and destination social responsibility linkages to tourists' pro-environmental behaviour and destination loyalty. *Journal of Ecotourism*, 22(4), 518-541. <https://doi.org/10.1080/14724049.2022.2085283>
- Babin, B. J., & Zikmund, W. G. (2015). *Exploring marketing research*. Boston, MA: Cengage Learning.
- Basri, F. I., & Bakhtiar, M. F. S. (2013). Craft souvenirs: Perceived authenticity and tourist purchase behaviour. *Hospitality and Tourism: Synergizing Creativity and Innovation in Research*, 141. <https://doi.org/10.1201/b16064-29>
- Breiby, M. A., Duedahl, E., Oian, H., & Ericsson, B. (2020). Exploring sustainable experiences in tourism. *Scandinavian Journal of Hospitality and Tourism*, 20(4), 335-351. <https://doi.org/10.1080/15022250.2020.1748706>
- Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. In K. A. Bollen and J. S. Long (Eds.), *Testing structural equation models* (pp. 136-162). Newbury Park, CA: Sage.
- Cheng, T., & Wu, H. C. (2015). How do environmental knowledge, environmental sensitivity, and place attachment affect environmentally responsible behavior? An integrated approach for sustainable island tourism. *Journal of Sustainable Tourism*, 23(4), 557-576. <https://doi.org/10.1080/09669582.2014.965177>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, 41(2), 745-783. <https://doi.org/10.1007/s10490-023-09871-y>
- Chin, C.-H., Chin, C.-L., & Wong, W. P.-M. (2018). The implementation of green marketing tools in rural tourism: The readiness of tourists? *Journal of Hospitality Marketing & Management*, 27(3), 261-280. <https://doi.org/10.1080/19368623.2017.1359723>
- Chiwaridzo, O. T., & Chiwaridzo, S. (2024). The destination brand equity constructs' unseen influence: How they mold tourists' behavior and shape sustainable tourism in Zimbabwe. *International Journal of Hospitality & Tourism Administration*, 1-37. <https://doi.org/10.1080/15256480.2024.2443461>
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: John Wiley & Sons.
- Correia, E., Sousa, S., Viseu, C., & Larginho, M. (2023). Analysing the influence of green marketing communication in consumers' green purchase behaviour. *International Journal of Environmental Research and Public Health*, 20(2), 1356. <https://doi.org/10.3390/ijerph20021356>
- Creswell, J. (2014). *Mixed methods research*. University on Nebraska. Lincoln, USA: Sage Publishers.
- Delafrooz, N., Taleghani, M., & Nouri, B. (2014). Effect of green marketing on consumer purchase behaviour. *Qscience Connect*, 5. doi:10.5339/connect.2014.5
- Elalfy, R. M., Elgazzar, A., El-Ashry, Y. Y., & Elsharnouby, M. H. (2025). The destination and local brand equity role in shaping tourist's loyalty: the moderated mediation effect of age and number of visits. *Future Business Journal*, 11(1). <https://doi.org/10.1186/s43093-025-00489-8>

- Fang, R., & Pan, L. (2024). Refocusing on the start and end of tourists' decision-making: Measuring thresholds and information loop limits. *Tourism Management*, 104, 104918. <https://doi.org/10.1016/j.tourman.2024.104918>
- Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, 25(7), 869–883. <https://doi.org/10.1080/09669582.2017.1301721>
- Garanti, Z., Ilkhanizadeh, S., & Liasidou, S. (2024). Sustainable Place Branding and Visitors' Responses: A Systematic Literature Review. *Sustainability*, 16(8), 3312. <https://doi.org/10.3390/su16083312>
- Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behaviour. *Environmental Economics*, 7(2), 77–85. [https://doi.org/10.21511/ee.07\(2\).2016.8](https://doi.org/10.21511/ee.07(2).2016.8)
- Grimmer, M., & Woolley, M. (2012). Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits. *Journal of Marketing Communications*, 20(4), 231–250. <https://doi.org/10.1080/13527266.2012.684065>
- Hadi, A. S., Sari, N. P., & Khairi, A. (2023). The relationship between green marketing mix and purchasing decisions: The role of Brand image as mediator. In *Proceedings of the 1st International Conference of Management and Business (ICoMB 2022)* (pp. 194–205). https://doi.org/10.2991/978-94-6463-160-9_20
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2011). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414–433. <https://doi.org/10.1007/s11747-011-0261-6>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Evaluation of formative measurement models. In Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S. (Eds.), *Partial least squares structural equation modelling (PLS-SEM) using R* (pp. 91–113). https://doi.org/10.1007/978-3-030-80519-7_5
- Han, H. (2021). Consumer behaviour and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, 29(7), 1021–1042. <https://doi.org/10.1080/09669582.2021.1903019>
- Han, H., & Yoon, H. J. (2015). Hotel customers' environmentally responsible behavioral intention: Impact of key constructs on decision in green consumerism. *International Journal of Hospitality Management*, 45, 22–33. <https://doi.org/10.1016/j.ijhm.2014.11.004>
- Hanafiah, M. H., Amirah, W. N., Asyraf, M. A., Zain, N. A. M., & Hussein, A. S. (2025). Glamping tourism: unpacking ecotourists' experiential quality, perceived value and behavioural intention. *Journal of Ecotourism*, 24(6), 1-23. <https://doi.org/10.1080/14724049.2024.2447953>
- Helm, S., Eggert, A., & Garnefeld, I. (2010). Modeling the impact of corporate reputation on customer satisfaction and loyalty using partial least squares. In Esposito Vinzi, V., Chin, W. W., Henseler, J., & Wang, H. (Eds.), *Handbook of partial least squares: Concepts, Methods and Applications* (pp. 515–534). https://doi.org/10.1007/978-3-540-32827-8_23
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling a Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Hu, H.-H. "Sunny". (2012). The Effectiveness of Environmental Advertising in the Hotel Industry. *Cornell Hospitality Quarterly*, 53(2), 154-164. <https://doi.org/10.1177/1938965511433293>
- Insch, A. (2019). The challenges of over-tourism facing New Zealand: Risks and responses. *Journal of Destination Marketing & Management*, 15, 100378. <https://doi.org/10.1016/j.jdmm.2019.100378>
- Jiang, C., & Phoong, S. W. (2024). Research on tourists' travel intention and usage of VR technologies based on SOR model: Mediating role of personal values. *Journal of Hospitality and Tourism Insights*, 7(2), 949–967. <https://doi.org/10.1108/jhti-08-2023-0545>
- Kalahevithana, H., & Wickramasinghe, C. (2023). Study on the interaction between green marketing mix elements and consumer purchase intention of the hotel industry in Sri Lanka [Unpublished dissertation].
- Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green marketing strategies, environmental attitude, and green buying intention: A multi-group analysis in an emerging economy context. *Sustainability*, 14(10), 6107. <https://doi.org/10.3390/su14106107>
- Kıymalıoğlu, A. K. Y., Özbük, R. M. Y., Ünal, D. A., Dirlik, O., & Akar, N. (2024). Unpacking sustainable packaging through the stimulus-organism-response model: A systematic literature review. *SAGE Open*, 14(4). <https://doi.org/10.1177/21582440241302320>
- Kolović, T., Vlastelica, T., & Krstić, J. (2023). Consumers' perception of green advertising and eco-labels: The effect on purchasing intentions. *Marketing*, 54(1), 54–66. <https://doi.org/10.5937/mkng2301054k>
- Kotler, P., Bowen, J. T., Makens, J., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism*. Boston, MA: Pearson Education.
- Lampe, M., & Gazda, G. M. (1995). Green marketing in Europe and the United States: An evolving business and society interface. *International Business Review*, 4(3), 295–312. [https://doi.org/10.1016/0969-5931\(95\)00011-n](https://doi.org/10.1016/0969-5931(95)00011-n)
- Liu, Y., & De Leon, J. (2023). The green Marketing behavior on consumers' green consumption intention. *Academic Journal of Business & Management*, 5(27). <https://doi.org/10.25236/ajbm.2023.052706>
- Martínez, P. (2015). Customer loyalty: exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), 896–917. <https://doi.org/10.1108/ijchm-03-2014-0115>
- McKenna, F., & Hanrahan, J. (2024). Meaningful community engagement through advanced indicator systems for sustainable destination planning. *Environmental and Sustainability Indicators*, 22, 100392. <https://doi.org/10.1016/j.indic.2024.100392>
- Mele, P. M., Gomez, J. M., & Garay, L. (2019). To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry. *Sustainability*, 11(17), 4623. <https://doi.org/10.3390/su11174623>
- Nekmahmud, & Fekete-Farkas, M. (2020). Why not green marketing? determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability*, 12(19), 7880. <https://doi.org/10.3390/su12197880>
- Nekmahmud, M., Ramkissoon, H., & Fekete-Farkas, M. (2022). Green purchase and sustainable consumption: A comparative study between European and non-European tourists. *Tourism Management Perspectives*, 43, 100980. <https://doi.org/10.1016/j.tmp.2022.100980>
- Nitzl, C., Roldan, J. L., & Cepeda, G. (2016). Mediation analysis in partial least squares path modeling. *Industrial Management & Data Systems*, 116(9), 1849–1864. <https://doi.org/10.1108/imds-07-2015-0302>
- Pancić, M., Serdarušić, H., & Čučić, D. (2023). Green Marketing and Repurchase intention: Stewardship of green advertisement, brand awareness, brand equity, green innovativeness, and brand innovativeness. *Sustainability*, 15(16), 12534. <https://doi.org/10.3390/su151612534>
- Patwary, A. K., Mohamed, M., Rabiul, M. K., Mehmood, W., Ashraf, M. U., & Adamu, A. A. (2022). Green purchasing behaviour of international tourists in Malaysia using green marketing tools: Theory of planned behaviour perspective. *Nankai Business Review International*, 13(2), 246–265. <https://doi.org/10.1108/NBRI-06-2021-0044>
- Qiu, H., Wang, X., Wu, M., Wei, W., Morrison, A. M., & Kelly, C. (2022). The effect of destination source credibility on tourist environmentally responsible behavior: An application of stimulus-organism-response theory. *Journal of Sustainable Tourism*, 31(8), 1797–1817. <https://doi.org/10.1080/09669582.2022.2067167>
- Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behaviour. *Business Strategy Series*, 12(2), 73–83. <https://doi.org/10.1108/17515631111114877>
- Rahman, S. U., & Nguyen-Viet, B. (2022). Towards sustainable development: Coupling green marketing strategies and consumer perceptions in addressing greenwashing. *Business Strategy and the Environment*, 32(4), 2420–2433. <https://doi.org/10.1002/bse.3256>
- Rex, E., & Baumann, H. (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. *Journal of Cleaner Production*, 15(6), 567–576. <https://doi.org/10.1016/j.jclepro.2006.05.013>

- Rivas, A. A., Liao, Y., Vu, M., & Hung, C. (2022). Toward a comprehensive model of green marketing and innovative green adoption: application of a Stimulus-Organism-Response model. *Sustainability*, 14(6), 3288. <https://doi.org/10.3390/su14063288>
- Rosenbaum, M. S., & Wong, I. A. (2015). Green marketing programs as strategic initiatives in hospitality. *Journal of Services Marketing*, 29(2), 81–92. <https://doi.org/10.1108/jsm-07-2013-0167>
- Šagovnović, I., & Stamenković, I. (2022). Investigating values of green marketing tools in predicting tourists' eco-friendly attitudes and behavior. *Journal of Ecotourism*, 22(4), 479–501. <https://doi.org/10.1080/14724049.2022.2075003>
- Sahabuddin, M., Alam, M. S., & Nekomahmud, M. (2024). How do perceived and environmental values influence tourist satisfaction, loyalty, and environmental awareness? *Environment Development and Sustainability*. <https://doi.org/10.1007/s10668-024-05094-3>
- Santos, M. C., Veiga, C., Santos, J. a. C., & Águas, P. (2022). Sustainability as a success factor for tourism destinations: A systematic literature review. *Worldwide Hospitality and Tourism Themes*, 14(1), 20–37. <https://doi.org/10.1108/whatt-10-2021-0139>
- Saputra, D., & Adellia, D. M. P. (2022). The influence of environmental awareness and Green Marketing Mix 2.0 strategy on brand loyalty. *2022 International Conference on Information Management and Technology (ICIMTech)*, 116–121. <https://doi.org/10.1109/icimtech55957.2022.9915143>
- Shao, X., Jeong, E., Zhang, X., & Jang, S. (2023). Green marketing versus demarketing: The impact of individual characteristics on consumers' evaluations of green messages. *Journal of Hospitality & Tourism Research*, 109634802211470. <https://doi.org/10.1177/10963480221147054>
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/ejm-02-2019-0189>
- Simanjuntak, M., Nafila, N. L., Yuliaty, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). Environmental care Attitudes and intention to purchase green products: Impact of environmental knowledge, word of mouth, and green marketing. *Sustainability*, 15(6), 5445. <https://doi.org/10.3390/su15065445>
- Su, S., & Li, Y. (2024). Exploring the impact of the green marketing mix on environmental attitudes and purchase intentions: Moderating Role of environmental knowledge in China's Emerging Markets. *Sustainability*, 16(24), 10934. <https://doi.org/10.3390/su162410934>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: the mediating role of brand image and brand trust. *Sustainability*, 14(10), 5939. <https://doi.org/10.3390/su14105939>
- Taherdoost, H. (2021). Data collection methods and tools for research; a step-by-step guide to choose data collection technique for academic and business research projects. *International Journal of Academic Research in Management (IJARM)*, 10(1), 10–38. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4178676
- Tavakol, M., & Wetzal, A. (2020). Factor Analysis: A means for theory and instrument development in support of construct validity. *International Journal of Medical Education*, 11, 245–247. <https://doi.org/10.5116/ijme.5f96.0f4a>
- Vaid, J. (2023). Green consumerism and sustainability tourism marketing: A systematic bibliometric review. *Ecology Environment and Conservation*, 29(04), 1887–1890. <https://doi.org/10.53550/eec.2023.v29i04.072>
- Vicente, J. M. (2024). Green tourist behavior analysis and its relationship with the choice of eco-tourism destination: An empirical study. *International Journal of Geoheritage and Parks*. <https://doi.org/10.1016/j.ijgeop.2024.11.003>
- Widyastuti, S., Said, M., Siswono, S., & Dian, N. (2019). Customer Trust through Green Corporate Image, Green Marketing Strategy, and Social Responsibility: A Case Study. *European Research Studies Journal*, XXII(2), 83–99. <https://doi.org/10.35808/ersj/1427>
- Wu, M., & Long, R. (2024). How do perceptions of information usefulness and green trust influence intentions toward eco-friendly purchases in a social media context? *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1429454>
- Yu, Z., Klongthong, W., Thavorn, J., & Ngamkroekjoti, C. (2021). Understanding rural Chinese consumers' behavior: A stimulus–organism–response (S-O-R) perspective on Huawei's brand loyalty in China. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1880679>
- Zhang, Y., Zhao, H., & Zaman, U. (2025). Eco-consciousness in tourism: A psychological perspective on green marketing and consumer behavior. *Acta Psychologica*, 255, 104951. <https://doi.org/10.1016/j.actpsy.2025.104951>
- Zheng, S., Han, J., Gandolfi, F., Alturise, F., & Alkhalaf, S. (2025). Fostering eco-conscious tourists: How sustainable marketing drives green consumption behaviors. *Acta Psychologica*, 255, 104900. <https://doi.org/10.1016/j.actpsy.2025.104900>
- Zgolli, S., & Zaiem, I. (2018). The responsible behavior of tourist: The role of personnel factors and public power and effect on the choice of destination. *Arab Economic and Business Journal*, 13(2), 168–178. <https://doi.org/10.1016/j.aebj.2018.09.004>

Please cite this article as:

Agboola, M.T. & Ayanlowo, E.J. (2026). Sustainable Destination Branding: Exploring the Intersection of Green Marketing Awareness and Tourist Green Purchase Behaviour and Loyalty. *Tourism and Hospitality Management*, 32(4), pp, <https://doi.org/10.20867/thm.32.4.2>



Creative Commons Attribution – Non Commercial – Share Alike 4.0 International