Tomas Bata University in Zlín
Faculty of Management and Economics

Doctoral Thesis

The nexus between companies' green knowledge sharing and travelers' behavioural intentions: The role of digital marketing

Vztah mezi sdílením zelených znalostí firmy a behaviorálním záměrem cestovatelů: Role digitálního marketingu

Author: **Nguyen Huu Hoang Tho**

Degree programme: P0413D050013 Economics and Management

Supervisor: doc. Ing. Michal Pilík, Ph.D.

Zlín, May 2024

ACKNOWLEDGEMENTS

ABSTRACT

With growing calls for environmental sustainability, tourism marketing is undergoing a pivotal green transformation in the digital age. This underscores the necessity to advance integrated green marketing practices that effectively shape and shift tourist behavior towards more sustainable experiences. This thesis explores the nexus between a firm's green knowledge sharing and travelers' revisiting behavioural intention, examining the mediating roles of warm glow and pro-environmental behaviors, and the moderating influence of social media influencers' green trustworthiness. A mixed-methods approach combining qualitative interviews and quantitative surveys is utilized. The qualitative findings validate the significance of the key variables and inform quantitative questionnaire development. The results of a two-wave survey among 1694 Vietnamese tourists reveal that warm glow and pro-environmental behaviors mediate the impact of green knowledge sharing on revisiting intention. As tourism moves towards greater eco-consciousness, this signals the potential of social media and influencer marketing for propagating environmental sustainability. Furthermore, social media influencers' green trustworthiness positively moderates the mediated relationship between green knowledge sharing and revisiting intention via pro-environmental behaviors. When the perceived green trustworthiness of influencers is higher, the indirect effect of green knowledge sharing on revisit intention through pro-environmental behaviors is strengthened. The service-dominant logic theory provides a valuable lens for analyzing these multifaceted relationships, emphasizing competence and motivation resources, collaborative value creation, and reciprocal exchange. Practical implications indicate that integrated green marketing practices on social media can effectively enhance revisiting intentions. This points to the pivotal role of leveraging digital platforms to catalyze the green transformation of tourism marketing.

ABSTRAKT

V současném digitálním věku, s narůstajícími požadavky na environmentální udržitelnost, se marketing v turismu transformuje směrem k ekologickému přístupu. Tento trend zdůrazňuje potřebu rozvoje integrovaných ekologických marketingových strategií, které účinně mění a směřují turistické chování k udržitelnějším zážitkům. Tato studie zkoumá, jak sdílení ekologických znalostí firmami ovlivňuje opakované návštěvy turistů, a to prostřednictvím emocionálního působení ('teplý pocit') a pro-environmentálního chování. Zároveň hodnotí, jak na tento vztah působí důvěryhodnost ekologických influencerů na sociálních médiích. Kombinuje se zde kvalitativní a kvantitativní přístup, zahrnující rozhovory a průzkumy. Kvalitativní výsledky potvrzují význam zkoumaných proměnných a napomáhají vytvoření kvantitativního dotazníku. Dvouvlnový průzkum mezi 1694 vietnamskými turisty ukázal, že emocionální působení a pro-environmentální chování jsou klíčové pro zprostředkování vlivu ekologických znalostí na záměr návratu turistů. Větší ekologické povědomí v turismu ukazuje na význam sociálních médií a influencerů pro šíření ekologické udržitelnosti. Zjištěno bylo také, že vyšší důvěryhodnost ekologických influencerů zvyšuje vliv ekologických znalostí na rozhodnutí turistů vrátit se, a to prostřednictvím pro-environmentálního chování. Teorie služebně dominantní logiky nabízí vhled do těchto složitých vztahů, zdůrazňuje význam kompetencí, motivačních zdrojů, spolupráce na tvorbě hodnot a vzájemné výměny. Praktické důsledky poukazují na to, že efektivní využití integrovaných ekologických marketingových strategií na sociálních médiích může zlepšit záměry opakovaných návštěv. To zdůrazňuje důležitost digitálních platforem pro podporu ekologické transformace v marketingu turismu.

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

LIST OF SYMBOLS, ACRONYMS, AND ABBREVIATIONS

C-GKS: Company's green knowledge sharing
GToSMI: Green trustworthiness of social media influencers
MOA: Motivation-Opportunity-Ability framework
PEBs: Pro-environmental behaviors
RBI: Revisiting behavioural intention
S-DL: Service-dominant logic theory
WG: Warm glow

1. INTRODUCTION

1.1 Research background and motivation

While profits will remain crucial for corporate survival, today's major business challenge lies in addressing the evolving societal needs within a changing environment (Chandy et al., 2021; Kelly, 1971; Majeed & Kim, 2023). In other words, business marketing strategies affecting results must go beyond financial performance. Governments and consumers are meeting increasing social requirements in terms of environmental preservation, thus putting pressure on business and tourist management (Chandy et al., 2021; Pham, Tuckova, et al., 2019). In fact, environmental sustainability has been one of the most difficult issues in developing effective green marketing strategies since the early 21st century (Jones et al., 2008). Green marketing strategies are at the forefront of research and practice in the world due to their inherent advantages, such as their positive impact on companies' performance (Afande, 2015; Fraj et al., 2011; Hasan & Ali, 2015; Mukonza & Swarts, 2020; Wu & Lin, 2016), increasing the quality of consumer's attitudes, word-of-mouth intentions, loyalty and satisfaction (Gelderman et al., 2021; Kaur et al., 2022; Khatun & Roy, 2022; Randrianasolo, 2021; Sugandini et al., 2020) and improving consumer's behavioural intentions to revisiting (Dang-Van et al., 2023a; Han & Kim, 2010; Park et al., 2021; Rahman et al., 2015; Saxena, 2023; Yadav et al., 2016). Digital and green marketing are key implementing impactful sustainable strategies. Multiple scholars have explored the integration of online marketing with environmentally conscious marketing, termed sustainable digital marketing (Alkhatib et al., 2023; Bedard & Tolmie, 2018; Torgeirsen, 2022; Zafar et al., 2021), including its application in the tourism and hospitality sector (Alkhatib et al., 2023; Tanford et al., 2020). As a result, digital green marketing might be crucial in increasing communication and, as a result, attaining a company's green marketing performance.

A few published studies in the green tourism sector have focused on revisiting behavioural intention relating to dialogue difficulties, particularly the link of green marketing strategy revisiting (Chen et al., 2019; Han & Kim, 2010; Rahman et al., 2015). This is primarily due to environmental threats such as epidemics and pollution, which make businesses the most vulnerable (Gössling et al., 2021). Consequently, in the current climate change scenario, the revisiting behavioural intention of green customers is proposed as an important indicator for measuring the effectiveness of green marketing in social media. Furthermore, Brunner, Stöcklin, and Opwis (2008) contend that repeat consumers are less costly to promote than new customers. Thus, a large number of visitors returning can reduce marketing costs for companies geared towards strategic greens, thus helping the company achieve its green marketing goal.

Furthermore, scholars now acknowledge that there is a need for a deeper comprehension of the role marketing plays in addressing fundamental challenges (Chandy et al., 2021; Kotler & Levy, 1969; Majeed & Kim, 2023; Wen et al., 2023), especially in the context of travelers returning to support the recovery of the hotel industry in a post-pandemic environment. In the tourism sector, the adoption of

integrated marketing practices by hospitality companies, encompassing digital marketing, green marketing, and influencer marketing, has become increasingly crucial. Font and McCabe (2017) emphasize that these practices are essential for enhancing communication and achieving marketing objectives, particularly in an era where the traditional 4P marketing mix, as advocated by Kotler, Pfoertsch, et al. (2021), is considered outdated. While demonstrations to customers who already know about product information become unnecessary (Ahearne et al., 2022), integrated marketing practices should focus on customers' journeys to chart a green course in life (White et al., 2019). This implies that companies must educate their consumers on new ways of thinking about the environment, forcing them to reconsider their present methods of long-term environmental protection (Dixon & Adamson, 2011; Font et al., 2021). As a result, a company's green knowledge sharing educating consumers may become one of the most critical variables in transforming customer behavior to be more environmentally friendly (Majeed & Kim, 2023; Wen et al., 2023; White et al., 2019), which may promote revisiting behavioural intention to improve marketing effectiveness.

Nevertheless, the existing literature up to this point has revealed several noteworthy research problems. First, following service-dominant logic, businesses focus on providing competencies for customers that may enhance reciprocated benefits, including motivation and behavior (Font et al., 2021; Vargo & Lusch, 2004). Therefore, this implies that the companies' green knowledge sharing will simulate customers' warm-glow and pro-environmental behaviors. While the companies' green knowledge sharing received little attention in prior studies in external marketing, it has become a hot issue in internal marketing to research the link between knowledge sharing for the environment and green innovation (Song 2020), green competitive advantage (Lin & Chen, 2017) and environmental performance (Pham, Tuckova, et al., 2019). In fact, in external marketing, these papers have only discussed companies' green knowledge sharing as communication of information (Zhang et al., 2021) or as advertisements (Sun et al., 2021) in the short term. Additionally, previous studies have focused on environmentally-friendly initiatives like sustainable brand perception and eco-friendly service standards promoted via conventional advertising efforts as antecedents of revisiting behavioural intention (Han & Kim, 2010; Stylos et al., 2016). Yet, the integration of green knowledge sharing as a long-term strategy through social media remains underexplored in existing research. Drawing from the principles of service-dominant logic theory (Vargo & Lusch, 2004), competency exchange may boost behaviors (e.g., pro-environmental behaviors) and shape motivation (e.g., warm-glow), the mediating components that, in turn, increase intention such as revisit intention. Admittedly, the success of a company's profits depends heavily on customer satisfaction (Vargo & Lusch, 2004), and satisfaction comes from warm-glow and pro-environmental behaviors as moderating components (Giebelhausen et al., 2016). Although previous research also shows the mediating role of components (e.g., green trust, subjective norm) on revisiting behavioural intention (Han & Kim, 2010), the mediating roles of warm-glow and pro-environmental behaviors on revisiting behavioural intention have a lack of research in published works. Additionally, the existing research has shown the importance of sharing information on

the internet (Peterson & Merino, 2003), but little research has empirically examined the effect of the amount of companies' green knowledge sharing on social media on revisiting behavioural intention through meditating roles of warm-glow and pro-environmental behaviors. To the best of our knowledge, through our systematic review process, we found only a few studies (Majeed & Kim, 2023; Wen et al., 2023; Zhang et al., 2021) that indicate that sharing green knowledge affects customer green intentions/behaviors. Thus, there is a need to examine how companies' eco-conscious knowledge exchange influences propensity to return through the intermediary factors of warm-glow and pro-environmental behaviors in the hospitality industry.

Second, the social context in value co-creation is a critical term in the interactions of a three-actor system, according to service-dominant logic theory (Brodie et al., 2019). The interaction between three actors is a dynamic configuration of actors (companies, social media influencers, and clients) associated with reciprocal benefits (Vargo & Lusch, 2018). The research stresses the social media influencer's third-party function as the major actor in the interactions of actors in a social environment (Abboud et al., 2020; Qutteina et al., 2019). Furthermore, the research considers the connections of the green trustworthiness of online influencers as a moderating factor to the company's green knowledge sharing and customer return intentions. Scholars have been examining the impact of the trustworthiness of online influencers on purchase intentions in the literature (Argyris et al., 2021; Lou & Yuan, 2019). However, the moderating influence of the green trustworthiness of online influencers on the company's environmentally sustainable knowledge sharing and revisiting behavioural intentions connection has been overlooked. While Zhang, Chintagunta and Kalwani (2021) demonstrated the significance of SMI in persuading farmers to participate in companies' green knowledge-sharing programs, their findings do not explain the moderating effect of green trustworthiness of online influencers on the indirect linkages between companies' green knowledge sharing and revisiting behavioural intentions through pro-environmental behaviors and warm glow. Therefore, the research on the green trustworthiness of social media influencers' moderating function in the meditative impact of warm glow and pro-environmental behaviors on a company's green knowledge sharing and revisiting behavioural intentions is significant in our research but has not been completely addressed by prior investigations. This is because its findings are critical theoretical contributions to the service-dominant logic theory and clarify how a company can effectively apply low-cost marketing programs on social media to share green knowledge to improve revisiting behavioural intention. In other words, the purpose of this study is to investigate the effects of moderated green trustworthiness of social media influencers' mediation on the company's green knowledge sharing-revisit behavioural intentions connection.

In summary, the current literature reveals ongoing explorations into the adoption of integrated marketing practices, encompassing digital marketing, green marketing, and influencer marketing within the tourism and hospitality industry. These investigations focus on the effectiveness of companies' green knowledge-sharing practices in enhancing environmental sustainability, the mediating roles of warm glow and pro-environmental

behaviors in the link between these practices and customers' revisiting intentions, and the influence of green trustworthiness of social media influencers on these relationships. This research backdrop sets the stage for the primary objective of this study: to assess how and when integrated marketing practices on social media can improve environmental marketing performance in the tourism and hospitality sector.

1.2 Summary of research questions and objectives

1.2.1 Research questions

In order to develop hypotheses for the research, the following research topic should be addressed based on the main research questions.

RQ1: Do pro-environmental behaviors and warm glow mediate the influences of companies' green knowledge sharing-revisit behavioural intentions?

RQ2: Does the Green trustworthiness of social media influencers moderate the impact of pro-environmental behaviors and the warm glow on the link between a company's environmentally sustainable knowledge sharing and revisit behavioural intentions?

1.2.2 Research objectives

The primary goal of this study is to develop a comprehensive model to improve revisiting behavioural intention by validating the contributions of the company's green knowledge sharing, pro-environmental behaviors, warm glow, and green trustworthiness of social media influencers. To accomplish this goal, the research objectives are as described in the following:

RO1: To explore the mediating functions of warm glow and the impact of a company's green knowledge sharing on revisiting behavioural intention.

RO2: The interaction effects of green trustworthiness of online influencers on the company's environmentally sustainable knowledge sharing-revisiting behavioural intention connection via warm glow and pro-environmental behaviors.

1.3 Summary of research methodology

In this study, both inductive and deductive approaches were utilized to examine integrated marketing practices in the tourism and hospitality industry. Initially, the inductive approach guided our exploration of digital, green, and influencer marketing, as recommended by Saunders et al. (2019), for developing a deep understanding of complex issues. Subsequently, the deductive approach was employed to investigate causal relationships between marketing practices and performance, which was in line with Saunders et al.'s suggestions for quantitative analysis. A mixed-methods design, combining qualitative and quantitative data, was adopted to comprehensively address the research questions. This approach, supported by Creswell (2017) and Tashakkori and Teddlie (2010), enhances the study's validity, reliability, and generalizability, as noted by Bryman and Bell (Bell et al., 2022).

Table 1 Summary of Mixed-methods

First stage	Second stage
Interpretivist Paradigm	Positivist Paradigm
Qualitative study	Quantitative study
Semi-structured and in-depth interviews	Questionnaire
Research techniques	Questionnaire
Cases	1694 Vietnam tourists
-All interview content was meticulously transcribed and saved in a Microsoft Word file. -Each interview was analyzed on a case-by-case basis. -The study employed a compare-and-contrast methodology to identify similarities and differences across the cases.	-PROCESS for R, Smartpls4 -Respondents' profile -Measurement assessment -Indirect impacts -Moderated impacts - Conditional process analysis -Data visualization

(Source: the author)

1.4 Summary of research hypotheses and conceptual framework

1.4.1 Summary of research hypotheses

Table 2 Summary of proposed hypotheses

Hypotheses	
Mediating effects	
H1	*Warm glow mediates the effect of companies' green knowledge sharing on revisiting behavioural intention.*
H2	*Pro-environmental behaviors mediate the effect of companies' green knowledge sharing on warm glow.*
H3	*Pro-environmental behaviors mediate the effect of companies' green knowledge sharing on revisiting behavioural intention.*
Interactive effects	

H4	*The mediating impact of warm glow on the connection between companies' green knowledge sharing and revisiting behavioural intention is moderated by the green trustworthiness of social media influencers.*
H5	*The mediating effect of pro-environmental behaviors on the relationship between companies' green knowledge sharing and warm glow is moderated by the green trustworthiness of social media influencers.*
H6	*The mediating effect of pro-environmental behaviors on the relationship between companies' green knowledge sharing and revisiting behavioural intention is moderated by the green trustworthiness of social media influencers.*

(Source: the author)

1.4.2 Conceptual framework
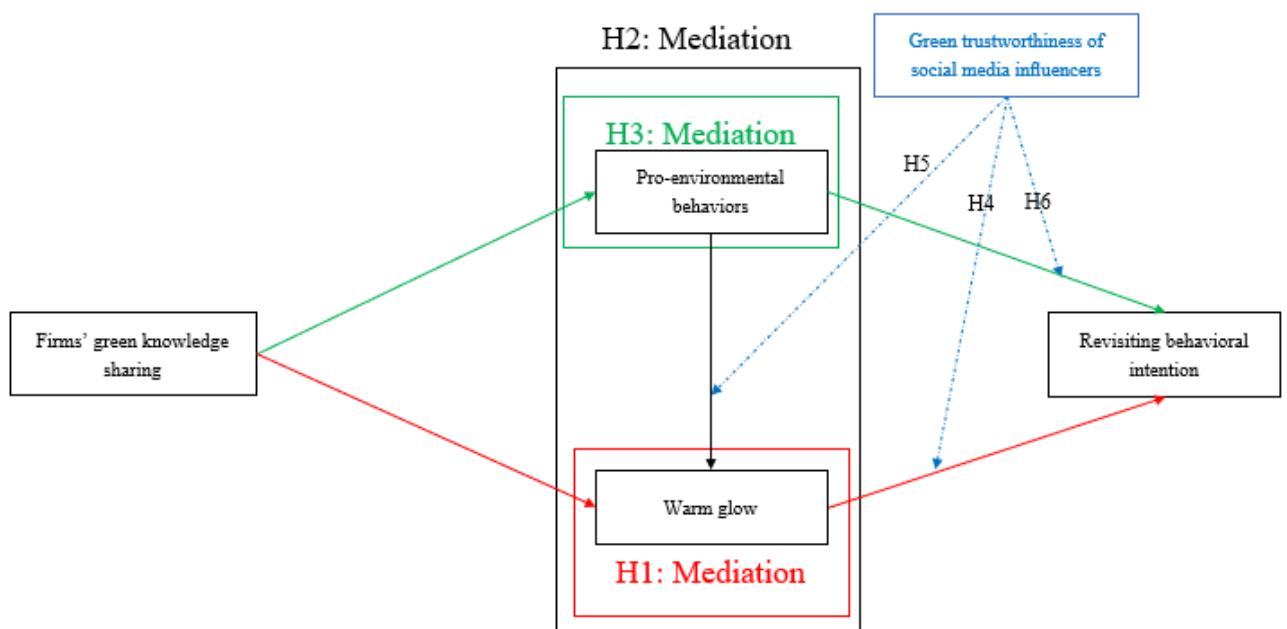
Figure 1: Conceptual framework

(Source: the author)

1.5 Main findings

Firstly, the research finds that warm glow and pro-environmental behaviors act as mediators in the link between a company's environmentally sustainable knowledge sharing and customers' revisiting behavioural intention. Specifically, warm glow mediates the link between green knowledge sharing and revisiting intention. Additionally, pro-environmental behaviors mediate the effect of green knowledge sharing on warm glow.

Secondly, the green trustworthiness of social media influencers is found to moderate the mediated path from green knowledge sharing to revisiting behavioural intention via pro-environmental behaviors. In other words, the higher perceived green trustworthiness of influencers strengthens this mediating effect. However, no moderating effect is observed on the mediation through warm glow.

Thirdly, the service-dominant logic theory provides a valuable framework for examining these complex relationships. It spotlights competence and motivation resources, collaborative value creation, and reciprocal exchange among multiple stakeholders.

Fourthly, effective integration of green knowledge-sharing practices on social media can improve revisiting intentions and other marketing outcomes for tourism companies. This signals important practical implications regarding leveraging digital platforms to propagate environmental sustainability in the hospitality sector.

1.6 Research contributions

Firstly, emerging research highlights the potential benefits of integrating green initiatives in marketing, such as enhanced customer satisfaction and brand loyalty (Chandy et al., 2021; Giebelhausen et al., 2016; Huy et al., 2022; White et al., 2019). Despite these findings, there's a gap in understanding the specific impact of green marketing practices on customer behavior in sustainable tourism. The necessity of bridging this gap is underscored by the growing importance of environmental protection in the industry (Font & McCabe, 2017; White et al., 2019).

Secondly, the focus on green marketing has evolved from traditional methods like green advertising to green knowledge sharing. This contemporary approach involves disseminating environmental knowledge among various stakeholders, shaping environmentally conscious decision-making, and contributing to sustainable growth (Lee, 2001; White et al., 2019; Zhang et al., 2021). The role of social media in enhancing companies' green knowledge-sharing practices and its impact on consumer behavior is an area that warrants further exploration (Zhang et al., 2021, 2022).

Thirdly, there's limited research on the connection between companies' environmentally sustainable knowledge sharing and consumer loyalty, particularly through emotional motivation and pro-environmental behaviors. Additionally, the influence of social media influencers' green trustworthiness on green marketing practices is an emerging area of interest that requires more academic attention (Zhang, Chintagunta, and Kalwani, 2021).

Fourthly, this research employs the service-dominant logic theory to analyze the mediating roles of warm glow and pro-environmental behaviors on the impact of companies' green knowledge sharing on consumer loyalty. This perspective enhances our understanding of the indirect impacts of green marketing, complementing previous studies that focused primarily on direct relationships (Sun et al., 2021).

Fifthly, our study adds to the body of green marketing research by examining the interaction between the green trustworthiness of social media influencers and companies' green knowledge sharing. This approach addresses a gap in current research and underscores the significance of integrated green marketing strategies (Zhang et al., 2021).

Sixthly, the findings are particularly relevant for the hospitality industry, emphasizing the need for in-depth research on effective green marketing practices on social media. Better understanding and application of these practices can lead to more refined outcomes and insights in this sector.

1.7 The structure of the thesis

The thesis is structured into six chapters, complemented by several supplementary sections.

The first chapter - Introduction: This chapter presents the background, motivations, research questions and objectives, methodology overview, hypotheses, conceptual framework, main findings, contributions, and thesis structure.

Second chapter - Literature Review: This chapter examines concepts like green marketing, social media marketing, digital green marketing, companies' green knowledge sharing, revisit behavioural intention, and other key constructs. It also covers relevant theories and existing literature.

Third chapter - Methodology: This chapter outlines the research philosophy, qualitative and quantitative methods, sampling techniques, data collection, and measurement procedures employed in the thesis.

Fourth chapter - Results: This chapter documents the qualitative findings, quantitative pilot test results, confirmatory factor analysis, and hypothesis testing outcomes for mediating and moderating relationships.

Fifth chapter - Contribution: This chapter discusses the theoretical and practical implications stemming from the research findings.

Sixth chapter – Conclusion: The final chapter summarizes the overall thesis, acknowledges limitations, and provides recommendations to guide future studies.

2. LITERATURE REVIEW

2.1 Green marketing

Green Marketing has evolved as a distinct segment within the broader marketing sphere, emphasizing the sustainable creation and distribution of products and services. Its primary aim is to curtail the negative impact on our planet's ecosystems (Peattie & Crane, 2005). According to Dangelico and Vocalelli (2017), this approach promotes goods and services that are considered environmentally friendly. However, green marketing transcends the mere promotion of environmentally considerate features; it plays a pivotal role in educating consumers, shifting their perspectives, and refining a company's brand image—all while securing a lasting competitive advantage. The essence of green marketing lies in effectively communicating and heightening public knowledge about the environmental benefits of a company's offerings, coupled with encouraging mindful consumption behaviors (Dangelico & Vocalelli, 2017). Strategies within this domain often include leveraging recycled materials for packaging, reducing waste, and conserving energy during production. There's also a strong focus on disseminating messages about these environmental advantages through diverse media channels, including social media (Kärnä et al., 2003). Moreover, green marketing offers a pathway for organizations to establish a lasting competitive advantage. This is achieved by fostering a 'green' brand image and reinforcing customer relationships through active corporate social responsibility, which resonates with the contemporary consumer's values (Chen, 2008).

2.2 Marketing on social media

Social media marketing is a dynamic marketing approach that leverages social media platforms and digital technology to reach and engage with both prospective and current customers (Alalwan et al., 2017). It offers a rich opportunity for businesses to cultivate customer relationships, enhance brand visibility, and boost customer engagement (Kaplan & Haenlein, 2010). A particularly potent aspect of social media marketing is its capacity for rapid and widespread information dissemination, which is crucial in the travel sector, where fresh information and community reviews can significantly influence consumer decisions (Zeng & Gerritsen, 2014). Social media also provides an interactive arena for direct engagement between customers and businesses, laying the groundwork for relationship building and customer loyalty (Hays et al., 2013). Social media campaigns may encompass a variety of activities, including paid advertising, sharing valuable content, and engaging with the online community. Businesses can disseminate information about new travel packages, promotions, and enticing destinations through posts, images, and videos. Moreover, social media serves as a channel for customer feedback, enabling businesses to refine their offerings and enhance the travel experience (Alalwan et al., 2017).

Social media serves not only as an efficacious communication channel but also as a valuable source of market intelligence. By analyzing big data from social networks,

businesses can gain a deeper understanding of customer behavior, preferences, and consumption trends, enabling them to refine their marketing strategies (He et al., 2013). In the Vietnamese context, social media plays a pivotal role in disseminating sustainable tourism messages and encouraging participation. Tourism enterprises can employ social media to impart knowledge and information about green travel destinations, as well as to foster community engagement and feedback (Gulati, 2021). Indispensable to brand development within the tourism sector, especially in the context of promoting sustainable and green tourism, businesses can exploit social media as an effective marketing conduit to propel sustainable tourism messages, generate community interaction and involvement, and construct a supportive online environment for the sustainable evolution of the tourism industry.

2.3 Digital green marketing

In the digital age, green marketing has broadened its scope to encompass the online sphere. Enterprises are increasingly utilizing social media and other digital communication channels to propagate their commitment to environmental protection and advertise their environmentally friendly products (Dangelico & Vocalelli, 2017). Through sharing information and knowledge and interacting with the online community, businesses can forge and fortify their green brand identity, simultaneously encouraging and facilitating sustainable consumption practices. In the context of tourism on social media, green marketing propels the image and consciousness of sustainable tourism by broadcasting the virtues and advantages of lessening negative environmental impacts (Font & McCabe, 2017). This not only appeals to travelers but also motivates them to opt for eco-conscious travel choices, thus engendering a gratifying travel experience and a higher propensity for return visits (Larsen & Wolff, 2016). A study by Huy et al. (2022) has indicated that the symbiosis of green marketing and eco-tourism on social media can beget multiple benefits, including augmented customer loyalty, an enhanced brand image, and amplified business effectiveness. Therefore, green marketing stands not simply as an efficacious method of environmental marketing on social media but also as a potent business strategy to engender sustainable value for both the enterprise and the community. In essence, digital green marketing is an effective marketing strategy and a crucial means to bolster sustainable consumption behaviors and generate lasting value for both commerce and society.

2.4. Green marketing strategy in the digital era

A green marketing strategy is a defined set of marketing strategies and activities that aim to minimize environmental impact while promoting a level of sustainability (Stanton, 1987). Kaufmann & Panni (2014) also defined green marketing strategy as a marketing strategy that is influenced by environmentally friendly management approaches and sustainable goals. In contrast, conventional marketing approaches, including product pricing, locations, promotions, and their impacts, fail to consider the intricate, contextual, and evolving characteristics of reality, as well as the absence of

human emotions and instincts in marketing principles (Gummesson et al., 2014). As a result, green marketing strategies should be linked to the roles of players (e.g., company, client, setting) and continual change in the value-generating process (Kotler, Pfoertsch, et al., 2021). The researchers advocate for green marketing strategies that are shaped by a triad of elements: design thinking, service-dominant logic, and digitization. This innovative approach involves exploring green marketing methodologies with the objectives of (1) enhancing green competencies to enrich consumer value through the exchange of green knowledge; and (2) encouraging pro-environmental behaviors and a sense of personal gratification among green consumers (Giebelhausen et al., 2016; Song et al., 2020; Wang et al., 2022). Consequently, this strategy aims to bolster tourist loyalty, as evidenced by intentions to revisit and positive word-of-mouth endorsements.

2.5 Conceptualization of Research Constructs

2.5.1 Knowledge

In the online context, knowledge is considered to be an important factor in influencing the choice of marketing strategies (Doorn et al., 2010). Scholars have defined knowledge differently. Allee (1997) defines knowledge as people's experiences gained over a period of time, while Davenport et al. (1998) argue that knowledge is a mix of different experiences, values, contextual information, and expert insights. The idea highlighted in the definitions of knowledge is information and understanding about a subject that people get by experience or learning. The literature on knowledge shows two types of knowledge: explicit knowledge (90%) and tacit knowledge (10%) (Zeng et al., 2020). Explicit knowledge represents formalized knowledge that is stored in a designated place, while tacit knowledge refers to an intuitive kind of know-how deeply rooted in a personal experience. It is important to differentiate between information and knowledge, as the distinction between these concepts can often be unclear. Knowledge addresses questions such as 'why' and 'how,' providing valuable insights for decision-making that can benefit both customers and companies. In contrast, information answers questions like 'who,' 'when,' 'what,' and 'where,' giving users context and meaning (Elearn, 2013).
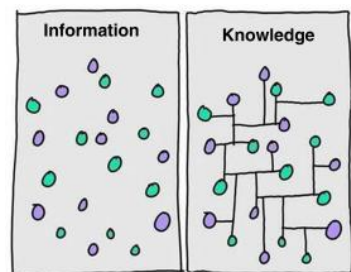
Figure 2: The distinction between information and knowledge.

Hugh McLeod's original sketches were used to create a portrait of David Somerville.

(Source: Ponting, 2017)

2.5.2 Companies' knowledge sharing

Companies' knowledge sharing for customers as quasi-employees has become a vital practice in establishing and retaining a competitive benefit in an organization's long-term marketing plans, particularly in the hotel sector (Ford et al., 2012; Ford & Heaton, 2001). Knowledge sharing is defined as the act of transmitting or spreading information from one individual, group, or organization to another (Lee, 2001). Generally, customers "must learn to use, maintain, repair, and adapt the appliance to his or her unique needs, usage situation, and behaviors" (Vargo & Lusch, 2004, p. 11). In the digital era, Oshri, Kotlarsky and van Fenema (2009), Charband and Jafari Navimipour (2016) suggest that digital collaboration is critical in the sharing of knowledge in the digital age since it enhances and raises the commitment of participants in the exchange of knowledge. Similarly, Kotler, Kartajaya and Setiawan (2021) said that the exchange of knowledge on the online framework should be extended not only within enterprises but also between enterprises and customers in order to increase collaborative performance. Van Doorn et al. (2010) contended that companies may attract consumers by creating platforms (e.g., knowledge-sharing systems) for consumer learning (e.g., online training) to improve their knowledge of the company's experiences and uses.

2.5.3 Companies' green knowledge sharing

In the green context, the term "green knowledge sharing" stemmed from the definition of "knowledge sharing" of a company. Hence, companies' green knowledge sharing (C-GKS) is described as the process of sharing or distributing green knowledge between a company and its consumers to efficiently limit negative environmental consequences (Cheng, 2011). Moreover, companies' green-sharing activities could become the key marketing technique in producing green consumers by boosting customers' green knowledge on social media (Meire et al., 2019). This is due to the fact that the establishment of companies' environmentally sustainable knowledge sharing enables consumers to nurture their' green behavior with a company's green experiences (Wayne D. Hoyer et al., 2017), which may be crucial to lessen the environmental effect.

2.5.4 Revisiting behavioural intention

In the context of travel, many academics are devoting the travelers' return intentions (Abbasi et al., 2021; An et al., 2019; Dang-Van et al., 2023a; Loi et al., 2017; Park et al., 2021; Saxena, 2023; Sohn et al., 2016; Yadav et al., 2016). Revisit intentions/behaviors in the tourism sector is a crucial component of company growth owing to minimizing marketing and advertising expenditures (Dang-Van et al., 2023a; Kim et al., 2013; Loi et al., 2017; Ngoc Khuong & Trinh, 2015; Park et al., 2021; Saxena, 2023; Yadav et al., 2016). In sectors focused on services (e.g., tourism and hospitality), the inclination to return or revisit is influenced by the experiences provided to consumers (Abdul Gani et al., 2019). Warshaw & Davis (1985) described revisiting intention as the extent to which an individual has formulated conscious intentions to engage in or abstain from a

particular future activity. Revisit behavioural intention (RBI) is alternatively characterized as an individual's readiness or inclination to undertake a subsequent visit to the same location (Tosun et al., 2015). In the green context, the study attempts to utilise the service dominant logic theory to explain consumer behavioural intention in the tourist hospitality industry.

2.5.5 Warm glow

Warm glow (WG) is described as the sensation of giving those individuals experience joy for "doing good" to benefit others (Andreoni, 1990). The warm glow is reflected in the attributes of altruistic and selfish desires and is the most significant experience of a marketing strategy related to a cause. (Chaabouni et al., 2021). In the green setting, a warm glow symbolizes the emotional motivation of pro-environmental behaviors (Clark et al., 2003). Therefore, a warm glow may symbolize the emotional benefit attitude of environmental conservation via environmental efforts. The warm glow is a critical feature in fostering long-term changes in environmental awareness (Viscusi et al., 2011). (Kotler & Armstrong, 2017) claim that individuals gain emotional sensation (e.g., warm glow) from obtaining information skills and doing something to benefit themselves and others, which impacts customers' intentions or behavior. Therefore, understanding and behaving via green experiential knowledge might allow consumers to sense the warm glow (Taufik et al., 2015), which, in turn, leads to an improvement in green intention or behavior (Giebelhausen et al., 2017).

2.5.6 Pro-environmental behavior

Pro-environmental behaviors (pro-environmental behaviors) are pro-social activities in which individuals reduce the negative influence of their activities on the environment (e.g., decreasing resource and energy consumption, utilizing non-toxic chemicals, reducing waste generation) (Kollmuss & Agyeman, 2002; Nolan & Schultz, 2013). Pro-environmental behaviors may result from the interaction of competence, psychological elements such as environmental amenities or attitudes, and environmental factors such as behavioural opportunities (Bamberg & Möser, 2007). Pro-environmental behaviors serve a vital role in coordinating actors (e.g., governments, corporations, and people) to establish their reputations and work with others in the future (Vesely et al., 2020). Therefore, pro-environmental behaviors seem to be green value co-creation that improves the environmental well-being in complex adaptive systems.

2.5.7 Green trustworthiness of social media influencers

Trustworthiness has been defined by Ohanian (1990) as "the degree of trust consumers place in influencers' intent. "Trustworthiness is also referred to as the "accumulated perceptual experiences that lead one to trust" (Caldwell & Clapham, 2003, p. 352) and maintains the link between the supporter message and customer evaluations (Mowen, 1980). In the online setting, the trustworthiness of SMI, which represents beliefs of a digital influencer's credibility, sincerity, and honesty, is emphasized as a vital factor for

creating long-term effective connections between both influencers and followers (Lou & Yuan, 2019; Ye et al., 2021). In the green context, the green trustworthiness of social media influencers (GToSMI) may well be defined as the level of environmental trust that consumers have in social media influencers' desire to transmit the claims they believe are most relevant for green actions associated with influencers' green commitments and environmental concerns. This implies that if a follower has faith in green-committed social media influencers associated with a green brand, the follower will enjoy the brand more.

2.6 Applied theories

2.6.1 The Motivation-Opportunity-Abilities (MOA) model

As an interactive model of three components: cognitive (e.g., thinking, appraisal, knowledge), affective (e.g., feeling, emotion), and conative (behavior) (Schiffman & Wisenblit, 2019), Maclnnis, Moorman, and Jaworski (1991) presented a framework integrating motivation (such as drives, ambitions, impulses, and emotions), opportunity (including time, place, ease of access, and the digital divide), and competence.
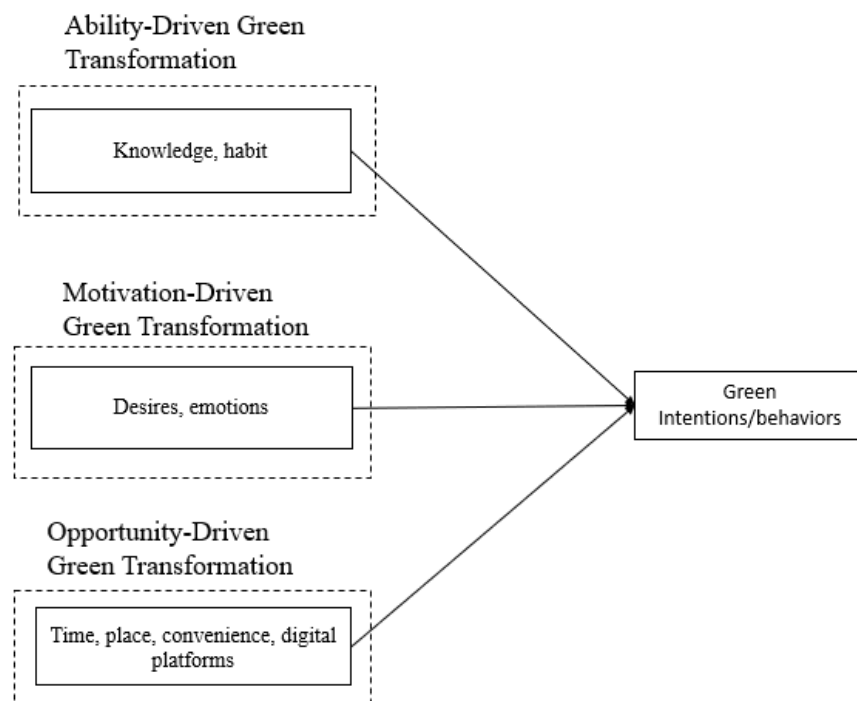
Figure 3: MOA framework.

(Source: Hoyer et al., 2023)

Bayton (1958) defines motivation as "the drives, wishes, urges or desires which initiate the sequence of events known as 'behavior'". The actor's motivations are the attitude towards and the social norms in connection with the behavior (Ölander & ThØgersen, 1995). Ajzen (1988) showed that the customer's intention to participate in the behavior captures the motivational factor and shifts them into a behavioural

25

arrangement. Although the framework of (Ölander & ThØgersen, 1995; Hughes, 2007) integrated a new important factor such as opportunity, their works have little focus on emotion actors in motivation factors. According to MacInnis, Moorman, and Jaworski (1991), opportunity is characterized by the amount of diversions or restricted time influencing customers' intentions. The MOA opportunity component can be likened to Ajzen's view of behavior control as a necessary condition for behavior execution (Jackson, 2005). The necessary conditions involve the organization of time and space utilization which impacts consumer behavior with the aim of fostering positive ecological behavior (Ölander & ThØgersen, 1995). Furthermore, Hughes (2007) characterized an opportunity as the extent to which a consumer perceives that electronic tools are available to support the genuine behavior of the framework. Competence includes all aspects of understanding and routine (Jackson, 2005). The consumer's expertise acquired through a knowledge-distribution program to alter ecological behavior. Knowledge is fundamental in the realm of eco-friendly goods and services. The habit may be regarded as strategies designed to aid consumers in acquiring green knowledge about a product/service to establish fresh eco-friendly practices aimed at reducing the mental effort associated with making decisions.

According to the research goals, this study must assess the links between knowledge-sharing practices and customers' factors such as behavior, motivation, and behavioural intention. By expanding the theory, it is believed that a successful green marketing application would affect consumers' behaviors and emotional motives, motivating them to reciprocate companies. The green behavior and emotional motivation of customers, which constitute two of the consumer components, have become intriguing subjects of study in marketing fields. As a result, the MOA model may be suited for investigating the relationships between green marketing activities and consumer behavioural intentions.

2.6.2 The service-dominant logic theory

The service-dominant logic (S-DL) theory is one of the most important theories used in research on consumer behavior and marketing. As far as we are aware, previous literature has not thoroughly examined the moderated multi-mediation influences of green marketing practices, such as a company's environmentally sustainable knowledge sharing, green trustworthiness of online influencers, pro-environmental behaviors, and warm glow on revisiting behavioural intention. This research will develop hypotheses based on green-related articles and marketing theories, such as the service-dominant logic theory as a green business model substituting for the make-buy-destroy-rebuy (products) mental model (Vargo, 2021). The notion of reciprocal service exchange is at the center of the service-dominant logic, in which one actor (e.g., company, influencer) benefits another actor (e.g., customer) via a co-collaborative process toward value co-creation (Vargo & Lusch, 2004). In addition to competence resources (e.g., knowledge, skill, ability), motivation resources play a crucial role in driving outcomes such as behavior or loyalty in multi-actor contexts with service-dominant logic (Danatzis et al.,

2022). Motivation may refer to willingness, desire, attitude, or intent to act together with many actors in order to achieve goal-oriented arousal (Blumberg & Pringle, 1982; Maclnnis et al., 1991; Danatzis et al., 2022). Customers' motivation, competence, conduct, and context actors (e.g., company, influencer) are reciprocal aspects of each other in the dyadic interaction of actors (Bandura, 1977; Blumberg & Pringle, 1982; Siltaloppi & Vargo, 2017). Therefore, the results are determined by the reciprocal interaction of social, cultural, and institutional contexts, competence, and motivation.

Extending a similar theory within the eco-friendly domain of the tourism industry, through the mediating function of customers' motivation (warm glow) or behavior (green behavior), service-dominant logic may be used to investigate the indirect correlations between a company's environmentally sustainable knowledge sharing (competency) and customers' revisit intention. This theory may also be employed to investigate the moderated multi-mediation impacts of green trustworthiness among influencers in these connections. In this case, revisit intention is a significant indicator of marketing effectiveness. As a result, the theory seems to be important for investigating the present work's aims. In the hospitality industry's approach to tourists, two principal strategies are prominent in the theory. The first, advocated by Ford & Heaton (2001), involves treating tourists as quasi-employees. The second strategy, highlighted by Font et al. (2021), emphasizes viewing tourists as partners.
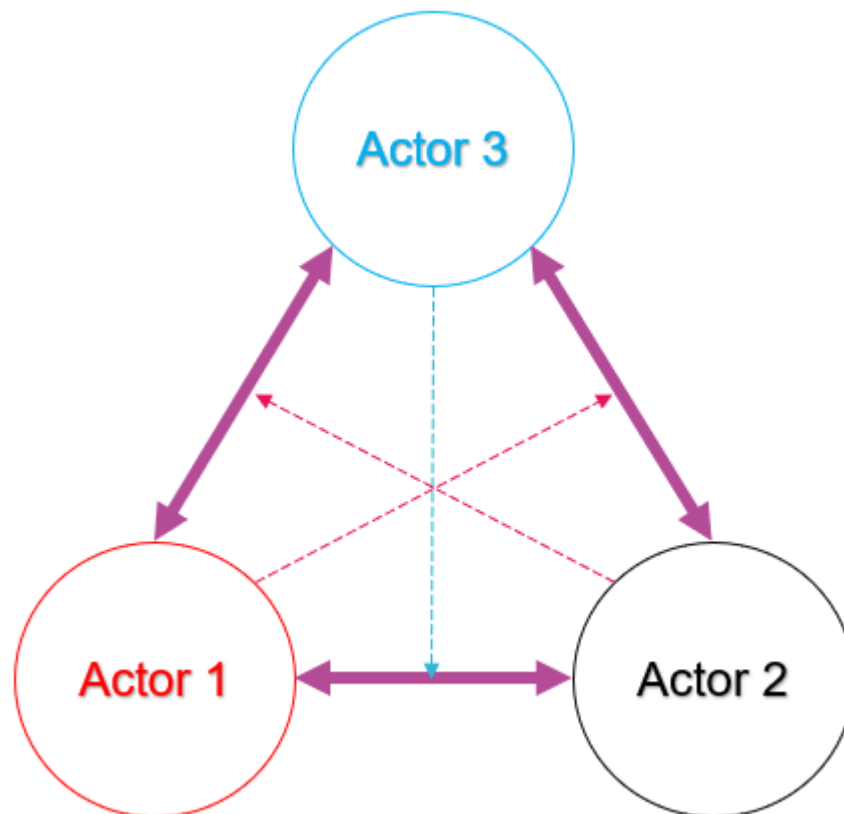
Figure 4: The multi-actor system in Service-Dominant Logic.

(Source: the author)

The study examines Service-Dominant Logic (S-DL) because this theory provides better insights than the Motivation-Opportunity-Ability (MOA) model for researching environmentally friendly marketing on social media. S-DL gives a fuller view of how companies, customers, and influencers work together to create value on these platforms. This kind of mutual service exchange matches well with the interactive nature of social media. S-DL is more about working together and being involved than just selling, which suits the social nature of these platforms. Also, S-DL fits better with the fast-changing online world, possibly more so than the more traditional MOA approach. Lastly, S-DL highlights the importance of combining skills and resources, which is key to sharing knowledge and abilities on social media effectively. To sum up, S-DL captures the connected, cooperative, and flexible qualities of social media, making it a strong model for studying green marketing.

2.7 Systematic review

This study conducts a systematic review to identify research gaps in existing literature, guiding the research framework. The review process aims to highlight theoretical perspectives, key characteristics of published papers, emerging issues, and challenges. This approach facilitates the proposal of a future framework, as outlined by Pham et al. (2019). Additionally, literature reviews enable scholars to categorize and summarize previous studies, identifying limitations and gaps (Tseng et al., 2019). Thus, it's an appropriate method for addressing the research questions in this study. Table 2 presents a brief summary review of studies on the impact of companies' green knowledge sharing on customer intentions/behaviors (Song et al., 2020; Zhang et al., 2021), including revisiting intentions (Abbasi et al., 2021; An et al., 2019; Dang-Van et al., 2023a; Loi et al., 2017; Park et al., 2021; Saxena, 2023; Sohn et al., 2016; Yadav et al., 2016), warm glow (Giebelhausen et al., 2016, 2017; Hartmann et al., 2017; Taufik et al., 2015), pro-environmental behaviors (Kollmuss & Agyeman, 2002; Nolan & Schultz, 2013; Vesely et al., 2020), and the green trustworthiness of online influencers (Caldwell & Clapham, 2003; Lou & Yuan, 2019; Ohanian, 1990; Ye et al., 2021).

2.7.1 Systematic review process

To conduct a thorough and impartial exploration of empirical studies relating to companies' green knowledge sharing, warm glow, pro-environmental behaviors, as well as the green trustworthiness of social media influencers and customers' intention to revisit, we adhered to the literature review methodology proposed by Vom Brocke et al. (2009). This approach has been validated by recent scholarly assessments, such as those by Dreyer et al. (2019) and Manfredi Latilla et al. (2018), which highlight its effectiveness in ensuring the relevance, quality, and methodological soundness of research. Initially, our review's scope was defined through a meticulous survey of reputable databases. This survey specifically targeted peer-reviewed papers published in English that focus on the aforementioned areas of green marketing on social media.

Subsequently, we progressed to the second phase: the identification of keywords. In this stage, we sought insights from three seasoned researchers with expertise in green marketing, influencer marketing, and sustainable tourism. Their valuable input helped us develop the main search strings for our study.

➢ "green knowledge sharing" OR "greening knowledge sharing" OR "environmental knowledge sharing" OR "sustainable knowledge sharing

Additionally, we also searched for other keywords such as "knowledge sharing,"; "information sharing,"; "warm glow,"; "pro-environmental behavior,"; "pro-environmental behavior,"; "trustworthiness"; "revisit intention"; "revisiting behavioural intention"; "revisiting intention"; "revisiting behvioral intention" "green marketing"; "sustainable marketing"; "social media influencer"; "online marketing"; "tourism"; "hospitality" to helped authors search some publications related to the green knowledge on social media.

The third step in our research methodology was the literature search. We employed computerized searches across multiple databases, notably the Web of Science and Scopus. These platforms are globally recognized for their scientific rigor and have been extensively utilized in prior systematic review studies, as evidenced by Pham et al. (2019). Our initial search yielded 186 publications that appeared relevant. To refine this list, we first screened each publication's title and abstract, eliminating duplicates and reviewing articles. This step was guided by exclusion criteria tailored to the research questions and objectives of our study. Following this process, 70 articles remained. We then meticulously reviewed the main body of these articles, applying the same inclusion and exclusion criteria. This examination further narrowed the pool to 67 papers. Additionally, to capture all potentially relevant literature, we employed a snowballing technique, tracing the references cited in the articles we had already retrieved. This approach identified two more articles, culminating in a comprehensive collection of 83 articles for our review. In the final stage of our study, we concentrated on uncovering research gaps. This critical step was essential for devising our research framework. By thoroughly analyzing the existing literature, we were able to pinpoint areas that lacked sufficient exploration, thus guiding the direction of our proposed framework to fill these identified gaps (Luu, 2022).

Table 2 Summary of key studies

Study	Antecedents	Mediators	Moderators	Outcomes	Theory	Research methods	Context	Participants
This study	Company's GKS to Customer **[research gap]**	Warm Glow, Pro-environmental behaviors **[research gap]**	Green trustworthiness of Social media Influencer **[research gap]**	Revisiting behavioural intention **[research gap]**	Service-Dominant Logic **[research gap]**	Mix method	Tourism and Hospitality industry	Guests
(Majeed & Kim, 2023)	Green marketing, including Hotel operators' green knowledge, Disclosure of green information, Resource conservation claims, Environmental certification	Greenwashing	Green attitude	Customer green consumption attitude, Green trust, Visit intention, Willingness to pay extra, Word of mouth		Scoping review approach	Hospitality industry	Customer
(Wen et al., 2023)	Retail investors' online searching	Green Information dissemination of companies	Online media coverage and social media posts	Green technology innovation, green knowledge sharing		Ordinary Least Squares estimator	Social media	Retail investors
(Zhang et al., 2022)	Openness/Disclosure, Sharing of Tasks, Knowledge Sharing, Advertising,			Social Media Engagement		Data mining	Alternative food networks	Farmers

	Irrelevant Information						
(Zhang et al., 2021)	Company's support through information knowledge sharing, social media, influencer		Adoption of green products	Cultural evolutionary theory of credibility-enhancing displays	Field experiment	Rural China	Farmers
(Sari et al., 2021)	Knowledge sharing as green education including (1) communication of informational content, (2) communication of transformational content from company to customer	Economic Accessibility, Green benefit, Attitude toward green buying, Environmental concern	Intention to buy green products	Theory of reasoned action	Quantitative (Surveys)	Shopping malls in Jakarta	Customer
(Sun, Bellezza, et al., 2021)	Knowledge sharing as green education through tutorials and advertisements	Durability	Increased purchase of more durable products, thus reducing waste		Web scraping, online experiments	U.S. and online samples	Customer
(Kumar & Anbanandam, 2021)	Environmental knowledge sharing among freight transport actors, quality of organizations'		Environmental awareness program	Fuzzy set theory	The intuitionistic Fuzzy-set-based analytic	Transport company	Employee

	human resources, collaborative green awareness training programs					hierarchy process	
(Nazam et al., 2020)	(1) complexity in adopting sustain-able technology practices, (2) difficulty in sustainable knowledge sharing, (3) trust deficit in a sustainable buyer-supplier relationship, (4) fear and resistance towards sustainable competitiveness and innovation, (5) lack of sustainable marketing and organizational culture, (6) lack of sustainable production and distribution, (7) lack of sustainable outsourcing		Sustainable supply chain initiatives	Fuzzy set theory	Fuzzy analytical hierarchy process	Hygienic products	Partner

32

Citation	IV	Mediator	Moderator	DV	Theory	Method	Context	Respondents
(Song et al., 2020)	GKS including: (1) Manufacturer-supplier GKS, (2) Manufacturer-buyer GKS	Stakeholder pressures	Green absorptive capacity	Green innovation	Organizational learning theory	Quantitative (Surveys)	Chinese manufacturing companies	Senior and middle manager
(Lin & Chen, 2017)	Employee-employee GKS	Green service Innovation, Green dynamic capacities		Green competitive advantage	Dynamic capabilities theory	Quantitative (Surveys)	Taiwanese electronics industry	Engineers and employees
(Rubel et al., 2021)	Green Human Resource Management	Employee-employee GKS		In-role Green Service Behavior, Extra-role Green Service Behavior	Social identity theory	Quantitative (Surveys)	private commercial banks in Bangladesh	Employee
(Chang & Hung, 2021)	Green Organizational Identity	Employee-employee GKS, Green Product Psychological Ownership, Green Creativity		Green Product Development Performance	Organizational identity theory, theory of psychological ownership	Quantitative (Surveys)	The different industries of Taiwan	Employee
(Zhu et al., 2024)	Social desirability bias	None specified	None specified	Accuracy of self-reported pro-environmental behavior	Social desirability theory, Behavior-specific social desirability bias	Survey, Correlation analysis	Various pro-environmental behaviors in tourism	400 respondents from Australia
(Liu et al., 2024)	Residents' pro-environmental behavior,	Moral inspiration	Field cognitive style	Tourists' pro-environmental behavior	Social contagion theory, Nudge	Field experiment,	Tourist destinations	Residents and tourists

	Perceived pro-environmental atmosphere				theory, Norm activation theory	Scenario experiments	in Sichuan, China	(number not specified)
(Albrecht et al., 2024)	Enjoyment focus, Habit, Effort	Not specified	Not specified	Pro-environmental behavior	Not explicitly mentioned; explores theories related to enjoyment, habit, and effort	Survey, Mixed-effects regression, Item response theory model	Various contexts (home, vacation, work, etc.)	89 respondents from UK, USA, Australia recruited via Prolific
(Dolnicar et al., 2024)	Habit, Effort, Enjoyment (HEET), Value-Belief-Norm (VBN) constructs	Habit, Effort, Enjoyment, Awareness of Consequences, Self-Ascription of Responsibility, Personal Norms, Ecological Worldview	Comparative Predictive Validity	Pro-environmental Behaviors	HEET vs. VBN Theory	Survey using visual analogue scales	Environmentally significant consumer behaviors	Customers from English-speaking countries (Canada, UK, USA, New Zealand, Australia)
(Majid et al., 2024)	Chatbot design, Sustainable travel regulations	Self-reflection, Environmental awareness	Technological familiarity, User engagement	Sustainable travel behavior, Pro-environmental behavior spillover	Nudge theory, Transformative tourism experience, Technology Acceptance Model (TAM)	Semi-structured in-depth interviews, Focus group discussions, Field observations, Grounded Theory,	Gili Islands, Indonesia	Tourists, Hotel owners, Local residents, Government officials (20 participants)

								Service Design
(Lisboa et al., 2024)	Personality traits (Big Five), Emotional Intelligence	None indicated in the summary	None indicated in the summary	Pro-environmental behavior	Theory of Planned Behavior, Big Five Model	Systematic review of empirical studies	Adolescent environmental behavior context	Adolescents aged 11-18 years
(Dhir et al., 2024)	Biospheric values, Altruistic values, Egoistic values	New environmental paradigm, Awareness of consequences, Ascription of responsibility	Top management support, Organizational culture	Voluntary green behavior, Task-related green behavior	Value-Belief-Norm Theory	Survey, Structural equation modeling (SEM), Time-lagged data collection	Travel industry, Hotel employees	186 hotel employees in the UK
(Nivedhitha et al., 2024)	Green self-identification, Green broadcasting, Green social endorsement	Collective intention	Informational value, Emotional value	Pro-environmental behavior	Stimulus-Organism-Response (S-O-R), Social Identity Theory (SIT)	Three-wave time-lagged survey, bootstrapping tests	Online social networks	Online community members focusing on environmental consciousness
(Xu et al., 2023)	Destination psychological ownership (DPO)	Ascribed responsibility	Perceived effectiveness	Tourists' pro-environmental behavior (TPEB)	Psychological ownership theory	Structural equation modeling (SEM), Bootstrapping, Hierarchical multiple regression	National tourist resorts in China	Tourists (419 respondents)

Citation	IV	Mediator	Moderator	DV	Theory	Method	Context	Sample
(Eusébio et al., 2023)	Perception of air quality, environmental attitudes, pro-environmental behaviors at home	Pro-environmental behaviors at the destination	None specified	Pro-environmental behaviors in tourism destinations	Value-Belief-Norm Theory, Place Attachment Theory, Theory of Planned Behavior	Survey, Hierarchical cluster analysis, ANOVA, Kruskal-Wallis test, Chi-square tests	Tourism destinations in Central Region of Portugal	602 domestic and international visitors
(Zhou et al., 2023)	Gamification affordances (reward, achievement, competition, playfulness)	Harmonious passion, Obsessive passion	Not specified	Pro-environmental behavior	Self-determination theory (SDT), Dualistic model of passion (DMP)	Hierarchical multiple regression, Bootstrapping method	Gamified virtual CSR cocreation	Users of Ant Forest in China
(Sheng et al., 2023)	Behavioral impact messages (agent, behavior, impact)	Knowledge and Awareness, Personal Relevance, Efficacy Beliefs, Attitudes, Emotions	None specified	Pro-environmental consumer behavior adoption	Value-Belief-Norm Theory, Self-Referencing Theory, Attribution Theory	Narrative literature review, Experimental design, Message framing	Pro-environmental communication	General consumers
(Kala & Chaubey, 2023)	Altruistic values, Biospheric values, New ecological paradigm, Awareness of consequences, Ascription of responsibility	Pro-environmental personal norms (PPN)	Religious beliefs	Pro-environmental behavior (PEB)	Value-Belief-Norm Theory (VBN)	Partial least squares-structural equation modeling (PLS-SEM), Survey	Religious tourism in Northern India (Haridwar, Rishikesh, Badrinath, Kedarnath)	391 religious tourists

Reference	Independent Variables	Mediators	Moderators	Dependent Variable	Theory	Method	Context	Sample
(Wang et al., 2022)	Social norms (injunctive and descriptive norms)	Ethical evaluations (deontological and teleological evaluations)	Chinese cultural values (collectivism, human-to-nature orientation)	Tourists' pro-environmental behaviors	Not specified	Survey, Structural Equation Modeling (SEM)	Tourist sites in China	Tourists
(O'Connor & Assaker, 2022)	Risk perception of COVID-19, Economic sacrifices, Environmental concerns, Environmental responsibility	Environmental moral obligation	None	Pro-environmental travel behavior (PETB)	Norm Activation Model (NAM), Economic Sacrifices Theory, Risk Perception Theory	Survey, Structural Equation Modeling (SEM)	Travel and tourism during the COVID-19 pandemic	US travelers
(Coelho et al., 2022)	Regulatory focus (promotion and prevention focus)	Emotional responses	None	Pro-environmental behaviour (PEB)	Regulatory Focus Theory	Survey, Structural Equation Modeling (SEM)	Portugal	General population in Portugal
(Lin, Tian, et al., 2022)	Tour guide humor	Tour satisfaction, emotional connection	None	Enhanced pro-environmental behavior among tourists	Theories related to humor and environmental psychology	Empirical study with surveys and observational data	Tourist experiences managed by guides	Tourists participating in guided tours
(Foroughi et al., 2022)	Guests' environmental knowledge, attitudes, perceived behavioral control	Psychological benefits	Demographic factors (age, education)	Actual pro-environmental behavior of hotel guests	Theory of Planned Behavior	Survey, structural equation modeling	Hotels	Hotel guests

(Lin, Zhu, et al., 2022)	Various factors including personal values, social norms, contextual influences	Varies by individual study within the review	Varies by individual study within the review	Pro-environmental behaviors across hospitality and tourism contexts	Various (e.g., TPB, Norm Activation Model)	Systematic review and meta-analysis of existing studies	Hospitality and tourism industry globally	Hospitality and tourism consumers (varies by study)
(Pereira et al., 2023)	Influencer attributes (attitude homophily, physical attractiveness, social attractiveness), perceived characterizations (trustworthiness, perceived expertise, parasocial relationship)	None	None	Purchase intentions	None specified directly, involves concepts from digital marketing and influencer effectiveness studies	Survey	Digital marketing and influencer impact in Portugal	Portuguese consumers who have interacted with or been influenced by digital advertising
(Kılıç & Gürlek, 2023)	Content from green influencers promoting environmentally sustainable practices and products	None	None	Development of a validated scale for measuring green influencer marketing effectiveness; positive influence on	Stimulus-Organism-Response (S-O-R) Theory	Mixed methods (qualitative and quantitative research), including content analysis and structural	Social media influencing, specifically within the context of tourism	Followers of green influencers involved in tourism

				behavioral intentions toward green tourism products		equation modeling		
(Deb et al., 2023)	Use of celebrities (pop bands) as influencers, notably BlackPink during COP26	None identified	None identified	Initial high engagement and reach, but rapid decay in attention and engagement	Not specified, involves theories related to media influence and social mobilization	Data collection from Twitter using API, analysis of engagement patterns, content, and user network dynamics	Climate change communication on social media	Twitter users engaged in climate change discussions during the event
(Dekoninck et al., 2023)	Influencer attributes (relatability, authenticity), environmental content	Parasocial relationships (PSR)	None identified	Enhanced engagement with environmental issues, increased pro-environmental intentions	Parasocial Interaction Theory	Qualitative interviews, digital go-along approach	Social media, environmental communication	Generation Z followers of green influencers
(Mim et al., 2022)	Sustainable positioning using credible sources (EPA, social media influencers, celebrities) and transparency	Brand attachment, trust, identification	None identified	eWOM (electronic word-of-mouth), brand loyalty	Stimulus-Organism-Response (S-O-R) Model	Experimental study using online surveys	Sustainable fashion and marketing	US Gen Z consumers interested in sustainable brands

	levels (high vs. low)							
(Asdecker, 2022)	Exposure to travel-related influencer content on Instagram	Benign envy	Online social identity	Intention to visit tourist destinations	Social Comparison Theory, Social Identity Theory, Theory of Planned Behavior	Survey, Partial Least Squares Structural Equation Modeling (PLS-SEM)	Social media, specifically Instagram	Instagram users, particularly German consumers
(Boerman et al., 2022)	Influencer-message congruence, type of influencer (micro vs. meso)	Influencer credibility (trustworthiness and expertise)	Influencer type (micro vs. meso)	Pro-environmental intentions	Communication Persuasion Matrix, Match-Up Hypothesis	Online experiment among 201 Instagram users	Social media, specifically Instagram	Instagram users, general public
(Zatwarnicka-Madura et al., 2022)	Popularity of social media, Generation Z's media consumption habits	None identified	None identified	Increased awareness and interest in green energy, yet limited impact on actual behavior changes	Not specified directly, relates to communication and marketing theories	CAWI method, correlation analysis, quota sampling	Green energy marketing in Poland	Polish Generation Z aged 18 to 26
(Claessens et al., 2022)	Cooperative phenotype (willingness to cooperate in economic games)	Climate change belief	None	Pro-environmental behaviour	Social dilemmas and psychological preferences for cooperation	Survey, Economic games, Structural Equation	New Zealand, general public	897 participants from the New Zealand Attitudes

						Modeling (SEM)		and Values Study
(**Kim & Lee, 2022**)	Green autonomous motivation, Green external motivation, Environmental concern, Self-efficacy	None	None	Green idea generation behavior, Green idea promotion behavior, Green idea activist behavior	Self-Determination Theory	Survey, Structural Equation Modeling (SEM)	Hospitality enterprises in South Korea	Frontline employees in hospitality
(**Shafie et al., 2022**)	Social influencers, Advertising literacy	Awareness of misleading advertisements	-	Pro-environmental behaviours	-	Survey	-	General public, social media users
(**Kabderian Dreyer & Smith, 2024**)	Green preferences, wealth	Utility from green assets	Economic periods (pre/post-crisis)	Asset pricing, investment behavior	Proportional warm-glow theory, CCAPM model	Quasi-replication, GMM estimations, data from 1998-2015	Financial markets, ESG investments	Investors (general population)
(**Roy & Mukherjee, 2023**)	Perceived control	Anticipated warm glow	Perceived quality, Public self-consciousness	Likelihood of local consumption	Control Theory	Experimental studies	Various contexts of local consumption	Consumers
(**Moon et al., 2023**)	Brand social commitment, Brand-self congruence,	Green support for locals, Green practice, Green servicescape,	Brand commercialization	Warm glow, Green satisfaction, Willingness to pay more	Self-congruity theory	Mixed method (qualitative interviews, quantitative	Eco-friendly hotels and restaurants	Customers (352 survey participants)

41

						survey), Structural Equation Modeling		
	Brand-employee congruence	Green customer engagement						
(Wang et al., 2023)	Organizational support, green values, commitment, training, performance management, rewards, feedback	Cognitive appraisal, psychological reactions (warm glow)	None mentioned	In-role green behavior (IRGB), Extra-role green behavior (ERGB), Person-Organization (P-O) fit	Warm glow theory	Empirical study with survey data, Confirmatory Factor Analysis (CFA)	Various industries	Employees
(Giebelhausen et al., 2016)	Pro-environmental programs	Warm glow	Self-Benefiting Incentive, Other-Benefiting Incentive, Mixed-Benefiting Incentive	Service encounter satisfaction	Theory of Warm-Glow giving	Field experiment	Service Encounter	Guest
(Taufik et al., 2015)	Pro-environmental behavior	Positive self-signal:		Warm glow	Theory of Warm-Glow giving	Field experiment	Dutch university	Student
(Zizka et al., 2024)	Collectivist culture, socioeconomic status	Altruistic values, biospheric values	Socioeconomic status	Pro-environmental behavior	Values-Basis Theory, Competitive Altruism Hypothesis	Convenience sampling, hierarchical regression, bootstrapping tests	Asian collectivist societies	Employees from various industries in China, South Korea,

								Japan; some students
(Lagomarsino & Lemarié, 2024)	Temporal focus, goal-oriented emotions (hope)	Thinking about the future of the planet	Temporal predisposition, Environmental concern, Age, Gender, Altruism	Pro-environmental behaviors	Appraisal theories of emotions, Appraisal-tendency framework, Construal Level Theory (CLT)	Correlational study, online experiment, ANOVA, regression analysis, mediational analysis	Environmental sustainability context	General population (recruited via Prolific)
(Tezer & Bodur, 2020)	Using a green product	Warm glow, Social worth	Green product attributes, Social exclusion	Enjoyment, Purchase Intention, Willingness to Pay	Theory of Warm-Glow giving	Field experiment	Consumption	Student
(Hartmann et al., 2017)	Prior pro-environmental Behavior, Altruism	Warm glow		Future pro-environmental intention	Warm glow theory	Quantitative (Surveys)	Australian population	Consumer
(Giebelhausen et al., 2017)	Donation behavior	Warm glow, Prosocial identity		Repatronage intentions		Field experiment	Restaurant	Consumer
(Horng et al., 2024)	Gratification (information, convenience, entertainment, self-expression, social interaction), Parasocial interaction	Parasocial interaction, Instagram community commitment	Expertise, Trustworthiness	Booking intention, WOM, eWOM	Uses and Gratifications Theory (UGT), Parasocial Interaction Theory (PSI)	Structural Equation Modeling (SEM), AMOS, hierarchical regression, survey	Instagram social media platform	Consumers who are adult Instagram users and have stayed in a

								sustainable hotel
(Zhao et al., 2024)	Influencer type (Informers vs. Entertainers)	Trust	Endorsement style (implicit vs. explicit)	Green product purchase intention	Trust theory	Surveys and experimental studies	Social media platforms	General consumers of green products
(Jiang et al., 2024)	Virtual Influencer Image (human-like vs. anime-like), Emotional Appeal (pride, gratitude)	Perceived Credibility	Product Involvement (low vs. high)	Green Product Purchase Intention, Brand Attitude	Elaboration Likelihood Model (ELM), Construal Level Theory	Experimental studies	Green product endorsement	General consumers
(Gerrath et al., 2024)	Message warmth, Trust in experts	Social-psychological distance	Trust in experts	Attitudes towards pro-environmental cause, Engagement with the cause	Warmth and Competence model	Semi-structured interviews, Experimental studies	Pro-environmental marketing	Social media users, UK-based participants
(Wan et al., 2024)	Anthropomorphism, Racial homophily in virtual influencers	Trust	None specified	Low- and high-cost pro-environmental behaviors	Anthropomorphism theory, Social identity theory	Online experimental studies, AI-generated materials	Social media platforms	Chinese consumers

44

(Poureisa et al., 2024)	Popularity of social media, growth of organic food market, and trust in Instagram as a social commerce platform	Social commerce trust, influencers' endorsements	None identified	Increased purchasing behavior for organic foods via Instagram	Unified Theory of Acceptance and Use of Technology (UTAUT-2)	Quantitative survey using Partial Least Squares Structural Equation Modeling (PLS-SEM)	Social commerce on Instagram	Instagram users in Iran purchasing organic foods
(Breves & Liebers, 2022)	Parasocial relationships with social media influencers (SMIs)	Trust, Motive attribution	-	Advertising effectiveness, Pro-environmental intentions	Parasocial Interaction Theory	Experimental design, Online study	Social media	Followers of social media influencers
(Johnstone & Lindh, 2022)	Influence of influencers, fashion consciousness, CSR	None identified	None identified	Sustainable fashion purchase intent among millennials	Theory of (un)planned behaviour	Survey analysis, regression and LISREL	Online fashion retail	European millennials
(Jacobson & Harrison, 2022)	Popularity and influence of sustainable fashion influencers on social media	Content creation calibration, balancing ethics with compensation	None identified	Adjustments in influencer content strategies, impacts on consumer behavior and brand collaboration dynamics	Symbolic Interactionism, Goffman's Performativity Theory	Semi-structured interviews	Social media, especially in the context of sustainable fashion	Sustainable fashion influencers on social media

(Pittman & Abell, 2021)	Influencer popularity metrics (follower count, likes)	Consumer perceptions of trust and motives	Green orientation of influencers	Attitudes toward sponsored products, purchase intentions, willingness to donate to related charities	Not specified directly, related to theories of trust and influencer effectiveness	Experimental design (three lab studies)	Digital green advertising, social media marketing	General social media users, particularly those interested in green products
(Li et al., 2021)	Influencer expertise and interactivity, informational incentives, personal traits (materialism)	Fear of Missing Out (FoMO)	None identified	Psychological anxiety, compulsive buying, social engagement	Social Stress Outcomes (SSO) Framework	Quantitative survey, Structural Equation Modeling (SEM)	Social commerce platforms	General users of social commerce platforms
(Sabbagh et al., 2020)	Influence of social media on public health, widespread dissemination of dietary advice by unregulated influencers	None identified	None identified	Determination of the credibility of weight management advice provided by influencers, impact on public health policy	Not explicitly mentioned, relates to health communication and media influence	Systematic evaluation using a credibility checklist, nutritional analysis of meal recipes	Social media, weight management blogging	General UK public influenced by these blogs

(Wiedmann & von Mettenheim, 2020)	Trustworthiness of Social media Influencer	Brand satisfaction, Brand image		Purchase intention, Price premium, Brand trust	Attribution theory	Quantitative (Surveys)	German Universities	Student
(Pilgrim & Bohnet-Joschko, 2019)	Influencer communication on diet and exercise	Propagated body image and role of health	None identified	Influencing adolescent health behaviors and perception of body image	Not specified, involves communication and behavior change theories	Mixed methods research: quantitative and qualitative content analysis	Social media (Instagram)	Adolescents and young adults engaging with influencer content
(Wiewiora et al., 2014)	Trustworthiness, Organizational culture			Knowledge sharing (KS)		Multiple-case study approach	Four large Australian-based project-based organizations	Manager
(Seo et al., 2024)	Green marketing activities (energy saving, recycling, pro-environmental programs)	Value, Belief, Norm (VBN)	None explicitly mentioned	Word of Mouth (WOM), Revisit Intention	Value-Belief-Norm (VBN) Theory	Survey, Structural Equation Modeling (SEM)	Hotel industry in Seoul, South Korea	Hotel customers (318 responses)
(Mou et al., 2024)	Sustainable values (equality, respect for nature, shared responsibility)	Perceived CSR	None	Word of Mouth (WOM), revisit intention	Value-Attitude-Behaviour (VAB) model	Quantitative approach, online survey, PLS-SEM	Restaurant industry, China	Customers with a basic understanding of CSR who regularly dine in

								restaurants with sustainable CSR practices
(Bhat et al., 2024)	Corporate Social Responsibility (CSR)	Customer delight, Customer trust	Customer awareness, Personal norms	Customer delight, Customer revisit intention, Sustainable destination building	Value-Attitude-Behavior (VAB) Theory	Survey, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA)	Hospitality industry in India	Customers
(Dang-Van et al., 2023b)	Green hotel practices	Brand identification, Consumer promotion focus, Green consumption value	None	Consumer revisit intention	Social Learning Theory	Paper-based survey, multivariate data analysis	Luxury hotel sector in China	Consumers from four-star or above hotels in China
(Singh et al., 2023)	Natural environmental quality, park facilities	Emotional well-being	National culture	Self-rated mental health, life satisfaction, revisit intention	Theory of Planned Behavior (TPB)	Survey, Confirmatory Factor Analysis (CFA)	State parks	Customers
(Hu & Dang-Van, 2023)	Indoor environmental quality (IEQ) of	Consumer positive affectivity,	None	Revisit intention	Stimuli-Organism-Response (SOR) Model	Survey, Structural Equation	Green luxury hotels in China	Customers

	green luxury hotels	Perceived brand value				Modeling (SEM)		
(**Karim et al., 2023**)	Green supply chain management (GSCM) practices	Customer satisfaction (CS)	None	Word of mouth (WOM), willingness to pay (WTP), revisit intention (RI)	Theory of Planned Behavior (TPB)	Survey, Partial Least Squares Structural Equation Modeling (PLS-SEM)	Hospitality industry in Bangladesh	Customers in five- and four-star hotels in Bangladesh
(**Akhshik et al., 2023**)	Memorable tourism experiences (MTEs), place attachment, demographic factors	None	None	Pro-environmental behaviour intention (PEBI), revisit intention (REVI), recommendation intention (RECI)	Affective theory of social exchange, Social identity, Stimulus-organism-response, Tourism consumption system, Attachment theories	Fuzzy-set qualitative comparative analysis (fsQCA)	Nature-based tourism at protected areas	Nature-based visitors
(**Thipsingh et al., 2022**)	Sustainable practices, destination image, perceived value, novelty seeking	Satisfaction	None	Temporal revisit intention	Not specified	Survey, Structural Equation Modeling (SEM)	Tourism in Yogyakarta, Indonesia	Tourists
(**Mohammed et al., 2021**)	Tourist satisfaction, Tourist commitment	None	Environmental turbulence	Revisit intention	Not explicitly specified	Survey, Structural Equation Modeling (SEM)	Major cities in UAE (Dubai, Abu Dhabi, Fujairah)	International tourists in four- and five-star hotels

(Tiwari et al., 2021)	Physical environment, shopping at the destination, service quality, personalisation, exclusivity	Memorable tourism experience (MTE)	None	Revisit intention	Cognitive Appraisal Theory (CAT)	Survey, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM)	Central India	Tourists
(Chen et al., 2021)	Tourist touch points (brand-owned, partner-owned, customer-owned, social/external)	Perceived hedonic and eudaimonic well-being	None	Revisit intention, online word of mouth	Not specified	Survey, Principal Component Analysis, Structural Equation Modeling	Leisure tourism in rural settings (Nong Jia Le in China)	Tourists who have experienced Nong Jia Le
(Wu et al., 2021)	Online atmospheric cues (interactivity and vividness)	Flow experience, perceived usefulness, perceived enjoyment, attitude	None	App reusage intention, place revisit intention	Media richness theory, Stimulus-Organism-Response (S-O-R) theory	Quantitative research, survey, structural equation modeling	Travel app usage	Chinese tourists using travel-related mobile apps
(Singh et al., 2020)	Attitude towards the environment and tourism, subjective norms	None	Environmental concerns	Revisit intentions of Indian wine tourists	Theory of Planned Behavior (TPB)	Quantitative research, structural equation	Wine tourism in Nashik, India	Indian wine tourists

	of the middle class, perceived control					modeling (SEM)		
(Isa et al., 2020)	Environmental factors (atmosphere, infrastructure, cultural environment)	Place attachment dimensions (place identity, place dependence, social bonding, affective attachment)	None identified	Revisit intentions	Stimulus-Organism-Response (S-O-R) Model, Theory of Reasoned Action (TRA)	Survey, Structural Equation Modeling (SEM)	Batam Island, Indonesia	Visitors to Batam Island
(Stumpf et al., 2020)	ourist satisfaction, Travel motivation, Travel distance, Demographic factors (age)	None	None	Revisit intention	Expectation-Experience-Satisfaction-Loyalty paradigm	Generalized Linear Model (GLM), Survey	European Union destinations	European tourists

(Source: the author)

2.7.2 Findings

Despite the recognized importance of companies' green knowledge sharing in enhancing customer satisfaction and loyalty, particularly in the tourism and hospitality sector (Janahi et al., 2021; Majeed & Kim, 2023; Wen et al., 2023), a noticeable research gap exists. Our review reveals a lack of exploration into how this green knowledge sharing impacts customers' intention to revisit. This is especially true when considering mediation and moderation mechanisms such as the warm-glow effect (Giebelhausen et al., 2016, 2017; Hartmann et al., 2017; Taufik et al., 2015), pro-enviornmental behaviors (Kollmuss & Agyeman, 2002; Nolan & Schultz, 2013; Vesely et al., 2020) and social media influencer regarding influencer marketing (Caldwell & Clapham, 2003; Lou & Yuan, 2019; Ohanian, 1990; Ye et al., 2021). The scarcity of research in this area is even more prominent within the hospitality industry in emerging Asian markets. In addressing this, our study aims to explore the mechanisms of how and when companies' green knowledge sharing can effectively enhance customers' intentions to revisit, thus filling a critical gap in the existing literature.

2.7.3 Foundation of research questions and objectives

In order to develop hypotheses for the mechanisms of how and when companies' green knowledge sharing can effectively enhance customers' intentions to revisit, the following research topic requiring investigation is proposed based on two key research questions: The first research question examines whether pro-environmental behaviors and warm glow act as mediating variables, indirectly influencing the effect companies' green knowledge sharing has on increasing customers' revisit behavioural intentions. Specifically, it asks whether engaging in green knowledge sharing enables companies to encourage pro-environmental behaviors and cultivate a warm glow feeling among customers, subsequently increasing their intention to revisit the company. The second research question explores if social media influencers' perceived green trustworthiness moderates the relationship between pro-environmental behaviors, warm glow, and revisit intentions. It investigates whether having influencers who are seen as credible and genuine in their advocacy for green practices enhances the effects of pro-environmental behaviors and warm glow on strengthening the association between companies' green knowledge sharing and greater revisit behavioural intention.

The core goal is to build a comprehensive model to enhance revisiting intention. This will be accomplished by verifying the roles of companies' green knowledge sharing, customers' pro-environmental behaviors, their warm glow feeling, and influencers' green trustworthiness. The specific objectives are:

Research objective 1: To specifically examine how companies' sharing of knowledge regarding environmental sustainability practices and values fosters a

warm glow among customers, which subsequently influences their intention to revisit the company. This will explore warm glow as a mediator, which indirectly affects the impact of green knowledge sharing on revisiting likelihood. Quantitative multivariate analysis will be utilized to validate the indirect effect of companies' sustainability-related knowledge sharing on enhancing repatronage intention through cultivating greater feelings of well-being and moral satisfaction related to environmental contribution (conceptualized as warm glow) among clientele.

Research objective 2: To investigate the moderating effects of social media influencers' perceived green trustworthiness levels on the association between pro-environmental customer behaviors, warm glow, and intentions to revisit a company engaging in green knowledge sharing. This explores how the degree to which influencers are seen as credible advocates of environmental information affects whether pro-environmentalism and warm glow strengthen the relationship between companies' dissemination of ecological knowledge and outcomes related to retention. Advanced quantitative modeling will determine the conditional effects of green influencer credibility on the underlying mechanistic process connecting sustainability sharing, warm glow feeling, and behaviors to desired visitor retention levels. Higher green trust could reinforce this indirect process while lower levels undermine it.
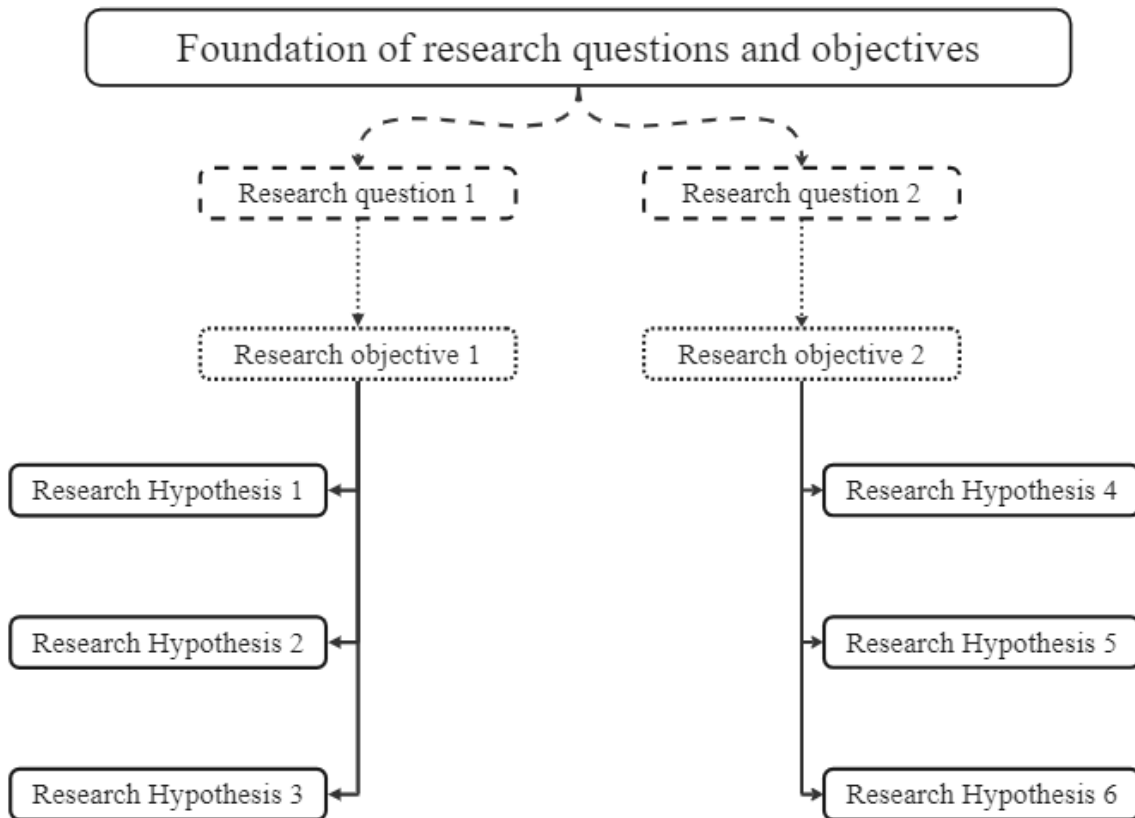
Figure 5: Research questions & objectives – hypotheses

2.8 Hypotheses development

2.8.1 The mediating effect of warm glow between a company's green knowledge sharing and revisit behavioural intentions

The service-dominant logic implies that, upon receiving the capabilities of companies in sharing green knowledge, consumers can create mutual motives (Vargo & Lusch, 2008), which in turn encourages them to make additional efforts for the intentions and behaviors of customers. For instance, in the context of green, if customers gain positive knowledge of green experiences through the company's green knowledge-sharing initiative, they may show a mutually warm glow on doing good for the environment. This, in turn, may affect their green intentions or actions. Consequently, the green knowledge-sharing strategy in social networks can enhance the green abilities of customers and give them the feeling of a warm glow towards a green goal through eco-friendly products (Zhang et al., 2021). Ultimately, clients may gain a sense of warm glow and green powers through a cocreation experience with actors (e.g., corporation, influencer). Therefore, our research reveals that a company's green knowledge sharing has a favorable effect on a warm glow.

In line with the service-dominant logic, a successful green marketing approach through systematically providing green knowledge may effectively increase consumers' green beliefs for green initiatives. Therefore, customers' pleasure with the pleasant sensation of a warm glow about the green programs may generate a customer ' good mindset that impacts behavioural intentions toward the ecosystem (Ölander & ThØgersen, 1995). Similarly, Habel *et al.* (2016) evaluate the warm glow that consumers experienced about a company's commitment to corporate social responsibility for the ecosystem via training materials that, in turn, might affect behavioural intention (e.g., revisit intention). In the hospitality area, when visitors constantly hear, see, and have more experience information on social media where they went, they partake in green online activities more thoroughly, which in turn leads to a greater feeling of joy for good deep. Consequently, the tourists may travel and return to numerous vacation places, thereby producing the desirable group that demands cheaper marketing expenses than first-time visitors. Reviewing the scholarly articles, the association between warm glow and revisiting behavioural intention has not given attention to prior investigations. We argue that environmentally sustainable knowledge sharing may influence revisit intentions through the mediating effect of warm glow.

H1. Warm glow mediates the effect of a company's green knowledge sharing on revisit behavioural intentions.

2.8.2 Pro-environmental behaviors as a mediator of the relationship between a company's environmentally sustainable knowledge sharing on warm glow and revisiting behavioural intention.

To explain the effect of the companies' green knowledge sharing on pro-environmental behaviors, the service-dominant logic suggests that reciprocal benefits occur when customers perceive value in use from what the company contributes to its customers and feel obligated to reciprocate. As such, when a company builds customers' green ability through sharing green knowledge (Vargo & Lusch, 2004), they will be stimulated to have reciprocated behaviors along with the company's collaboration. This green marketing strategy focuses on improving the ability to identify environmental issues (Sari et al., 2021) and, thus, encourage its customers to collaborate with the company in green activities. In addition, a company's environmentally sustainable knowledge sharing helps alleviate uncertainty associated with green product quality and appropriate green product usage (Zhang et al., 2021). As a result, pro-environmental behaviors seem to be a kind of green value co-creation that increases environmental health in sophisticated adaptive systems.

Moreover, service-dominant logic suggests that rewards for the exchange through a company's green knowledge sharing include the feeling of a warm glow after doing pro-environmental behaviors. In other words, customers feel a warm glow upon performing pro-social behavior (Andreoni, 1989, 1990) toward the

environment once the customers become more conscious of environmental standards via a company's green training. Correspondingly, Taufik, Bolderdijk, and Steg (2015) noted that individuals gaining green information could be driven by intrinsic benefits: being pro-environmental generates psychological rewards known as the sense of pleasant glow. Hence, we indicate that the influence of pro-environmental behaviors on warm glow is good in the context of tourist industry. We argue that a companies' environmentally sustainable knowledge sharing may influence warm glow through the mediating effect of pro-environmental behaviors. Consequently, our work hypothesizes that.

H2. Pro-environmental behaviors mediate the effect of a company's green knowledge sharing on warm glow.

As mentioned, focusing on service-dominant logic theory, a company's green knowledge sharing is crucial to boosting consumers' pro-environmental behaviors as a form of green value co-creation. We claim that increasing pro-environmental behaviors may act reciprocally, such as revisiting intention. Accordingly, consumers may employ their green ability learned via a company's green knowledge-sharing programs to raise green behaviors, which can promote behavioural intention to repeat the good behavior in the future. Most prior work suggests that pro-environmental acts may strongly predict behavioural intention (e.g., supporting intention, green purchasing intention in the future) in the setting of festival events or city people (Lee et al., 2021; Mishal et al., 2017) and Borazon (2020) show that eco-friendly behavior may improve return intentions when visitors gain green knowledge from the green journey given by tourism companies. Thus, we argue that there is a meditation of pro-environmental behaviors on the connection between companies' environmentally sustainable knowledge sharing and revisiting behavioural intention:

H3. Pro-environmental behaviors mediate the effect of companies' green knowledge sharing on revisiting behavioural intention.

2.8.3 The moderating effect of green trustworthiness of online influencers

We further suggest that third parties (e.g., context actors) would influence the dyadic interactions between companies' green knowledge sharing and customer aspects such as ability, motivation, and behavior (Bandura, 1977; Blumberg & Pringle, 1982; Siltaloppi & Vargo, 2017), which in turn impacts customer intention. In this way, SMI's green trustworthiness serves as a moderation factor for the connection between a company's environmentally sustainable knowledge sharing and revisit behavioural intentions via warm glows or pro-environmental behaviors. More precisely, a good method of sharing green knowledge with customers improves their capacity to cocreate green psychological benefits (e.g., warm glow) and, as a result, enhances revisit intention. Concurrently, service-

dominant logic explains that consumers are often actively encouraged by trustworthy influencers, which may inspire customers more to raise future intentions to participate in environmental initiatives. This is vital for improving consumers' positive feelings about tackling the ecological challenge (Giebelhausen et al., 2016), which will likely result in increased revisiting behavioural intention. However, green tourists lacking sufficient encouragement and support are likely to have negative opinions of a company's experiences (Goldsmith et al., 2000), reducing the intention to return. Accordingly, we argue the subsequent hypothesis:

H4. The mediating impact of a warm glow on the connection between a company's environmentally sustainable *knowledge sharing and revisit behavioural intentions is moderated by the green trustworthiness of social media influencers.*

According to the service-dominant logic theory discussed, a company's strategy focusing on green knowledge sharing provides the needed ability and motivation that is important for customers to behave suitably in environmental issues, which leads to an enhanced warm glow toward protecting the environment. Furthermore, value co-creation based on green trustworthiness increases the cohesion among the partners (Forsyth, 2010), creating closeness to bind the company, influencer, and customers together and increasing satisfaction (Babin & Boles, 1996). Thus, the cohesion brings customers with the high perceived trustworthiness of social media influencers to value outcomes such as a warm glow more than the cost of their pro-environmental behaviors. In contrast, in a company's green program with a low level of perceived green trustworthiness of social media influencers (Zhang et al., 2021), customers are likely to be unwilling to engage in pro-environmental behaviors with companies because green behaviors may be under no obligation to do so. Therefore, the extent to which pro-environmental behaviors result in less warm glow is highly dependent on the support of SMI. Our discussions lead to the subsequent hypothesis:

H5. The mediating impact of pro-environmental behaviors on the connection between a company's environmentally sustainable knowledge sharing and warm glow is moderated by the green trustworthiness of social media influencers.

According to the service dominant logic of a network of connected relationships between the actors, including customer, influencer, and provider, we hypothesize that social media influencers' green trustworthiness as group leaders will influence the choice of customer behavioural intentions by reducing or increasing the probability that customers experience pro-environmental behaviors with C-GKS. In this sense, the perception of C-GKS, pro-environmental behaviors, and highly trustworthy influencers will interact to increase consumer loyalty intents (Kosiba et al., 2018). Particularly, a pleased customer high in collaboration with a

trustworthy influencer in a company's green experience is more likely to shift to behavioural intention than an equally gratifying customer low by sharing green information of partners on social media (Zhang et al., 2021).

Conversely, consumers with poor faith in the green commitment of social media influencers are driven to depend on the knowledge offered in a company's green programs as they aim to raise the intention of returning. Further, we propose that green intention formed by involvement in pro-environmental behaviors with developing influencers' green trustworthiness will be more crucial for consumers to resolve environmental challenges. As a result, pro-environmental behaviors with the green trustworthiness of social media influencers might be the primary resource for increasing revisiting behavioural intention. To the best of our knowledge, no research has investigated the tempered by SME's green trustworthiness indirect impact of a company's green knowledge sharing on revisiting behavioural intention through pro-environmental behaviors. Accordingly, we assume that:

H6. The mediating effect of pro-environmental behaviors on the relationship between a company's environmentally sustainable knowledge sharing and revisit behavioural intentions is moderated by the green trustworthiness of social media influencers.
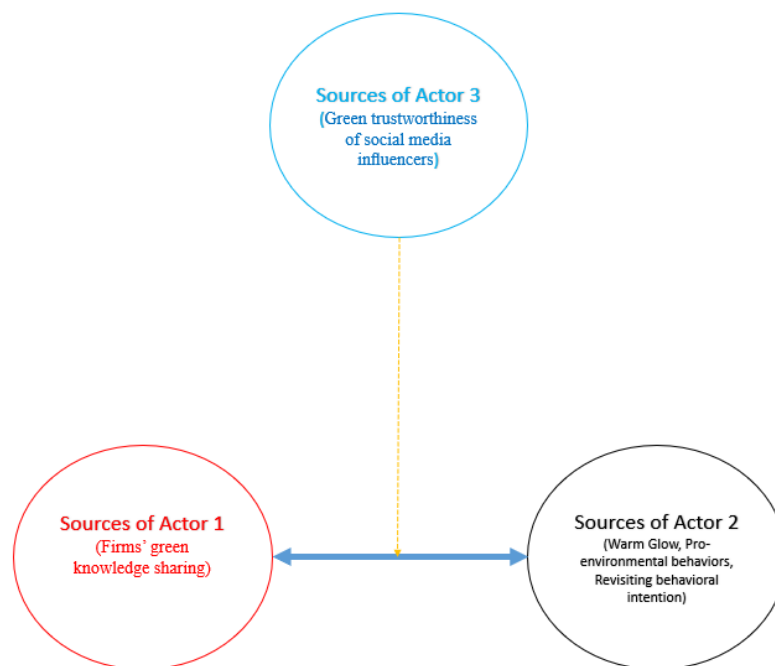

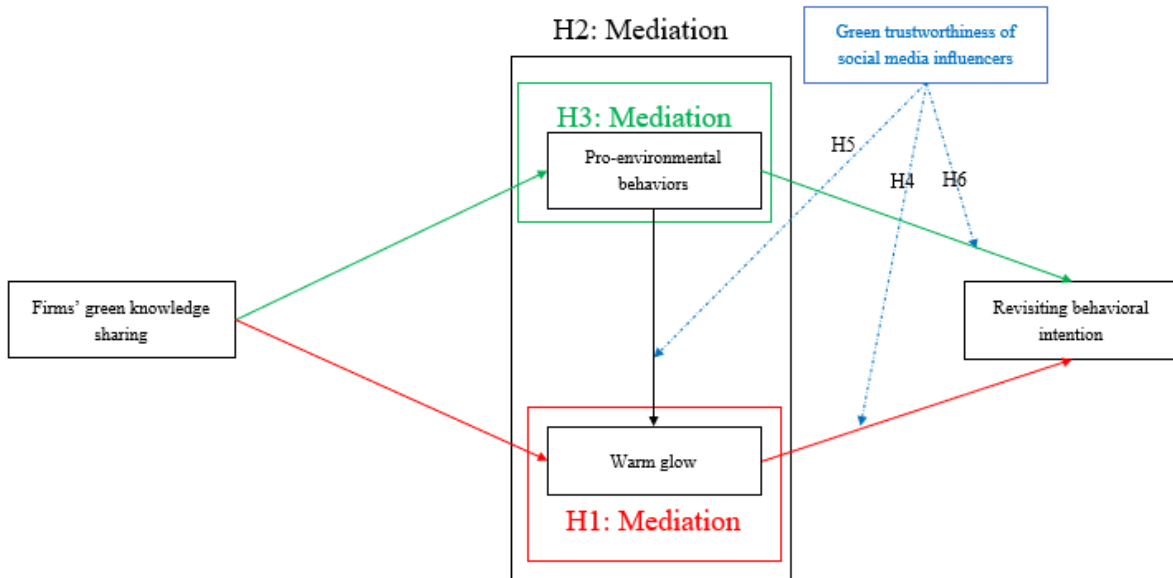*Figure 6: Theoretical framework*

(Source: the author)

Figure 7: Conceptual framework - Impact of eco-friendly marketing practices on revisit behavioural intention

(Source: the author)

3. METHODOLOGY

3.1 Research approach

The research philosophy is the development of knowledge and a system of belief that monitors a research process on a particular topic (Saunders et al., 2019). The application of a research philosophy helps a researcher in choosing the best way to describe a procedure to obtain knowledge in the area of research (Choy, 2014). There are five main philosophies such as positivism, critical realism, interpretivism, postmodernism, and pragmatism, that show structure research in business and management (Bell et al., 2022; Creswell & Creswell, 2017; Saunders et al., 2019; Tashakkori & Teddlie, 2010). The study focuses on a mixed-method approach. The mixed-methods approach integrates qualitative exploratory research, which uncovers new insights, with quantitative hypothesis testing to validate relationships between key variables empirically (Saunders et al., 2019). This approach is beneficial as it integrates the strengths of both methodologies, providing a more comprehensive understanding of the research problem (Dawadi et al., 2021). First, this study utilizes a qualitative approach with convenience and non-probabilistic sampling (Saunders et al., 2019). As Saunders et al. (2019) note, qualitative exploratory research is well-suited for exploring in-depth and analyzing under-explored topics through in-depth interviews. This type of research helps identify gaps between academic literature and practical applications (Saunders et al., 2019). Second, the research employs the form of positivist research philosophy, which enables researchers to consider a model of quantitative research to empirically test a hypothesis (Koul et al., 2008). Positivists highlight deductive research due to the hypotheses developed to lead to establishing facts (Saunders et al., 2019). The deductive approach begins with the theory and then formulates hypotheses that are tested after collecting data analyzed according to an existing model to verify the hypotheses (Flick, 2017).

3.2 Qualitative method

We opt for qualitative research to efficiently contribute to theory development and gain insights into green marketing within tourism. This includes its antecedents and their potential impact on green marketing performance, specifically tourists' revisit intentions. It also helps identify gaps between academic research and practical applications (Saunders et al., 2019). In-depth interviews precede the official questionnaire survey by three to fourth months. They aim to compare previous knowledge with real-world contexts and research proposals, following a structured interview protocol with informed consent. Interviewee selection is non-random and includes tour managers, tour guides, academics, and tourism industry experts (Table 4). Their input can reveal overlooked challenges. This stage also acts as an initial questionnaire assessment. Qualitative findings enhance our understanding of the link between tourist expectations and revisiting behavioural intentions, particularly in the tourism industry. Based on specialists'

assessments, we clarify connections between tourist expectations and intentions/behavior in green tourism. The partially organized interview procedure, developed using the recommended metrics of variables outlined in Table 2, includes inquiries and pertinent prompts (Appendix A) (Saunders et al., 2019).

Table 3 Constructs and items

Constructs/items	Reference
Green knowledge sharing (GKS)	
Hospitality companies share environment proposals and reports with customers on social media. **(GKS1)**	
Hospitality companies share green manuals, models, and methodologies with customers on social media. **(GKS2)**	
Hospitality companies share green stories about each other's successes and failures with customers on social media. **(GKS3)**	
Hospitality companies share green knowledge obtained from newspapers, magazines, journals, and television with customers on social media. **(GKS4)**	Lee (2001)
Hospitality companies share know-how from green experiences with customers on social media. **(GKS5)**	
Hospitality companies share know-where and know-whom with customers on social media. **(GKS6)**	
Hospitality companies share green expertise obtained from green education and green training with customers on social media. **(GKS7)**	
Green trustworthiness of social media influencers (GToSMI)	
Social media influencers who are concerned about environmental protection are trustworthy. **(GToSMI1)**	
Social media influencers who are concerned about environmental protection are reliable. **(GToSMI2)**	
Social media influencers who are concerned with environmental protection are honest. **(GToSMI3)**	Ohanian (1990)
Social media influencers who are concerned with environmental protection are dependable. **(GToSMI4)**	
Social media influencers who are concerned about environmental protection are believable. **(GToSMI5)**	
Pro-environmental behavior (PEB)	
I save water at travel destinations. **(PEB1)**	Miller et al., (2015)
I encourage (or support) others to be environmentally friendly at travel destinations. **(PEB2)**	
I save electricity during my stay at this hotel at travel destinations. **(PEB3)**	Wang et al. (2017)
Warm glow (WG)	

During my time at travel destinations, participating in green activities makes me feel: 1) Ashamed/Proud **(WG1)** 2) Irresponsible/Responsible **(WG2)** 3) Wicked/Virtuous **(WG3)** 4) Unethical/Ethical **(WG4)** 5) Immoral/Moral **(WG5)** 6) Selfish/Altruistic **(WG6)** 7) In the wrong/In the right **(WG7)**	Giebelhausen et al. (2016 and 2017)
Revisiting behavioural intention (RBI)	
You intend to revisit green travel destinations in the next years **(RBI1)** You plan to revisit green travel destinations in the next years **(RBI2)** You desire to visit green travel destinations in the next years **(RBI3)** You probably will revisit sustainable travel destinations in the next years **(RBI4)**	Huang and Hsu (2009)

(Source: the author)

In-depth interviews are shared with interviewees in advance for reference and comfort during in-person or online interviews (e.g., Microsoft Teams). Letters of agreement are needed from interview participants to ensure that their data is shared exclusively with their approval, thus protecting their confidentiality. More specifically, the interviewer first provided participants with information and an overview of the study, emphasizing the anonymity of interviewees. Establishing anonymity was critical for building a reliable and comfortable environment. The interviewer then reconfirmed each interviewee's personal background information (e.g., name, experience, position) before proceeding to the main interview content and line of inquiry. During this central portion, interviewees were asked a diverse set of questions designed to thoroughly examine the nature of implementing constructs and items in a green tourism setting. Recordings (video or audio) are transcribed and analyzed. The qualitative findings form the foundation for assessing model constructs and indicators. In the next step, quantitative analysis, we create a survey questionnaire. Indicators with an agreement rate below 75% won't be included.

Table 4 Attributes of Participants

No.	Code of Participants	Position	Experience in traveling (year)
1	**001**	Experienced traveler and a fashionista	> 5
2	**002**	Experienced traveler, a founder and chair of the company aiming at sustainable living and environmental conservation.	> 6
3	**003**	Experienced traveler, a well-regarded artist from Vietnam	> 7

4	**004**	Experienced traveler, a CEO	> 8
5	**005**	Experienced traveler, a rapper	> 10
6	**007**	Experienced traveler, a green vlogger	> 7
7	**008**	Experienced traveler and social media influencer	> 5
8	**009**	Experienced traveler, a doctor	> 5
9	**010**	Experienced traveler, tourist manager	> 5
10	**011**	Experienced traveler, an environmental scientist	> 5
11	**013**	Experienced traveler, a committed and fearless climate defender	> 6
12	**014**	Experienced traveler, a singer-songwriter	> 5
13	**015**	Experienced traveler, vlogger, YouTuber, and an MC	> 5
14	**016**	Experienced traveler, food blogger	> 5
15	**017**	Experienced traveler, a TikToker related to cooking, everyday life, travel	> 5
16	**025**	Experienced traveler, a famous tourist in Vietnam	> 5
17	**026**	Experienced traveler, travel journalist, and travel blogger	> 5
18	**027**	Experienced traveler, travel blogger and photojournalist in Vietnam	> 5
19	**030**	Experienced traveler and travel blogger and has managed three startups	> 5
20	**031**	Experienced traveler, a tourism manager	> 5

(Source: the author)

3.3 Quantitative method

Our main aim in the quantitative study is to explore the moderating mediation links between companies' green knowledge sharing and revisiting behavioural intention. In our quantitative research, a survey method is often implemented using questionnaires, organized interviews, or, in some cases, structured observation (Saunders et al., 2019). This method of evaluating objective ideas involves studying the connection between variables. Variables can then be measured,

usually using equipment, to evaluate numerical data using statistical techniques. An introduction, literature review, and theoretical framework are included in the final form of the written report. The report's results and conclusions are then discussed. Consequently, this research performed an empirical analysis to validate the suggested hypotheses. Hence, employing a quantitative method, combined with a survey strategy and questionnaire technique, is suitable for this study (Saunders et al., 2019).

3.3.1 Sample

The research relied on participants who are tourists traveling and having experienced tourism in Vietnam at least once, as an increasing number of tourists are inclined to opt for eco-friendly accommodations (Robinot & Giannelloni, 2010). This has encouraged tourism businesses to prioritize eco-friendly initiatives, and a sustainable digital marketing approach is recognized as beneficial for well-established organizations. For several reasons, We selected Vietnam's travel sector, a growing market in the Asia-Pacific region, as the focus of this study. First, the research chose the Vietnam context because since opening its doors to the world in 1986 after decades of war, Vietnam has actively pursued international trade. The country joined the Association of Southeast Asian Nations (ASEAN) in 1995 and the World Trade Organization (WTO) in 2007. It also implemented a strategy for green growth between 2011 and 2020, with a vision extending to 2050, aiming for sustainable economic development (Doan & Kim, 2014). As a nation boasting over 90 million inhabitants, Vietnam presents a lucrative market for global and domestic tourism; both locals and travelers have shown growing concern for environmental issues; local and central governments have prioritized addressing environmental issues to implement a comprehensive green development strategy; and despite increasing environmental awareness, Vietnam continues to struggle with implementing effective environmental management strategies due to inadequate infrastructure, ineffective environmental legislation, and poorly conceived policies. Vietnam stands out due to its population's awareness of environmental issues and proficiency in information technology. Thus, participants have an awareness of environmental issues and respond to credible information during the completion of the quantitative questionnaire, thereby reducing data collection bias. Second, the Asia-Pacific region, including Vietnam, is expected to play a significant role in the global trend of environmentally friendly issues, especially in the tourism sector, becoming the global hub known as the 'Asian wave' (Leung et al., 2015; Tolkach et al., 2016).

Third, given its rapid growth, the tourism industry holds significant potential to enhance its sustainability. (Tseng et al., 2018). The tourism and hospitality sector in Vietnam is rapidly expanding, becoming one of the fastest-growing industries in the country (Phuc & Nguyen, 2023), while customer demands have also been developing gradually (Van Nguyen et al., 2021). Specifically, the industry is expanding rapidly, with a growth rate exceeding 20%. However, this rapid growth

has also contributed to significant environmental impacts. (Tseng et al., 2018). The industry has affected the level of carbon emissions (Lenzen et al., 2018) the environmentally conscious actions of both tourists specifically and society at large (Luu, 2018). Fourth, globalization and the implementation of environmental laws have introduced green behavior practices to Vietnamese companies (Kotler, Bowen, et al., 2021; Nguyen and Hens, 2015). Furthermore, in spite of governmental efforts and business tactics to promote environmentally friendly purchasing, there remains a noticeable gap in green awareness among Vietnamese consumers, along with a scarcity of opportunities for ecologically responsible consumption (Koning et al., 2015), especially in the tourism sector. Therefore, travel agencies have grown progressively attentive to the facet of sustainability, particularly ecological preservation at tourist hotspots, given its correlation with increased customer loyalty and a competitive edge (Singjai et al., 2018).

Finally, under the oversight of regional administrations, entities within Vietnam's tourism sector have shown a growing adherence to environmental legislations and directives (Pham, Tuckova et al., 2019). Nonetheless, given the rather limited impact of this legislation on commercial entities, particularly within the tourism sector (Truong & Le, 2016), investigations into green intentions and behaviors among tourists may be the most important reasons that drive companies to translate this environmental law into their green strategies to respond to international customer preferences, improving the image of the company to domestic customers (Nguyen & Hens, 2015). As far as we know, there are no similar studies for our framework in Vietnam. Thus, we believe that this research will open new solutions for environmental problems.

3.3.2 Sampling

In order to collect data for our research on green tourism, we recruited tourists who met specific screening criteria. First, participants had to demonstrate a certain level of environmental awareness and concern. Individuals with very low environmental awareness were excluded from the survey. Second, respondents were required to voluntarily provide consent to share their email addresses. This allowed the matching of responses across the two survey rounds. Third, respondents were asked about engagement in sustainable and eco-friendly travel practices. To be included in the survey, participants had to select at least one of the following: purchasing/booking eco-friendly tours, staying at green hotels, participating in sustainable tourism activities, or making efforts to reduce environmental impact when traveling. Those who selected "none of the above" sustainable travel practices were excluded.

To optimize cost-efficiency, speed, diversity, and representativeness, this study utilized a dual-channel approach for distributing the questionnaire. Social media platforms were employed for quick access to engaged participants, while a professional online service was used for national probability sampling to mitigate selection biases (Wiśniowski et al., 2020). Specifically, disseminating online

questionnaires through social networks like Facebook and Zalo is cost-effective, allows for rapid data gathering, and reaches a geographically diverse audience, which is pivotal for studies on subjects such as green tourism in Vietnam. Conversely, employing a professional online data-gathering service, although more costly, offers a structured and potentially more reliable method of acquiring data, which can justify the investment. These services can accelerate the data-gathering process and provide a more controlled sampling process across diverse geographical areas. While online surveys can potentially yield inaccurate, unreliable, and biased data, the amalgamation of these channels into a mixed-method approach aimed at large-scale data collection significantly enriches the data-gathering process and mitigates bias (Wiśniowski et al., 2020). The social network channel may furnish a broader, albeit possibly less targeted, audience, yielding a non-probability sample, while the professional data-gathering service can provide a probability sample with a more structured and possibly more representative sampling process (Wiśniowski et al., 2020). This blend may balance cost, speed, and data quality, presenting a viable strategy for academic and professional research in contemporary settings. A baseline participant count of 172 was deemed adequate to proceed with this study because the model of the research contains five latent variables, 29 observed variables, a p-value of 0.05, and an anticipated size effect 0.3 (Cohen, 1988; Christopher Westland, 2010; Soper, 2022).

Figure 8: Minimum sample size.
(*Source:* Cohen, 1988; Christopher Westland, 2010; Soper, 2022)

In general, interaction analyses, including techniques such as moderation, require large sample sizes to adequately power complex model evaluations (Judd et al., 2014). Thus, G*power was utilized to ascertain the necessary sample size. The computation for this size took into account an F-test, factoring in an effect size f of 0.02, along with an alpha level set at 0.05, and aiming for a test power of 80%.

Consequently, it was concluded that the study would require the participation of a total of 688 individuals (Faul et al., 2007).
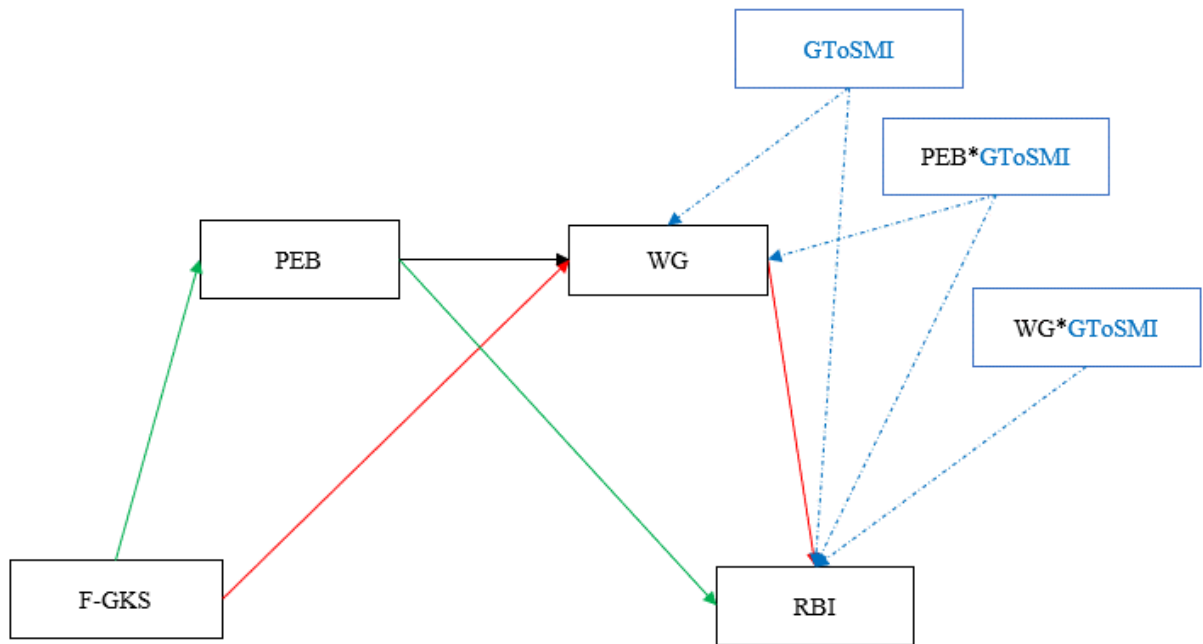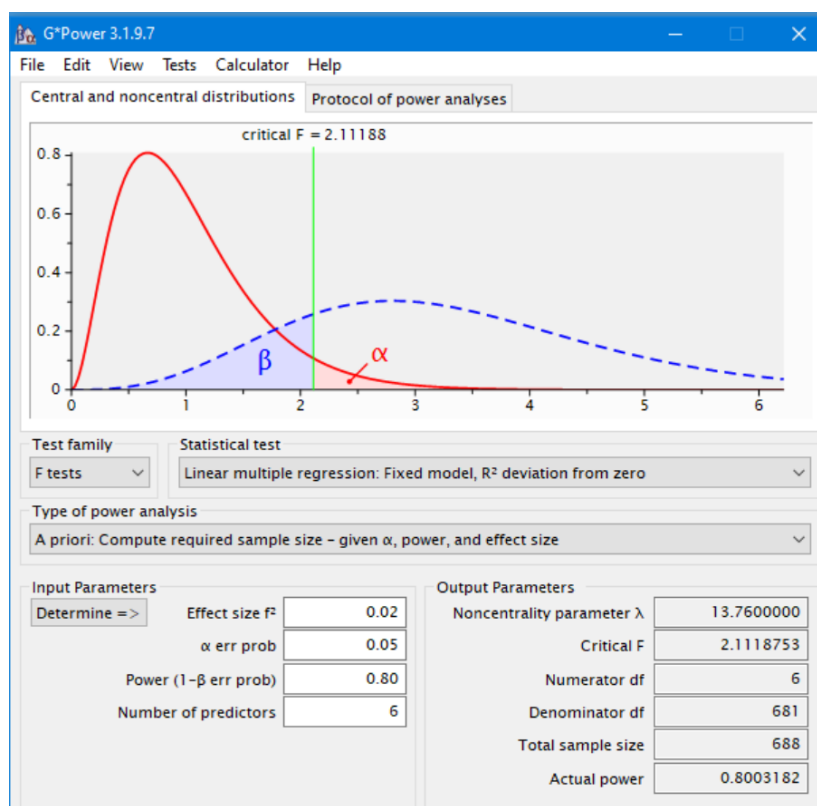

Figure 9: Statistical Diagram

*Figure 10: G*Power analysis.*

3.3.3 Data collection procedures

A time-lagged technique is acceptable for a study model with the mediators (Cole & Maxwell, 2003). Therefore, a two-wave approach with a length of two weeks was created to eliminate the typical method variance bias (Podsakoff et al., 2003, 2010). Data was gathered in two phases; initially, information regarding a company's environmentally sustainable knowledge sharing and the green trustworthiness of online influencers was amassed, followed by a subsequent phase that compiled details on pro-environmental behaviors, warm glow, and intention to revisit. In period 1, surveys will be delivered to respondents who might fill in their emails and complete the questionnaire survey. During period 2, such participants will be invited to answer questions relating to pro-environmental behaviors, warm glow, and revisiting behavioural intention. In round 2, respondents in round 1 received an email asking them to complete more questionnaire surveys and complete their emails again. Within one week, a reminder email was sent to individuals who had not responded to our questionnaires in round 2 and who did not answer our questionnaires. The surveys conducted during the two times were linked (100%) by email ID. Upon thorough scrutiny of the returned questionnaires, those deemed unacceptable due to factors like incomplete data will be discarded.

3.3.4 Measurement

We employed the initial parameters using a 5-point Likert scale, ranging from disagree to agree, in English. Firstly, the study highlights again that the variables were meticulously selected from reputable journals. These have been utilized in numerous reputable articles. Specifically, green knowledge sharing (GKS) was measured using a scale from Lee (2001), published in the journal Information & Management, which was also employed in the studies by Gupta et al. (2009) and Lin & Lee (2004) from reputable journals such as Management Decision and Industrial Marketing Management. Warm glow (WG) was measured with a scale adapted from Giebelhausen et al. (2016, 2017), published in quality journals such as the Journal of Marketing and Cornell Hospitality Quarterly, and was applied in the research by (Bezençon et al. (2020) and Leisen Pollack (2021) published in quality journals like Psychology & Marketing and Journal of Service Theory and Practice. The pro-environmental behaviors scale, as adapted by Miller et al. (2015) and Wang et al. (2017), specifically targets measures of environmentally responsible actions. This scale has been featured in esteemed publications such as the Journal of Sustainable Tourism and the Journal of Marketing Research. It has also been employed by authors like Dharmesti et al. (2020) and Eusébio et al. (2023) in reputable journals, including the Journal of Hospitality Marketing &

Management and the International Journal of Tourism Research. The construct of Green Trustworthiness of social media influencers (GToSMI) was gauged utilizing a scale from (Ohanian (1990), originally published in the Journal of Advertising. This measure has been subsequently applied in studies by Lin & Xu (2017) and Yoon & Kim (2016), and it has appeared in respected journals such as Internet Research and the Journal of Hospitality Marketing & Management. The Revisiting Behavioural Intention (RBI) scale, established by Huang & Hsu (2009), is a well-recognized measure within tourism research and has been featured in the Journal of Travel Research. This scale has been utilized in articles by authors such as Chen et al. (2014) and Yan et al. (2013), which were published in prestigious journals, including the International Journal of Tourism Research and the Asia Pacific Journal of Tourism Research.

Secondly, established multi-item scales from prior literature were adapted to specifically fit the green context and social media focus of this study. Adapting established scales helped ensure the measures effectively assessed the constructs of interest in this novel context. This aids in ensuring the validity and reliability of the measures used to assess the study variables. Then, the items for these variables were chosen based on our in-depth interviews and a pilot test for reliability as required by the SEM (Structural Equation Modeling) model, producing reliability scores before being applied to this study (Kline, 2011). Specifically, technical tourists were selected to participate in a pilot test as part of the survey research design implemented by the researcher. The questionnaire development commenced with an initial in-depth interview phase, which aimed to explore the salient variables and items related to green tourism that are pertinent to technical tourists seeking self-employment opportunities. Following the qualitative exploration, the questionnaire was meticulously crafted to gauge the importance of identified elements crucial for self-employment within the green tourism sector. Subsequent to its development, the questionnaire underwent a rigorous validation process, which included a pilot test among a representative sample of the target population. This pilot test was instrumental in refining the survey instrument, ensuring the reliability and validity of the items, and establishing the construct validity of the variables under investigation (Lewis-Beck et al., 2003). The questionnaire underwent a pilot study to assess its internal consistency as well as its clarity and to ensure the minimization of ambiguous content. Creswell & Creswell (2017) define the pilot test as a methodological approach where a small sample, representative of the target population, is used to pre-test the questionnaire. This process is typically brief (Given, 2008). As a result, Cronbach's alpha coefficient was utilized to evaluate the internal consistency of the questionnaire items, thereby establishing the reliability of the instrument for the research.

Finally, The survey was rendered into Vietnamese by two bilingual researchers of native proficiency, who subsequently retranslated it back to English. In order to ensure the validity and reliability of the questionnaire, a number of items were reworded through the pilot testing of the Vietnamese version of the survey. This

study used Disagree-Agree scales with five answer points (ranging from 1 – totally disagree to 5 – totally agree) due to the lower quality of measurement increasing the number of categories (Revilla et al., 2014). Questionnaires with closed questions and cover letters were designed online and provided to respondents.

To measure green knowledge sharing, we employed seven items from Lee (2001), such as "Hospitality companies should share know-how from green experience on social media with customers" (Cronbach's alpha (CA)=0.874; Average Variance Extracted (AVE)=0.570). This scale is employed in the information systems discourse to assess partnerships and can be adapted to customer behavior domains within the context of environmentally conscious consumers.

The green trustworthiness of social media influencers was assessed by adapting five items from Ohanian (1990), such as "Social media influencer who is concerned about environmental protection is trustworthy" (CA=0.851; AVE=0.625).

The warm glow was measured using seven items from (Giebelhausen et al. (2016, 2017), for example, "During the time at travel destinations, participating in green activities makes me feel: 'Selfish/Altruistic') (CA=0.899; AVE=0.624).

Pro-environmental behavior was adapted by applying one item from Wang et al. (2017) and two questions from Miller et al. (2015). For example, some of the question items included "I save electricity during my stay at this hotel at travel destinations" (CA=0.722; AVE=0.643).

Revisiting behavioural intention was measured by adapting four items from Huang and Hsu (2009), such as "I intend to revisit sustainable travel destinations in the next years" (CA=0.835; AVE=0.669).

4. RESULTS

4.1 Qualitative research

The interviewees (detailed in Table 5) provided valuable consultation opinions and offered well-explained, insightful ideas for developing the survey questionnaire. Overall, the discussions were positive, as all interviewees acknowledged the presence of reciprocal correlations among the proposed constructs, emphasizing their strong impact on the target construct—namely, the company's green knowledge sharing. The qualitative findings not only serve as the basis for questionnaire design but also represent a prerequisite for addressing the two research questions of this thesis. This is accomplished once all suggested frameworks and pertinent metrics have been confirmed, reaching a consensus level surpassing 75%.

Table 5 Interview Findings: Consensus in Qualitative Study

Constructs	Items	Agreement level for the Items (001–031)	%
RBI	RBI1		93%
	RBI2		96%
	RBI3		77%
	RBI4		93%
WG	WG1		98%
	WG2		95%
	WG3		85%
	WG4		87%
	WG5		85%
	WG6		84%
	WG7		91%
PEB	PEB1		92%
	PEB2		89%
	PEB3		89%
GToSMI	GToSMI1		84%
	GToSMI2		88%
	GToSMI3		75%
	GToSMI4		89%
	GToSMI5		82%
F-GKS	F-GKS1		82%
	F-GKS2		92%
	F-GKS3		83%
	F-GKS4		80%
	F-GKS5		91%
	F-GKS6		85%
	F-GKS7		87%

(Agreement level columns: 001, 002, 003, 004, 005, 007, 008, 009, 010, 011, 013, 014, 015, 016, 017, 025, 026, 027, 030, 031)

(Source: the author)

Overall, qualitative research delivers significant findings. These collective insights provide valuable perspectives on tourists' intentions and behaviors from the standpoint of researchers and practitioners in the Vietnamese context. The findings presented here are consolidated in a survey (see Appendix A). Every query in the upcoming part is based on relevant measurements and will be evaluated by participants using a numerical data survey.

4.2 Quantitave research

4.2.1 Results of the pilot test

The reliability of the pilot test was evaluated using Cronbach's alpha (α), a statistic commonly used to measure internal consistency or the degree to which test items that propose to measure the same general construct yield similar results. According to Hair et al. (2021), an alpha coefficient of $\alpha \geq 0.7$ is considered to reflect reliability, while an $\alpha \geq 0.9$ is considered to reflect excellent reliability. The results showed that the alpha coefficients (50 individuals) for the five constructs ranged from 0.76 to 0.95, demonstrating excellent reliability across the board. This suggests that the items within each construct are well-correlated, contributing to the consistency of the test.

4.2.2 Results of the main test

Descriptive Statistics and Correlations

It is the goal of descriptive statistics to describe the sample's features to conclude. There was a cross-tabulation of the demographic data and statistics of frequency, percent, and mean in Table 6.

Table 6 Profiles of the Respondents (N = 1694).

Characteristic	Count (percentage)
Gender	
Male	806 (47.580)
Female	888 (52.420)
Age	
18-20	350 (20.661)
21-25	343 (20.248)
26-30	277 (16.352)
31-35	260 (15.348)
36-40	210 (12.397)
41-45	174 (10.272)
46 or above	80 (4.723)
Education	
High school degree or lower	567 (33.471)
Bachelor's degree or equivalent, such as an Intermediate degree college degree.	935 (55.195)
Master's degree or higher	192 (11.334)
Daily time spent on social networks?	
<30 min	75 (4.427)
30 min–1 h	215 (12.692)
1–2 h	473 (27.922)

2–3 h	457 (26.978)
3-4 h	393 (23.200)
>4 h	81 (4.782)

The table presented offers a detailed demographic analysis of a specific population sample segmented by gender, age, education, and social media usage. It reveals a slight predominance of females, accounting for 52.420% compared to 47.580% of males. The age distribution highlights a concentration in the younger age brackets, particularly between 18-25 years, which includes 20.661% in the 18-20 year range and 20.248% in the 21-25 year range. A notable decrease is observed in older age groups, with the least representation in those aged 46 and above, at only 4.723% of the sample. Regarding educational attainment, a majority of 55.195% of the sample possesses a Bachelor's degree or an equivalent qualification, while those with a high school degree or less make up 33.471%. A further 11.334% hold a Master's degree or higher. The table also sheds light on the daily social network usage patterns, showing that 27.922% of participants spend 1-2 hours on social networks daily. This is closely followed by the 2-3 hour category at 26.978% and the 3-4 hour group at 23.200%. Notably, those spending less than 30 minutes or more than 4 hours on social networks daily form the smaller segments, comprising 4.427% and 4.782% of the population, respectively.

Confirmatory Factor Analysis

In this study, a confirmatory factor assessment (CFA) evaluates the connections among measured indicators collected via a survey and their related underlying constructs within our conceptual model. To ensure robustness, we perform multiple CFAs, contrasting the baseline model—encompassing all factors from our theoretical approach—with alternative models. These alternative models consolidate multiple underlying variables into a unified construct. In table 7, the five-factor model shows the best fit (low RMSEA and SRMR, high CFI and TLI, and the lowest Chi-Square value). As the models become less complex (with fewer factors), the fit worsens significantly, indicated by the increase in RMSEA and SRMR values and the decrease in CFI and TLI values. The significant ΔX^2 values further support that the reduction in factors leads to a significantly worse model fit. These results suggest that the variables in your study are best represented as distinct factors (as in the five-factor model) rather than combined into fewer factors.

Table 7 Results of CFA.

Model	X^2	df	ΔX^2	RMSEA	SRMR	CFI	TLI
C-GKS;GToSMI; PEB;WG;RBI	701.147	289		0.029	0.027	0.997	0.997
C-GKS+GToSMI;PEB;WG;RBI	2962.327	293	2261.180***	0.073	0.055	0.983	0.981

C-GKS;GToSMI + PEB+WG;RBI	15503.878	296	14802.731***	0.174	0.174	0.902	0.892
C-GKS+GToSMI +PEB+WG;RBI	23429.369	298	22728.222***	0.214	0.207	0.850	0.837
C-GKS+GToSMI +PEB+WG+RBI	26515.549	299	25814.402***	0.228	0.213	0.830	0.816

Note: ***p<0.001; RMSEA=root mean square errors of approximation; SRMR=Standardized Root Mean Squared Residual; CFI=comparative fix index; TLI=Tucker-Lewis Index

(Source: the author)

Measurement assessment

We first used the PLS-SEM software, such as SMARTPLS 4 software, to evaluate the dependability and accuracy of the metrics. PLS-SEM offers advantages (for instance, accommodating both minuscule and extensive data sets, as well as aligning with intricate structural models) (Hair et al., 2021). Next, We utilized the PROCESS package for R to examine the indirect impacts of a company's environmentally sustainable knowledge sharing on revisit behavioural intentions via warm glow and pro-environmental behaviors and the moderating influence of the green trustworthiness of social media influencers on these effects.

Table 8 Statistic descriptions

Items	Participants	Mean	Median	Min	Max	Sample standard deviation
C-GKS1	1694	4.075	4	1	5	0.846
C-GKS2	1694	4.060	4	1	5	0.855
C-GKS3	1694	4.024	4	1	5	0.849
C-GKS4	1694	4.104	4	1	5	0.842
C-GKS5	1694	4.057	4	1	5	0.855
C-GKS6	1694	4.053	4	1	5	0.882
C-GKS7	1694	4.128	4	1	5	0.836
GToSMI1	1694	3.988	4	1	5	0.862
GToSMI2	1694	3.904	4	1	5	0.924
GToSMI3	1694	3.856	4	1	5	0.968
GToSMI4	1694	3.840	4	1	5	0.910
GToSMI5	1694	3.878	4	1	5	0.932
WG1	1694	4.482	5	1	5	0.755
WG2	1694	4.551	5	1	5	0.720
WG3	1694	4.545	5	1	5	0.690
WG4	1694	4.495	5	1	5	0.753
WG5	1694	4.524	5	1	5	0.721
WG6	1694	4.485	5	1	5	0.766
WG7	1694	4.591	5	1	5	0.690
PEB1	1694	4.367	5	1	5	0.835
PEB2	1694	4.341	5	1	5	0.818
PEB3	1694	4.187	4	1	5	0.913
RBI1	1694	4.283	4	1	5	0.794
RBI2	1694	4.184	4	1	5	0.830
RBI3	1694	4.279	4	1	5	0.791
RBI4	1694	4.227	4	1	5	0.808

(Source: the author)

Table 9 Constructs, items and factor loadings.

Constructs	Items	Factor loadings	Mean
Company's green knowledge sharing (C-GKS) (Lee, 2001)	C-GKS1	0.727	4.075
	C-GKS2	0.808	4.060
	C-GKS3	0.778	4.024
	C-GKS4	0.747	4.104
	C-GKS5	0.738	4.057
	C-GKS6	0.754	4.053
	C-GKS7	0.728	4.128
Green trustworthiness of social media influencers (GToSMI) (Ohanian, 1990)	GToSMI1	0.760	3.988
	GToSMI2	0.836	3.904
	GToSMI3	0.838	3.856
	GToSMI4	0.777	3.840
	GToSMI5	0.738	3.878
Warm glow (WG) (Giebelhausen et al., 2016)	WG1	0.761	4.482
	WG2	0.782	4.551
	WG3	0.777	4.545
	WG4	0.815	4.495
	WG5	0.788	4.524
	WG6	0.823	4.485
	WG7	0.781	4.591
Pro-environmental behaviors (PEBs) (Miller et al., 2015; Wang et al., 2017)	PEB1	0.802	4.367
	PEB2	0.840	4.341
	PEB3	0.761	4.187
Revisiting behavioural intention (RBI) (Huang & Hsu, 2009)	RBI1	0.812	4.283
	RBI2	0.821	4.184
	RBI3	0.824	4.279
	RBI4	0.815	4.227

The following techniques, including internal consistency analysis (Cronbach's Alpha) and component analysis, are used to analyze construct dimensions and reliability. Cronbach's alpha analysis is used to determine internal consistency and dependability, as well as item-to-total correlation and alpha value. It is possible to do a factor analysis to validate each study concept's dimensionality, pick questionnaire questions with high factor loadings, and compare these selected items with theoretically proposed ones. For the principal component factor analysis, the number of dimensions to be recovered is determined by the value of latent roots (Eigenvalues). The following criteria should fulfill factor loading >0.6 in Table 9 (Hair et al., 2021). Those questionnaire items that did not fulfill these criteria were excluded from further analyses. Table 10 illustrates satisfactory

dependability, as Cronbach's alpha and composite dependability indices surpass the standard threshold of 0.7 (Hair et al., 2021). The findings also suggest satisfactory convergent validity since average variance extracted indices exceed 0.5, and every factor load index surpasses the standard of 0.7 (Hair et al., 2021). For distinctiveness in validity, including the Fornell-Larcker criterion (FLC) and Heterotrait-Monotrait ratio criteria (HTMT) in table 11, no correlation coefficient of any pair of factors is greater than twice the magnitude of the square root of the AVE for that pair of factors, and all HTMT indices are below 0.9, ensuring distinctiveness in validity is maintained.
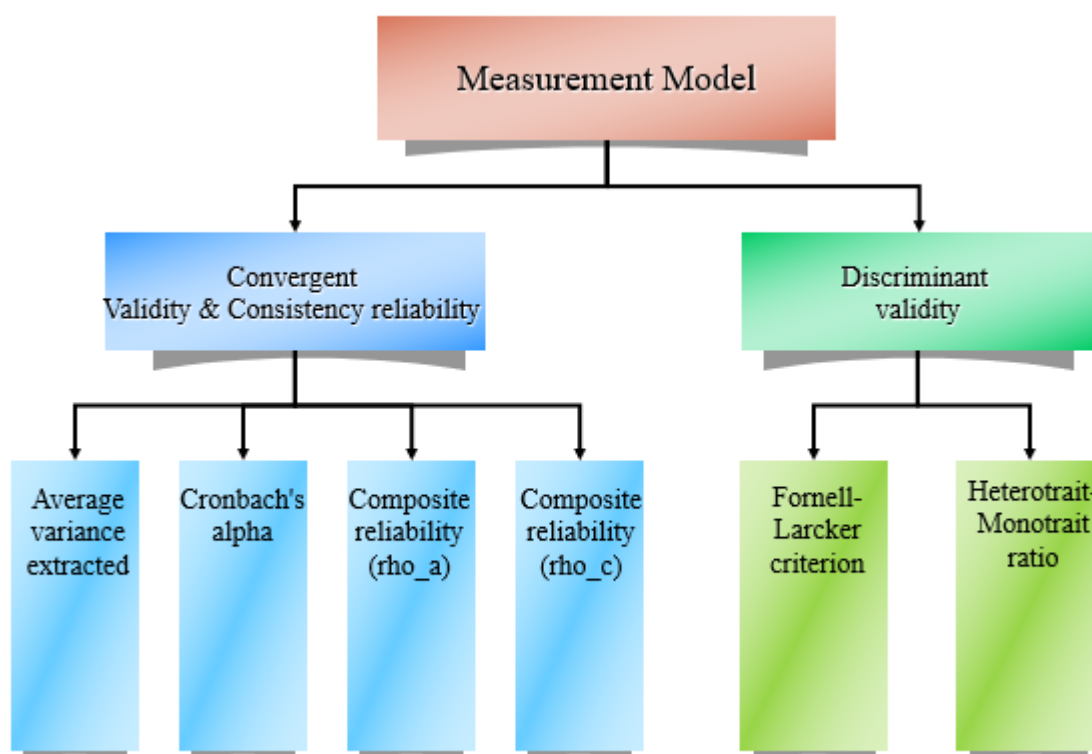
Figure 11: Measurement Model

(Source: the author)

Table 10 Consistency reliability and Convergent validity

	Convergent validity	Internal consistency reliability	
	Average variance extracted (AVE)	Cronbach's alpha	Composite reliability
C-GKS	0.570	0.874	0.903
WG	0.624	0.899	0.921
PEB	0.643	0.722	0.844
GToSMI	0.625	0.851	0.893
RBI	0.669	0.835	0.890

Table 11 Discriminant validity

	C-GKS		WG		PEB		GToSMI		RBI	
	FLC	HTMT	FLC	HTMT	FLC	HTMT	FLC	HTMT	FLC	HTMT
C-GKS	0.755	---	---	---	---	---	---	---	---	---
WG	0.216	0.241	0.790	---	---	---	---	---	---	---
PEB	0.269	0.333	0.577	0.714	0.802	---	---	---	---	---
GToSMI	0.564	0.656	0.152	0.168	0.208	0.255	0.791	---	---	---
RBI	0.203	0.235	0.581	0.669	0.535	0.687	0.162	0.188	0.818	---

(Source: the author)

Mediation and moderation analysis

For mediation analysis, we used PROCESS package in R (Hayes, 2022) that a R code sets up and runs a multiple mediation model, where "PEB" and "WG" are mediators between "GKS" (the predictor) and "RBI" (the outcome). The model controls for the covariates, includes specific paths based on the bmatrix parameter, uses grand-mean centering for variables, and applies bootstrapping for confidence intervals with results outputted to 12.3 decimal places.

```
process(data = data,
        y="RBI",
        x="GKS",
        m=c("C-PEB","WG"),
        #w="GToSMI",
        cov = c("Gender", "Age", "Education", "Time"),
        bmatrix = c(1,1,1,0,1,1),
        #cmatrix = c(0,0,0,0,0,0,0,0,1,1,1,1),
        jn = 1,
        plot = 1,
        conf = 95,
        decimals=12.3,
        matrices=1,
        center = 2, moments = 1,modelbt = 1,
        seed = 654321)
```

Explanation of Parameters:
- **data**: The data frame containing the variables used in the analysis.
- **y**: The dependent variable, in this case, "RBI".
- **x**: The independent variable, in this case, "C-GKS".
- **m**: A vector of mediator variables, here "PEB" and "WG", indicating that the mediation model will examine these variables as mediators between the independent and dependent variables.

- **cov**: A vector of covariates (control variables) that are included in the model to control for their potential influence. These include "Gender", "Age", "Education", and "Time".
- **bmatrix**: Specifies the paths to be included in the mediation model. This custom path specification allows for the inclusion or exclusion of specific relationships between variables.
- **jn**: Flag indicating whether to use the Johnson-Neyman technique for probing interactions (1 means it will be used).
- **plot**: Flag indicating whether to generate plots (1 means plots will be generated).
- **conf**: The confidence interval level, set to 95%.
- **decimals**: The number of decimal places to use in the output, set to 12.3.
- **matrices**: Flag to include matrix output in the results (1 means matrices will be included).
- **center**: Specifies the centering method for the variables, where 2 indicates grand-mean centering.
- **moments**: Flag indicating whether to include moments in the output (1 means moments will be included).
- **modelbt**: Flag to specify the bootstrapping method (1 means bootstrapping will be used).
- **seed**: Sets the seed for random number generation to ensure reproducibility of the results.

Table 12 Path coefficients of direct and indirect effects.

Paths	Coefficient (b)	p-value	Conclusions
C-GKS -> WG	0.420	0.000	-
C-GKS -> PEB	0.342	0.001	-
WG -> RBI	0.340	0.011	-
PEB -> RBI	0.407	0.002	-
C-GKS -> WG -> RBI	0.027	0.010	H1 supported
C-GKS -> PEB -> WG	0.061	0.000	H2 supported
C-GKS -> PEB -> RBI	0.084	0.000	H3 supported

*Confidence interval at the 0.05 level.

(Source: the author)

By analyzing bootstrap with 5000 samples and 95 % conference intervals, Table 12 shows a significant and indirect effect of companies' environmentally sustainable knowledge sharing on revisit behavioural intentions through the mediating impact of warm glow (b = 0.183, p <0.05) and pro-environmental behaviors (b = 0.300, p <0.05). Furthermore, the indirect effect of companies' green knowledge sharing on warm glow via pro-environmental behaviors is

confirmed at a 95 % confidence interval (b = 0.201, p <0.05). Thus, hypotheses H1, H2, and H3 are accepted.

For moderated mediation analysis, a R code using PROCESS package in R (Hayes, 2022) sets up and runs a multiple mediation model with an additional moderator variable "GToSMI". The model examines the mediation effects of "PEB" and "WG" between "C-GKS" (the predictor) and "RBI" (the outcome), while also investigating if "GToSMI" moderates any of these effects. The model controls for the covariates, includes specific paths based on the bmatrix and wmatrix parameters, uses grand-mean centering for variables, and applies bootstrapping for confidence intervals with results outputted to 12.3 decimal places.

Explanation of Parameters:
- **data**: The data frame containing the variables used in the analysis.
- **y**: The dependent variable, in this case, "RBI".
- **x**: The independent variable, in this case, "GKS".
- **m**: A vector of mediator variables, here "PEB" and "WG", indicating that the mediation model will examine these variables as mediators between the independent and dependent variables.
- **w**: The moderator variable, in this case, "GToSMI", which is used to examine if the effect of the independent variable on the mediators or the dependent variable is moderated by this variable.
- **cov**: A vector of covariates (control variables) that are included in the model to control for their potential influence. These include "Gender", "Age", "Education", and "Time".
- **bmatrix**: Specifies the paths to be included in the mediation model. This custom path specification allows for the inclusion or exclusion of specific relationships between variables.
- **wmatrix**: Specifies the paths that are moderated by the "GToSMI" variable. This indicates which relationships are affected by the moderator.
- **jn**: Flag indicating whether to use the Johnson-Neyman technique for probing interactions (1 means it will be used).
- **plot**: Flag indicating whether to generate plots (1 means plots will be generated).
- **conf**: The confidence interval level, set to 95%.
- **decimals**: The number of decimal places to use in the output, set to 12.3.
- **matrices**: Flag to include matrix output in the results (1 means matrices will be included).
- **center**: Specifies the centering method for the variables, where 2 indicates grand-mean centering.
- **moments**: Flag indicating whether to include moments in the output (1 means moments will be included).
- **modelbt**: Flag to specify the bootstrapping method (1 means bootstrapping will be used).

- **seed**: Sets the seed for random number generation to ensure reproducibility of the results.

Table 13 Path coefficients of moderation analysis

Paths	Coefficient (b)	p-value	Conclusions
Int 1: (GToSMI*WG->RBI)	-0.017	0.507	H4 rejected
Int 2: (GToSMI*PEB->WG)	0.030	0.248	H5 rejected
Int 3: (GToSMI*PEB->RBI)	0.073	0.010	H6 supported

*Confidence interval at the 0.05 level; Int 1: Moderating role of green trustworthiness of social media influencers towards the mediating effect of warm glow on company's environmentally sustainable knowledge sharing-revisit behavioural intentions relationship; Int 2: Moderating effect of green trustworthiness of online influencers towards the mediating effect of pro-environmental behaviors on company's green knowledge sharing-warm glow relationship; Int 3: The moderating effect of green trustworthiness of online influencers towards the mediating effect of pro-environmental behaviors on company's environmentally sustainable knowledge sharing-revisit behavioural intentions relationship.

(Source: the author)

Table 14 Index of moderated mediation for GKS   ->   PEB   ->   RBI

	Index	BootSE	BootLLCI	BootULCI
GToSMI	0.019	0.008	0.003	0.035

(Source: the author)

To verify H4, H5, and H6, a moderation model with the moderating role of the green trustworthiness of social media influencers towards the company's environmentally sustainable knowledge sharing-revisit behavioural intentions and the company's green knowledge sharing-warm glow relationships were conducted, as illustrated in Table 13. Table 13 confirms that the green trustworthiness of online influencers did not moderate the link between companies' green knowledge sharing and revisiting behavioural intention via warm glow (H4: b = -0.017, p > 0.05). Table 13 also shows that the green trustworthiness of social media influencers did not moderate the link between companies' green knowledge sharing and warm glow via pro-environmental behaviors (H5: b = 0.030, p > 0.05). However, the green trustworthiness of social media influencers moderated the link between companies' green knowledge sharing and revisiting behavioural intention via pro-environmental behaviors (H6: b = 0.073, p < 0.1). Table 14 provides an index of moderated mediation for the variables companies' green knowledge sharing, pro-environmental behaviors, and revisiting behavioural intention, with a focus on the moderator green trustworthiness of social media influencers. The index value for GToSMI is 0.019, and it includes bootstrapped standard errors

(BootSE) and confidence intervals (0.003, 0.035). This index reflects the strength and significance of the moderated mediation effect. Figure 12 supports the conclusion of hypothesis 6 by showing significant differences among the slopes of the three lines.
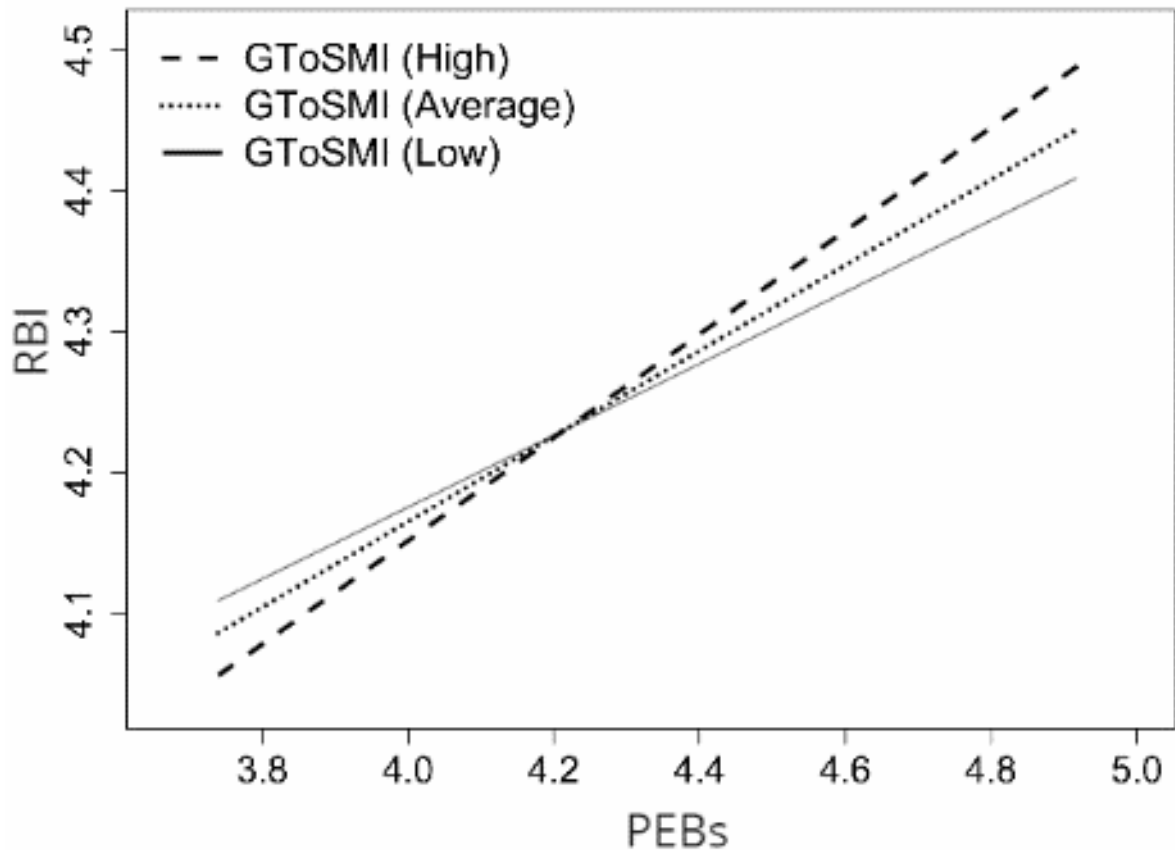
Figure 12: Moderating effect of green trustworthiness of social media influencer (GToSMI)

(Source: the author)

A R code for plotting the figure 12 visualizes the significant differences among the slopes of the three lines, corresponding to the different levels of the moderator variable " *GToSMI*" (Hayes, 2022).

```
# Setting the font for the plot
windowsFonts(A = windowsFont("Times New Roman"))
par(family = "A")
# Defining the data points
x <- c(-1, 0, 1, -1, 0, 1, -1, 0, 1)  # X-axis values
w <- c(-1, -1, -1, 0, 0, 0, 1, 1, 1)  # Grouping variable (moderator levels)
y <- c(-0.292, -0.049, 0.194, -0.321, -0.011, 0.299, -0.351, 0.026, 0.403)  # Y-axis values
```

```
wmarker <- c(15, 15, 15, 16, 16, 16, 17, 17, 17)  # Point markers
# Plotting the data
plot(y = y, x = x, family = "A", cex = 2, pch = wmarker, xaxt = "n",
    xlab = "Pro-environmental behavior (PEB)",
    ylab = "Revisiting behavioural intention (RBI)",
    cex.lab = 1.5, cex.axis = 1.5, cex.main = 1.5, cex.sub = 1.5)
# Adding custom x-axis labels
axis(1, at = c(-0.55, 0.0, 0.55), labels = c("Low", "Average", "High"),
    cex.lab = 1.5, cex.axis = 1.5, cex.main = 1.5, cex.sub = 1.5)
# Adding a legend
legend.txt <- c("GToSMI (Low)", " GToSMI (Average)", " GToSMI (High)")
legend("topleft", legend = legend.txt, cex = 1.6, bty = 'n', lty = c(1, 3, 6), lwd =
c(2, 3, 2), pch = c(15, 16, 17))
# Drawing the lines for each group
lines(x[w == -1], y[w == -1], lwd = 2, col = "black")  # GToSMI (Low)
lines(x[w == 0], y[w == 0], lwd = 3, lty = 3, col = "black")  # GToSMI (Average)
lines(x[w == 1], y[w == 1], lwd = 2, lty = 6, col = "black")  # GToSMI (High)
```

Explanation
1. **Font and Plot Settings**:
   - windowsFonts(A = windowsFont("Times New Roman")): Sets the font "Times New Roman" for the plot.
   - par(family = "A"): Applies the font family "A" to the plot.
2. **Data Definition**:
   - x, w, y: Define the x-axis values, grouping variable, and y-axis values, respectively.
   - wmarker: Specifies the point markers for different groups.
3. **Plotting**:
   - plot(): Creates the plot with specified x and y values, point markers, and labels.
   - xaxt = "n": Suppresses the default x-axis.
   - Custom labels for x-axis: Uses axis() to add custom labels ("Low", "Average", "High") at specific positions.
4. **Legend**:
   - legend.txt: Contains the legend text for the three groups.
   - legend(): Adds a legend to the plot, specifying the text, line types, line widths, and point markers.
5. **Lines**:
   - lines(): Draws lines connecting the points for each group with different line types and widths.

The table 15 provides an analysis of effect sizes, R-squared values, and model fit statistics, revealing various relationships within the dataset. The effect of PEB

on WG is substantial, indicated by a large effect size (0.426), while the effect of WG on RBI is moderate (0.177), and PEB's effect on RBI is small (0.100). Additionally, the impact of GKS on PEB is small (0.078), and all interaction effects involving GToSMI are trivial, with values ranging from 0.000 to 0.006. R-squared values suggest that the predictors explain a substantial amount of variance in RBI (0.405) and WG (0.338), but only a weak amount in PEB (0.072). The model fit, evaluated by the Standardized Root Mean Square Residual (SRMR), is excellent at 0.041, indicating a well-fitting model overall.

Table 15 Model's predictive capability and suitability

Indices		Value	Conclusions
Effect size (Cohen, 1992)	PEB -> WG	0.426	Large effect
	WG -> RBI	0.177	Medium effect
	PEB -> RBI	0.100	Small effect
	GKS -> PEB	0.078	Small effect
	GToSMI x PEB -> RBI	0.006	trivial effect
	GKS -> WG	0.004	trivial effect
	GToSMI x PEB -> WG	0.001	trivial effect
	GToSMI x WG -> RBI	0.000	trivial effect
R-square (Cohen, 1992)	RBI	0.405	Substantial
	WG	0.338	Substantial
	PEB	0.072	Weak
Standardized Root Mean Square Residual (Hair et al., 2022)		0.041	a well-fitting model

(Source: the author)

Table 16 Summarizing the tested hypotheses.

	Hypotheses	Conclusion
H1	*Warm glow mediates the effect of a company's green knowledge sharing on revisit behavioural intentions.*	Supported
H2	*Pro-environmental behaviors mediate the effect of a company's green knowledge sharing on warm glow.*	Supported

H3	*Pro-environmental behaviors mediate the effect of companies' green knowledge sharing on revisiting behavioural intention.*	Supported
H4	*The mediating impact of a warm glow on the connection between a company's environmentally sustainable knowledge sharing and revisiting behavioural intention is moderated by the green trustworthiness of social media influencers.*	Rejected
H5	*The mediating impact of pro-environmental behaviors on the connection between a company's environmentally sustainable knowledge sharing and warm glow is moderated by the green trustworthiness of social media influencers.*	Rejected
H6	*The mediating impact of pro-environmental behaviors on the connection between a company's environmentally sustainable knowledge sharing and revisit behavioural intentions is moderated by the green trustworthiness of social media influencers.*	Supported

(Source: the author)

5. CONTRIBUTION

5.1 Theoretical implications

This article responds to calls to better address the relationship between sustainable tourism and marketing by providing insights into how to shape and shift tourist behavior toward more sustainable experiences (Font & McCabe, 2017). As mentioned in the objectives, the research's primary purpose is to develop a comprehensive model to analyze the factors that influence revisiting behavioural intention. To fulfill the gaps indicated in the literature review, this study contributes in several critical ways. This study adds a great deal to the existing body of knowledge in the green digital marketing field.

First, emerging research has offered preliminary information on the potential benefits of integrating green initiatives with marketing practices, such as increased customer satisfaction and brand loyalty (Chandy et al., 2021; Giebelhausen et al., 2016; Huy et al., 2022; White et al., 2019). However, these studies have focused on general marketing dimensions, and there is still limited understanding of the relationship between green marketing practices and customer behavior in the context of sustainable tourism. Although the literature on sustainable tourism has recognized the importance of environmental protection, there is a lack of research on the integration of environmental protection and marketing practices within the industry and its implications for customer satisfaction and loyalty (Chandy et al., 2021; Font & McCabe, 2017; White et al., 2019). This knowledge gap justifies further investigation, especially in light of the growing impact of green marketing efforts on customer behavior and marketing performance (Chandy et al., 2021; Font & McCabe, 2017; White et al., 2019). Furthermore, in recognition of the increasing role of social networks as a platform for environmental advocacy and green promotion (White et al., 2019), future research should examine how the integration of green and marketing practices on social networks influences customer satisfaction and loyalty within the hospitality sector. This exploration will deepen our understanding of the factors that contribute to the success of green marketing campaigns on social media, as well as their potential drawbacks and challenges. This research extends current research on green marketing practices on social networks in the tourism discipline (Font & McCabe, 2017) to address the underlying mechanisms linking green and marketing practices, such as communication processes and customer engagement strategies.

Second, in recent years, the focus of green marketing has shifted from traditional approaches such as green and socially responsible advertising to an emphasis on green knowledge sharing. Traditional green marketing involves promoting products or services with eco-friendly attributes and using advertisements to create an image of environmental responsibility (Font & McCabe, 2017). In contrast, companies' green knowledge sharing involves the dissemination of environmental knowledge among stakeholders, including employees, customers, and the public (Lee, 2001; White et al., 2019). The significance of companies' green knowledge

sharing in addressing global sustainability challenges lies in creating awareness and fostering more environmentally conscious decision-making among consumers and businesses (White et al., 2019). Furthermore, companies' green knowledge sharing has been recognized as a central factor in promoting environmental sustainability with customers (Chandy et al., 2021; Zhang et al., 2021). By fostering knowledge sharing, companies' green knowledge-sharing practice can foster a climate of openness and collaboration, thus encouraging co-creation between employees and customers to develop and implement innovative green strategies, ultimately improving organizational environmentally sustainable growth (Vargo, 2021). By prioritizing environmental protection over profit interests, companies can contribute to sustainable development goals and cultivate a new generation of consumers who value environmental stewardship (Chandy et al., 2021). Companies' green knowledge sharing can also promote collaboration and encourage the exchange of best practices in environmental management (Zhang et al., 2021). Empirical studies of companies' green knowledge sharing are crucial to understanding their impact on customer behavior and marketing outcomes. More research is needed to pinpoint the effectiveness of companies' green knowledge-sharing strategies in altering customer behavior, influencing purchasing decisions, and ultimately improving environmental performance. Moreover, investigating the role of social media in advancing companies' green knowledge sharing can provide valuable insights into how companies can harness these platforms for eco-friendly messaging and engagement (Zhang et al., 2021, 2022). Historically, the concept of companies' green knowledge sharing can be traced back to the broader academic discourse on knowledge sharing and organizational learning (Lee, 2001). Its integration into the context of green marketing has gained momentum in recent years, primarily due to the growing importance of sustainability in marketing strategies and the increasing influence of social media on consumer behavior (Zhang et al., 2021).

Third, the companies' green knowledge sharing is crucial for improving emotional motivation (e.g., warm glow) and behavior (e.g., pro-environmental behaviors), which, in turn, enhances consumer loyalty (e.g., revisit behavioural intentions). The association between the companies' environmentally sustainable knowledge sharing and revisit behavioural intentions and the effect of warm glow and pro-environmental behaviors in the company's green knowledge sharing-revisiting behavioural intention have been given little attention. The digital viewpoint, notably the role of social media influencers, is also a novel addition that throws light on the relevance of the green trustworthiness of social media influencers on green marketing applications in general and the companies' green knowledge sharing in specific toward green successes of both enterprises and consumers. Although Zhang, Chintagunta, and Kalwani (2021) have recommended this research approach, relatively few academics have focussed on this issue.

Fourth, by stressing the service-dominant logic theory, our work analyses the mediating roles of warm glow and pro-environmental behaviors on the effect of companies' environmentally sustainable knowledge sharing and revisit behavioural intentions. In the green environmentally sustainable, this research extends the contributions of published research. Previous research has focussed on direct relationships between green advertainment and intention (e.g., Sun et al., 2021). The body of literature examining the indirect effects through two mediator factors remains scant. The findings we present augment prior research, offering deeper insights into the linkages between companies' green knowledge sharing and revisiting behavioural intention by showing that these associations are predominantly mediated by warm glow and pro-environmental behaviors. As a result, through the incorporation of a mediation paradigm, this study proposes a comprehensive blueprint with an eco-centric perspective to investigate the connections between firms' eco-knowledge dissemination and the intent to revisit, by understanding the intermediary functions of consumer emotional motivation (for instance, warm glow) and behavior (such as pro-environmental behaviors).

Fifth, we add to the green marketing research by stressing the service-dominant logic theory in studying the interplay of the green trustworthiness of social media influencers and their roles in indirect connection companies' environmentally sustainable knowledge sharing and revisit behavioural intentions through warm glow and pro-environmental behaviors. The research reveals that employing firms' green knowledge dissemination and the eco-credibility of social media influencers in tandem is a critical component for the success of an environmentally friendly marketing strategy. This study supplements the available literature and overcomes the limits of previous research; academics have not yet focussed on the interacting impact of companies' green knowledge sharing and the green trustworthiness of social media influencers despite certain worries in existing green marketing-oriented approaches (e.g., Zhang et al., 2021). This merits more investigation to establish if these connections occur. Though predicted findings were discovered, our research gives insights into the marketing literature and the usefulness of the moderated mediation in studying the company's environmentally sustainable knowledge sharing and revisit behavioural intentions interactions.

Sixth, another intriguing discovery is that companies' green knowledge sharing and the green trustworthiness of social media influencers are considered crucial for improving warm glow, pro-environmental behaviors, and revisiting behavioural intention. Our findings contribute to theory by emphasizing the application of service-dominant logic to examine the previously mentioned relationships. In addition, our research aids in bridging the knowledge gap in the tourism sector, where scant investigation has been centered on enhancing the understanding of green marketing techniques on social media and their worth. Hence, upcoming scholars should strive for a more profound comprehension of implementing existing eco-friendly practices in green marketing on social media for hospitality organizations, aiming to optimize the results and insights.

5.2 Practical implications

Our results bring about real ramifications for hospitality businesses. First, our findings imply that green marketing initiatives on social networks can increase green marketing performance by implementing a green knowledge-sharing practice. Marketing professionals should view green initiatives on social media from a strategic viewpoint and create and apply companies' green knowledge-sharing practices, which may benefit the tour organization. Our study suggests that tourism organizations should implement companies' green knowledge-sharing practices orientated toward their customers, not only meeting environmental regulations but also going beyond legal requirements, such as offering green knowledge about products or services and transparent communication about environmental impacts. Marketers should engage with customers to understand their preferences and needs, helping them make informed choices and address potential problems between the priorities of the business and its consumers in an environmentally responsible manner. Besides regulatory compliance and customer-orientated companies' green knowledge-sharing practices, hospitality organizations should promote general green marketing tactics to encourage customers to contribute to businesses' green aims and society's and the environment's values. In particular, organizations should integrate environmental metrics into marketing and sales approaches, provide green marketing education, and evaluate and link environmental performance to marketing incentives in green co-create actions between employees and customers.

Second, the research findings indicated that warm glow and pro-environmental behaviors are critical mediators in the impact of companies' green knowledge sharing on revisiting behavioural intention. Along with recognizing the advantages of companies' green knowledge sharing (for both the company and the environment) and establishing successful green marketing, companies should focus on the values, attitudes, and behaviors they need to adopt to foster a warm glow in themselves and their customers (Fry et al., 2005). For example, companies need to demonstrate appreciation, environmental love, and social responsibility, as well as listen attentively to their customers' concerns and feedback. Therefore, companies in the tourism sector are encouraged to enhance the warm glow of their customers by promoting interactions and communication between companies and their clients, which in turn increases revisiting behavioural intention. For example, hospitality companies could organize regular webinars or community events through which they can inspire their customers to engage in sustainable practices and deepen their interest in environmental conservation. Furthermore, responsible companies can improve customers' warm glow by demonstrating fairness and consideration for customers' personal needs and interests. In a tourism context, it is vital that companies adopt a flexible approach to cater to customers' preferences and provide tailored solutions that match their environmental goals, as personalization has been identified as a predictor of a warm glow. Simultaneously,

companies should share their customers with stories emphasizing environmental challenges and green success in pro-environmental activities and empower them with more autonomy in cocreation actions with employees to explore initiatives to fulfill such challenges, fostering customers' warm glow. By incorporating green knowledge sharing into their strategies and promoting a warm glow among customers, companies can effectively stimulate green electronic word of mouth, which in turn leads to increased awareness, engagement, and adoption of sustainable practices.

Moreover, to further enhance customers' pro-environmental behaviors, tourism organizations should share with customers how green knowledge benefits themselves and the environment, as well as involve them in doing green activities on green tourism destinations, such as waste reduction, energy efficiency, reduced use of single-use plastics, tree planting campaigns, environmental education programs for children, and recycling drives. Such real actions protecting the environment should routinely increase customers' awareness and the green brands, which in turn boosts the revisiting behavioural intention in the future. By adopting this approach, hospitality organizations can create a positive and sustainable brand image, encouraging customers to participate actively in green actions and ultimately fostering a more environmentally responsible consumer base.

This study proposes that companies' environmentally sustainable knowledge sharing and the green trustworthiness of online influencers are regarded as critical tactics for the success of green marketing on social media. Thus, hospitality organizations need to focus on offering companies green knowledge sharing, green trustworthiness of social media influencers for environmental actions, and possibilities to utilize what was learned from the companies' green knowledge sharing for consumers. This enhances the consumers' eco-conscious understanding, proficiency, and cognizance, subsequently promoting the corporations' eco-friendly objectives. Moreover, a company's environmentally sustainable knowledge sharing that fosters revisit behavioral intentions should be implemented alongside all social media influencers to enhance customers' green connection and responsibility. This includes establishing an online group and forum about environmental protection and devising methods for customers to participate in green recommendation and resolution initiatives, while actively interacting with social media influencers on environmental programs. The moderated mediation analysis advises that both companies' green knowledge sharing and the green trustworthiness of social media influencers should be implemented together. This is a critical tip for doubling the effectiveness of environmental marketing on social media since companies' green knowledge sharing enables buyers to understand how to successfully tackle environmental challenges. For instance, companies' green knowledge sharing provides insights into the effective use of resources such as energy, water, and sustenance, along with understanding the reasons and methods for reducing, substituting, or recycling waste. As a result, this enhances the intent to revisit. This revisiting

behavioral intention could quadruple if opportunities are created for consumers to apply their acquired green expertise, capabilities, and awareness within their everyday routines. Moreover, warm glow and pro-environmental behaviors are recognized as key components to mediate the relationship between companies' green knowledge sharing and revisiting behavioural intention. To boost revisiting behavioural intention, social media influencers need to support customers' pro-environmental actions. This raises consumers' willingness to engage in green actions, such as assisting other customers in taking the environment into consideration and participating in initiatives that tackle environmental concerns in the hotel business.

6. CONCLUSION, LIMITATIONS AND FURTHER STUDIES

In conclusion, this study seeks to establish a framework to comprehend the link between companies' environmentally sustainable knowledge sharing and revisit behavioural intentions through the mediation role of warm glow and pro-environmental behaviors and the moderation effect of the green trustworthiness of social media influencers. The quantitative was selected to test the hypothesis. The study covers both theoretical and empirical findings as well as management consequences. Although our study meets the research gaps described in the introduction, our work also presents two limitations, which will be paths for additional investigations.

First, based on the service-dominant logic theory, companies' green knowledge sharing seeks to promote green emotional inspiration (e.g., warm glow) for a customer or pro-environmental behaviors, contribute to the improvement of customers' behavioural intentions (e.g., intention to recommend) (e.g., intention to recommend). This idea has not been examined by prior research in the hotel business. Thus, a proposal for future research is to evaluate the extra benefits of these green activities on social media as a marketing strategy for revisiting behavioural intention.

Second, Pop et al. (2021) provide an organizational paradigm for green research that emphasizes social media influencers as an independent variable driving the green experience journey. This suggests that marketing plans to create green social media influencers may have indirect and direct impacts on RBI; on this, there is a dearth of published papers. Therefore, it is vital to conduct research that will examine the other effects of the green trustworthiness of social media influencers on revisiting behavioural intention via the mediating roles of other green practices of a green marketing strategy, such as incentives.

Third, the current study has limitations, including a time-lagged research design that does not explore cross-lagged relationships between variables, making it difficult to determine causality. Data collected through perceptual instruments

could be biased and do not reflect workplace reality (Podsakoff et al., 2010). However, this was not found to be a significant issue after procedural and statistical treatments. Future research should use mixed-method designs or a cross-lagged data collection process instead of a time-lagged one (Kasl & Jones, 2003) to improve reliability and reduce common method variance (CMV) bias.

Fourth, this study discusses a research model focused on green marketing and green knowledge-sharing practices on social networks, which has been tested in the Asia-Pacific region (Vietnam). Although the model contributes to the generalization of these concepts beyond Western theorizing (Giebelhausen et al., 2016), the authors suggest further testing in other service contexts and non-Western markets. Cross-cultural analyses could offer valuable insights into how customers from different cultural backgrounds engage with green marketing initiatives on social media. In addition, the sampling locations should be varied in subsequent studies to enhance the statistical representation of the samples, such as the virtual reality area, not only from the main social networks such as Facebook or Zalo. Furthermore, to enhance the generalisability of the research model, it should be tested in other industries, such as manufacturing and healthcare. Comparative analyses between Vietnam and countries with high environmental law compliance could yield intriguing results, given Vietnam's moderate compliance with environmental law (Kotler et al., 2021; Nguyen and Hens, 2015).

Fifth, the study suggests exploring additional contextual mechanisms that affect individual green intentions or behaviors in addition to companies' green knowledge-sharing practices. Additionally, future research should examine multilevel analysis through community-level mediation and moderation mechanisms, such as institutional work (Vargo, 2021). The investigation also requires investigating other affective variables related to green intention or behavior, such as green mindfulness, in order to further extend the current research model.

Sixth, the study has some drawbacks, including its reliance on a time-lagged design that prevents establishing causality. The use of perceptual instruments may lead to biased data and not accurately represent the workplace (Podsakoff et al., 2010). Despite addressing this issue with procedural and statistical techniques, a more robust approach is needed. Future research could employ mixed-method designs or cross-sectional data collection, reducing bias and enhancing reliability, as suggested by Kasl and Jones (2003).

Seventh, this study examines a green marketing research model tested in Vietnam, focusing on knowledge sharing on social media. While it expands on Western-based theories (Giebelhausen et al., 2016), further testing in different service contexts and non-Western markets is suggested. To clarify the recommendations, suggestions have been used, including (1) conducting cross-cultural analyses to understand how diverse customers engage with green marketing on social media, (2) varying sampling locations in future studies, including virtual reality platforms, to enhance statistical representation, (3)

evaluate the model's applicability in diverse settings, such as manufacturing and healthcare, for broader relevance. By conducting comparative analyses between Vietnam and countries with strict environmental regulations, valuable insights can be gained (Kotler, Bowen, et al., 2021).

7. REFERENCES

Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/SJME-12-2019-0109

Abboud, L., As'ad, N., Bilstein, N., Costers, A., Henkens, B., & Verleye, K. (2020). From third party to significant other for service encounters: A systematic review on third-party roles and their implications. *Journal of Service Management*, *32*(4), 533–559. https://doi.org/10.1108/JOSM-04-2020-0099

Abdul Gani, A., Mahdzar, M., & Mohd Anuar, N. (2019). *Visitor's experiential attributes and revisit intention to Islamic tourism attractions in Malaysia*. *11*, 1–13.

Afande, O. F. (2015). Influence of green marketing strategies on performance of the Kenyan tea sector. *Journal of Marketing and Consumer Research*, *10*, 59–91.

Ahearne, M., Atefi, Y., Lam, S. K., & Pourmasoudi, M. (2022). The future of buyer–seller interactions: A conceptual framework and research agenda. *Journal of the Academy of Marketing Science*, *50*(1), 22–45. https://doi.org/10.1007/s11747-021-00803-0

Ajzen, I. (1988). *Attitudes, personality and behavior*. Open University Press.

Akhshik, A., Rezapouraghdam, H., Ozturen, A., & Ramkissoon, H. (2023). Memorable tourism experiences and critical outcomes among nature-based visitors: A fuzzy-set qualitative comparative analysis approach. *Current Issues in Tourism*, *26*(18), 2981–3003. https://doi.org/10.1080/13683500.2022.2106196

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, *34*(7), 1177–1190.

Albrecht, S., Zinn, A. K., Grün, B., & Dolnicar, S. (2024). Does enjoyment focus prevent proenvironmental behaviour? *Annals of Tourism Research*, *104*, 103714. https://doi.org/10.1016/j.annals.2023.103714

Alkhatib, S., Kecskés, P., & Keller, V. (2023). Green marketing in the digital age: A systematic literature review. *Sustainability*, *15*(16), 12369.

Allee, V. (1997). *The Knowledge Evolution: Expanding Organizational Intelligence*. Routledge.

An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction and revisit intention for airbnb guests. *International Journal of Tourism Sciences*, *19*(3), 145–165. https://doi.org/10.1080/15980634.2019.1663980

Andreoni, J. (1989). Giving with Impure Altruism: Applications to Charity and Ricardian Equivalence. *Journal of Political Economy*, *97*(6), 1447–1458.

Andreoni, J. (1990). Impure Altruism and Donations to Public Goods: A Theory of Warm-Glow Giving. *The Economic Journal*, *100*(401), 464–477. https://doi.org/10.2307/2234133

Argyris, Y. A., Muqaddam, A., & Miller, S. (2021). The effects of the visual presentation of an Influencer's Extroversion on perceived credibility and purchase intentions—Moderated by personality matching with the audience. *Journal of Retailing and Consumer Services*, *59*, 102347. https://doi.org/10.1016/j.jretconser.2020.102347

Asdecker, B. (2022). Travel-Related Influencer Content on Instagram: How Social Media Fuels Wanderlust and How to Mitigate the Effect. *Sustainability*, *14*(2), 855. https://doi.org/10.3390/su14020855

Babin, B. J., & Boles, J. S. (1996). The effects of perceived co-worker involvement and supervisor support on service provider role stress, performance and job satisfaction. *Journal of Retailing*, *72*(1), 57–75. https://doi.org/10.1016/S0022-4359(96)90005-6

Bamberg, S., & Möser, G. (2007). Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour. *Journal of Environmental Psychology*, *27*(1), 14–25. https://doi.org/10.1016/j.jenvp.2006.12.002

Bandura, A. (1977). *Social learning theory*. Prentice-Hall.

Bayton, J. A. (1958). Motivation, Cognition, Learning: Basic Factors in Consumer Behavior. *Journal of Marketing*, *22*(3), 282–289. https://doi.org/10.2307/1247119

Bedard, S. A. N., & Tolmie, C. R. (2018). Millennials' green consumption behaviour: Exploring the role of social media. *Corporate Social Responsibility and Environmental Management*, *25*(6), 1388–1396. https://doi.org/10.1002/csr.1654

Bell, E., Bryman, A., & Harley, B. (2022). *Business research methods*. Oxford university press. https://books.google.com/books?hl=en&lr=&id=hptjEAAAQBAJ&oi=fnd&pg=PP1&dq=Bryman,+A.,+%26+Bell,+E.+(2011).+Business+research+methods+(3rd+ed.).+Oxford:+Oxford+University+Press.+&ots=Ddje25zX3x&sig=Ic1G-jOA9VhGIMi6KkD4jNpMMuI

Bezençon, V., Girardin, F., & Lunardo, R. (2020). When does an ethical attribute matter for product evaluation? The role of warm-glow feelings for low-rated products. *Psychology & Marketing*, *37*(11), 1571–1585. https://doi.org/10.1002/mar.21403

Bhat, D. A. R., Amar, S., & Sharma, V. (2024). Examining the impact of corporate social responsibility on customer delight, customer revisit intention and sustainable destination building: An empirical study of the hospitality industry. *Business Strategy & Development*, *7*(1), e343. https://doi.org/10.1002/bsd2.343

Blumberg, M., & Pringle, C. D. (1982). The Missing Opportunity in Organizational Research: Some Implications for a Theory of Work Performance. *The Academy of Management Review*, *7*(4), 560. https://doi.org/10.2307/257222

Boerman, S. C., Meijers, M. H. C., & Zwart, W. (2022). The Importance of Influencer-Message Congruence When Employing Greenfluencers to Promote Pro-Environmental Behavior. *Environmental Communication*, *16*(7), 920–941. https://doi.org/10.1080/17524032.2022.2115525

Breves, P., & Liebers, N. (2022). Greenfluencing. The Impact of Parasocial Relationships with Social Media Influencers on Advertising Effectiveness and Followers' Pro-environmental Intentions. *Environmental Communication*, *16*(6), 773–787. https://doi.org/10.1080/17524032.2022.2109708

Brocke, J. vom, Simons, A., Niehaves, B., Niehaves, B., Reimer, K., Plattfaut, R., & Cleven, A. (2009). *Reconstructing the giant: On the importance of rigour in documenting the literature search process.* https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1145&context=ecis2009

Brodie, R. J., Fehrer, J. A., Jaakkola, E., & Conduit, J. (2019). Actor Engagement in Networks: Defining the Conceptual Domain. *Journal of Service Research*, *22*(2), 173–188. https://doi.org/10.1177/1094670519827385

Brunner, T. A., Stöcklin, M., & Opwis, K. (2008). Satisfaction, image and loyalty: New versus experienced customers. *European Journal of Marketing*, *42*(9/10), 1095–1105. https://doi.org/10.1108/03090560810891163

Caldwell, C., & Clapham, S. E. (2003). Organizational trustworthiness: An international perspective. *Journal of Business Ethics*, *47*, 349–364.

Chaabouni, A., Jridi, K., & Bakini, F. (2021). Cause-related marketing: Scepticism and warm glow as impacts of donation size on purchase intention. *International Review on Public and Nonprofit Marketing*, *18*(1), 129–150. https://doi.org/10.1007/s12208-020-00262-3

Chandy, R. K., Johar, G. V., Moorman, C., & Roberts, J. H. (2021). Better Marketing for a Better World. *Journal of Marketing*, *85*(3), 1–9. https://doi.org/10.1177/00222429211003690

Chang, T.-W., & Hung, C.-Z. (2021). How to shape the employees' organization sustainable green knowledge sharing: Cross-level effect of green organizational identity effect on green management behavior and performance of members. In *SUSTAINABILITY* (Vol. 13, Issue 2). https://doi.org/10.3390/su13020626

Charband, Y., & Jafari Navimipour, N. (2016). Online knowledge sharing mechanisms: A systematic review of the state of the art literature and recommendations for future research. *Information Systems Frontiers*, *18*(6), 1131–1151. https://doi.org/10.1007/s10796-016-9628-z

Chen, A. H., Peng, N., & Hung, K. (2014). Developing a Pet Owners' Tourism Constraints Scale – The Constraints to Take Dogs to Tourism Activities. *International Journal of Tourism Research*, *16*(4), 315–324. https://doi.org/10.1002/jtr.1959

Chen, C., Teng, Z., Lu, C., Hossain, Md. A., & Fang, Y. (2021). Rethinking Leisure Tourism: From the Perspective of Tourist Touch Points and Perceived Well-being. *Sage Open*, *11*(4), 21582440211059180. https://doi.org/10.1177/21582440211059180

Chen, H., Bernard, S., & Rahman, I. (2019). Greenwashing in hotels: A structural model of trust and behavioral intentions. *Journal of Cleaner Production*, *206*, 326–335. https://doi.org/10.1016/j.jclepro.2018.09.168

Chen, Y.-S. (2008). The Driver of Green Innovation and Green Image – Green Core Competence. *Journal of Business Ethics*, *81*(3), 531–543. https://doi.org/10.1007/s10551-007-9522-1

Cheng, J.-H. (2011). Inter-organizational relationships and knowledge sharing in green supply chains—Moderating by relational benefits and guanxi. *Transportation Research Part E: Logistics and Transportation Review*, *47*(6), 837–849. https://doi.org/10.1016/j.tre.2010.12.008

Choy, L. (2014). The Strengths and Weaknesses of Research Methodology: Comparison and Complimentary between Qualitative and Quantitative Approaches. *IOSR Journal of Humanities and Social Science*, *19*, 99–104. https://doi.org/10.9790/0837-194399104

Christopher Westland, J. (2010). Lower bounds on sample size in structural equation modeling. *Electronic Commerce Research and Applications*, *9*(6), 476–487. https://doi.org/10.1016/j.elerap.2010.07.003

Claessens, S., Kelly, D., Sibley, C. G., Chaudhuri, A., & Atkinson, Q. D. (2022). Cooperative phenotype predicts climate change belief and pro-environmental behaviour. *Scientific Reports*, *12*(1), 12730. https://doi.org/10.1038/s41598-022-16937-2

Clark, C., Kotchen, M. J., & Moore, M. (2003). *Internal and external influences on pro-environmental behavior: Participation in a green electricity program*. https://doi.org/10.1016/S0272-4944(02)00105-6

Coelho, F., Cruz, L., Pereira, M. C., Simões, P., & Barata, E. (2022). How regulatory focus shapes pro-environmental behaviour: Evidence from Portugal. *Journal of Marketing Management*, *0*(0), 1–26. https://doi.org/10.1080/0267257X.2022.2092195

Cohen, J. (1988). Statistical power analysis for the behavioral sciences New York. *NY: Academic*, 54.

Cohen, J. (1992). A power primer. *Psychological Bulletin*, *112*(1), 155–159. https://doi.org/10.1037/0033-2909.112.1.155

Cole, D. A., & Maxwell, S. E. (2003). Testing Mediational Models With Longitudinal Data: Questions and Tips in the Use of Structural Equation

Modeling. *Journal of Abnormal Psychology*, *112*, 558–577. https://doi.org/10.1037/0021-843X.112.4.558

Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

Danatzis, I., Karpen, I. O., & Kleinaltenkamp, M. (2022). Actor Ecosystem Readiness: Understanding the Nature and Role of Human Abilities and Motivation in a Service Ecosystem. *Journal of Service Research*, *25*(2), 260–280. https://doi.org/10.1177/10946705211032275

Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, *165*, 1263–1279. https://doi.org/10.1016/j.jclepro.2017.07.184

Dang-Van, T., Vo-Thanh, T., Wang, J., Nguyen, H. V., & Nguyen, N. (2023a). Green hotel practices and consumer revisit intention: A mediating model of consumer promotion focus, brand identification, and green consumption value. *Journal of Vacation Marketing*, 135676672311646. https://doi.org/10.1177/13567667231164630

Dang-Van, T., Vo-Thanh, T., Wang, J., Nguyen, H. V., & Nguyen, N. (2023b). Green hotel practices and consumer revisit intention: A mediating model of consumer promotion focus, brand identification, and green consumption value. *Journal of Vacation Marketing*, 13567667231164630. https://doi.org/10.1177/13567667231164630

Davenport, T. H., Davenport, P. D. of M. I. S. of M. T. H., & Prusak, L. (1998). *Working Knowledge: How Organizations Manage what They Know*. Harvard Business Press.

Dawadi, S., Shrestha, S., & Giri, R. A. (2021). Mixed-Methods Research: A Discussion on its Types, Challenges, and Criticisms. *Journal of Practical Studies in Education*, *2*(2), 25–36. https://doi.org/10.46809/jpse.v2i2.20

Deb, B., Murali, R., & Nagendra, H. (2023). Powerful but short-lived: Pop bands as influencers of climate discussions on twitter. *Environmental Research Communications*, *5*(3), 035006. https://doi.org/10.1088/2515-7620/acba6d

Dekoninck, H., Van Houtven, E., & Schmuck, D. (2023). Inspiring G(re)en Z: Unraveling (Para)social Bonds with Influencers and Perceptions of Their Environmental Content. *Environmental Communication*, *17*(7), 701–719. https://doi.org/10.1080/17524032.2023.2237693

Dharmesti, M., Merrilees, B., & Winata, L. (2020). "I'm mindfully green": Examining the determinants of guest pro-environmental behaviors (PEB) in hotels. *Journal of Hospitality Marketing & Management*, *29*(7), 830–847. https://doi.org/10.1080/19368623.2020.1710317

Dhir, A., Talwar, S., Raj, S., Sampat, B., & Nicolau, J. L. (2024). A Time-lagged Examination of Voluntary and Task-related Green Behavior in the Travel Industry. *Journal of Travel Research*, 00472875241230008. https://doi.org/10.1177/00472875241230008

Dixon, M., & Adamson, B. (2011). *The challenger sale: Taking control of the customer conversation*. Penguin.

Doan, V. H., & Kim, T. (2014). Vietnam implements green growth: An appropriate approach in international integration. *The Communication Review*, *862*, 67–70. Scopus.

Doorn, J. van, Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, *13*(3), 253–266. https://doi.org/10.1177/1094670510375599

Dreyer, S., Olivotti, D., Lebek, B., & Breitner, M. H. (2019). Focusing the customer through smart services: A literature review. *Electronic Markets*, *29*(1), 55–78. https://doi.org/10.1007/s12525-019-00328-z

Elearn. (2013). *Making Sense of Data and Information*. Taylor & Francis.

Eusébio, C., Rodrigues, V., Carneiro, M. J., Madaleno, M., Robaina, M., & Monteiro, A. (2023). The role of air quality for reaching tourism environmental sustainability: A segmentation approach based on visitors' pro-environmental behaviors. *International Journal of Tourism Research*, *25*(4), 455–473. https://doi.org/10.1002/jtr.2583

Faul, F., Erdfelder, E., Lang, A.-G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, *39*(2), 175–191. https://doi.org/10.3758/BF03193146

Flick, U. (2017). *The SAGE Handbook of Qualitative Data Collection*. SAGE.

Font, X., English, R., Gkritzali, A., & Tian, W. (Stella). (2021). Value co-creation in sustainable tourism: A service-dominant logic approach. *Tourism Management*, *82*, 104200. https://doi.org/10.1016/j.tourman.2020.104200

Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, *25*(7), 869–883. https://doi.org/10.1080/09669582.2017.1301721

Ford, R. C., Sturman, M. C., & Heaton, C. P. (2012). *Managing quality service in hospitality: How organizations achieve excellence in the guest experience*. Delmar, Cengage Learning.

Ford, RobertC., & Heaton, CherrillP. (2001). Managing your guest as a quasi-employee. *The Cornell Hotel and Restaurant Administration Quarterly*, *42*(2), 46–55. https://doi.org/10.1016/S0010-8804(01)80038-0

Foroughi, B., Arjuna, N., Iranmanesh, M., Kumar, K. M., Tseng, M.-L., & Leung, N. (2022). Determinants of hotel guests' pro-environmental behaviour: Past behaviour as moderator. *International Journal of Hospitality Management*, *102*, 103167. https://doi.org/10.1016/j.ijhm.2022.103167

Forsyth, D. R. (2010). *Group dynamics* (5th ed). Wadsworth, Cengage Learning.

Fraj, E., Martínez, E., & Matute, J. (2011). Green marketing strategy and the firm's performance: The moderating role of environmental culture. *Journal of*

Strategic Marketing, *19*(4), 339–355. https://doi.org/10.1080/0965254X.2011.581382

Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, *30*(4), 2061–2076. https://doi.org/10.1002/bse.2732

Gerrath, M. H. E. E., Olya, H., Shah, Z., & Li, H. (2024). Virtual influencers and pro-environmental causes: The roles of message warmth and trust in experts. *Journal of Business Research*, *175*, 114520. https://doi.org/10.1016/j.jbusres.2024.114520

Giebelhausen, M., Chun, H. E. H., Cronin, J. J., & Hult, G. T. M. (2016). Adjusting the warm-glow thermostat: How incentivizing participation in voluntary green programs moderates their impact on service satisfaction. *Journal of Marketing*, *80*(4), 56–71. https://doi.org/10.1509/jm.14.0497

Giebelhausen, M., Lawrence, B., Chun, H. H., & Hsu, L. (2017). The Warm Glow of Restaurant Checkout Charity. *Cornell Hospitality Quarterly*, *58*(4), 329–341. https://doi.org/10.1177/1938965517704533

Given, L. M. (2008). *The Sage encyclopedia of qualitative research methods*. Sage publications. https://books.google.com/books?hl=en&lr=&id=byh1AwAAQBAJ&oi=fnd&pg=PP1&dq=The+Sage+Encyclopedia+of+Qualitative+Research+Methods.+&ots=LPY0PO8L5s&sig=rJUpmAZ6rcPpfOjhQFqLm-OaO7I

Goldsmith, R., Lafferty, B., & Newell, S. (2000). The Impact of Corporate Credibility and Celebrity on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, *29*, 43–54. https://doi.org/10.1080/00913367.2000.10673616

Gössling, S., Scott, D., & Hall, C. M. (2021). Pandemics, tourism and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*, *29*(1), 1–20. https://doi.org/10.1080/09669582.2020.1758708

Gulati, S. (2021). Social and sustainable: Exploring social media use for promoting sustainable behaviour and demand amongst Indian tourists. *International Hospitality Review*, *36*(2), 373–393. https://doi.org/10.1108/IHR-12-2020-0072

Gummesson, E., Kuusela, H., & Närvänen, E. (2014). Reinventing marketing strategy by recasting supplier/customer roles. *Journal of Service Management*, *25*(2), 228–240. https://doi.org/10.1108/JOSM-01-2014-0031

Gupta, S., Woodside, A., Dubelaar, C., & Bradmore, D. (2009). Diffusing knowledge-based core competencies for leveraging innovation strategies: Modelling outsourcing to knowledge process organizations (KPOs) in pharmaceutical networks. *Industrial Marketing Management*, *38*(2), 219–227. https://doi.org/10.1016/j.indmarman.2008.12.010

Habel, J., Schons, L. M., Alavi, S., & Wieseke, J. (2016). *Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers' Perceived Price Fairness*. https://doi.org/10.1509/jm.14.0389

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing.

Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling* (Third edition). SAGE Publications, Inc.

Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, *29*(4), 659–668. https://doi.org/10.1016/j.ijhm.2010.01.001

Hartmann, P., Eisend, M., Apaolaza, V., & D'Souza, C. (2017). Warm glow vs. altruistic values: How important is intrinsic emotional reward in proenvironmental behavior? *Journal of Environmental Psychology*, *52*, 43–55. https://doi.org/10.1016/j.jenvp.2017.05.006

Hasan, Z., & Ali, N. A. (2015). The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia. *Procedia - Social and Behavioral Sciences*, *172*, 463–470. https://doi.org/10.1016/j.sbspro.2015.01.382

Hayes, A. F. (2022). *Introduction to Mediation, Moderation, and Conditional Process Analysis, Third Edition: A Regression-Based Approach* (Third edition). The Guilford Press.

Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, *16*(3), 211–239. https://doi.org/10.1080/13683500.2012.662215

He, W., Zha, S., & Li, L. (2013). Social media competitive analysis and text mining: A case study in the pizza industry. *International Journal of Information Management*, *33*(3), 464–472.

Horng, J.-S., Liu, C.-H., Chou, S.-F., Yu, T.-Y., & Hu, D.-C. (2024). Role of social media influencers on marketing of sustainable hotels: Gratification and the parasocial interaction perspective. *Journal of Hospitality Marketing & Management*. https://www.tandfonline.com/doi/abs/10.1080/19368623.2024.2315947

Hoyer, W. D., MacInnis, D. J., Pieters, R., Chan, E., & Northey, G. (2023). *Consumer Behaviour*. Cengage AU.

Hu, X., & Dang-Van, T. (2023). Emotional and behavioral responses of consumers toward the indoor environmental quality of green luxury hotels. *Journal of Hospitality and Tourism Management*, *55*, 248–258. https://doi.org/10.1016/j.jhtm.2023.04.009

Huang, S., & Hsu, C. H. C. (2009). Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention. *Journal of Travel Research*, *48*(1), 29–44. https://doi.org/10.1177/0047287508328793

Hughes, J. (2007). The Ability-Motivation-Opportunity Framework for Behavior Research in IS. *2007 40th Annual Hawaii International Conference on System Sciences (HICSS'07)*. https://doi.org/10.1109/HICSS.2007.518

Huy, L. V., Phan, Q. P. T., Phan, H. L., Pham, N. T., & Nguyen, N. (2022). Improving tourists' green electronic word-of-mouth: A mediation and moderation analysis. *Asia Pacific Journal of Tourism Research*, *27*(5), 547–561. https://doi.org/10.1080/10941665.2022.2091942

Isa, S. M., Ariyanto, H. H., & Kiumarsi, S. (2020). The effect of place attachment on visitors' revisit intentions: Evidence from Batam. *Tourism Geographies*, *22*(1), 51–82. https://doi.org/10.1080/14616688.2019.1618902

Jackson, T. (2005). Motivating Sustainable Consumption: A Review of Evidence on Consumer Behaviour and Behavioural Change. *Sustainable Development Research Network*, *15*.

Jacobson, J., & Harrison, B. (2022). Sustainable fashion social media influencers and content creation calibration. *International Journal of Advertising*, *41*(1), 150–177. https://doi.org/10.1080/02650487.2021.2000125

Janahi, N. A., Durugbo, C. M., & Al-Jayyousi, O. R. (2021). Eco-innovation strategy in manufacturing: A systematic review. *CLEANER ENGINEERING AND TECHNOLOGY*, *5*. https://doi.org/10.1016/j.clet.2021.100343

Jiang, K., Zheng, J., & Luo, S. (2024). Green power of virtual influencer: The role of virtual influencer image, emotional appeal, and product involvement. *Journal of Retailing and Consumer Services*, *77*, 103660. https://doi.org/10.1016/j.jretconser.2023.103660

Johnstone, L., & Lindh, C. (2022). Sustainably sustaining (online) fashion consumption: Using influencers to promote sustainable (un)planned behaviour in Europe's millennials. *Journal of Retailing and Consumer Services*, *64*, 102775. https://doi.org/10.1016/j.jretconser.2021.102775

Jones, P., Clarke-Hill, C., Comfort, D., & Hillier, D. (2008). Marketing and sustainability. *Marketing Intelligence & Planning*, *26*(2), 123–130. https://doi.org/10.1108/02634500810860584

Judd, C. M., Yzerbyt, V. Y., & Muller, D. (2014). Mediation and moderation. *Handbook of Research Methods in Social and Personality Psychology*, *2*, 653–676.

Kabderian Dreyer, J., & Smith, W. (2024). Proportional warm-glow theory and asset pricing. *Journal of Behavioral and Experimental Finance*, *41*, 100859. https://doi.org/10.1016/j.jbef.2023.100859

Kala, D., & Chaubey, D. S. (2023). Pro-Environmental Behavior of Religious Tourists: Moderating Role of Religious Beliefs. *Cornell Hospitality Quarterly*, 19389655231182090. https://doi.org/10.1177/19389655231182090

Karim, R. A., Rabiul, M. K., & Kawser, S. (2023). Linking green supply chain management practices and behavioural intentions: The mediating role of customer satisfaction. *Journal of Hospitality and Tourism Insights*, *7*(2), 1148–1168. https://doi.org/10.1108/JHTI-04-2023-0241

Kärnä, J., Hansen, E., & Juslin, H. (2003). Social responsibility in environmental marketing planning. *European Journal of Marketing*, *37*(5/6), 848–871. https://doi.org/10.1108/03090560310465170

Kasl, S. V., & Jones, B. A. (2003). An epidemiological perspective on research design, measurement, and surveillance strategies. In J. C. Quick & L. E. Tetrick (Eds.), *Handbook of occupational health psychology.* (pp. 379–398). American Psychological Association. https://doi.org/10.1037/10474-018

Kaufmann, H.-R., & Panni, M. F. A. K. (Eds.). (2014). *Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices*. IGI Global. https://doi.org/10.4018/978-1-4666-5880-6

Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green marketing strategies, environmental attitude, and green buying intention: A multi-group analysis in an emerging economy context. *Sustainability*, *14*(10), 6107.

Kelly, E. J. (1971). Marketing's changing social/environmental role. *Journal of Marketing (Pre-1986)*, *35*(000003), 1.

Khatun, A., & Roy, S. K. (2022). Do green marketing strategies influence green buying intentions? Evidence from developing economy. *International Journal of Innovative Science and Research Technology*, *7*(10), 766–777.

Kim, H. J., Park, J., & Kim, M. J. (2013). Does perceived restaurant food healthiness matter? Its influence on value, satisfaction and revisit intentions in restaurant operations in South Korea. *International Journal of Hospitality Management*, *33*, 397–405. https://doi.org/10.1016/j.ijhm.2012.10.010

Kim, M., & Lee, S.-M. (2022). Drivers and interrelationships of three types of pro-environmental behaviors in the workplace. In *INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT* (Vol. 34, Issue 5, pp. 1854–1881). EMERALD GROUP PUBLISHING LTD. https://doi.org/10.1108/IJCHM-09-2021-1094

Kılıç, İ., & Gürlek, M. (2023). Green influencer marketing: Conceptualization, scale development, and validation: an application to tourism products. *Journal of Sustainable Tourism*, *0*(0), 1–26. https://doi.org/10.1080/09669582.2023.2273755

Kline, R. B. (2011). Convergence of structural equation modeling and multilevel modeling. *The SAGE Handbook of Innovation in Social Research Methods*, 562–589.

Kollmuss, A., & Agyeman, J. (2002). Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, *8*, 239–260. https://doi.org/10.1080/13504620220145401

Koning, J. I. J. C. D., Crul, M. R. M., Wever, R., & Brezet, J. C. (2015). Sustainable consumption in Vietnam: An explorative study among the urban middle class. *International Journal of Consumer Studies*, *39*(6), 608–618. https://doi.org/10.1111/ijcs.12235

Kosiba, J. P. B., Boateng, H., Okoe Amartey, A. F., Boakye, R. O., & Hinson, R. (2018). Examining customer engagement and brand loyalty in retail banking: The trustworthiness influence. *International Journal of Retail & Distribution Management*, *46*(8), 764–779. https://doi.org/10.1108/IJRDM-08-2017-0163

Kotler, P., & Armstrong, G. (2017). *Principles of marketing—An Asian Perspective* (Sixteenth edition). Pearson.

Kotler, P., Bowen, J., Makens, J., & Baloglu, S. (2021). *Marketing for Hospitality and Tourism, Global Edition* (8th edition). Pearson.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. John Wiley & Sons.

Kotler, P., & Levy, S. (1969). Broadening the Concept of Marketing. *Journal of Marketing*, *33*, 10–15. https://doi.org/10.2307/1248740

Kotler, P., Pfoertsch, W., & Sponholz, U. (2021). *H2H Marketing: The Genesis of Human-to-Human Marketing*. Springer International Publishing.

Koul, N., Caragea, C., Honavar, V., Bahirwani, V., & Caragea, D. (2008). Learning Classifiers from Large Databases Using Statistical Queries. *2008 IEEE/WIC/ACM International Conference on Web Intelligence and Intelligent Agent Technology*, *1*, 923–926. https://doi.org/10.1109/WIIAT.2008.366

Kumar, A., & Anbanandam, R. (2021). Environmentally responsible freight transport service providers' assessment under data-driven information uncertainty. *JOURNAL OF ENTERPRISE INFORMATION MANAGEMENT*, *34*(1, SI), 506–542. https://doi.org/10.1108/JEIM-12-2019-0403

Lagomarsino, M., & Lemarié, L. (2024). Hope for the environment: Influence of goal and temporal focus of emotions on behavior. *International Journal of Consumer Studies*, *48*(2), e13020. https://doi.org/10.1111/ijcs.13020

Larsen, S., & Wolff, K. (2016). Exploring assumptions about cruise tourists' visits to ports. *Tourism Management Perspectives*, *17*, 44–49. https://doi.org/10.1016/j.tmp.2015.12.001

Latilla, V. M., Frattini, F., Petruzzelli, A. M., & Berner, M. (2018). Knowledge management, knowledge transfer and organizational performance in the arts and crafts industry: A literature review. *Journal of Knowledge Management*, *22*(6), 1310–1331.

Lee, J.-N. (2001). The impact of knowledge sharing, organizational capability and partnership quality on IS outsourcing success. *Information & Management*, *38*(5), 323–335. https://doi.org/10.1016/S0378-7206(00)00074-4

Lee, Y.-K., Lee, C.-K., Lee, W., & Ahmad, M. S. (2021). Do hedonic and utilitarian values increase pro-environmental behavior and support for festivals? *Asia Pacific Journal of Tourism Research*, *26*(8), 921–934. https://doi.org/10.1080/10941665.2021.1927122

Leisen Pollack, B. (2021). Green service attributes and amplifiers of the warm emotions evoked by them. *Journal of Service Theory and Practice*, *31*(4), 512–533. https://doi.org/10.1108/JSTP-07-2020-0163

Lenzen, M., Sun, Y.-Y., Faturay, F., Ting, Y.-P., Geschke, A., & Malik, A. (2018). The carbon footprint of global tourism. *Nature Climate Change*, *8*(6), 522–528. https://doi.org/10.1038/s41558-018-0141-x

Leung, R., Au, N., & Law, R. (2015). The Recent Asian Wave in Tourism Research: The Case of the Journal of Travel & Tourism Marketing. *Asia Pacific Journal of Tourism Research*, *20*(1), 1–28. https://doi.org/10.1080/10941665.2014.881895

Lewis-Beck, M., Bryman, A. E., & Liao, T. F. (2003). *The Sage encyclopedia of social science research methods*. Sage Publications. https://books.google.com/books?hl=en&lr=&id=iu1yAwAAQBAJ&oi=fnd&pg=PP1&dq=The+SAGE+Encyclopedia+of+Social+Science+Research+Methods+&ots=ly21-urJKo&sig=N4e5IVUcsbWClTVBWbGroPQc2rw

Li, J., Qi, J., Wu, L., Shi, N., Li, X., Zhang, Y., & Zheng, Y. (2021). The Continued Use of Social Commerce Platforms and Psychological Anxiety—The Roles of Influencers, Informational Incentives and FoMO. *International Journal of Environmental Research and Public Health*, *18*(22), 12254. https://doi.org/10.3390/ijerph182212254

Lin, C. A., & Xu, X. (2017). Effectiveness of online consumer reviews: The influence of valence, reviewer ethnicity, social distance and source trustworthiness. *Internet Research*, *27*(2), 362–380. https://doi.org/10.1108/IntR-01-2016-0017

Lin, H., & Lee, G. (2004). Perceptions of senior managers toward knowledge-sharing behaviour. *Management Decision*, *42*(1), 108–125. https://doi.org/10.1108/00251740410510181

Lin, H., Tian, J., Kong, Y., & Gao, J. (2022). Impact of tour guide humor on tourist pro-environmental behavior: Utilizing the conservation of resources theory. *Journal of Destination Marketing & Management*, *25*, 100728. https://doi.org/10.1016/j.jdmm.2022.100728

Lin, M.-T., Zhu, D., Liu, C., & Kim, P. B. (2022). A systematic review of empirical studies of pro-environmental behavior in hospitality and tourism contexts. *International Journal of Contemporary Hospitality Management*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/IJCHM-12-2021-1478

Lin, Y.-H., & Chen, Y.-S. (2017). Determinants of green competitive advantage: The roles of green knowledge sharing, green dynamic capabilities, and green service innovation. *Quality & Quantity*, *51*(4), 1663–1685. https://doi.org/10.1007/s11135-016-0358-6

Lisboa, P. V., Gómez-Román, C., Guntín, L., & Monteiro, A. P. (2024). Pro-environmental behavior, personality and emotional intelligence in adolescents: A systematic review. *Frontiers in Psychology*, *15*. https://doi.org/10.3389/fpsyg.2024.1323098

Liu, Y., Cao, X., & Font, X. (2024). Nudge pro-environmental contagion: Residents to tourists. *Annals of Tourism Research*, *105*, 103738. https://doi.org/10.1016/j.annals.2024.103738

Loi, L. T. I., So, A. S. I., Lo, I. S., & Fong, L. H. N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, *32*, 115–123. https://doi.org/10.1016/j.jhtm.2017.06.002

Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, *19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Luu, T. T. (2022). Reducing unethical pro-organizational behavior in the hospitality sector through socially responsible human resource practices and responsible leadership. *Journal of Sustainable Tourism*, *0*(0), 1–29. https://doi.org/10.1080/09669582.2021.2000994

Maclnnis, D. J., Moorman, C., & Jaworski, B. J. (1991). Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. *Journal of Marketing*, *55*(4), 32–53. https://doi.org/10.1177/002224299105500403

Majeed, S., & Kim, W. G. (2023). A reflection of greenwashing practices in the hospitality industry: A scoping review. In *International Journal of Contemporary Hospitality Management* (Vol. 35, Issue 3, pp. 1125–1146). https://doi.org/10.1108/IJCHM-04-2022-0495

Majid, G. M., Tussyadiah, I., & Kim, Y. R. (2024). Exploring the Potential of Chatbots in Extending Tourists' Sustainable Travel Practices. *Journal of Travel Research*, 00472875241247316. https://doi.org/10.1177/00472875241247316

Meire, M., Hewett, K., Ballings, M., Kumar, V., & Van den Poel, D. (2019). The Role of Marketer-Generated Content in Customer Engagement Marketing. *Journal of Marketing*, *83*(6), 21–42. https://doi.org/10.1177/0022242919873903

Miller, D., Merrilees, B., & Coghlan, A. (2015). Sustainable urban tourism: Understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism*, *23*(1), 26–46. https://doi.org/10.1080/09669582.2014.912219

Mim, K. B., Jai, T. (Catherine), & Lee, S. H. (2022). The Influence of Sustainable Positioning on eWOM and Brand Loyalty: Analysis of Credible Sources and Transparency Practices Based on the S-O-R Model. *Sustainability*, *14*(19), 12461. https://doi.org/10.3390/su141912461

Mishal, A., Dubey, R., Gupta, O. K., & Luo, Z. (2017). Dynamics of environmental consciousness and green purchase behaviour: An empirical study. *International Journal of Climate Change Strategies and Management*, *9*(5), 682–706. https://doi.org/10.1108/IJCCSM-11-2016-0168

Mohammed, A. R. J., Mohd Zahari, M. S., Hanafiah, M. H., & Rahman, A. R. A. (2021). Foreign tourist satisfaction, commitment and revisit intention: Exploring the effect of environmental turbulence in the Arab region. *Journal of Islamic Marketing*, *13*(11), 2480–2495. https://doi.org/10.1108/JIMA-02-2021-0039

Moon, H., Yu, J., Chua, B.-L., & Han, H. (2023). Impact of green brand authenticity on warm glow, green satisfaction, and willingness to pay more. *Journal of Travel & Tourism Marketing*, *40*(4), 326–344. https://doi.org/10.1080/10548408.2023.2245446

Mou, W., Rasoolimanesh, S. M., & Chuah, S. H.-W. (2024). Beyond taste: Examining sustainable value, perceived CSR and consumer behaviour in the restaurant industry. *Journal of Hospitality and Tourism Insights*, *7*(2), 844–867. https://doi.org/10.1108/JHTI-07-2023-0446

Mowen, J. C. (1980). On Product Endorser Effectiveness: A Balance Model Approach. *Current Issues and Research in Advertising*, *3*(1), 41–57. https://doi.org/10.1080/01633392.1980.10505293

Mukonza, C., & Swarts, I. (2020). The influence of green marketing strategies on business performance and corporate image in the retail sector. *Business Strategy and the Environment*, *29*(3), 838–845. https://doi.org/10.1002/bse.2401

Nazam, M., Hashim, M., Ahmad Baig, S., Abrar, M., Ur Rehman, H., Nazim, M., & Raza, A. (2020). Categorizing the barriers in adopting sustainable supply chain initiatives: A way-forward towards business excellence. *Cogent Business & Management*, *7*(1), 1825042. https://doi.org/10.1080/23311975.2020.1825042

Ngoc Khuong, M., & Trinh, N. (2015). Factors Affecting Tourists' Return Intention towards Vung Tau City, Vietnam-A Mediation Analysis of Destination Satisfaction. *Journal of Advanced Management Science*, 292–298. https://doi.org/10.12720/joams.3.4.292-298

Nguyen, Q. A., & Hens, L. (2015). Environmental performance of the cement industry in Vietnam: The influence of ISO 14001 certification. *Journal of Cleaner Production*, *96*, 362–378. https://doi.org/10.1016/j.jclepro.2013.09.032

Nivedhitha, K. S., Pasricha, P., & Angelin Vilma, G. (2024). How green social network affordances enhance pro-environmental behaviour? *International Journal of Consumer Studies*, *48*(2), e13038. https://doi.org/10.1111/ijcs.13038

Nolan, J. M., & Schultz, P. W. (2013). *Prosocial Behavior and Environmental Action.* Oxford University Press. https://doi.org/10.1093/oxfordhb/9780195399813.013.011

O'Connor, P., & Assaker, G. (2022). COVID-19's effects on future pro-environmental traveler behavior: An empirical examination using norm activation, economic sacrifices, and risk perception theories. In *JOURNAL OF SUSTAINABLE TOURISM* (Vol. 30, Issue 1, pp. 89–107). ROUTLEDGE JOURNALS, TAYLOR & FRANCIS LTD. https://doi.org/10.1080/09669582.2021.1879821

Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, *19*(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191

Ölander, F., & ThØgersen, J. (1995). Understanding of consumer behaviour as a prerequisite for environmental protection. *Journal of Consumer Policy*, *18*(4), 345–385. https://doi.org/10.1007/BF01024160

Oshri, I., Kotlarsky, J., & van Fenema, P. (2009). *Knowledge Transfer and Sharing in Globally Distributed Teams.* https://doi.org/10.4018/9781605667706.ch105

Park, E., Kwon, J., & Kim, S.-B. (2021). Green marketing strategies on online platforms: A mixed approach of experiment design and topic modeling. *Sustainability*, *13*(8), 4494.

Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, *8*(4), 357–370. https://doi.org/10.1108/13522750510619733

Pereira, M. J. de S., Cardoso, A., Canavarro, A., Figueiredo, J., & Garcia, J. E. (2023). Digital Influencers' Attributes and Perceived Characterizations and Their Impact on Purchase Intentions. *Sustainability*, *15*(17), 12750. https://doi.org/10.3390/su151712750

Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the internet. *Psychology & Marketing*, *20*(2), 99–121. https://doi.org/10.1002/mar.10062

Pham, N. T., Hoang, H. T., & Phan, Q. P. T. (2019). Green human resource management: A comprehensive review and future research agenda. *International Journal of Manpower*, *41*(7), 845–878. https://doi.org/10.1108/IJM-07-2019-0350

Pham, N. T., Tuckova, Z., & Jabbour, C. J. C. (2019). Greening the hospitality industry: How do green human resource management practices influence organizational citizenship behavior in hotels? A mixed-methods study. *Tourism Management*, *72*, 386–399. https://doi.org/10.1016/j.tourman.2018.12.008

Phuc, H. N., & Nguyen, H. M. (2023). The importance of collaboration and emotional solidarity in residents' support for sustainable urban tourism:

Case study Ho Chi Minh City. *Journal of Sustainable Tourism*, *31*(2), 245–264. https://doi.org/10.1080/09669582.2020.1831520

Pilgrim, K., & Bohnet-Joschko, S. (2019). Selling health and happiness how influencers communicate on Instagram about dieting and exercise: Mixed methods research. *BMC Public Health*, *19*(1), 1054. https://doi.org/10.1186/s12889-019-7387-8

Pittman, M., & Abell, A. (2021). More Trust in Fewer Followers: Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers. *Journal of Interactive Marketing*, *56*(1), 70–82. https://doi.org/10.1016/j.intmar.2021.05.002

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, *88*, 879–903. https://doi.org/10.1037/0021-9010.88.5.879

Podsakoff, P., MacKenzie, S., & Podsakoff, N. (2010). Sources of Method Bias in Social Science Research and Recommendations on How to Control It. *Annual Review of Psychology*, *63*, 539–569. https://doi.org/10.1146/annurev-psych-120710-100452

Ponting, C. (2017). Big knowledge from big data in functional genomics. *Emerging Topics in Life Sciences*, *1*, 245–248. https://doi.org/10.1042/ETLS20170129

Pop, R.-A., Saplacan, Z., Dabija, D.-C., & Alt, M. (2021). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 1–21. https://doi.org/10.1080/13683500.2021.1895729

Poureisa, A., Aziz, Y. A., & Ng, S.-I. (2024). Swipe to Sustain: Exploring Consumer Behaviors in Organic Food Purchasing via Instagram Social Commerce. *Sustainability*, *16*(6), 2338. https://doi.org/10.3390/su16062338

Qutteina, Y., Hallez, L., Mennes, N., De Backer, C., & Smits, T. (2019). What do adolescents see on social media? A Diary Study of Food Marketing Images on Social Media. *Frontiers In Psychology*, *10*, 1–12. https://doi.org/10.3389/fpsyg.2019.02637

Rahman, I., Park, J., & Chi, C. G. (2015). Consequences of "greenwashing": Consumers' reactions to hotels' green initiatives. *INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT*, *27*(6), 1054–1081. https://doi.org/10.1108/IJCHM-04-2014-0202

Randrianasolo, A. (2021). Employing Enviropreneurial Marketing Strategies to Gain Legitimacy. *Journal of Global Marketing*, *34*(2), 131–145. https://doi.org/10.1080/08911762.2020.1820652

Revilla, M. A., Saris, W. E., & Krosnick, J. A. (2014). Choosing the Number of Categories in Agree–Disagree Scales. *Sociological Methods & Research*, *43*(1), 73–97. https://doi.org/10.1177/0049124113509605

Robinot, E., & Giannelloni, J.-L. (2010). Do hotels' "green" attributes contribute to customer satisfaction? *JOURNAL OF SERVICES MARKETING*, *24*(2–3), 157–169. https://doi.org/10.1108/08876041011031127

Roy, A., & Mukherjee, A. (2023). The effect of perceived control on local consumption. *Psychology & Marketing*, *40*(9), 1757–1772. https://doi.org/10.1002/mar.21834

Rubel, M. R. B., Kee, D. M. H., & Rimi, N. N. (2021). The influence of green HRM practices on green service behaviors: The mediating effect of green knowledge sharing. *Employee Relations: The International Journal*, *43*(5), 996–1015. https://doi.org/10.1108/ER-04-2020-0163

Sabbagh, C., Boyland, E., Hankey, C., & Parrett, A. (2020). Analysing Credibility of UK Social Media Influencers' Weight-Management Blogs: A Pilot Study. *International Journal of Environmental Research and Public Health*, *17*(23), 9022. https://doi.org/10.3390/ijerph17239022

Sari, H., Firmanzah, F., Harahap, A. A., & Siahaan, B. C. (2021). The role of customer education: A repeated cross-sectional study. *Journal of Science and Technology Policy Management*, *12*(2), 193–214. https://doi.org/10.1108/JSTPM-03-2020-0068

Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (Eighth Edition). Pearson.

Saxena, A. (2023). REVISITING GREEN MARKETING STRATEGY FROM STAKEHOLDERS'PERSPECTIVES: A REVIEW. *Journal of Research Administration*, *5*(2), 11642–11653.

Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (Twelfth edition). Pearson.

Seo, J., Kim, C.-S., Kim, B.-S., & Park, S. (2024). Customers' Behavioral Intentions in Relation to Sustainable Green Marketing Activities in Hotels. *Sage Open*, *14*(2), 21582440241247655. https://doi.org/10.1177/21582440241247655

Shafie, L. A., Akil, K. A. K., Radzi, N. A. M., LIng, L. Y., Razali, R., & Rosaidi, N. A. (2022). Pro-Environmental Behaviours, Advertising Literacy and Social Influencers' Leadership Qualities among Malaysian University Students. *International Journal of Academic Research in Business and Social Sciences*, *12*(7), 601–613.

Sheng, X., Zhang, X., & Zhou, X. (2023). Show me the impact: Communicating "behavioral impact message" to promote pro-environmental consumer behavior. *Sustainable Production and Consumption*, *35*, 709–723. https://doi.org/10.1016/j.spc.2022.12.012

Siltaloppi, J., & Vargo, S. L. (2017). Triads: A review and analytical framework. *Marketing Theory*, *17*(4), 395–414. https://doi.org/10.1177/1470593117705694

Singh, N., Yu, J., Ramkissoon, H., Amponsah, M., & Han, H. (2023). Nature-based solution for state park travelers' self-rated mental health, emotional well-

being, and life satisfaction: Impact of national culture. *Journal of Travel & Tourism Marketing*, *40*(1), 55–74. https://doi.org/10.1080/10548408.2023.2215251

Singh, S., Wagner, R., & Raab, K. (2020). India's new-found love for wine tourism: A decanter of expectations and change. *International Journal of Wine Business Research*, *33*(3), 313–335. https://doi.org/10.1108/IJWBR-05-2020-0021

Singjai, K., Winata, L., & Kummer, T.-F. (2018). Green initiatives and their competitive advantage for the hotel industry in developing countries. *International Journal of Hospitality Management*, *75*, 131–143. https://doi.org/10.1016/j.ijhm.2018.03.007

Sohn, H.-K., Lee, T. J., & Yoon, Y.-S. (2016). Relationship between Perceived Risk, Evaluation, Satisfaction, and Behavioral Intention: A Case of Local-Festival Visitors. *Journal of Travel & Tourism Marketing*, *33*(1), 28–45. https://doi.org/10.1080/10548408.2015.1024912

Song, M., Yang, M. X., Zeng, K. J., & Feng, W. (2020). Green Knowledge Sharing, Stakeholder Pressure, Absorptive Capacity, and Green Innovation: Evidence from Chinese Manufacturing Firms. *Business Strategy and the Environment*, *29*(3), 1517–1531. https://doi.org/10.1002/bse.2450

Soper, D. S. (2022). A-priori sample size calculator for structural equation models [Software]. *Available at Www. Dan Ielsoper. Com/Statcalc (Accessed 2022)*.

Stanton, W. J. (1987). *Fundamentals of Marketing* (C. Futrell, Ed.).

Stumpf, P., Vojtko, V., & Janecek, P. (2020). Do European tourists intend to revisit the same countries? Effect of satisfaction in European Union destinations. *Scandinavian Journal of Hospitality and Tourism*, *20*(4), 398–417. https://doi.org/10.1080/15022250.2020.1807405

Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *TOURISM MANAGEMENT*, *53*, 40–60. https://doi.org/10.1016/j.tourman.2015.09.006

Sugandini, D., Susilowati, C., Siswanti, Y., & Syafri, W. (2020). Green supply management and green marketing strategy on green purchase intention: SMEs cases. *Journal of Industrial Engineering and Management (JIEM)*, *13*(1), 79–92.

Sun, J. J., Bellezza, S., & Paharia, N. (2021). Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption. *Journal of Marketing*, *85*(3), 28–43. https://doi.org/10.1177/0022242921993172

Sun, X., Foscht, T., & Eisingerich, A. B. (2021). Does educating customers create positive word of mouth? *Journal of Retailing and Consumer Services*, *62*, 102638. https://doi.org/10.1016/j.jretconser.2021.102638

Tanford, S., Kim, M., & Kim, E. J. (2020). Priming social media and framing cause-related marketing to promote sustainable hotel choice. *Journal of Sustainable Tourism*, *28*(11), 1762–1781. https://doi.org/10.1080/09669582.2020.1760287

Tashakkori, A., & Teddlie, C. (2010). *SAGE Handbook of Mixed Methods in Social & Behavioral Research*. SAGE.

Taufik, D., Bolderdijk, J. W., & Steg, L. (2015). Acting green elicits a literal warm glow. *Nature Climate Change*, *5*(1), 37–40. https://doi.org/10.1038/nclimate2449

Tezer, A., & Bodur, H. O. (2020). The Greenconsumption Effect: How Using Green Products Improves Consumption Experience. *Journal of Consumer Research*, *47*(1), 25–39. https://doi.org/10/gghhbv

Thipsingh, S., Srisathan, W. A., Wongsaichia, S., Ketkaew, C., Naruetharadhol, P., & Hengboriboon, L. (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. *Cogent Social Sciences*, *8*(1), 2068269. https://doi.org/10.1080/23311886.2022.2068269

Tiwari, A. V., Bajpai, N., Singh, D., & Vyas, V. (2021). Antecedents of hedonism affecting memorable tourism experience (MTE) leading to revisit intention in tourists. *International Journal of Tourism Cities*, *8*(3), 588–602. https://doi.org/10.1108/IJTC-03-2021-0043

Tolkach, D., Chon, K. K. S., & Xiao, H. (2016). Asia Pacific Tourism Trends: Is the Future Ours to See? *Asia Pacific Journal of Tourism Research*, *21*(10), 1071–1084. https://doi.org/10.1080/10941665.2015.1118395

Torgeirsen, E. H. (2022). *Sustainable Marketing Online: How Do Norwegian Fashion Companies Conduct Sustainable Marketing Online and Does it Increase Brand Equity?* [Bachelor thesis, Handelshøyskolen BI]. https://biopen.bi.no/bi-xmlui/handle/11250/3027611

Tosun, C., Dedeoğlu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing & Management*, *4*(4), 222–234. https://doi.org/10.1016/j.jdmm.2015.08.002

Truong, V. D., & Le, A. (2016). The evolution of tourism policy in Vietnam, 1960–2015. In *The Routledge handbook of tourism in Asia* (pp. 211–224). Routledge.

Tseng, M.-L., Islam, M. S., Karia, N., Fauzi, F. A., & Afrin, S. (2019). A literature review on green supply chain management: Trends and future challenges. *Resources, Conservation and Recycling*, *141*, 145–162.

Tseng, M.-L., Wu, K.-J., Lee, C.-H., Lim, M. K., Bui, T.-D., & Chen, C.-C. (2018). Assessing sustainable tourism in Vietnam: A hierarchical structure approach. *Journal of Cleaner Production*, *195*, 406–417. https://doi.org/10.1016/j.jclepro.2018.05.198

Van Nguyen, L. T., Duy Nguyen, P. N., Nguyen, T. Q., & Nguyen, K. T. (2021). Employee engagement in brand value co-creation: An empirical study of Vietnamese boutique hotels. *Journal of Hospitality and Tourism Management*, *48*, 88–98. https://doi.org/10.1016/j.jhtm.2021.05.015

Vargo, S. L. (2021). Beyond Circularity—A Service-dominant (S-D) Logic Perspective. *Circular Economy and Sustainability*, *1*(1), 257–260. https://doi.org/10.1007/s43615-021-00007-2

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, *68*(1), 1–17. https://doi.org/10.1509/jmkg.68.1.1.24036

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, *36*(1), 1–10. https://doi.org/10.1007/s11747-007-0069-6

Vargo, S. L., & Lusch, R. F. (2018). *The SAGE handbook of service-dominant logic*. Sage.

Vesely, S., Klöckner, C. A., & Brick, C. (2020). Pro-environmental behavior as a signal of cooperativeness: Evidence from a social dilemma experiment. *Journal of Environmental Psychology*, *67*, 101362. https://doi.org/10.1016/j.jenvp.2019.101362

Viscusi, W. K., Huber, J., & Bell, J. (2011). Promoting Recycling: Private Values, Social Norms, and Economic Incentives. *American Economic Review*, *101*(3), 65–70. https://doi.org/10.1257/aer.101.3.65

Wan, C., Lee, D., & Ng, P. (2024). The role of anthropomorphism and racial homophily of virtual influencers in encouraging low- versus high-cost pro-environmental behaviors. *Psychology & Marketing*, *n/a*(n/a). https://doi.org/10.1002/mar.22013

Wang, S., Wang, J., Wan, L., & Wang, H. (2022). Social norms and tourists' pro-environmental behaviors: Do ethical evaluation and Chinese cultural values matter? *Journal of Sustainable Tourism*, *0*(0), 1–17. https://doi.org/10.1080/09669582.2022.2049805

Wang, W., Krishna, A., & McFerran, B. (2017). Turning off the Lights: Consumers' Environmental Efforts Depend on Visible Efforts of Firms. *Journal of Marketing Research*, *54*(3), 478–494. https://doi.org/10/cnd3

Wang, X., Jin, J., & YahiaMarzouk, Y. (2023). Feel warm then do well: Understanding how green human resources management improves employee extra-role green behavior and person-organization fit. *Environmental Research Communications*, *5*(12), 125009. https://doi.org/10.1088/2515-7620/ad14a2

Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of Experimental Social Psychology*, *21*(3), 213–228. https://doi.org/10.1016/0022-1031(85)90017-4

Wayne D. Hoyer, Deborah J. MacInnis, & Pieters, R. (2017). *Consumer Behavior.*

Wen, B., Yan, Y., Hao, J., & He, F. (2023). Investors' online searching and green knowledge dissemination. *FINANCE RESEARCH LETTERS*, *54*. https://doi.org/10.1016/j.frl.2023.103686

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, *83*, 22–49. https://doi.org/10.1177/0022242919825649

Wiedmann, K.-P., & von Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product & Brand Management*, *30*(5), 707–725. https://doi.org/10.1108/JPBM-06-2019-2442

Wiewiora, A., Murphy, G., Trigunarsyah, B., & Brown, K. (2014). Interactions between Organizational Culture, Trustworthiness, and Mechanisms for Inter-Project Knowledge Sharing. *Project Management Journal*, *45*(2), 48–65. https://doi.org/10.1002/pmj.21407

Wiśniowski, A., Sakshaug, J. W., Perez Ruiz, D. A., & Blom, A. G. (2020). Integrating Probability and Nonprobability Samples for Survey Inference. *Journal of Survey Statistics and Methodology*, *8*(1), 120–147. https://doi.org/10.1093/jssam/smz051

Wu, S., Wong, I. A., & Lin, Z. (CJ). (2021). Understanding the role of atmospheric cues of travel apps: A synthesis between media richness and stimulus–organism–response theory. *Journal of Hospitality and Tourism Management*, *49*, 226–234. https://doi.org/10.1016/j.jhtm.2021.09.014

Wu, S.-I., & Lin, S.-R. (2016). The effect of green marketing strategy on business performance: A study of organic farms in Taiwan. *TOTAL QUALITY MANAGEMENT & BUSINESS EXCELLENCE*, *27*(1–2), 141–156. https://doi.org/10.1080/14783363.2014.959256

Xu, Z., Yang, G., Wang, L., Guo, L., & Shi, Z. (2023). How does destination psychological ownership affect tourists' pro-environmental behaviors? A moderated mediation analysis. *Journal of Sustainable Tourism*, *31*(6), 1394–1412. https://doi.org/10.1080/09669582.2022.2049282

Yadav, R., Kumar Dokania, A., & Swaroop Pathak, G. (2016). The influence of green marketing functions in building corporate image: Evidences from hospitality industry in a developing nation. *International Journal of Contemporary Hospitality Management*, *28*(10), 2178–2196. https://doi.org/10.1108/IJCHM-05-2015-0233

Yan, Q., Kong, H., & Guo, J. (2013). Measuring the Service Quality of a Package Group of Mainland Students Taking the Scholastic Achievement Test (SAT) in Hong Kong – Application of the Structural Equation Model (SEM). *Asia Pacific Journal of Tourism Research*, *18*(5), 501–517. https://doi.org/10.1080/10941665.2012.680977

Ye, G., Hudders, L., Jans, S. D., & Veirman, M. D. (2021). The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial

Implications. *Journal of Advertising*, *50*(2), 160–178. https://doi.org/10.1080/00913367.2020.1857888

Yoon, D., & Kim, Y.-K. (2016). Effects of Self-Congruity and Source Credibility on Consumer Responses to Coffeehouse Advertising. *Journal of Hospitality Marketing & Management*, *25*(2), 167–196. https://doi.org/10.1080/19368623.2014.1001932

Zafar, A. U., Shen, J., Ashfaq, M., & Shahzad, M. (2021). Social media and sustainable purchasing attitude: Role of trust in social media and environmental effectiveness. *Journal of Retailing and Consumer Services*, *63*, 102751. https://doi.org/10.1016/j.jretconser.2021.102751

Zatwarnicka-Madura, B., Nowacki, R., & Wojciechowska, I. (2022). Influencer Marketing as a Tool in Modern Communication—Possibilities of Use in Green Energy Promotion amongst Poland's Generation Z. *Energies*, *15*(18), 6570. https://doi.org/10.3390/en15186570

Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, *10*, 27–36.

Zeng, P., Zhao, X., Xie, X., Long, J., Jiang, Q., Wang, Y., Qi, L., Lei, L., & Wang, P. (2020). *Moral perfectionism and online prosocial behavior: The mediating role of moral identity and the moderating role of online interpersonal trust*. https://doi.org/10.1016/j.paid.2020.110017

Zhang, W., Chintagunta, P. K., & Kalwani, M. U. (2021). Social Media, Influencers, and Adoption of an Eco-Friendly Product: Field Experiment Evidence from Rural China. *Journal of Marketing*, *85*(3), 10–27. https://doi.org/10.1177/0022242920985784

Zhang, Y., Ridings, C., & Semenov, A. (2022). What to post? Understanding engagement cultivation in microblogging with big data-driven theory building. *International Journal of Information Management*, 102509. https://doi.org/10.1016/j.ijinfomgt.2022.102509

Zhao, X., Zhu, Z., Shan, M., Cao, R., & Chen, H. (Allan). (2024). "Informers" or "entertainers": The effect of social media influencers on consumers' green consumption. *Journal of Retailing and Consumer Services*, *77*, 103647. https://doi.org/10.1016/j.jretconser.2023.103647

Zhou, F., Lin, Y., & Mou, J. (2023). Unpacking the effect of gamified virtual CSR cocreated on users' pro-environmental behavior: A holistic view of gamification affordance. *Technology in Society*, *73*, 102228. https://doi.org/10.1016/j.techsoc.2023.102228

Zhu, O. Y., Greene, D., & Dolnicar, S. (2024). Should the risk of social desirability bias in survey studies be assessed at the level of each pro-environmental behaviour? *Tourism Management*, *104*, 104933. https://doi.org/10.1016/j.tourman.2024.104933

Zizka, L., Dias, A., Ho, J. A., Simpson, S. B., & Singal, M. (2024). From extra to Extraordinary: An academic and practical exploration of Extraordinary (E) Pro Environmental Behavior (PEB) in the hotel industry. *INTERNATIONAL*

JOURNAL OF HOSPITALITY MANAGEMENT, *119*. https://doi.org/10.1016/j.ijhm.2024.103704

LIST OF PUBLICATIONS

Journal Publications

Nguyen, T. H. -H., Pilík, M., & Pham, N. T. (2024). Firms' green knowledge sharing and tourists' green electronic word-of-mouth intention: A two-wave time-lagged study of moderated mediation model. *Journal of Sustainable Tourism*, *32*(7), 1–20. https://doi.org/10.1080/09669582.2024.2346791 *(Jimp Q1-SSCI, A*-ABDC, IF^{2022} = 9.0)*

Nguyen, T. H. -H., Thuy Nguyen, G., The Nguyen, M., & Duc Hoang, S. (2024). Greening the Path: The Three-Way Interactive Effects of Psychological Ownership, Green Knowledge Sharing, and Social Media. Journal of Quality Assurance in Hospitality & Tourism, 25(6), 1–37. https://doi.org/10.1080/1528008X.2024.2354464 *(Jimp Q2-ESCI, IF^{2022} = 3.3)*

Dung, H. Q., Le, L. T. Q., **Nguyen, T. H. -H.,** Truong, T. Q., & Nguyen-Dinh, C. H. (2021). A novel ontology framework supporting model-based tourism recommender. *IAES International Journal of Artificial Intelligence (IJ-AI)*, *10*(4), Article 4. https://doi.org/10.11591/ijai.v10.i4.pp1060-1068 *(Jsc Q2-Scopus)*

Nguyen, M. T., Nguyen, G. T., & **Nguyen, T. H. -H.** (2024). Towards a post-pandemic tourism recovery: An empirical study on the behavioural intention of using contactless payment and Covid-19 vaccination in Vietnam. *Ho Chi Minh City Open University Journal of Science - Economics And Business Administration*, *14*(2), 109–125. https://doi.org/10.46223/HCMCOUJS.econ.en.14.2.2636.2024 *(DOAJ, ACI)*

- **Jimp** – article in an impacted journal (registered in the Web of Science database)
- **Jsc** – article in a journal registered in the SCOPUS database

International conference publications

Nguyen Huu Hoang Tho, Huynh Anh Tuan, Ly Thi My Hanh (2022)
Novel Green Marketing Strategy Boosting Customer Revisit In Hospitality Industry. Proceedings of the 4th International Conference BMECONF 2022, Prague Czech Republic, ISBN 978-609-485-284-8

Hanh Thi My Ly, **Nguyen Huu Hoang Tho** (2022).
Literature review of customer relationship management (CRM) plays a key role in the relationship of team innovation and team performance.
Proceedings of International Doctoral Seminar 2022 (IDS), ISBN 978-80-8096-292-0 EAN 9788080962920

Hanh Thi My Ly, Phuong Thi Lan Nguyen, **Nguyen Huu Hoang Tho** (2021). The Relationship between Innovation Leadership and Employee Performance. Proceedings of the 15th International Conference INPROFORUM 2021, ISBN 978-80-7394-863-4

AUTHOR'S CURRICULUM VITAE

1. Personal information

- Full name: Nguyen Huu Hoang Tho
- Address: Hue University, Vietnam
- Nationality: Vietnamese
- Tel: +420-607250524
- Email: h1nguyen@utb.cz

2. Work experience

- 2006 – ongoing: Lecturer at University of Economics, Hue University, Vietnam

3. Education

- 2020 – ongoing: Ph.D. student in Management, Tomas Bata University in Zlin, Czech Republic
- 2008-2010: Master degree of MIS at Shute University, Taiwan
- 2002-2006: Bachelor degree of Information at Hue University of Sciences, Vietnam

4. Research interests

Digital marketing, Green marketing, eCommerce, ERP, R programming in Marketing Analysis

5. Research activities at Tomas Bata University in Zlín

- Member of Research Project No. IGA/FaME/2020/011 - Investigation of thecurrent economic topics in the Southeast Asia region – Guarantor: doc. Ing. Lubor Homolka.Ph.D.
- Member of Research Project No. IGA/FaME/2022/006 - Investigation of thecurrent economic topics in the Southeast Asia region – Guarantor: doc. Ing. Lubor Homolka.Ph.D.
- Head of Research Project No. DHH2023-06-129 - Studying the link between green marketing on social media and the intention of domestic tourists to return in Vietnam

6. Research contributions

- He contributes to the academic community by serving as a reviewer for various specialized journals, such as the Journal of Sustainable Tourism and the E&M Economics and Management (E&M).

REVIEWER CERTIFICATE | 2024

This certificate is awarded to

Tho Nguyen

in recognition of their hard work as a peer reviewer for

Journal of Sustainable Tourism

Thank you for your contribution to the journal. The dedication of our reviewers is invaluable in safeguarding the quality and high standard of academic integrity in the research we publish.

Taylor & Francis
Taylor & Francis Group

Routledge
Taylor & Francis Group

APPENDIX A Interview guide

1. Introduction
- Greet interviewees politely based on Vietnamese culture.
- Explain the interview's purpose.
- The researcher commits to:
- Keep all information confidential (delete records after transcription)
- Get approval before publishing data
- Not harm any individual or organization

2. Interview instructions
- Why interviewees were chosen (experience, research area)
- How to answer the questions
- Useful answers (60%+ agreement rate) may be:
- Shared for research
- Given to interviewee's organization for improvement

3. Interview process
- Interviewees get questions in Vietnamese and English to prepare
- Interviewees confirm appointment before interview
- Interview language: Vietnamese
- Interview types: in-person, online, phone
- Recording: transcribe audio/video then delete files after research
- Researcher archives signed consent forms

4. Questionnaire

4.1 Interviewee background
- Your position and company?
- How long have you worked there?
- How long in this position?
- Your highest degree?
- Briefly describe your tasks and responsibilities.

Question about revisiting behavioural intention

How would you define the concept of "revisiting behavioural intention" in the context of green travel destinations?

How would you distinguish between green travel destinations and sustainable travel destinations?

Do you believe the indicators listed below influence the "revisiting behavioural intention" towards green travel destinations? If so, why? If not, why not?
- People want to go back to eco-friendly places in the future.
- In the future, many want to return to places that are good for the environment.
- Eco-friendly places are where some wish to visit again soon.
- It's possible that many will choose to return to nature-friendly spots in the coming years.

If you have other ideas, please share.

Question about warm glow

Consider if the indicators below play a role in creating a warm glow. Do they also strengthen the intention to revisit green travel destinations? If so, why? If not, why not?

When someone takes part in activities that help the environment during their travels, they might feel:

- Ashamed or Proud
- Irresponsible or Responsible
- Bad or Good
- Not right or Right
- Wrong or Correct
- Thinking only of themselves or Thinking of others
- Making a mistake or Doing the right thing
  If you have other ideas, please share.

Question about pro-environmental behavior

Do you consider the indicators below as factors that promote eco-conscious actions and increase the desire to revisit places that prioritize the environment. If so, why? If not, why not?

- Water conservation remains a top concern. Shortening showers or ensuring taps are off saves valuable resources.
- Promoting eco-friendly habits among fellow tourists can significantly reduce environmental impacts.
- Conserving electricity is a priority during hotel stays at travel destinations. For example, setting the air conditioner to a warmer temperature helps in power conservation. Additionally, ensuring that lights are turned off when they are not needed is another practical method.
- Opting out of daily housekeeping services is a choice made during hotel stays./Housekeeping is often informed to skip cleaning the room daily.
- Utilizing public transportation is preferred when feasible./Walking or cycling is chosen whenever possible.
- Hotel towels are used multiple times before washing./Paper products go into the recycling bin./Plastic and glass items also get recycled.
- Care is taken in choosing food products, their quantity, and purchase timing to minimize waste./Organic food products are preferred purchases at travel spots.

If you have other ideas, please share.

Question about green trustworthiness of social media influencers

Do you agree that the following metrics effectively measure the green trustworthiness of social media influencers, and consequently, positively influence users' intention to revisit eco-friendly travel destinations? If so, why? If not, why not?
- Online opinion leaders who care about saving the planet are thought to be trustworthy.
- People who are famous online and speak up for Earth's protection are usually seen as reliable.
- Web celebrities who talk about green issues are usually believed to be honest.
- Popular figures on the internet who work to protect nature are considered dependable.
- Online stars who support causes to save the environment are often viewed as believable.
If you have other ideas, please share.

Question about companies' green knowledge sharing
Do you believe that the indicators listed below contribute to companies' knowledge sharing on environmental sustainability and subsequently enhance visitors' intention to revisit green travel destinations, driven by a warm glow and pro-environmental behaviors? If so, why? If not, why not?
- Tourism companies engage with their customers on social media by sharing environmental proposals and reports.
- These companies also provide customers with green manuals, models, and methodologies via their social media platforms.
- Additionally, they share both successful and unsuccessful green initiatives and experiences with their customers.
- Hospitality companies actively disseminate green knowledge acquired from various sources, including newspapers, magazines, journals, and television, through their social media channels.
- They leverage their green expertise and experiences to offer valuable insights to their audience.
- Furthermore, these companies share information on "know-where" and "know-whom," helping customers discover eco-friendly destinations and connect with relevant parties.
- Lastly, they disseminate green expertise obtained through education and training to further educate and engage their customers.
If you have other ideas, please share.

HƯỚNG DẪN PHỎNG VẤN
1. Giới thiệu
Chào đón người được phỏng vấn một cách lịch sự dựa trên văn hóa Việt Nam. Giải thích mục đích của cuộc phỏng vấn.

Người nghiên cứu cam kết:
- Giữ bí mật tất cả thông tin (xóa bản ghi sau khi ghi âm)
- Nhận được sự đồng ý trước khi công bố dữ liệu
- Không gây hại cho bất kỳ cá nhân hay tổ chức nào

2. Hướng dẫn phỏng vấn
- Lý do chọn người được phỏng vấn (kinh nghiệm, lĩnh vực nghiên cứu)
- Cách trả lời các câu hỏi
- Câu trả lời hữu ích (tỷ lệ đồng ý trên 60%) có thể:
- Được chia sẻ cho nghiên cứu
- Được cung cấp cho tổ chức của người được phỏng vấn để cải thiện

3. Quá trình phỏng vấn
- Người được phỏng vấn nhận câu hỏi bằng tiếng Việt và tiếng Anh để chuẩn bị
- Người được phỏng vấn xác nhận lịch hẹn trước khi phỏng vấn
- Ngôn ngữ phỏng vấn: tiếng Việt
- Hình thức phỏng vấn: trực tiếp, trực tuyến, điện thoại
- Ghi âm: ghi chép lại âm thanh/video rồi xóa tệp sau nghiên cứu
- Người nghiên cứu lưu trữ mẫu đồng ý đã ký

4. Bảng câu hỏi
4.1 Thông tin về người được phỏng vấn
- Vị trí và công ty của bạn?
- Bạn đã làm việc ở đó bao lâu?
- Bạn đã ở vị trí này bao lâu?
- Bằng cấp cao nhất của bạn?
- Hãy mô tả ngắn gọn nhiệm vụ và trách nhiệm của bạn.

Câu hỏi về ý định quay lại điểm đến du lịch xanh
Theo ông/bà, khái niệm "ý định quay lại" trong bối cảnh điểm đến du lịch xanh được định nghĩa như thế nào?
Ông/bà phân biệt điểm đến du lịch xanh và điểm đến du lịch bền vững như thế nào?
Ông/bà có cho rằng các chỉ số dưới đây ảnh hưởng đến "ý định quay lại" điểm đến du lịch xanh không? Nếu có, tại sao? Nếu không, tại sao không?
- Mọi người muốn quay lại những nơi thân thiện với môi trường trong tương lai.
- Trong tương lai, nhiều người muốn quay lại những nơi tốt cho môi trường.
- Những nơi thân thiện với môi trường là nơi một số người muốn ghé thăm lại sớm.
- Có khả năng nhiều người sẽ chọn quay lại các điểm tốt cho thiên nhiên trong những năm tới.
Nếu ông/bà có ý kiến khác, vui lòng chia sẻ.

Câu hỏi về cảm giác ấm áp

Ông/bà có xem xét các chỉ số dưới đây có vai trò tạo nên cảm giác ấm áp không? Chúng cũng củng cố ý định quay lại điểm đến du lịch xanh không? Nếu có, tại sao? Nếu không, tại sao không?

Khi ai đó tham gia các hoạt động giúp đỡ môi trường trong các chuyến đi của họ, họ có thể cảm thấy:

- Xấu hổ hay Tự hào
- Vô trách nhiệm hay Có trách nhiệm
- Xấu hay Tốt
- Không đúng hay Đúng
- Sai hay Đúng đắn
- Chỉ nghĩ về bản thân hay Nghĩ về người khác
- Mắc lỗi hay Làm đúng

Nếu ông/bà có ý kiến khác, vui lòng chia sẻ.

Câu hỏi về hành vi thân thiện với môi trường

Ông/bà có xem các chỉ số dưới đây như những yếu tố thúc đẩy hành động có ý thức về môi trường và tăng mong muốn quay lại những nơi ưu tiên môi trường không? Nếu có, tại sao? Nếu không, tại sao không?

- Việc bảo tồn nước vẫn là mối quan tâm hàng đầu. Rút ngắn thời gian tắm hay đảm bảo vòi nước tắt tiết kiệm tài nguyên quý giá.
- Thúc đẩy thói quen thân thiện môi trường giữa du khách có thể giảm đáng kể tác động môi trường.
- Tiết kiệm điện là ưu tiên khi ở khách sạn tại các điểm du lịch.
- Đặt điều hòa ở nhiệt độ ấm hơn giúp tiết kiệm năng lượng.
- Luôn tắt đèn khi không cần thiết.
- Tự chọn không sử dụng dịch vụ dọn phòng hàng ngày khi ở khách sạn.
- Thường xuyên yêu cầu nhân viên dọn phòng không cần làm sạch phòng mỗi ngày.
- Ưu tiên sử dụng phương tiện công cộng khi có thể.
- Chọn đi bộ hoặc đi xe đạp mỗi khi có khả năng.
- Sử dụng lại khăn khách sạn nhiều lần trước khi giặt.
- Bỏ sản phẩm giấy vào thùng tái chế.
- Cũng tái chế các vật phẩm nhựa và kính.
- Chọn lựa thực phẩm cẩn thận, cân nhắc số lượng và thời gian mua sắm để giảm lượng chất thải.
- Ưu tiên mua sản phẩm thực phẩm hữu cơ tại các điểm du lịch.

Nếu ông/bà có ý kiến khác, vui lòng chia sẻ.

Câu hỏi về tính đáng tin cậy về môi trường của người có ảnh hưởng trên mạng xã hội

Ông/bà đồng ý rằng các thước đo sau đây đánh giá hiệu quả tính đáng tin cậy về môi trường của người có ảnh hưởng trên mạng xã hội, và do đó, tác động

tích cực đến ý định quay lại điểm đến du lịch thân thiện môi trường của người dùng? Nếu có, tại sao? Nếu không, tại sao không?

- Những người có ảnh hưởng trực tuyến quan tâm đến việc bảo vệ hành tinh được coi là đáng tin cậy.
- Người nổi tiếng trực tuyến và lên tiếng bảo vệ Trái Đất thường được coi là đáng tin.
- Người nổi tiếng mạng nói về các vấn đề xanh thường được tin là trung thực.
- Những nhân vật nổi tiếng trên mạng làm việc để bảo vệ thiên nhiên được coi là đáng tin cậy.
- Ngôi sao mạng ủng hộ các nguyên nhân cứu môi trường thường được coi là đáng tin.

Nếu ông/bà có ý kiến khác, vui lòng chia sẻ.

Câu hỏi về chia sẻ kiến thức xanh của các công ty

Ông/bà có tin rằng các chỉ số dưới đây góp phần vào việc các công ty chia sẻ kiến thức về phát triển bền vững môi trường và do đó nâng cao ý định quay lại điểm đến du lịch xanh của du khách, thúc đẩy bởi cảm giác ấm áp và hành vi thân thiện môi trường? Nếu có, tại sao? Nếu không, tại sao không?

- Các công ty du lịch tham gia với khách hàng trên phương tiện truyền thông xã hội bằng cách chia sẻ các đề xuất và báo cáo liên quan đến môi trường.
- Những công ty này cũng cung cấp cho khách hàng các tài liệu hướng dẫn, mô hình và phương pháp luận xanh thông qua nền tảng truyền thông xã hội của họ.
- Ngoài ra, họ chia sẻ cả các sáng kiến và kinh nghiệm xanh thành công và không thành công với khách hàng.
- Các công ty lưu trú chủ động phổ biến kiến thức xanh được thu thập từ các nguồn khác nhau, bao gồm báo, tạp chí, tập san và truyền hình, thông qua các kênh truyền thông xã hội của họ.
- Họ tận dụng chuyên môn và kinh nghiệm xanh của mình để cung cấp những hiểu biết có giá trị cho khán giả.
- Hơn nữa, những công ty này chia sẻ thông tin về "biết ở đâu" và "biết ai", giúp khách hàng khám phá các điểm đến xanh và kết nối với các bên liên quan.
- Cuối cùng, họ phổ biến chuyên môn xanh được đào tạo và học hỏi để tiếp tục giáo dục và thu hút khách hàng.

Nếu ông/bà có ý kiến khác, vui lòng chia sẻ.

APPENDIX B. Questionnaire

Questionnaire in English

QUESTIONNAIRE

INTRODUCTION LETTER

For phase 1:

Dear Brothers and Sisters

We are conducting a study on environmental issues and sustainability, and we believe that your contribution will be invaluable. The study consists of a survey that will take no more than 20 minutes of your time.

In order to participate in the study, we need your informed consent. The informed consent is a process to ensure that you fully understand the nature of the research and your role as a participant. Please understand that the data collected from the survey will only be used for research purposes and participant information will not be disclosed and will be completely confidential. Your participation in this study is entirely voluntary. You can decide to withdraw from the study at any time, without any consequences.

The survey will be divided into 2 phases. This is phase 1, we will send phase 2 of the survey to you after a period of time. Therefore, please kindly provide your email address so we can contact you for the survey at phase 2.

We appreciate in advance your time and contribution. To access the survey, please click on the following link: [link to the survey]

Best regards,

Nguyễn Hữu Hoàng Thọ

If you would like more detailed information, please feel free to contact me.

Mr. Nguyen Huu Hoang Tho

Tomas Bata University

E-mail:h1nguyen@utb.cz or nhhtho@hueuni.edu.vn

Phone: (+84) 888 835 168

PART 1: SCREENING CRITERIA

- Dear participants, would you voluntarily provide your email address to participate in this survey about environmentally friendly activities when traveling? This allows us to match your responses across the two survey rounds.

 Your email address is:

………………………………………………………………………..

- On a scale of 1-5, how would you rate your own level of awareness and concern for the environment on issues such as climate change, pollution, conservation of resources, etc.?

☐ **1**

☐ **2**

☐ **3**

☐ **4**

☐ **5**

- When traveling or going on tours/vacations, do you engage in at least one of the following sustainable/environmentally friendly tourism activities?

➢ I purchase or book eco-friendly tours - tours advertised as being environmentally friendly, minimizing negative impacts on the environment. For example: tours to nature reserves, wildlife spotting, etc.

➢ I stay at green hotels/resorts - hotels awarded environmental certifications or implementing environmentally friendly measures like energy savings, waste reduction, use of renewable energy, etc.

➢ I engage in sustainable tourism activities like hiking, mountain climbing, nature exploration, experiencing local culture, eating local cuisine, etc.

➢ I make efforts to minimize my own environmental impact such as avoiding single-use plastics, not buying wildlife products, conserving resources, etc.

☐ **Yes**

☐ **No**

PART 2: DEMOGRAPHIC INFORMATION

Please provide your personal information by choosing the available answers.

1. Gender:

☐ Male   ☐ Female

2. Your age is

☐ 18-25   ☐ 26-35   ☐ 36-55   ☐ 56+

3. Education:

☐ High school

☐ Junior college

☐ College/university

☐ Graduate school

4. Daily time spent on social network?:
☐ <30 min
☐ 30 min–1 h
☐ 1–2 h
☐ 2–3 h
☐ 3-4 h
☐ >4 h

PART 3: GREEN PRACTICES
Kindly read questions below. Your response is as the following guidance.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Questions	Your answer				
Section 1. Companies' green knowledge sharing (C-GKS)					
Tourism companies share environment proposals and reports with customers on social media.	1	2	3	4	5
Tourism companies share green manuals, models, and methodologies with customers on social media.	1	2	3	4	5
Tourism companies share each other's success and failure green stories with customers on social media.	1	2	3	4	5
Tourism companies share green knowledge obtained from newspapers, magazines, journals, and television with customers on social media.	1	2	3	4	5
Tourism companies share know-how from green experience with customers on social media.	1	2	3	4	5
Tourism companies share know-where and know-whom with customers on social media.	1	2	3	4	5
Tourism companies share green expertise obtained from green education and green training with customers on social media.	1	2	3	4	5
Section 2. Green trustworthiness of social media influencers (GTI)					
Social media influencers, who concerns environmental protection, is trustworthy.	1	2	3	4	5

Social media influencers, who concerns environmental protection, is reliable.	1	2	3	4	5
Social media influencers, who concerns environmental protection, is honest.	1	2	3	4	5
Social media influencers, who concerns environmental protection, is dependable.	1	2	3	4	5
Social media influencers, who concerns environmental protection, is believable.	1	2	3	4	5

MANY THANKS FOR YOUR HELP
Wishing you good health, success, and happiness

For phase 2:

Subject: An invitation to participate in Phase 2 of our Environmental Sustainability Study

Dear Brothers and Sisters,

We hope this message finds you in good health and spirits. A while ago, you generously contributed your time and insights to the first phase of our study on environmental issues and sustainability. Your participation has been invaluable, and we sincerely thank you for it.

We are now progressing to the second phase of our study and once again, we invite you to participate. This phase of the research is based on the findings from the first phase, aiming to delve deeper into specific issues and aspects that emerged from the initial responses.

Just like the first phase, this survey will take approximately 20 minutes of your time, and rest assured that your responses will be kept confidential. The information you provide will be used solely for research purposes and will not be disclosed to third parties.

If you are willing to continue participating in our study, please follow this link to access the second phase of the survey: [link to the survey]

We understand that your time is precious and we express our gratitude for your participation once again. If you have any questions or concerns regarding this second phase, please do not hesitate to contact us.

Thank you for your continued support and contribution to our research.

Best regards,

Nguyễn Hữu Hoàng Thọ

This is STAGE 2, we kindly request you to provide the email address (THAT YOU PROVIDED in STAGE 1 of the survey) so that we can compile your full opinions. [We GIFT you a SMALL GIFT (at link: https://bit.ly/qua-tang)

Your email address is:

…………………………………………………………………..

Questions	Your answer				
Section 3. Warm glow (WG) During the time at travel destinations, participating in green activities makes me feel:					
Ashamed/Proud	1	2	3	4	5
Irresponsible/Responsible	1	2	3	4	5
Wicked/Virtuous	1	2	3	4	5
Unethical/Ethical	1	2	3	4	5
Immoral/Moral	1	2	3	4	5
Selfish/Altruistic	1	2	3	4	5
In the wrong/In the right	1	2	3	4	5
Section 4. Pro-environmental behaviors (pro-environmental behaviors)					
I save water at travel destinations.	1	2	3	4	5
I encourage (or support) other to be environmentally friendly at travel destinations.	1	2	3	4	5
I will save electricity during my stay at this hotel at travel destinations.	1	2	3	4	5
Section 5. Revisiting behavioural intention (RBI)					
You intend to revisit green travel destinations in the next years	1	2	3	4	5
You plan to revisit green travel destinations in the next years	1	2	3	4	5
You desire to visit green travel destinations in the next years	1	2	3	4	5
You probably will revisit sustainable travel destinations in the next years	1	2	3	4	5

MANY THANKS FOR YOUR HELP
Wishing you good health, success, and happiness

Questionnaire in Vietnamese

BẢNG CÂU HỎI KHẢO SÁT

Giai đoạn 1:

Thân gửi anh chị em,

Chúng tôi đang tiến hành một nghiên cứu về các vấn đề môi trường và bền vững, và chúng tôi tin rằng đóng góp của bạn sẽ rất quý báu. Nghiên cứu bao gồm một cuộc khảo sát mất không quá 20 phút của thời gian của bạn.

Để tham gia vào nghiên cứu, chúng tôi cần sự đồng ý của bạn. Quy trình đồng ý này nhằm đảm bảo rằng bạn hiểu rõ về bản chất của nghiên cứu và vai trò của mình như một người tham gia. Bạn hiểu rằng dữ liệu thu thập từ khảo sát chỉ được dùng cho mục đích nghiên cứu và thông tin người tham gia sẽ không được công khai và hoàn toàn được bảo mật. Việc tham gia vào nghiên cứu này hoàn toàn tùy ý. Bạn có quyền quyết định rút lui khỏi nghiên cứu bất cứ lúc nào, mà không hề có bất kì hậu quả nào.

Khảo sát sẽ được chia làm 2 giai đoạn. Đây là giai đoạn 1, chúng tôi sẽ gửi giai đoạn 2 của bảng khảo sát đến bạn sau một khoảng thời gian. Do đó, mong bạn vui lòng cho biết địa chỉ email để chúng tôi có thể liên hệ cho lần khảo sát ở giai đoạn thứ 2.

Chúng tôi trân trọng trước thời gian và sự đóng góp của bạn. Để truy cập vào cuộc khảo sát, vui lòng nhấp vào liên kết sau: [liên kết đến cuộc khảo sát]

Trân trọng,

Nguyễn Hữu Hoàng Thọ

Anh/Chị muốn biết thêm thông tin chi tiết, vui lòng liên hệ tôi.
Nguyen Huu Hoang Tho
Tomas Bata University
E-mail:h1nguyen@utb.cz or nhhtho@hueuni.edu.vn
Phone: (+84) 888 835 168

PHẦN 1: TIÊU CHÍ SÀNG LỌC

- Quý anh chị vui lòng tự nguyện cung cấp địa chỉ email của mình để tham gia khảo sát này về các hoạt động liên quan đến bảo vệ môi trường khi đi du lịch không? Việc này cho phép chúng tôi khớp các phản hồi của bạn trong hai vòng khảo sát.

Địa chỉ email của quý anh chị là:

………………………………………………………………..

- Trên thang điểm từ 1-5, bạn sẽ đánh giá mức độ nhận thức và quan tâm về môi trường của bản thân như thế nào cho các vấn đề như biến đổi khí hậu, ô nhiễm, bảo tồn tài nguyên, v.v.?

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

- Khi đi du lịch hoặc tham gia các tour/kỳ nghỉ, bạn có tham gia vào Ít nhất một trong các hoạt động du lịch bền vững/thân thiện môi trường nào sau đây không?

➢ Tôi mua hoặc đặt tour du lịch thân thiện môi trường - các tour được quảng cáo là thân thiện với môi trường, giảm thiểu tác động xấu đến môi trường. Ví dụ: các tour đến các khu bảo tồn thiên nhiên, khám phá động vật hoang dã, v.v.

➢ Tôi lưu trú tại các khách sạn/khu nghỉ dưỡng xanh - các khách sạn được cấp chứng nhận môi trường hoặc áp dụng các biện pháp thân thiện môi trường như tiết kiệm năng lượng, giảm chất thải, sử dụng năng lượng tái tạo, v.v.

➢ Tôi tham gia các hoạt động du lịch bền vững như đi bộ đường dài, leo núi, khám phá thiên nhiên, trải nghiệm văn hóa địa phương, ăn các món ăn địa phương, v.v

➢ Tôi có những nỗ lực để giảm thiểu tác động môi trường của bản thân như tránh dùng các sản phẩm nhựa dùng một lần, không mua các sản phẩm từ động vật hoang dã, bảo tồn tài nguyên, v.v..

☐ **Có**

☐ **Không**

PHẦN 2: THÔNG TIN NHÂN KHẨU HỌC

Vui lòng cung cấp thông tin cá nhân của bạn bằng cách chọn câu trả lời có sẵn.

1. Giới tính:
☐ Nam   ☐ Nữ

2. Tuổi của bạn là
☐ 18-25   ☐ 26-35   ☐ 36-55   ☐ 56+

3. Trình độ học vấn:
☐ Trung học phổ thông
☐ Cao đẳng
☐ Cao đẳng/đại học
☐ Cao học

4. Thời gian hàng ngày dành cho mạng xã hội?:
☐ <30 phút
☐ 30 phút–1 giờ
☐ 1–2 giờ
☐ 2–3 giờ
☐ 3-4 giờ
☐ >4 giờ

PHẦN 3: THỰC HÀNH XANH

Vui lòng đọc các câu hỏi dưới đây. Câu trả lời của bạn giống như hướng dẫn sau.

1	2	3	4	5
Hoàn toàn không đồng ý	Đồng ý	Trung	Đồng ý	Hoàn toàn đồng ý

Câu hỏi	Câu trả lời của bạn				
Mục 1. Chia sẻ kiến thức xanh của doanh nghiệp (C-GKS)					
Các công ty du lịch chia sẻ các đề xuất và báo cáo về môi trường với khách hàng trên phương tiện truyền thông xã hội.	1	2	3	4	5

Các công ty du lịch chia sẻ hướng dẫn sử dụng, mô hình và phương pháp xanh với khách hàng trên phương tiện truyền thông xã hội.	1	2	3	4	5
Các công ty du lịch chia sẻ câu chuyện xanh thành công và thất bại của nhau với khách hàng trên mạng xã hội.	1	2	3	4	5
Các công ty du lịch chia sẻ kiến thức xanh thu được từ báo, tạp chí, tạp chí và truyền hình với khách hàng trên phương tiện truyền thông xã hội.	1	2	3	4	5
Các công ty du lịch chia sẻ bí quyết từ trải nghiệm xanh với khách hàng trên phương tiện truyền thông xã hội.	1	2	3	4	5
Các công ty du lịch chia sẻ bí quyết và biết ai với khách hàng trên phương tiện truyền thông xã hội.	1	2	3	4	5
Các công ty du lịch chia sẻ chuyên môn xanh thu được từ giáo dục xanh và đào tạo xanh với khách hàng trên phương tiện truyền thông xã hội.	1	2	3	4	5
Section 2. Green trustworthiness of social media influencers (GTI)					
Những người có ảnh hưởng trên mạng xã hội, những người quan tâm đến bảo vệ môi trường, là có uy tín.	1	2	3	4	5
Những người có ảnh hưởng trên mạng xã hội, những người liên quan đến bảo vệ môi trường, là đáng tin cậy.	1	2	3	4	5
Những người có ảnh hưởng trên mạng xã hội, những người liên quan đến bảo vệ môi trường, là trung thực.	1	2	3	4	5
Những người có ảnh hưởng trên mạng xã hội, những người quan tâm đến bảo vệ môi trường, là có thể trông cậy.	1	2	3	4	5
Những người có ảnh hưởng trên mạng xã hội, những người liên quan đến bảo vệ môi trường, là có thể tin tưởng.	1	2	3	4	5

RẤT CÁM ƠN SỰ GIÚP ĐỠ CỦA BẠN
Chúc Quý vị sức khỏe, thành công và hạnh phúc

For phase 2:

Chủ đề: Lời mời tham gia Giai đoạn 2 của Nghiên cứu về Sự bền vững Môi trường của chúng tôi

Thân gửi quý anh chị em,

Chúng tôi hy vọng thư này tìm thấy bạn trong tình hình tốt lành. Một thời gian trước, bạn đã dành thời gian và thông tin quý báu để tham gia vào giai đoạn đầu

tiên của nghiên cứu về các vấn đề môi trường và sự bền vững của chúng tôi. Sự tham gia của bạn rất quý giá, và chúng tôi chân thành cảm ơn sự tham gia của bạn.

Bây giờ chúng tôi đang tiếp tục sang giai đoạn thứ hai của nghiên cứu và một lần nữa mời bạn tham gia. Phần này của nghiên cứu dựa trên các phát hiện từ giai đoạn đầu tiên, nhằm đi sâu hơn vào các vấn đề và khía cạnh cụ thể xuất phát từ các phản hồi ban đầu.

Giống như giai đoạn đầu tiên, cuộc khảo sát này sẽ mất khoảng 20 phút thời gian của bạn, và các phản hồi của bạn sẽ được giữ bí mật. Thông tin bạn cung cấp sẽ chỉ được sử dụng cho mục đích nghiên cứu và sẽ không được tiết lộ cho bên thứ ba.

Nếu bạn sẵn lòng tiếp tục tham gia vào nghiên cứu của chúng tôi, vui lòng theo liên kết này để đến giai đoạn thứ hai của cuộc khảo sát: [liên kết đến cuộc khảo sát]

Chúng tôi hiểu rằng thời gian của bạn là quý giá và một lần nữa bày tỏ lòng biết ơn vì sự tham gia của bạn. Nếu bạn có bất kỳ câu hỏi hoặc mối quan tâm nào về giai đoạn thứ hai này, xin đừng ngần ngại liên hệ với chúng tôi.

Cảm ơn sự hỗ trợ và đóng góp tiếp tục của bạn cho nghiên cứu của chúng tôi.

Trân trọng,

Nguyễn Hữu Hoàng Thọ

Đây là GIAI ĐOẠN 2, chúng tôi vui lòng yêu cầu bạn cung cấp địa chỉ email (MÀ BẠN ĐÃ CUNG CẤP trong GIAI ĐOẠN 1 của cuộc khảo sát) để chúng tôi có thể tổng hợp ý kiến đầy đủ của bạn. [Chúng tôi TẶNG BẠN một MÓN QUÀ NHỎ (tại liên kết: https://bit.ly/qua-tang)

Địa chỉ email của bạn là:
………………………………………………………………………..

Câu hỏi	Câu trả lời của bạn				
Mục 3. Ánh sáng ấm áp (WG) Trong suốt thời gian tại các điểm đến du lịch, tham gia các hoạt động xanh khiến tôi cảm thấy:					
Xấu hổ / Tự hào	1	2	3	4	5
Vô trách nhiệm/Trách nhiệm	1	2	3	4	5
Tà ác/Đạo đức	1	2	3	4	5

Phi đạo đức / Đạo đức	1	2	3	4	5
Vô đạo đức/Đạo đức	1	2	3	4	5
Ích kỷ / Vị tha	1	2	3	4	5
Trong cái sai/Đúng	1	2	3	4	5
Section 4. Hành vi bảo vệ môi trường (pro-environmental behaviors)					
Tôi tiết kiệm nước tại các điểm đến du lịch.	1	2	3	4	5
Tôi khuyến khích (hoặc hỗ trợ) người khác thân thiện với môi trường tại các điểm đến du lịch.	1	2	3	4	5
Tôi sẽ tiết kiệm điện trong thời gian lưu trú tại khách sạn này tại các điểm du lịch.	1	2	3	4	5
Section 5. Xem xét lại ý định hành vi (RBI)					
Bạn có ý định tham quan lại các điểm đến du lịch xanh trong những năm tới	1	2	3	4	5
Bạn có kế hoạch tham quan lại các điểm đến du lịch xanh trong những năm tới	1	2	3	4	5
Bạn mong muốn tham quan các điểm đến du lịch xanh trong những năm tới	1	2	3	4	5
Bạn có thể sẽ ghé thăm lại các điểm đến du lịch bền vững trong những năm tới	1	2	3	4	5

RẤT CÁM ƠN SỰ GIÚP ĐỠ CỦA BẠN
Chúc Quý vị sức khỏe, thành công và hạnh phúc

Nguyen Huu Hoang Tho

The nexus between companies' green knowledge sharing and travelers' behavioural intentions: The role of digital marketing

Vztah mezi sdílením zelených znalostí firmy a behaviorálním záměrem cestovatelů: Role digitálního marketingu

Doctoral Thesis