

Assessment of Green Marketing Practices in Enhancing Guests' Satisfaction and Loyalty Among Tourism and Hospitality Establishments

IKUSEMIJU, TOLUWALASE M.¹, AJANI, ADENIKE A.², ODUNTAN, BABALOLA O.³

^{1, 3} Department of Tourism Management Technology, Federal Polytechnic, Ede, Nigeria

² Department of Hospitality Management, Federal Polytechnic, Ede, Nigeria

Abstract- Green marketing practices are notable in the literature as a diverse scheme that includes developing eco-friendly products, eco-friendly packaging, eco-friendly labelling and green advertising directed at providing products and services that address environmental concerns. The study of guests' satisfaction and loyalty among tourism and hospitality establishments, as well as green marketing practices, is critical. This paper appraised the knowledge, benefits and approaches of green marketing in enhancing guests' satisfaction and loyalty among tourism and hospitality establishments. Although prior studies have examined green marketing from several perspectives, the literature search revealed that research on how green marketing enhances guests' satisfaction and loyalty in tourism and hospitality establishments remains limited. To bridge this gap, the researchers adopted the administration of questionnaires to gather data. Hence, data were gathered through the purposeful administration of 150 questionnaires to tourism tutors, tourism operators, heritage interpreters, tour guides, tourism information officers, graduates and undergraduates of tourism management, of which only one hundred and twenty-six (126) were retrieved, representing 84.00% return rate. The data obtained were presented and analysed using descriptive statistics following the path of frequency counts. Additionally, the study adopted the use of correlation coefficient (r) analysis to test hypothesis one (1), and multivariate analysis of the statistical package for social sciences (SPSS) was used to test hypothesis two (2) to predict the relationship between independent (guests' satisfaction and loyalty) and dependent variables (green marketing practices). Findings revealed that since the P-value (0.000) < 0.005, which indicated that there is a significant relationship between green marketing practices and guests' satisfaction and loyalty, and that green marketing practices significantly influence guests' satisfaction and loyalty among tourism and hotel establishments. The study concluded that green marketing practices among tourism and hotel establishments in the Ile-Ife community are aimed at enhancing business exchange actions and connections that satisfy the eco-friendly desire of any guests and that the green marketing

practices among tourism and hotel establishments in the Ile-Ife community have not been given the necessary recognition. The study recommended that all the tiers of government, in collaboration with relevant stakeholders in tourism and hotel businesses, must put the needed approach in place to harness the benefits of green marketing practices, which would enhance guests' satisfaction and loyalty among tourism and hotel establishments.

Keywords: green marketing practices, guests' satisfaction, loyalty, tourism and hotel establishments.

I. INTRODUCTION

There is no doubt that environmental problems around the world have become a major concern for everyone, ranging from the ill-use of the environment, such as environmental degradation, to global warming (Singh & Kumar, 2022). Tourism and hotel establishments are usually involved in businesses that offer services such as visits to tourist sites, accommodation services, food and drinks that are associated with the environment. These services are expected to be offered to align business organisational decisions to environmental suitability and sustainability through activities or practices such as green marketing. (Osugwu, 2023). Thus, marketing is the sum of efforts of planning, promotion and product or service delivery to the right person at the appropriate time made by business establishments to encourage their guests to purchase its products or services and about the environment, marketing has a relevant connection with the environment where it operates and the planet Earth as a whole (Sagar, et.al, 2025; Osugwu, 2023). Green marketing is an approach of reducing the negative effects of marketing operations of any business organisation on the environment (Martins, 2022). Also, green marketing is described as

marketing practices which are aimed at enhanced business exchange action and connection that satisfy the needs of any guests (Osuagwu, 2023). Thus, green marketing practices are the basis of contemporary business schemes that are determined by guests' desires for eco-friendly products and services in enhancing sustainability (Alnasser, 2025). Green marketing encompasses promoting recyclables, biodegradables and eco-friendly products that enable business establishments such as tourism and hotel organisations to be eco-responsible to their guests (Alnasser, 2025). Accordingly, Szabo & Webster (2021), conceptualised that green marketing practices involve a diverse scheme which includes developing eco-friendly products, eco-friendly packaging, eco-friendly labelling and green advertising directed at providing products and services that halt environmental concern (Ebhote & Izedonmi, 2021; Eko et.al, 2023). Hence, with no exception to tourism and hotel establishments, issues affecting the environment and guests through the paths of guests' satisfaction and loyalty have been a new dimension for many years, and in this regard, green marketing is the organisational efforts in providing products and services that are considered safe to use and safe to consume (Ibid).

Guests' satisfaction and loyalty in any business organisation can create or disrupt business existence and survival. When guests are not satisfied as a result of the provision of unacceptable foods, poor beverages, poor packaging, poor labelling etc; it is certain that the guests would not return to such tourism and hotel establishments and that unsatisfactory experiences will be shared with friends, colleagues and relatives and thus vice versa (Geetanjal, 2025).

In addition, guests' loyalty is an important feature in any business organisation, with no exception to tourism and hotel establishments. Guests' loyalty is the readiness of the guests to continually desire a particular business establishment over another even in the midst of a high level of competitiveness (Ibid). Guests' loyalty is motivated by many factors ranging from types and quality of products provided, quality of service, overall guests' satisfaction, perception of the guests about some products and personalised services at affordable pricing (Geeta & Anupam, 2025).

Despite the growing importance for satisfaction and loyalty among tourism and hospitality establishments, guests in various business establishment are preferring more environmental friendly products and services in form of products modification, environmental friendly packaging through numerous choices such as consumption of organic foods, use of paper bags, usage of reusable containers, utilisation of energy-saving equipment, use of energy efficient cars, adoption of chemical-free water for consumption, ecotourism activities etc (Singh & Kumar, 2022).

1.1 STATEMENT OF PROBLEM

Quite a lot of studies have examined green marketing practices, notably Singh & Kumar (2022), Sagar et. al. (2025) and Osuagwu (2025). However, these works primarily discussed green marketing practices and their role in recent years. Singh & Kumar (2022) examined how environmental issues have become a major concern globally, ranging from misuse of environmental resources. Sagar et. al. (2025) conceptualised how marketing practices are relevant to environmental management. Osuagwu (2025), analysed how business services offered by business organisations are expected to align with diverse environmental programmes.

Existing literature therefore addresses marketing in broad terms but neglects the role of green marketing practices in boosting tourism and hospitality establishments, especially through guests' satisfaction and loyalty tied to specific destinations. Prior studies have given limited attention to green marketing practices as an expression of business activity instead of as practices and without exploring how green marketing practices might enhance guests' satisfaction and loyalty among tourism and hospitality establishments. Furthermore, while many scholars have established relationships between green marketing and tourism and hospitality establishments, the specific link between green marketing and guests' satisfaction and loyalty remains unclear. Green marketing practices are often neglected as a driver of guests' satisfaction and loyalty among tourism and hospitality establishments. No prior research appears to have explored how green marketing practices enhance guests' satisfaction and loyalty among tourism and hospitality establishments in Southwest Nigeria. This study therefore explores the influence of

green marketing practices in enhancing guests' satisfaction and loyalty among tourism and hospitality establishments in Ile-Ife community, Southwest Nigeria.

Thus, Ile-Ife community stands out in Yorubaland, Nigeria, for its strong elements of the tourism industry. These elements of the tourism industry reflected the totality of its people and were often showcased through various tourist attractions. The various tourist attractions highlight the community's unique tourism and hospitality resources, including traditional attire, local cuisine, beverages, customs, inheritance systems through diverse tourism and hospitality establishments (Ikusemiju, 2026; Ikusemiju et.al, 2026; Ikusemiju et.al, 2025a; Ikusemiju et.al, 2025b; Ikusemju & Ajani, 2026). This research work has three specific objectives as follows:

1. To reveal the knowledge about some practices of green marketing that enhance guests' satisfaction and loyalty among tourism and hotel establishments.
2. To assess the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments.
3. To reveal possible approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments.

1.2 HYPOTHESES OF THE STUDY

H₀₁: There is no significant relationship between green marketing practices and guests' satisfaction and loyalty among tourism and hotel establishments.

H₀₂: Green marketing practices do not significantly influence guests' satisfaction and loyalty among tourism and hotel establishments.

II. METHODOLOGY

2.1. Study Area

Ile-Ife is an ancient urban centre of the Yoruba people located in southwestern Nigeria on coordinates 7° 29' N and 4° 43' E (Odunlade et.al, 2023). The city had an estimated population exceeding 500,000 according to the 2006 national census, representing the largest demographic concentration in the state. According to Yoruba tradition, Ile-Ife was established under the directive of the Supreme Deity, through the agency of

Obatala. Thus, Oduduwa instituted a ruling dynasty at Ile-Ife, from which the progeny became sovereigns of multiple polities throughout Yorubaland. Ile-Ife serves as a major ritual centre, where adherents observe periodic festivals dedicated to these divinities, traditionally headed by the traditional ruler known as the Ooni of Ile-Ife. The city is internationally renowned for its corpus of naturalistic bronze, stone, and terracotta sculpture, archaeologically dated to approximately 1200–1400 AD (Government of Osun State, 2026). Due to the study approach, the respondents who provided the information for the research were purposively chosen because they were keenly knowledgeable in green marketing practices.

2.2. Methods

The population of the study was a survey of tourism professionals that comprised tourism tutors, tourism operators, heritage interpreters, tour guides, tourism information officers, graduates and undergraduates of tourism management because they are knowledgeable about green marketing practices in the Ile-Ife community. The researchers adopted the administration of questionnaires to gather data. Hence, data gathered through the purposeful administration of 150 questionnaires to tourism tutors, tourism operators, heritage interpreters, tour guides, tourism information officers, graduates and undergraduates of tourism management, of which only one hundred and twenty-six (126) were retrieved, representing 84.00% return rate, were presented and analysed with the use of the simple percentage method. Meanwhile, the study adopted the use of correlation coefficient (r) analysis to test hypothesis one (1), and multivariate analysis of the statistical package for social sciences (SPSS) was used to test hypothesis two (2) to predict the relationship between independent (guests' satisfaction and loyalty) and dependent variables (green marketing practices), which assisted the study in a logical conclusion.

III. FINDINGS AND DISCUSSIONS

Knowledge about some practices of green marketing that enhance guests' satisfaction and loyalty among tourism and hotel establishments

Table 1 revealed that 45.00% of the respondents strongly agreed that they know the linen reuse

programme to save water and energy as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 40.00% of the respondents agreed, 8.00% of the respondents did not decide, while 3.00% of the respondents disagreed and 4.00% of the respondents strongly disagreed. Also, 33.00% of the respondents strongly agreed that they know refillable toiletries to cut plastic waste as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 42.00% of the respondents agreed, 10.00% of the respondents did not decide, two (2) of the respondents disagreed, and 8.00% of the respondents strongly disagreed. Likewise, 40.00% of the respondents strongly agreed that they know in-room recycle bins for waste sorting as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 39.00% agreed, 12.00% of the respondents did not decide, and 9.00% of the respondents disagreed. In addition, 45.00% of the respondents strongly agreed that they know refillable bottles to cut plastic waste as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 50.00% of the respondents agreed, and 15.00% of the respondents did not decide. Furthermore, 51.00% of the respondents strongly agreed that they know smart power energy to power only when rooms are occupied as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments; 28.00% of the respondents agreed, 11.00% of the respondents did not decide, while 10.00% of the respondents disagreed. Likewise, 44.00% of the respondents strongly agreed that they know digital check-in keys (paperless check-in) as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 40.00% of the respondents agreed, and 17.00% of the respondents disagreed. Also, 48.00% of the respondents strongly agreed that they know the use of bamboo to eliminate plastics as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments; 41.00% of the respondents agreed, 10.00% of the respondents did not decide, and 1.00% of the respondents disagreed. Similarly, 45.00% of the respondents strongly agreed that they know the provision of organic menu (farm-to-table menu) as a

practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 40.00% agreed, 8.00% of the respondents did not decide, 3.00% disagreed and 4.00% of the respondents strongly disagreed. In addition, 33.00% of the respondents strongly agreed that they have knowledge of tracking food waste as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 38.00% of the respondents agreed, 19.00% of the respondents did not decide and 10.00% of the respondents disagreed. Additionally, 48.00% of the respondents strongly agreed that they know about low-flow showers to save energy and water as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 39.00% of the respondents agreed, 4.00% of the respondents did not decide, while 7.00% of the respondents disagreed and 2.00% strongly disagreed. Also, 53.00% of the respondents strongly agreed that they know plastic clean-up tours as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 40.00% of the respondents agreed, and 7.00% of the respondents did not decide. Similarly, 51.00% of the respondents strongly agreed that they know partnering for coral planting as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 44.00% agreed, 5.00% of the respondents did not decide, and 1.00% of the respondents disagreed. In addition, 45.00% of the respondents strongly agreed that they know no single-use water bottle policy as a practice of green marketing that enhances guests' satisfaction and loyalty among tourism and hotel establishments, 40.00% of the respondents agreed, 10.00% of the respondents did not decide, and 7.00% of the respondents disagreed. The results showed that the majority of respondents strongly agreed, followed by agreed.

The aforementioned findings are in line with (Szabo & Webster, 2021; Ebhote & Izedonmi, 2021; Eko et.al, 2023), who state that green marketing practices involve a diverse scheme which includes developing eco-friendly products, eco-friendly packaging, eco-friendly labelling and green advertising directed at providing products and services that halt environmental concern.

Table 1: Knowledge about some practices of green marketing that enhance guests' satisfaction and loyalty among tourism and hotel establishments

S/N	Variables	SA	A	U	D	SD	Total
1.	Linen reuse programme to save water and energy.	57 (45.00%)	50 (40.00%)	10 (8.00%)	4 (3.00%)	5 (4.00%)	126 (100.00%)
2.	Refillable toiletries to cut plastic waste.	42 (33.00%)	53 (42.00%)	13 (10.00%)	2 (2.00%)	10 (8.00%)	126 (100.00%)
3.	In-room recycle bins for waste sorting.	51 (40.00%)	49 (39.00%)	15 (12.00%)	11 (9.00%)	-	126 (100.00%)
4.	Refillable bottles to cut plastic waste.	57 (45.00%)	50 (40.00%)	19 (15.00%)	-	-	126 (100.00%)
5.	Smart power energy to power only when rooms are occupied.	64 (51.00%)	35 (28.00%)	14 (11.00%)	13 (10.00%)	-	126 (100.00%)
6.	Digital check-in keys (Paperless check-in).	55 (44.00%)	50 (40.00%)	-	21 (17.00%)	-	126 (100.00%)
7.	Use of bamboo to eliminate plastics.	60 (48.00%)	52 (41.00%)	13 (10.00%)	1 (1.00%)	-	126 (100.00%)
8.	Provision of organic menu (Farm-to-table menu).	57 (45.00%)	50 (40.00%)	10 (8.00%)	4 (3.00%)	5 (4.00%)	126 (100.00%)
9.	Tracking of food waste.	42 (33.00%)	48 (38.00%)	24 (19.00%)	12 (10.00%)	-	126 (100.00%)
10.	Low-flow showers to save energy and water.	61 (48.00%)	49 (39.00%)	5 (4.00%)	9 (7.00%)	2 (2.00%)	126 (100.00%)
11.	Plastic clean-up tours	67 (53.00%)	50 (40.00%)	9 (7.00%)	-	-	126 (100.00%)
12.	Partnering for coral planting	64 (51.00%)	55 (44.00%)	6 (5.00%)	1 (1.00%)	-	126 (100.00%)
13.	No single-use water bottle policy	57 (45.00%)	50 (40.00%)	10 (8.00%)	9 (7.00%)	-	126 (100.00%)

SA - Strongly Agreed, A - Agreed, U – Undecided, D – Disagreed, SD – Strongly Disagreed

Source: Researchers' Fieldwork (2025).

The benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments.

Table 2 revealed that 45.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments is that it enhances business organisation to provide eco-friendly products and services that of demand by eco-friendly guests, 40.00% of the respondents agreed, 8.00% of the respondents did not decide, 5.00% disagreed while 9.00% of the respondents strongly disagreed. Similarly, 33.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments is that it

encourages business establishment to provide eco-friendly products and services that do not degrade the environment, 46.00% of the respondents agreed, 11.00% of the respondents did not decide, 3.00% of the respondents disagreed and 6.00% of the respondents strongly disagreed. Also, 48.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments is that it helps reduce the negative effects of business activities on the environment among tourism and hotel establishments, 39.00% of the respondents agreed, 4.00% of the respondents did not decide, 6.00%

disagreed while 2.00% of the respondents strongly disagreed. Similarly, 45.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments are that it helps the guests to contribute to measures of climate adaptation; 48.00% of the respondents agreed, 5.00% of the respondents did not decide and 2.00% of the respondents disagreed. Likewise, 59.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments are that it enhances better use of organisational resources such as water, energy etc, 36.00% of the respondents agreed, 4.00% of the respondents did not decide and 2.00% disagreed. Similarly, 44.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments are that it helps to reduce the cost of operations by saving organisational resources for future use; 48.00% of the respondents agreed, 2.00% of the respondents did not decide, and 6.00% of the respondents disagreed. Furthermore, 48.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments are that it boosts the emotional connection of the guests toward diverse eco-friendly programmes; 49.00% of the respondents agreed, 2.00% of the respondents did not decide and 1.00% disagreed. Similarly, 48.00% of the respondents strongly agreed that the benefits of green

marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments are that it satisfies eco-friendly conscious guests; 49.00% of the respondents agreed, and 3.00% of the respondents did not decide. Also, 32.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments is that it promotes loyalty programmes, 57.00% of the respondents agreed, 10.00% of the respondents did not decide and 1.00% disagreed. Likewise, 48.00% of the respondents strongly agreed that the benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments are that it saves time and energy in the long run; 42.00% of the respondents agreed, 18.00% of the respondents did not decide, and 1.00% of the respondents disagreed. The results showed that the majority of respondents agreed, followed by strongly agreed.

The findings above are in line with Martins (2022), who states that green marketing is an approach of reducing the negative effects of marketing operations of any business organisation on the environment. Also, the findings above are in line with Osuagwu (2023), who states that green marketing is described as marketing practices which are aimed at enhanced business exchange action and connection that satisfy the needs of any guests

Table 2: The benefits of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments.

S/N	Variables	SA	A	U	D	SD	Total
1.	It enables business organisations to provide eco-friendly products and services in response to the demand of eco-friendly guests.	57 (45.00%)	50 (40.00%)	10 (8.00%)	6 (5.00%)	3 (2.00%)	126 (100.00%)
2.	It encourages business establishments to provide eco-friendly products and services that do not degrade the environment.	42 (33.00%)	58 (46.00%)	14 (11.00%)	4 (3.00%)	8 (6.00%)	126 (100.00%)
3.	It helps reduce the negative effects of business activities on	61 (48.00%)	49 (39.00%)	5 (4.00%)	8 (6.00%)	3 (2.00%)	126 (100.00%)

	the environment among tourism and hotel establishments.						
4.	It helps the guests to contribute to measures of climate adaptation.	57 (45.00%)	60 (48.00%)	6 (5.00%)	3 (2.00%)	-	126 (100.00%)
5.	It enhances better use of organisational resources such as water, energy etc.	74 (59.00%)	45 (36.00%)	4 (3.00%)	3 (2.00%)	-	126 (100.00%)
6.	It helps to reduce the cost of operations by saving organisational resources for future use.	55 (44.00%)	60 (48.00%)	3 (2.00%)	8 (6.00%)	-	126 (100.00%)
7.	It boosts the emotional connection of the guests toward diverse eco-friendly programmes	60 (48.00%)	62 (49.00%)	3 (2.00%)	1 (1.00%)	-	126 (100.00%)
8	It satisfies eco-conscious guests.	60 (48.00%)	62 (49.00%)	4 (3.00%)	-	-	126 (100.00%)
9	It promotes a loyalty programme	40 (32.00%)	72 (57.00%)	13 (10.00%)	1 (1.00%)	-	126 (100.00%)
10	It saves time and energy in the long run.	60 (48.00%)	42 (33.00%)	23 (18.00%)	1 (1.00%)	-	126 (100.00%)

SA - Strongly Agreed, A - Agreed, U – Undecided, D – Disagreed, SD – Strongly Disagreed

Source: Researchers' Fieldwork (2025).

The approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments.

Table 3 revealed that 41.00% of the respondents strongly agreed that the approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments include training staff to implement eco-friendly practices, 46.00% of the respondents agreed, 5.00% of the respondents did not decide, while 8.00% of the respondents disagreed. Similarly, 56.00% of the respondents strongly agreed that the approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments include recognising staff and guests as Green-Ambassadors; 31.00% of the respondents agreed, 4.00% of the respondents did not decide and 10.00% of the respondents disagreed. Also, 40.00% of the respondents strongly agreed that the approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments include assuring all guests that green practices in the establishments save them cost; 38.00% of the respondents agreed, 5.00% of the respondents did not decide, while 17.00% of the respondents

disagreed. Similarly, 41.00% of the respondents strongly agreed that the approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments include communicating visible evidence to guests such as a certain percentage of energy are saved, 40.00% of the respondents agreed, 4.00% of the respondents did not decide, 9.00% of the respondents disagreed and 6.00% of the respondents strongly disagreed. Likewise, 48.00% of the respondents strongly agreed that the approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments include partnering with other relevant agencies or stakeholders in the green practices, 35.00% of the respondents agreed, 2.00% of the respondents did not decide, and 15.00% of the respondents disagreed. Also, 50.00% of the respondents strongly agreed that the approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments include the provision of promotional material; 30.00% of the respondents agreed, 12.00%

of the respondents did not decide, while 8.00% of the respondents disagreed. In addition, 37.00% of the respondents strongly agreed that the approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments include aggressive media coverage about green practices; 40.00% of the respondents agreed, 5.00% of the respondents did not decide, 15.00% of the respondents disagreed, and 3.00% of the respondents strongly disagreed. The results showed that the majority of respondents strongly agreed, followed by agreed.

The findings above are in line with Singh & Kumar (2022) that state that various business establishment

are preferring more environmentally friendly products and services in form of products modification, environmentally friendly packaging through numerous choices such as consumption of organic foods, use of paper bags, usage of reusable containers, utilisation of energy-saving equipment, use of energy efficient cars, adoption of chemical-free water for consumption, ecotourism activities etc. Similarly, the findings above are in line with Alnasser (2025), who states that green marketing encompasses promoting recyclables, biodegradables and eco-friendly products that enable business establishments such as tourism and hotel organisations to be eco-friendly and responsible to their guests.

Table 3: The approaches of green marketing practices in achieving guests' satisfaction and loyalty among tourism and hotel establishments.

S/N	Variables	SA	A	U	D	SD	Total
1.	Train staff to implement eco-friendly practices.	52 (41.00%)	58 (46.00%)	6 (5.00%)	10 (8.00%)	-	126 (100.00%)
2.	Recognise staff and guests as Green-Ambassadors.	70 (56.00%)	39 (31.00%)	5 (4.00%)	12 (10.00%)	-	126 (100.00%)
3.	Assuring all guests that green practices in the establishments save them costs.	50 (40.00%)	48 (38.00%)	6 (5.00%)	22 (17.00%)	-	126 (100.00%)
4.	Communicate visible evidence to guests, such as a certain percentage of energy is saved.	52 (41.00%)	50 (40.00%)	5 (4.00%)	11 (9.00%)	8 (6.00%)	126 (100.00%)
5.	Partnering with other relevant agencies or stakeholders in green practices.	60 (48.00%)	44 (35.00%)	3 (2.00%)	19 (15.00%)	-	126 (100.00%)
6.	Provision of Promotional material.	63 (50.00%)	38 (30.00%)	15 (12.00%)	10 (8.00%)	-	126 (100.00%)
7.	Aggressive media coverage about green practices.	46 (37.00%)	51 (40.00%)	6 (5.00%)	19 (15.00%)	4 (3.00%)	126 (100.00%)

SA - Strongly Agreed, A - Agreed, U – Undecided, D – Disagreed, SD – Strongly Disagreed

Source: Researchers' Fieldwork (2025).

IV. TEST OF HYPOTHESES

Hypothesis One

H₀: There is no significant relationship between green marketing practices and guests' satisfaction and loyalty among tourism and hotel establishments.

H₁: There is a significant relationship between green marketing practices and guests' satisfaction and loyalty among tourism and hotel establishments.

Table 4: Correlation coefficient (r) tables of the relationship between green marketing practices and guests' satisfaction and loyalty among tourism and hotel establishments.

Correlations			
	GM	GS	GL
Spearman's rhoGMP	Correlation Coefficient1.000	.843**	.665**
	Sig. (2-tailed)	.000	.000
	N	126	126
GS	Correlation Coefficient.843**	1.000	.738**
	Sig. (2-tailed)	.000	.000
	N	126	126
GL	Correlation Coefficient.665**	.738**	1.000
	Sig. (2-tailed)	.000	.000
	N	126	126

Source: Researchers' SPSS Output ver. 25 (2025).

The confidence interval (α) of the study = 0.05;
*Correlation is significant at 0.05; **Correlation is significant at 0.01

Key: GMP = Green marketing practices; GS = Guests' satisfaction; GL = Guests' loyalty.

Decision rule: If $P \leq 0.05$, H_0 is rejected (Significant), but if $P > 0.01$, H_0 is accepted (Not Significant). Similarly, if $P \leq 0.05$, H_0 is rejected (Significant), but if $P \geq 0.05$, H_0 is accepted (Not Significant).

Decision: Since $P(0.000) \leq 0.05$; hence, H_0 is rejected (Significant). There is a significant relationship between green marketing practices and guests' satisfaction and loyalty among tourism and hotel establishments.

The above result is in line with Alnasser (2025), that state that green marketing encompasses promoting recyclables, biodegradables and eco-friendly products that enable business establishments, such as tourism and hotel organisations, to be eco-friendly and responsible to their guests.

Therefore, the study established that the aforementioned result revealed the relationship between green marketing practices and guests' satisfaction and loyalty among tourism and hotel establishments in Ile-Ife.

Hypothesis Two

H_0 : Green marketing practices do not significantly influence guests' satisfaction and loyalty among tourism and hotel establishments.

H_1 : Green marketing practices do significantly influence guests' satisfaction and loyalty among tourism and hotel establishments.

Table 6: Model of Multivariate Analysis of green marketing practices significantly influence guests' satisfaction and loyalty among tourism and hotel establishments.

Multivariate Tests ^a						
Effect		Value	F	Hypothesis df	Error df	Partial Eta Squared
Intercept	Pillai's Trace	.966	1695.049 ^b	2.000	120.000	.966
	Wilks' Lambda	.034	1695.049 ^b	2.000	120.000	.966
	Hotelling's Trace	28.251	1695.049 ^b	2.000	120.000	.966
	Roy's Largest Root	28.251	1695.049 ^b	2.000	120.000	.966
GMP	Pillai's Trace	.893	24.417	8.000	242.000	.447

Wilks'	.137	51.014 ^b	8.000	240.0	.00	.630
Lambda				00	0	
Hotelling's	6.071	90.301	8.000	238.0	.00	.752
Trace				00	0	
Roy's	6.03	182.52	4.000	121.0	.00	.858
Largest Root	4	6 ^c		00	0	

a. Design: Intercept + Green Marketing
b. Exact statistic
c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Source: Researchers' SPSS Output ver. 25 (2025).
Key: GMP = Green Marketing Practices.

From Table 6 above, all four (4) tests of green marketing practices on combined dependent variables, $F(2, 120) = 24.417; 51.014; 90.301$ and 182.526 with p -value = 0.000, which is less than 0.05. Similarly, the Partial Eta Squared = 0.447; 0.630; 0.752 and 0.858, which showed a large effect following Cohen's rule: 0.01 = small, 0.06 = medium and 0.14 = large. The 44.70%, 63.00%; 75.20% and 85.80% of the variance in the combined dependent variables is explained by the independent variable (green marketing practices). Hence, the independent variable significantly predicts the dependent variables as a set.

Table 7: Tests of Between-Subjects Effects of the Model

Tests of Between-Subjects Effects						
Source	Dependent Variables	Type III Sum of Squares	df	Mean Square	F	Partial Eta Squared
Corrected Total	GS	187.509 ^a	4	46.877	178.905	.000
Model	GL	112.559 ^b	4	28.140	39.423	.000
Intercept	GS	827.890	1	827.890	3159.599	.000
	GL	810.956	1	810.956	1136.116	.000
GMP	GS	187.509	4	46.877	178.905	.000

	GL	112.559	4	28.140	39.423	.000	.566
Error	GS	31.7051	12	.262			
	GL	86.3691	12	.714			
Total	GS	2117.000	126				
	GL	1871.000	126				
Corrected Total	GS	219.214	125				
	GL	198.929	125				

a. R Squared = .855 (Adjusted R Squared = .851)

b. R Squared = .566 (Adjusted R Squared = .551)

Source: Researchers' SPSS Output ver. 25 (2025).

Keys: GMP = Green marketing practices; GS = Guests' satisfaction; GL = Guests' loyalty.

From Table 7 above, the guests' satisfaction, $F(4, 121) = 178.905$, P -value = 0.000 and for loyalty, $F(4, 121) = 39.423$, P -value = 0.000 and since both P -values are less than 0.05, the effect of green marketing practices is statistically significant for both outcomes. The Partial Eta Squared (0.855) for guests' satisfaction = 85.50% of the variance in guests' satisfaction is explained by green marketing practices. It is a large effect per Cohen's rules. Similarly, the Partial Eta Squared (0.566) for loyalty = 56.60% of the variance in loyalty is explained by green marketing practices. It is a medium-to-large effect. The R-squared in the model explained 85.50% of the variance in guests' satisfaction and 56.60% in loyalty. Hence, the independent variable significantly predicts the dependent variables as a set.

Table 8: Parameter Estimates of the Model

Parameter Estimates								
Dependent Variable	Parameter	B	Std. Error	T	Sig.	95% Confidence Interval		Partial Eta Squared
						Lower Bound	Upper Bound	
GS	Intercept	4.821	.068	70.485	.000	4.686	4.957	.976
	GMP	-3.488	.184	-18.975	.000	-3.852	-3.124	.748
GL	Intercept	4.286	.113	37.960	.000	4.062	4.509	.923
	GMP	-2.508	.303	-8.266	.000	-3.109	-1.907	.361

Source: Researchers' SPSS Output ver. 25 (2025).

Keys: GMP = Green marketing practices; GS = Guests' satisfaction; GL = Guests' loyalty.

From Table 8 above, the assessment of green marketing practices in enhancing guests' satisfaction scores ($B = -3.488$, $P\text{-value} = 0.000$, $95\% \text{ CI} = -3.852, -3.124$) and for loyalty scores ($B = -2.508$, $P\text{-value} = 0.000$, $95\% \text{ CI} = -3.109, -1.907$). This model indicates that the respondents who embraced green marketing practices reported higher levels of both outcomes compared to those who did not embrace green marketing practices. Hence, the independent variable significantly predicts the dependent variables as a set. The F-test overall showed that the relationship between assessment of green marketing practices and guests' satisfaction and loyalty among tourism and hospitality establishments was statistically significant. This implies that the F-test determined the proposed relationship between the response variables; that is, guests' satisfaction and loyalty among tourism and hospitality establishments, and the set of predictions (assessment of green marketing practices) was statistically significant, and so predicted that guests' satisfaction and loyalty among tourism and hospitality establishments were significant.

However, above results of green marketing practices significantly influence guests' satisfaction and loyalty

among tourism and hotel establishments; and that the relationship between guests' satisfaction and loyalty among tourism and hotel establishments and green marketing practices was statistically significant because the tourism and hotel establishments would continue to embrace green marketing practices in their business operations and provide their guests with needed environmental friendly products and services in form of products modification, environmental friendly packaging through numerous choices such as consumption of organic foods, use of paper bags, usage of reusable containers, utilisation of energy-saving equipment, use of energy efficient cars, adoption of chemical-free water for consumption, ecotourism activities etc (Singh & Kumar, 2022).

V. CONCLUSION AND RECOMMENDATIONS

The research work concluded that green marketing practices among tourism and hotel establishments in the Ile-Ife community are aimed at enhancing business exchange action and connections that satisfy the eco-friendly desire of any guests. Green marketing practices are the basis of contemporary business schemes that are determined by guests' desires for eco-friendly products and services in enhancing sustainability. The green marketing practices among tourism and hotel establishments in the Ile-Ife community have not been given the necessary recognition. Thus, research recommended that all the tiers of government, in collaboration with relevant stakeholders in tourism and hotel businesses, must put the needed approach in place to harness the benefits of green marketing practices, which would enhance guests' satisfaction and loyalty among tourism and hotel establishments.

Within the viewpoint of green marketing practices of the study, its benefits in enhance guests' satisfaction and loyalty among tourism and hotel establishments include enhancing business organisation to provide eco-friendly products and services that of demand by eco-friendly guests, encouraging business establishment to provide eco-friendly products and services that do not degrade the environment, helps in reducing the negative effects of business activities on the environment among tourism and hotel establishments, helping the guests to contribute to

measures of climate adaptation, enhancing better use of organisational resources such as water, energy, helps reducing cost of operations by saving organisational resources for future use, boosting emotional connection of the guests toward diverse eco-friendly programme, satisfying eco-friendly conscious guests, promoting loyalty programme, saving time and energy in the long-run. This study extended research work on the concepts that were not or only partially explored in previous research (Singh & Kumar, 2022; Sagar et. al., 2025; Osuagwu, 2025).

REFERENCES

- [1] Alnasser (2025), The Role of Green Marketing Practices towards Product Success as Mediated by Green Corporate Image and Green Innovation. *Journal of Innovative Marketing*, Vol. 21, Issue 2, pp 57-67.
- [2] O. Ebhote & F. O. Izedonmi (2021), Green Marketing Practices in Nigeria: Challenges and Prospects. *Journal of Business Administration*, Vol. 15, No. 1, pp 112-123.
- [3] H. A. Eko, E. J. Edim, B. I. Inyang, N. B. Neba & G. N. Abe (2023), Green Marketing Practices and Marketing Performance of Financial Technology Companies in Nigeria. *African Journal of Management and Business Research*, Vol. 13, No. 1, pp 260-277.
- [4] Geeta & P. Anupam (2025), Determinants of Guest Loyalty and Repeat Business in Resorts. *International Journal of Creative Research Thought*, Vol. 13, No. 2, pp 1-12.
- [5] K. Geetanjali (2025), A Study of Key Factors influencing Guests Loyalty in Hotels and the Strategies Employed to enhance it. *International Research Journal of Modernisation in Engineering Technology and Science*, Vol. 7, Issue 8, pp 1-6.
- [6] Government of Osun State (2026), *Ile-Ife, Osun*. Available Online: <https://www.osunstate.gov.ng/ile-ife/>. Accessed 7th July, 2026.
- [7] T. M. Ikusemiju & A. A. Ajani (2026), The Capability of Cultural Heritage Resources in The Enhancement of Urban Tourism in Osogbo, Nigeria. *International Journal of Humanities, Social Sciences and Management*, Vol. 6, Issue 4, pp 408-418.
- [8] T. M. Ikusemiju (2026), Assessment of the Influence of Communities' Identities on Cultural Tourism in Southwest, Nigeria (A Survey of selected Communities in Southwest, Nigeria). *PhD Thesis, Department of Hospitality and Tourism Management*, Redeemer's University Ede, Nigeria.
- [9] T. M. Ikusemiju, B. O. Adeleke & K. Ogunsusi (2025a), The Influence of Elements of Urban Tourism on the Development of Cultural Tourism in Osogbo. *Iconic Research and Engineering Journal*, Vol. 9, Issue 5, pp 112-126.
- [10] T. M. Ikusemiju, B. O. Adeleke & K. Ogunsusi (2025b), The Influence of Creative Activities as Catalyst for the Enhancement of Cultural Tourism in Oyo. *RUN Journal of Management*, Vol. 2, Issue 3, pp 184-196.
- [11] T. M. Ikusemiju, B.O Adeleke & K. Ogunsusi (2026), Community Identities and Socioeconomic Dynamics of Cultural Tourism in Ijebu-Ode, Nigeria. *Corpus Intellectual Journal*, Vol. 5, MS-001, PP 1-18.
- [12] A. Martins (2022), Green Marketing and Perceived SME Profitability: The Mediating Effects of Green Purchase Behaviour. *International Journal of Management of Environmental Quality*, Vol. 33, No. 2, pp 281-299.
- [13] O. R. Odunlade, O. Adetunji & B. Ojo (2023), Perimeter Fencing in Urban Landscapes: A Perceptual Exploration in a Traditional Yoruba Settler Community, *Urban Planning and Transport Research*, Vol. 11, No. 1, pp. 1-14
- [14] L. Osuagwu (2023), Green Marketing: Conceptualization, Managerial Practices, Challenges and Research Agenda. *Journal of Sustainable Development Studies*. Vol. 16, No. 2, pp 1-38.
- [15] S. Sagar, R. Jadhav, A. Mehta & S. Patil (2025), *Basis of Marketing Management*, Pasha, Kripa-Drishti Publications.
- [16] P. Singh & A. Kumar (2022), Green Marketing – Its Impacts on Global Market. *International*

Journal of Novel Research and Development,
Vol. 7, Issue 5, pp 1-4.

- [17] S. Szabo & J. Webster (2021), Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions. *Journal of Business Ethics*, Vol. 171, No. 4, pp 719-739.