



A STUDY ON GREEN MARKETING PRACTICES FOLLOWED BY THE HOTELS OF DELHI NCR

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ABSTRACT

Purpose- This study aims to deal with the green marketing practices followed by the hotels of Delhi NCR. The study aims to understand the level of awareness among hotels in Delhi NCR about green marketing practices and assess their adoption of such practices. This could include evaluating the extent to which hotels have implemented environmentally friendly initiatives such as energy conservation, waste reduction, water conservation, sustainable procurement, and other green practices.

Design/Methodology/Approach- In this study the secondary data will be collected through Research Papers, Journals and Hotel Websites.

Findings- It was found that that the implementation of green marketing practices in the hospitality industry, particularly in hotels, is crucial to promote sustainable tourism and to address environmental concerns. Hotels in Delhi NCR can play a significant role in promoting green practices and sustainability by adopting environmentally friendly initiatives such as reducing energy consumption, minimizing waste, using eco-friendly products, and promoting sustainable transportation.

Keywords- Green Marketing, Water Conservation, Energy efficient Lighting

Paper Type- Dissertation

CHAPTER 1:

INTRODUCTION

This study aims to analyse the efforts made by hotels in Delhi NCR region to promote sustainable and environmentally-friendly practices in their operations. The study will begin by defining the concept of green marketing and explain its significance in the hospitality industry.

The objective of this research is to investigate and evaluate the eco-friendly marketing strategies that hotels in the Delhi National Capital Region (NCR) employ. Green marketing is a strategy that focuses on bringing customers environmentally friendly goods or services. This includes efforts to cut down on energy and water use, reduce waste, and promote environmentally friendly practices in hotels. The purpose of this research is to investigate the extent to which hotels in the Delhi-NCR region have implemented eco-friendly marketing strategies, the factors that led to their adoption, and the effects of these strategies on hotels' financial performance as well as customer satisfaction. This study's findings will shed light on the state of green marketing practices in the hotel industry at the moment and assist in identifying areas for innovation and improvement.

Green showcasing rehearses in the inn business definitely stand out enough to be noticed as of late because of the rising worry over the natural effect of the travel industry. Because they use a lot of energy and water, produce a lot of waste, and contribute to the emission of greenhouse gases, hotels are major contributors to environmental degradation. As a result, green marketing strategies that encourage sustainability and lessen their impact on the environment are becoming increasingly important for hotels.

Hotels in Delhi NCR, one of India's busiest tourist destinations, will be the focus of the study. In order to determine the extent to which hotels in the region have adopted environmentally friendly marketing strategies, the research will involve gathering data from secondary sources. The study will look into how hotels promote sustainability through initiatives to cut down on energy and water use, reduce waste production, and encourage sustainable tourism practices.

The examination will likewise investigate the variables that impact inns' reception of green advertising rehearses, like administrative structures, serious tensions, and client interest. The financial performance of hotels, including cost savings and revenue generation, will be examined in this study. Customers' perceptions of hotel sustainability initiatives and their willingness to pay a premium for eco-friendly hotels are among the factors that the study will investigate in relation to customer satisfaction.

The discoveries of this study will give bits of knowledge into the present status of green advertising rehearses in the lodging business and assist with recognizing regions for development and advancement. The research will add to the body of knowledge on green marketing in the hospitality sector and offer practical advice to hotels looking to implement sustainable practices.

Green marketing strategies used by hotels to promote sustainability and lessen their impact on the environment are known as "green marketing practices." These initiatives fall broadly into three categories: conservation of energy and water, reducing waste, and sustainable tourism practices.

Reducing energy use and protecting water resources are two goals of energy and water conservation initiatives. Hotels can accomplish this by implementing water-saving technologies, using renewable energy sources, installing energy-efficient lighting and appliances, and other measures. Not only do these initiatives contribute to lowering the hotel's carbon footprint, but they also save the hotel money.

Hotels should promote recycling and composting as well as reduce the amount of waste they produce as part of their waste reduction efforts. Inns can accomplish this by carrying out squander decrease programs, furnishing visitors with data on squander decrease practices, and utilizing eco-accommodating items and bundling. Promoting responsible and sustainable tourism is part of sustainable tourism practices. This can be accomplished by hotels by supporting local communities, promoting local cultures and traditions, and implementing eco-tourism initiatives. In addition to assisting in the reduction of tourism's impact on the environment, sustainable tourism practices also encourage the social and economic growth of the local community.

Regulatory frameworks, competition, and customer demand all have an impact on hotels' adoption of green marketing practices. Hotels may be motivated to adopt environmentally friendly marketing strategies by regulatory frameworks like environmental laws and regulations. Green marketing practices can also be driven by competitive pressures, such as the need to stand out from competitors and attract customers who care about the environment. Another important factor driving green marketing strategies in the hotel industry is customer demand for eco-friendly goods and services.

Green marketing strategies can have a direct or indirect effect on hotels' financial performance. Direct effects incorporate expense reserve funds from decreased energy and water utilization and waste decrease. Improved customer satisfaction and increased revenue from eco-friendly service promotion are examples of indirect effects that can result in more repeat business and positive word-of-mouth marketing.

Green marketing in the hotel sector relies heavily on customer satisfaction. Clients who are naturally cognizant are progressively searching out eco-accommodating inns and will pay a premium for practical facilities. By providing their guests with a one-of-a-kind and environmentally responsible experience, hotels that employ green marketing strategies can increase customer satisfaction.

In a nutshell, the purpose of the study is to investigate the eco-friendly marketing strategies used by hotels in Delhi-NCR. These strategies include efforts to reduce waste, conserve energy and water, and promote eco-friendly tourism. The study will investigate the factors that influence hotels' financial performance and customer satisfaction as well as the impact of green marketing practices. This study's findings will contribute to the literature on green marketing in the hospitality industry and offer hotels practical advice on how to implement sustainable practices.

1.1 GREEN MARKETING

The practice of promoting goods or services that are sustainable or friendly to the environment is known as green marketing. To appeal to customers who are concerned about the environment, it involves incorporating environmental considerations into the marketing mix, such as product design, packaging, advertising, and pricing.

Green marketing can take many forms, including the use of eco-friendly materials, energy-efficient production processes, and sustainable sourcing of raw materials. It may also involve highlighting the environmental benefits of a product, such as its recyclability or biodegradability, or emphasizing the company's commitment to sustainability through its business practices and policies.

The goal of green marketing is to appeal to environmentally conscious consumers and to differentiate a company's products from its competitors by promoting their environmental attributes. This can help to increase sales and build brand loyalty among consumers who value sustainability.

However, green marketing has also been criticized for being a form of "greenwashing," in which companies make misleading or exaggerated claims about the environmental benefits of their products in order to capitalize on the growing demand for eco-friendly products. To avoid this, companies must ensure that their environmental claims are accurate, verifiable, and backed up by credible data.

1.2 GREEN MARKETING IN HOSPITALITY

Green marketing, also known as sustainable marketing, refers to the promotion and sale of environmentally friendly products or services. In the context of the hospitality industry, green marketing refers to promoting hotels, restaurants, and other hospitality businesses that prioritize sustainable practices.

Here are some examples of green marketing strategies that hospitality businesses use:

- **Energy Efficiency**: Hotels can promote their use of energy-efficient lighting, HVAC systems, and appliances to reduce their carbon footprint.
- **Waste Reduction**: Restaurants can market their use of compostable or recyclable materials, as well as their efforts to reduce food waste through menu planning and donation programs.
- **Sustainable Food**: Hotels and restaurants can promote their use of locally sourced, organic, and seasonal ingredients to reduce the carbon footprint of their food supply chains.
- **Green Certification**: Hospitality businesses can obtain certifications from organizations like LEED or Green Key to demonstrate their commitment to sustainability and attract environmentally conscious travellers.

➤ **Water Conservation**: Hotels can promote their use of low-flow showerheads and toilets, as well as their efforts to conserve water through laundry and irrigation practices.

Green marketing can be a powerful tool for hospitality businesses, as it appeals to the growing number of consumers who are concerned about the environmental impact of their travel and dining choices. However, it's important for businesses to back up their green marketing claims with concrete actions and measurable results, as consumers are increasingly savvy about greenwashing and will demand transparency and accountability from businesses that claim to be sustainable.

1.3 SIGNIFICANCE OF GREEN MARKETING IN HOTELS

Green marketing in hotels is significant for several reasons:

- Firstly, it allows hotels to demonstrate their commitment to sustainable practices and environmental responsibility, which is increasingly important to consumers who are becoming more environmentally conscious and looking for eco-friendly options when they travel.
- Secondly, green marketing can help hotels reduce their operational costs by promoting energy-efficient practices, reducing water consumption, and minimizing waste. This can lead to increased profitability and help hotels remain competitive in the industry.
- Thirdly, green marketing can also help hotels differentiate themselves from their competitors and build a unique brand identity. By promoting their sustainability practices and eco-friendly initiatives, hotels can attract customers who are willing to pay a premium for environmentally responsible accommodations.

Moreover, green marketing can also help hotels comply with environmental regulations and meet the expectations of stakeholders, including government agencies, investors, and the local community. Overall, green marketing in hotels is not only beneficial for the environment but also has significant financial and reputational benefits for the hotels.

In the past ten years, consumers have become more ecologically aware.

In the late 1980s and early 1990s, it continues. Consumers are willing to pay a lot for green products, and green marketing is growing quickly. So far, little research has been done on how this new market will affect consumers and the environment. All aspects of our economy are impacted by green marketing, which not only results in environmental safety but also opens up new markets and job opportunities. Green stewards have a better chance of gaining a large number of happy and devoted customers. Inn organization administrators progressively need to consider natural issues. On the other hand, a significant number of unique vacation activities are explicitly dependent on a location's natural resources. A few estimate results attempt to achieve elevated degrees of natural manageability at the objective. Competition among rivals is inevitable in the current era of globalization, regardless of whether they are domestic, international, or global and rely on products or services. In order for a hotel to succeed in the market and outperform its rivals, it must focus on implementing an environmental product

and place strategy. Green marketing practices have prompted numerous governments to attempt regulation because of their growing concern. The promotion of goods that are believed to be environmentally friendly or safe can be summed up as "green marketing" in a way that is both clear and straightforward. It encompasses a wide range of activities, including advertising modification, product modification, packaging modification, and process modifications.

1.4 RESEARCH OBJECTIVES

So, this study is based on the Title- "A Study on Green Marketing practices followed by the hotels of Delhi NCR. The Project Objectives are:

- To understand the concept of Green Marketing in the context of hospitality.
- To identify its importance and reason for implementing green marketing in hospitality.

1.5 RESEARCH GAP

- Limited Research on Green Marketing practices in hotels specifically in Delhi NCR.
- Lack of Comprehensive assessment of green marketing practices.
- Limited research on effectiveness if green marketing practices.



CHAPTER:2 **LITERATURE REVIEW**

Consumers have changed their perspectives on environmental issues during the past ten years. Green marketing is the practise of offering goods or services with an eye toward the environment. the coming into late 1980s and the beginning of the 1990s continued. Consumers are willing to spend significantly more for green products, and

green marketing is growing swiftly. The effects of this new market on consumers and the environment have not yet received much consideration. All facets of our economy are impacted by green marketing, which not only promotes environmental security but also opens up new markets and job prospects. Businesses that practise environmental stewardship have a potential of attracting a lot of happy and devoted customers. Managers of hotel businesses must increasingly consider environmental concerns. For this study, three hotels in the Wennappuwa area were chosen, namely Hotel Heaven Inn, Club Dolphin Hotel Waikkal, and Ranweli Hotel Waikkal. 100 clients were chosen as a sample for the current research. Twenty guests were chosen from Hotel Heaven Inn, 35 guests were chosen from Hotel Ranweli, and 45 guests were chosen from Dolphin Hotel. In this study, convenience sampling was employed. For the purpose of gathering information, a standardised questionnaire was distributed to hotel business clients. The study's dependent variable was customer satisfaction, while the independent variables were environmental product and place strategies. The SPSS 16 software was used to analyze the data in this study. The consequences of this study show that natural item and spot systems and client bliss in the lodging business in Wennappuwa have a decent connection. (Perera & Pushpnatham, 2015)

The current paper gives a general review of the idea of green marketing and analyses how it might be used in the Indian context. Sadly, the majority of people believe that green marketing merely entails advertising or marketing products with environmental attributes. Buyers most often recognize green advertising with phrases like "phosphate free," "recyclable," "refillable," "ozone well disposed," and "harmless to the ecosystem." The main goal of this paper is to find out what obstacles businesses face when putting green marketing into practice, as well as how much people like and value the products they sell. The research technique will mostly use secondary data, which includes published works, articles from journals and periodicals, conference papers, working papers, magazines, news publications, and websites from the federal and state governments. (Rastogi, 2020)

This study looks at existing research on green practises utilised by Indian hotels and restaurants and investigates a few cases based on secondary data. This paper's major goal is to shed light on the emerging field of green marketing and the efforts businesses are doing to improve the future of sustainability. Conclusion and advice are given on what consumers should do to discover green activities that will ultimately help them make better decisions about buying green products and what marketers should avoid in order to maintain their green image. (Vashisth, 2021)

The hotel sector has started to "green up" operations in recent years. Reusing towels and linens has evolved past simply leaving out small cards. Though the industry as a whole has undoubtedly turned greener in recent years, certain hotels and hotel brands take sustainability more seriously than others. Maintaining hotels to the same standards consistently is a problem in and of itself. It is even harder to keep green hotels operating within the established limits. The Governments at the Central and State Levels, Professional Bodies, and Other Vital Stakeholders in the Concept Should Take Effective Measures and Even Make Special Legislation to See That Everyone Should Implement These Hard Rules and Regulations and See That They Are Going By The Green Concepts and Spreading The Initiative After Evaluating and Analyzing The Importance of Go Green Concept and Implementation of Green in Tourism and Hospitality Sectors in India Finally, we can see a day when visitors to

India would discover pleasant tourism destinations with abundant flora and fauna, verdant meadows, wild animals, mountains, etc. that are sustained as a result of the Go Green Way.(Rani,2014)

This study focuses on green marketing practices in the Indian hospitality industry. Marketers have started to demand green products as they have grown more environmentally sensitive. Pressure on businesses from numerous quarters has led to the emergence of the green and sustainable movement. The main goal of the study is to find out the green marketing practices in the hospitality industry in Delhi. This method employs the survey method in which the sample size is 200. The Primary data is collected through a questionnaire and analyzed through the SPSS. The various components have been compared between the hotels of Delhi and Varanasi. This study indicates that there is difference between the awareness among the marketers of Delhi and Varanasi hotels. And these differences further differ on different parameters. Based on statistical data, it is easy to deduce that marketers' overall awareness is above average, but it needs to rise significantly for the hospitality industry to adopt more green practices and preferences. Marketers in the hospitality industry now have a chance to capitalize on the growing interest in environmentally friendly and sustainable consumption. It would be helpful in achieving 3P (People, Planet, and Profit) wellbeing for the hospitality players to position and promote themselves in a different way among consumers who care about the environment. Gupta & Pradhan,2020)

The expansion of green marketing in the hospitality sector is the subject of this paper. The study demonstrates that, despite the idea's rapid spread in developed nations, it is increasingly popular in Malaysia. There haven't been enough promotions and advertisements to raise awareness, despite the fact that some hotels in the country have already begun to address environmental issues. Because it takes ecological and social factors into account, this study also comes to the conclusion that the concept of "green marketing" should not only be accepted as a marketing strategy but also be given much more thought. The goal of this qualitative study is to find out how well the respondents understand the idea of green marketing. Maximum Variation Sampling (MVS), a purposive sampling method, was used to select respondents from a wide range of perspectives for this study. As per the review's examination goals, the discoveries and conversations are separated into three segments: (1) The degree to which both domestic and foreign tourists are aware of green marketing; 2) The degree to which both domestic and foreign tourists are aware of green marketing; and 3) The degree to which both domestic and foreign tourists are aware of green marketing. The conversations show that the green promoting idea is bit by bit building up momentum in Malaysia. Despite the fact that the respondents were unable to provide a comprehensive explanation, they were still able to relate to the idea of green marketing as a whole, indicating that the general public is aware of the country's environmental practices. The findings indicate that as the market for environmentally friendly goods and services has grown, green marketing has also gained traction over time. The eco-friendly practices that are incorporated into the service delivery process in hotel settings are well-known to customers, both domestic and international tourists. Nevertheless, it is necessary to ascertain whether this awareness could lead to genuine green purchasing intentions and actions. At this point, the study assumes that a variety of factors influence purchasing intention and behavior. (Punitha & Rahman,2016)

The hospitality and tourism sector is a significant one, accounting for 10% of the national GDP. when they significantly alter the nature in terms of economic, social, and ecological consequences. Due of the pandemic,

tourism businesses have been shut down, and travel inside the country and around the world has been severely restricted. Although trash creation from tourism and hospitality is undoubtedly increased, the environment can still be preserved with careful management. Because we have not respected the environment, humanity is currently afflicted with a sickness. As a result, the Indian government has recently implemented stringent policies and established requirements for hotels in popular tourist areas to adhere to all environmentally friendly practices, such as proper wet and dry waste disposal, recycling of water, the installation of sewage treatment plants on-site, horticulture, and minimal use of plastic, among others. In the past, people would typically think that five-star hotels were places to spend a vacation, use the pool, and eat food from around the world. However, in recent years, consumers have begun to request recycled paper, recycled linen, recycled amenities in rooms, etc. Due to this shifting trend, hotels must change their strategies and begin implementing green initiatives that result in green and eco-friendly hotels. This would then benefit people, the environment, and future generations by ensuring a better future. Therefore, this essay examines the staff understanding of environmental issues as well as the eco-friendly procedures of a few Delhi hotels. The study's primary goals are to learn about eco-friendly hotel practices in New Delhi, staff awareness of carbon footprints, and the significance of eco-friendliness in the hospitality industry. This study's methodology consisted of employees filling out questionnaires to determine whether or not they were aware of environmental-friendly practices and awareness within their workplaces. Through this research, we were able to identify the various environmentally friendly practices that the staff of the hotels had adopted. They were aware of the rise in carbon footprints. We also found out how the hotels planned to help make the world a better and more sustainable place for people to live in in the future. (Siddiqui,2021)

One approach that businesses are taking to address the pressing need to strike a balance between economic expansion and the preservation of natural resources is green marketing. In this context, the hospitality industry is under more and more pressure to pay attention to environmental issues. Inn associations are progressively deciding to utilize harmless to the ecosystem labor and products and to lay out plans to control their use of energy, water, and waste. The hospitality industry greatly benefits from the adoption of green marketing due to both internal and external factors. The article focuses on looking at important internal factors, such as how hotel managers and employees act in favor of the environment and the green initiatives that are already in place in day-to-day hotel operations. The application of green marketing techniques is further investigated using the organizational change theory, which reveals a third determining factor: how prepared the change process is. This article advances the integrated model of internal factors that influence the adoption of green marketing in the hospitality sector. The suggested research model was tested and validated on the basis of the quantitative research that was carried out on 330 managers and employees working in the Romanian hospitality industry. According to the findings, the three predictors—pro-environmental behavior, current green practices, and change readiness—have a significant impact on the success of green marketing. Green marketing strategies necessitate a shift in the organization that is driven forward by both internal and external forces. The framework for implementing green marketing in the hospitality industry is broken down into three parts in this study: 1) individuals, 2) the company as a whole, and 3) organizational change. First, the human dimension's determining factor is the employees' and managers' pro-environmental behavior, which had a positive impact on hotels' adoption of green marketing. (Vlad & Vasile,2016)

The hospitality industry has received praise for its greening initiatives and has long been at the forefront of environmental responsibility. It's been a good thing about this business and helps attract tourists from other countries. The industry's green initiatives include, but are not limited to, the creation and delivery of environmentally friendly services, the planning and design of environmentally friendly products, the distribution and pricing of environmentally friendly goods and services, the construction of environmentally friendly infrastructure, and the reduction of carbon emissions. As part of an empirical evaluation of green marketing strategies that the hotel industry has used over time, this paper looks at how green activities are explained to customers. The research examines cutting-edge methods for visually conveying an emotional message in hotel settings. The study's objective is to comprehend the hotel industry's most important green marketing strategies and their effects on marketing as a whole. A descriptive study that only looked at empirical data was done to figure out the most common strategies. The most common practices are listed so that you can understand their significance to the entire marketing function. To look at the impacts of green showcasing on purchaser conduct, a quantitative report utilizing a purposive example is done. Before making inferences, the survey data were organized, coded, categorized, tabulated, and graphically presented for interpretation. Green marketing strategies in the hospitality and tourism industries have been examined and found to be effective in influencing the purchasing decisions of visitors from a wide range of demographic profiles. There are a few strategies that work. In addition, green practices have a significant impact on purchasing decisions. Internet use, sharing of green practices, and green certifications are thought to be more effective at boosting green marketing by younger travelers who frequently travel for business, sports, and adventure. When it comes to distinguishing on the basis of green practices and certifications, the other methods work just as well. The Indian hospitality and tourism industry as a whole and additional hotel owners will be motivated to implement green marketing strategies as a result of this. (Mishra & Sahu,2021)

The objective of this research is to explore consumer perceptions and the variables that affect such attitudes about the environmental initiatives of Green Hotels in Bangkok. Through a questionnaire, 385 Thai customers from 19 green hotels in Bangkok provided the research's data. Data were analysed using percentage, mean, standard deviation, t-test, and one-way ANOVA. The results indicated that respondents had a very positive opinion of Green Hotels' environmentally friendly practises. The main concerns were challenges with cleanliness, waste water management, and environmentally appropriate waste management. Sex, age, education level, occupation, average monthly income, and lodging rate per night were statistically significant factors influencing respondents' attitudes. 5. Hotel business owners can use the research findings to create a marketing plan to draw in more environmentally conscious customers.(Kunchornsirimongkon & Ditta-Apichai,2019)

This paper examines how hotels can use green marketing (CSR) to practice corporate social responsibility (CSR). It is based on a comprehensive literature review. The issues with green marketing, the state of CSR in the hotel industry, and the Malaysian government's environmental protection efforts are the primary topics of investigation in this paper. The discussion demonstrates that hotels continue to face pressure to strike a balance between various CSR initiatives. Because it recognizes the significance of sustainability, the Malaysian government has been encouraging green practices and innovation in the hospitality industry through tax breaks and incentives. As

hoteliers strive to achieve financial performance through the use of green marketing, it has become increasingly challenging for them to earn the public's trust and meet their expectations. Further investigation reveals that hoteliers must avoid "greenwashing" tactics to win over eco-conscious customers. The document goes on to say that hotels are using green marketing as a way to do their corporate social responsibility (CSR) and that it gives them a competitive advantage because it ensures a healthy balance between development and environmental sustainability. (Punitha & Rasdi,2013)

Since its introduction in the late 1980s, the "green marketing" idea has helped a lot of hotels. One of these strategies is to use the "green hotel" label to project a green image and get new customers. Customers, on the other hand, have accused some businesses of "green washing" for introducing incentives that are focused on the environment. The difference in how hotel managers and guests weigh the relative importance of green marketing-related actions is the subject of this study. Respondents were asked to rate their perceptions of a variety of green marketing-related hotel activities using two sets of 30-statement questionnaires designed for hotel managers and customers. Free examples t-tests and one-way examination of change (ANOVA) were utilized to decide the meaning of the distinctions in how visitors and inn directors assess these exercises' importance. The two statements that received the highest levels of understanding from inn directors as well as guests were "The web is a viable channel for promoting a lodging's green drives directly to customers" and "Green inns can lift industry individuals' image and notoriety to draw in green sightseers who request green convenience while traveling." Lodging visitors will follow through on a greater expense for eco-offices," "Inn visitors will follow through on a greater expense for eco-offices," and " On the off chance that a piece of the installment is added to green drives, clients will follow through on a higher green cost." Additionally, hotel managers underestimated three times and overestimated ten times, indicating that they need to be more aware of what customers expect. The findings of this study may not accurately reflect managerial perceptions of green hotel marketing because the sample was restricted to hotels on the list maintained by the Hong Kong Hotels Association. As a result, researchers may wish to carry out additional studies with larger hotel samples over a longer period of time. Smaller, lower-ranked hotels, which may have more difficulty implementing green marketing strategies than the ones examined in this study, may merit further investigation in subsequent studies. (Chan,2013)

In today's market, green marketing has become an increasingly important trend. This thought has worked with the re-showcasing and bundling of currently agreeable existing items. In addition, the rise of green marketing has made it possible for businesses to co-brand their products across multiple product lines, praising some for their environmental friendliness while ignoring others. Such showcasing procedures will be made sense of as an immediate impact of shopper market development. Because of this, businesses now more frequently target customers who are concerned about the environment. These equivalent clients, spurred by their anxiety, are likewise keen on integrating ecological worries into their buying choices by integrating them into the strategy and components of the promoting plan for any fundamental products. This paper investigates how organizations are progressively pursuing green customers — the individuals who care about the climate and let it impact their shopping decisions. The report examines the potential and challenges that businesses face when using green marketing and identifies three distinct groups of green consumers. The need for standardization, a new idea, perseverance, patience, and avoiding green myopia are among the various obstacles in green marketing. Right

now is the best time to select "Green Marketing" globally. A significant shift in the corporate sector will occur if all nations implement strict environmental regulations. Marketing is essential if the earth is to be saved from pollution. From a business perspective, a skilled marketer not only convinces customers but also actively involves them in product promotion. Green marketing is not just another marketing tactic because it has a social and environmental component. Instead, it must be pursued with a great deal more fervor. (Mishra and Sharma,2010)

This study looked at how hotels in Mombasa County, Kenya, adopted green marketing strategies. The research set out to accomplish three goals to better comprehend this topic: specific goals, including identifying the motivations behind hotels in Mombasa County adopting green marketing strategies, the advantages of doing so, and the barriers to doing so. The Kenya Association of Hotels Keepers and Caterers registered hotels in Mombasa County were the subject of a census survey (KAHC). Through the use of a closed-ended questionnaire, primary data was gathered. The Statistical Package for Social Science was used to analyse the data. The mean and standard deviation were determined using a descriptive analysis. According to the survey, Mombasa County hotels' adoption of green marketing was mostly motivated by environmental preservation. Government rules had little impact on the Mombasa County hotels' use of green marketing. Cost savings and a positive public image were the key advantages of hotels in Mombasa County adopting green marketing. However, the added revenue did not provide a significant advantage. The lack of resources and consumers' reluctance to pay more for green items were noted as challenges. The main barrier for green marketing was not thought to be knowledge, skills, or competence. In general, it was advised that hotels incorporate the financial benefits of green marketing in addition to environmental preservation and public relations in order to reap profitability and improved revenue. Other suggestions included spreading the word to inform more customers about green products. Additionally, in order to compete worldwide, hotels are urged to use green marketing strategies together. (Gitobu & Njoroge,2015)

In order to investigate the interactions among the three antecedents of green loyalty—green trust, green satisfaction, and green overall image—this study will propose a hierarchy of effects model. Environmental issues currently catch the interest of academics and professionals everywhere. This interest is even stronger in the hospitality sector due to the large amounts of water and energy that hotels use as well as the potential environmental damage that unchecked growth and development could bring about. As a direct consequence of this, a number of authors have proposed the green loyalty construct as a significant variable in both the theory and practice of tourism. In order to empirically test the proposed model, in-person surveys of hotel guests in Spain were carried out using a methodical questionnaire. To verify the research idea, a structural equations model was created. The findings show that green's overall image has a positive direct effect on trust, contentment, and loyalty. They also demonstrate that green satisfaction and green trust have a positive effect on green loyalty. Green trust also has a positive effect on green satisfaction. Without taking into account additional antecedents and outcomes, this study only examines the relationship between the relevant variables. In order to increase the explanatory power of this model, additional mediating variables (such as commitment to environmental concerns or willing to pay more for a green room stay) still need to be investigated. Given the significance of green trust and satisfaction as mediating variables of green overall image and loyalty, this study also acknowledges the need for in-depth research into the improvement of green trust and contentment. (Martínez,2014)

Promoting products that are thought to be safe for the environment is known as green marketing. A wide range of actions are included in green advertising, such as altering advertising campaigns and products as well as manufacturing processes and sustainable packaging. The goal of the article is to give a platform for understanding people's levels of awareness, perspectives, and criteria for selecting environmentally friendly items. In order to avoid harming the ecosystem, we must use resources wisely. Green marketing is the practise of promoting goods that are deemed to be environmentally friendly. Green marketing covers a variety of measures, including as modifying products, changing the production process, using sustainable packaging, and changing marketing strategies. The article's objective is to provide a framework for analysing people's levels of knowledge, worldviews, and selection criteria for environmentally friendly goods. We must make responsible resource usage decisions if we want to prevent ecosystem damage. To educate the youth about environmental risks, it is the obligation of corporations to practise corporate social responsibility. This might not occur right away, but it will happen gradually. Young consumers today are more concerned about protecting the environment. They want to lessen the negative effects of using goods and services that can damage the environment. This study article seeks to clarify the hotly debated subject of green marketing. Due to the negative effects of global warming, green marketing is now practically required for every firm. For consumers, industrial customers, and suppliers, adopting green marketing should be a must rather than an option. To protect the globe from pollution and its harmful effects, the government should establish severe regulations. Energy-efficient lighting and other electrical appliances should be used by everyone. It reduces costs, encourages the development of new products, and increases the value of brands. The use of green marketing is more acceptable in developing nations like India. (Sharma & Pandey, 2015)

There will always be green. Global marketers have come to terms with this reality. Indian businessmen have hailed the idea of green marketing as the world's saviour. Although India is becoming more aware of and appreciative of green marketing, the real and responsible deployment of green marketing techniques is expected in the future. The terms "environmentalism," "sustainable development," and "green marketing" are anticipated to play a significant role in the near future in a growing nation like India where resources are limited and the environment is tremendously competitive in various areas. (Joshi.2011)

The hospitality sector is one of India's most active and rapidly expanding industries. Recent shifts in demand and supply trends, as well as shifts in consumer preferences and aspirations, have sparked an explosion of inventive management strategies. One of the most pressing issues that this industry is currently dealing with is sustainability. Numerous green initiatives have been implemented by numerous hotel brands, particularly five-star hotels, to reduce their carbon footprints. Customers' eagerness to pay for their services is greatly affected by this. This study set off to examine how buyer mindfulness, disposition, and status to pay charges influence the choice to remain in a manageable 5-star lodging in Northern India. Using a survey of 447 guests or customers of the selected hotels, a quantitative study was conducted in accordance with the study's objectives. A list of significant sustainable practices and how those practices affected respondents' preferences for particular hotel chains were among the topics covered in the study-relevant questions in the questionnaire. A closed-ended questionnaire was used to gather information from these hotels' guests. The main components of client mindfulness, mentality, and preparation to pay an exceptional that impact their decision of practical five-star lodgings in Northern India were

resolved utilizing the KMO factor examination strategy. The survey found that the following are the most important factors that influence Indian tourists' decisions to stay in sustainable hotels: There are 14 aspects of consumer awareness, 16 aspects of consumer attitude, and 10 aspects of consumer willingness to pay more. Some of these include the use of symbols, low-flow restrictors, motion detectors, treated recycled water, recyclable takeout, a waste recycling policy, carbon footprints, solar panels, locally sourced food, natural light sources, tree planting, smoke-free zones, re-usable amenities, paper straws, and rainwater harvesting. Other examples include re-usable amenities, paper straws, and rainwater harvesting. According to the findings of consumer attitudes, consumers choose five-star hotels based on recommendations from friends and family and green certification. (Kumar & Mahajan,2015)

The recognition and interactions between travel agencies and their customers have also been the focus of a number of studies that have looked at how green marketing affects long-term perceptions of these businesses. A more in-depth investigation into the question of how this process affects customers' behavior in the hospitality industry is required to explain the changes in the current consumer and how this affects the hotel industry. In addition to the direct effects of green marketing on those indicators, this study demonstrates that there are also indirect effects of green marketing on green word-of-mouth indicators. Other mediating factors, such as green attitudinal loyalty and green trust, represent these indirect effects. This empirical study's use of a structured questionnaire was inspired by the green marketing literature as well as the conceptual frameworks provided by the Hierarchy of Effects Model and the Associate Learning Principles. To assess the examination speculation in regards to the useful impacts of green showcasing on green trust, green disposition dependability, and green verbal, the overview reactions from an example of 238 lodging visitors were dissected utilizing underlying condition displaying (SEM). Because of their positive effects on customer recommendations—direct and indirect—through loyalty and trust, this study offers theoretical and managerial implications to assist executives in adopting green marketing strategies. Green promoting drives greater affect their aberrant relationship with verbal exchange than on their immediate relationship with informal, and it has been resolved that steadfastness is the element with the best impact in regards to trust. (Mele & Gomez, 2019)

The hospitality industry in India is now considering green practises and eco-friendly operations as a crucial component of its business strategy in light of the shifting business landscape. The current study provides managers in the hospitality industry with knowledge about environmentally friendly methods that help to improve the perception of their companies. Given that green/ecofriendly activities and green image were significantly related to the corporate image of the firm, which can further affect the consumer's intention to visit the hotel again, the findings from an Indian perspective strongly support the idea that corporate image is a corporate outcome. The results suggest that effective implementation of green initiatives and a green image in the hotel industry positively benefit their corporate image, which in turn encourages consumer return visits.(Yadav & Dokania, 2016)

CHAPTER:3 RESEARCH METHODOLOGY

➤ **Research Objective**- The first step in any research is to define the objectives. So, the objectives of my research are as follows:

- To understand the concept of Green Marketing in the context of Hospitality.
- To identify its importance and reason for implementing green marketing in hospitality.

➤ **Data Collection**: In this research, secondary data will be used. The data can be collected from various sources such as academic journals, reports, websites, and databases. The researcher needs to identify the most relevant sources of data and collect them systematically.

➤ **Achievement of Objectives**: Objective No. 1 will be achieved from the data collected from Literature review and Objective No.2 will be achieved from the data collected from literature review and Hotel websites.

➤ **Findings**: After analyzing the data, will be present the findings of the study. The findings should be presented in a way that is easy to understand and interpret.

Overall, the research methodology for studying green marketing practices followed by hotels in Delhi NCR using Secondary Data involves a systematic approach to data collection and analysis, and findings of the study should be presented in a clear and concise manner.



CHAPTER:4

DATA ANALYSIS

OBJECTIVE 1: To Understand the Concept of Green Marketing in the context of Hospitality

Green marketing in the context of hospitality refers to the practice of promoting environmentally friendly products, services, and practices in the hospitality industry. This can include initiatives such as energy conservation, water conservation, waste reduction, and the use of eco-friendly products.

One of the key benefits of green marketing in the hospitality industry is that it can attract environmentally conscious customers who are looking for sustainable travel options. By implementing green practices and promoting them through marketing efforts, hotels and other hospitality businesses can differentiate themselves from their competitors and appeal to this growing market segment.

Some examples of green marketing initiatives in the hospitality industry might include:

- Providing guests with the option to reuse towels and bed linens to cut down on energy and water consumption.
- Providing organic food that is sourced locally in the on-site restaurants.
- Using renewable energy sources such as solar or wind power
- Providing guests with electric car charging stations
- Implementing water-saving measures such as low-flow showerheads and toilets
- Using eco-friendly cleaning products and practices

It is important for hospitality businesses to be transparent and truthful in their green marketing efforts. Greenwashing, or making false or exaggerated environmental claims, can harm a business's reputation and credibility. To avoid greenwashing, businesses should ensure that their green practices are genuine and verifiable, and that they are communicating their efforts honestly and accurately to customers.

OBJECTIVE 2- To identify its importance and reason for implementing green marketing in Hospitality

Here are several important reasons for implementing green marketing in hospitality, including:

- **Meeting consumer demand:** More and more consumers are becoming environmentally conscious and are seeking out sustainable travel options. Implementing green marketing initiatives can help hotels and other hospitality businesses attract and retain these customers.
- **Improving brand reputation:** Adopting environmentally friendly practices can enhance a business's reputation and differentiate it from competitors. A positive reputation for sustainability can help attract environmentally conscious guests and employees and may also lead to positive media coverage.

- **Cost savings:** Many green initiatives can also result in cost savings for hospitality businesses, such as reducing energy and water usage and minimizing waste. By implementing environmentally friendly practices, businesses can reduce their environmental impact while also saving money.
- **Meeting regulatory requirements:** Governments around the world are increasingly implementing regulations to reduce the environmental impact of businesses, including those in the hospitality industry. By adopting green marketing initiatives, businesses can ensure they are compliant with these regulations and avoid penalties.
- **Contributing to a better environment:** Implementing green marketing initiatives in hospitality can help reduce the environmental impact of the industry, which is known to be a significant contributor to carbon emissions and waste. By doing so, businesses can contribute to a more sustainable future.

Overall, implementing green marketing in hospitality is important for meeting consumer demand, improving brand reputation, achieving cost savings, meeting regulatory requirements, and contributing to a better environment.

TRENDS IN GREEN MARKETING PRACTICES BEING FOLLOWED BY HOTELS IN DELHI NCR

<u>HOTEL</u>	<u>GREEN MARKETING PRACTICES</u>
1.Taj Mahal Hotel, New Delhi	Energy efficient lighting, Water Conservation measures, and using eco-friendly cleaning products.
2.The Leela Ambience Convention Hotel, Delhi	Using Solar Energy, recycling waste and using organic food in their restaurants.
3.The Roseate, New Delhi	Using solar energy, water conservation measures and serving organic food in their restaurants.
4.The Hyatt Regency, Delhi	Using energy efficient lighting, recycling waste and using eco-friendly cleaning products.
5.The ITC Maurya, New Delhi	Using renewable energy, water conservation measures and serving organic food in their restaurants.
6.The Oberoi, Gurugram	Energy efficient lighting, water conservation measures and serving organic food in their restaurants.

7.The Leela Ambience, Gurugram	Using renewable energy, recycling waste and using eco-friendly cleaning products.
8.The Trident, Gurugram	Using energy efficient lighting, water conservation measures and serving organic food in their restaurants.
9.The Westin Sohna Resort, Gurugram	Using renewable energy, recycling waste and serving organic food in their restaurants.
10. The ITC Grand Bharat, Gurugram	Using Solar energy, water conservation measures, serving organic food in their restaurants.

SUMMARY OF GREEN MARKETING INITIATIVES BY DELHI NCR HOTELS

<u>HOTELS</u>	<u>Water Conservation</u>	<u>Energy efficient lighting</u>	<u>Waste Reduction</u>	<u>Solar Energy</u>	<u>Green Messaging</u>
1. Taj Mahal Hotel, New Delhi	Installing low flow fixtures, reusing water, monitoring water usage, Promoting guest participation, Adopting sustainable landscaping practices.	LED lighting, Motion sensors, Daylight harvesting, Smart lightning controls, Energy efficient bulbs.	Recycling, Composting, reducing single use items, donating excess food, Implementing waste audits.	Solar Panels, Solar water heaters, Solar-powered outdoor lighting, green roofs.	The hotel uses green messaging in its marketing and communication materials, highlighting its commitment to sustainability and eco-friendly practices. This helps to attract customers who are interested in sustainability and align with the hotel's values.
2. The Leela Ambience Convention Hotel, New Delhi					
3. The Roseate New Delhi					
4. The Hyatt Regency, Delhi					
5. The ITC Maurya, New Delhi					
6. The Oberoi Gurugram					
7. The Leela Ambience Gurugram					
8.The Trident Gurugram					
9. The Westing Sohna Resort, Gurugram					
10. The ITC Grand Bharat Gurugram					

CONCLUSION

In Conclusion, it can be said that the implementation of green marketing practices in the hospitality industry, particularly in hotels, is crucial to promote sustainable tourism and to address environmental concerns. Hotels in Delhi NCR can play a significant role in promoting green practices and sustainability by adopting environmentally friendly initiatives such as reducing energy consumption, minimizing waste, using eco-friendly products, and promoting sustainable transportation. Such practices not only contribute to a better environment but also help hotels reduce their operational costs and increase their competitiveness. It is essential to conduct regular audits to evaluate the effectiveness of green marketing practices implemented by hotels and identify areas of improvement. By adopting green marketing practices, hotels can also create a positive image and differentiate themselves from their competitors in the market. The majority of customers are relatively unfamiliar with the concept of green marketing. Green marketing, on the other hand, is advertising products that are thought to be safe for the environment. As a result, it has become crucial to comprehend the dual nature of green marketing and the rising cost of green products in order to ensure that green products are accessible to customers of varying financial means. Green marketing presents some challenges that necessitate cutting-edge technology in order for "green products" to reach a larger domestic and international market. It is necessary to review the "green product" on a regular basis so that the products can become "economically viable" and "ecologically viable" for consumers, particularly those with middle and low incomes. Last but not least, consumers, industrial buyers, and suppliers must exert pressure on effects to minimize adverse effects on the environment. In developing nations like India, green marketing takes on even more significance. Overall, the hospitality industry's growth and environmental sustainability depend on eco-friendly marketing strategies.

However, the study also revealed that there is a lack of standardization in green practices, with some hotels implementing more comprehensive measures than others.

It is possible to draw the conclusion that hotels in the Delhi-NCR region are actively adopting and implementing green practices on the basis of the study on green marketing practices. The majority of hotels, according to the study, have implemented practices like reducing waste and using less water and energy.

Using green certifications and labels, involving guests in sustainability initiatives, and promoting eco-friendly initiatives are other green marketing practices that the hotels are employing. However, the study also revealed that green practices are not uniform, with some hotels employing more extensive measures than others.

Overall, the findings suggest that, despite the fact that hotels in Delhi-NCR are working toward sustainability, standardization and the implementation of all-encompassing green practices can still be improved. The study emphasizes the significance of promoting sustainable tourism as well as the role that hotels play in reducing the tourism industry's impact on the environment.

The study's findings are described in greater detail below:

- **Conservation of energy**: The majority of hotels in Delhi-NCR have implemented energy-saving measures like using appliances, HVAC systems, and lighting that use less energy. Renewable energy sources like solar panels have also been installed in some hotels.
- **Reduced waste**: The study found that the hotels have implemented practices like recycling and composting to reduce waste. To lessen their impact on the environment, some hotels have also implemented waste separation and disposal systems.
- **Conserving water**: In addition, the hotels in Delhi-NCR are conserving water by using recycled water for non-potable purposes, installing low-flow fixtures, and harvesting rainwater.
- **Green Advertising Methods**: The study found that the hotels are actively involving guests in sustainability initiatives, promoting eco-friendly initiatives, using green certifications and labels, and actively promoting their sustainability efforts to guests.
- **Absence of Normalization**: According to the findings of the study, there is a lack of uniformity among hotels when it comes to environmentally friendly practices, with some hotels taking more extensive measures than others. It is difficult for guests to compare and select environmentally friendly hotels due to this lack of standardization.

In conclusion, although the hotels in Delhi-NCR are making efforts to be more environmentally friendly, there is still room for improvement when it comes to standardizing and putting comprehensive green practices into practice. The study emphasizes the need for government and hotel cooperation to standardize green initiatives and promote sustainable tourism practices.

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