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

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Doctoral Thesis Summary

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

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Zlín, May 2024

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.

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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., 2023; 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.

2. LITERATURE REVIEW

2.1 Conceptualization of Research Constructs

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. 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).
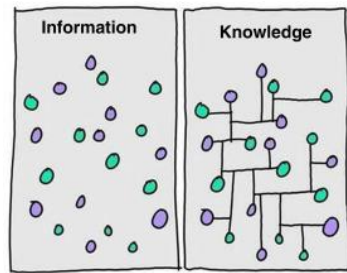

Figure 1: The distinction between information and knowledge.

Hugh McLeod's original sketches were used to create a portrait of David Somerville.
(Source: Ponting, 2017)

Table 1: Variables

Variables	Definition	Source
Firm's green knowledge sharing (C-GKS)	The process of transferring or disseminating green knowledge between a business and its customers for effectively minimizing negative environmental impacts.	(Lee, 2001, Cheng, 2011)
Warm glow (WG)	The feeling of giving that people experience a pleasure for "doing good" to help others.	(Andreoni, 1990)
Revisiting behavioral intention (RBI)	An individual's readiness or willingness to make a repeat visit to the same destination.	(Tosun et al., 2015)
Pro-environmental behaviors (PEBs)	Pro-social behavior in which people minimize the negative impact of their actions on the environment (e.g., minimizing resource and energy consumption, using non-toxic substances, reducing waste production)	(Kollmuss and Agyeman, 2002; Nolan and Schultz, 2013)
The green trustworthiness of social media influencers (GToSMI)	The degree of environmental confidence that consumers place on SMIs' intent to convey the assertions they consider most valid for green activities linked to influencers' environmental commitments and environmental concerns.	(Ohanian, 1990, Lou and Yuan, 2019; Ye et al., 2021)

(Source the author)

2.2 Applied theories

2.2.1 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.
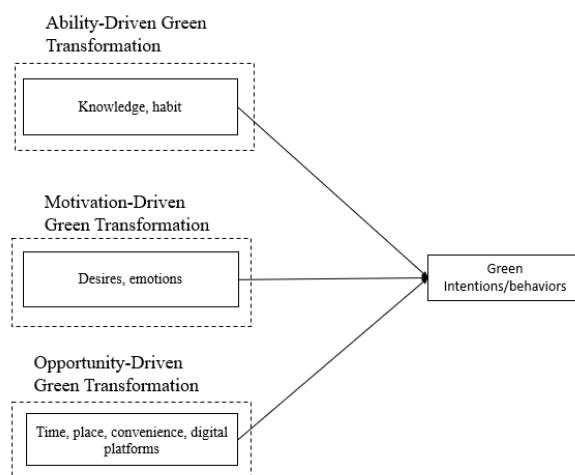

Figure 2: MOA framework.

(Source: Hoyer et al., 2023)

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.

2.2.2 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. 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.
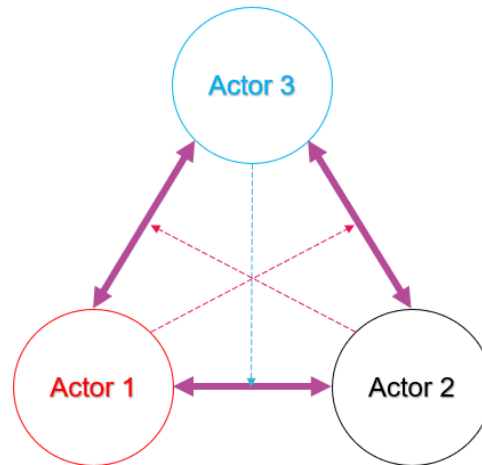

Figure 3: The multi-actor system in Service-Dominant Logic.

(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.

2.3 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

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(Tseng et al., 2019). Thus, it's an appropriate method for addressing the research questions in this study.

2.3.1 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"; "revisiting behavioural intention"; "revisiting 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).

2.3.2 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.

2.3.3 Foundation of research questions and objectives

Research questions

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2.4 Hypotheses development

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)
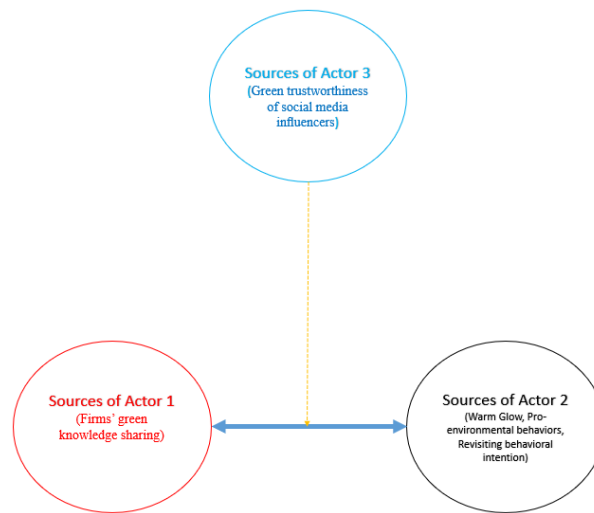
Figure 4: Theoretical framework

(Source: the author)
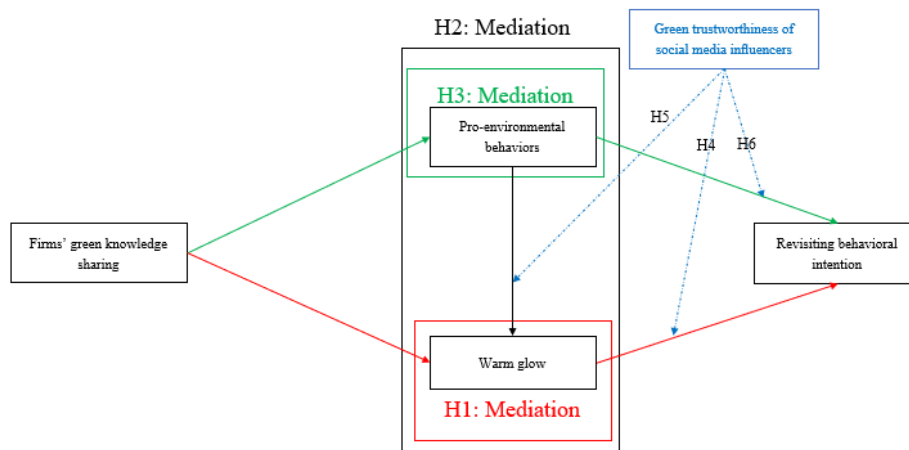
Figure 5: Conceptual framework - Impact of eco-friendly marketing practices on revisit behavioural intention

(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).

Table 3: 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)

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).

3.3 Quantitative method

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).
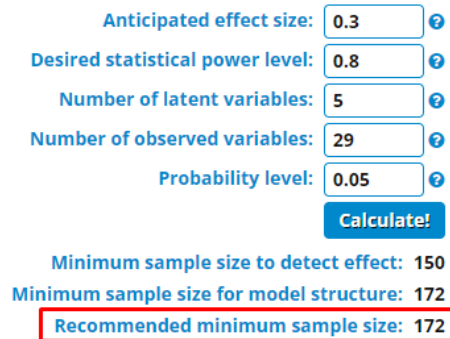
Figure 6: Minimum sample size.
(*Source:* Cohen, 1988; Christopher Westland, 2010; Soper, 2022)

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).
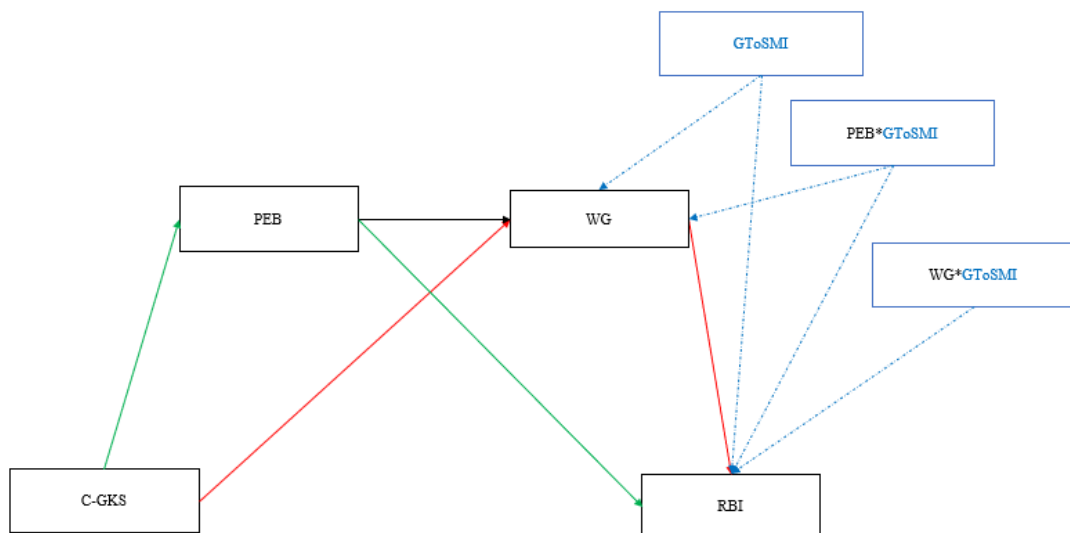
Figure 7: Statistical Diagram

(Source: the author)
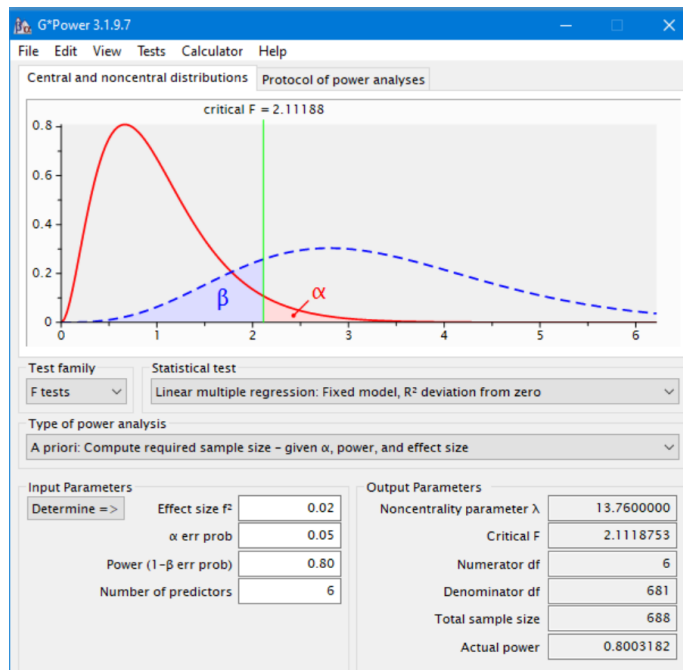
Figure 8: G*Power analysis.

(*Source:* Faul et al., 2007)

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 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 4 Interview Findings: Consensus in Qualitative Study

Constructs	Items	Agreement level for the Items																				%
		001	002	003	004	005	007	008	009	010	011	013	014	015	016	017	025	026	027	030	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%

(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. 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 α ≥ 0.7 is considered to reflect reliability, while an α ≥ 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. The descriptive statistics 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 5, 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 ΔX² 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 5 Results of CFA.

Model	X²	df	ΔX²	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 6 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

(Source: the author)

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 6 (Hair et al., 2021). Those questionnaire items that did not fulfill these criteria were excluded from further analyses. Table 7 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 8, 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.

Table 7 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

(Source: the author)

Table 8 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

Table 9 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 9 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.

Table 10 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.

Table 11 Index of moderated mediation for GKS -> PEB -> RBI

	Index	BootSE	BootLLCI	BootULCI
GToSMI	0.019	0.008	0.003	0.035

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 10. Table 10 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 10 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 11 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 9 supports the conclusion of hypothesis 6 by showing significant differences among the slopes of the three lines.
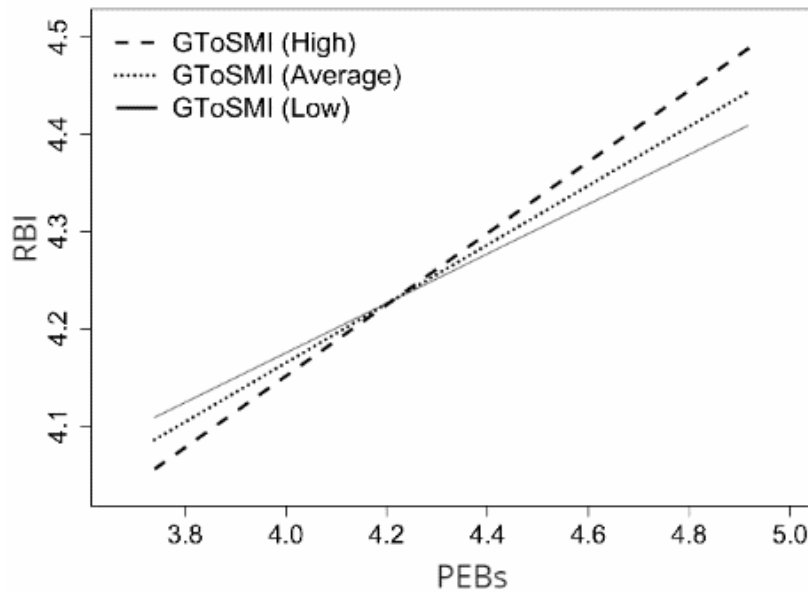
Figure 9: Moderating effect of green trustworthiness of social media influencer (GToSMI)

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).

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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

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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

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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 Summary