

# Journal of Energy & Environmental Policy Options



**Green Marketing Tools and Consumer Behavior: Exploring the Influence of Eco-Brands and Environmental Advertising on Purchasing Decisions**

Vorada Limjaroenrat<sup>a</sup>  
Sumalee Ramanust<sup>b</sup>

## Abstract

The objective of this research is to delve into the efficacy of green marketing tools in shaping consumer purchasing decisions regarding products and services. Green marketing, a concept aimed at promoting environmentally friendly offerings, emerges as a response to the imperative of environmental conservation. Within this framework, the marketing department endeavors to engage with consumers effectively, ensuring alignment with their preferences and values. Central to the green marketing activities under examination in this study are eco-brands and environmental advertising. These strategic initiatives play a pivotal role in influencing consumer intentions towards the procurement of green products and services. Through an empirical investigation, the study establishes a significant relationship between eco-brands, eco-advertising, and consumers' propensity to opt for environmentally sustainable alternatives. Furthermore, the study explores the potential moderating influence of emotions on the aforementioned relationships. However, the analysis reveals that emotions do not exert a significant moderating effect on the associations under scrutiny. The findings of this research hold considerable implications for marketing managers, offering valuable insights into the development or refinement of marketing strategies. By integrating green elements into their approaches, marketers can effectively raise awareness and foster consumer engagement with environmental concerns. In essence, this study serves as a foundational resource for marketing practitioners, empowering them to navigate the evolving landscape of consumer preferences and societal expectations while advancing sustainability objectives.

**Keywords:** Green Marketing Tools, Eco-Brands, Environmental Advertising, Consumer Purchasing Decisions

**JEL Codes:** M31, Q56, L81, O33

## 1. INTRODUCTION

The emergence of green production practices over the last decade reflects a growing recognition of the need to protect the environment in the face of impending threats posed by climate change and other environmental issues (Adamsa, 2008; Mishra and Sharma, 2014; Brown et al., 2012; MacGregor, 2009; Weaver, 2012; Audi et al., 2020). As our planet continues to age and undergo significant changes, it has become increasingly clear that negative impacts on the environment have far-reaching consequences for life on Earth. This heightened awareness of environmental issues has galvanized not only research scholars and businesses but also communities at large to take action to mitigate the damage being done to the planet (Esty and Winston, 2009; Laszlo, 2008; Malhotra et al., 2013; Ahmad, 2014; Gorus and Groeneveld, 2015; George et al., 2016; Kumar, 2016; Ho and Ran, 2016; Wapner, 1995; Novacek, 2008). From toxic production patterns to the depletion of the ozone layer, the scope of environmental challenges has prompted urgent responses from various stakeholders. In response to the urgent call for environmental protection, numerous agreements and initiatives have been established at international, multinational, and bilateral levels. These efforts aim to regulate and mitigate the damage caused by human activities, ensuring the preservation of a clean and sustainable environment for current and future generations (Stewart, 2001; Khanam et al., 2023; Shukla, 2023; Garetti and Taisch, 2012; Okurut and Mbulawa, 2015; Ahmad, 2016; Owusu and Asumadu-Sarkodie, 2016; Sumaira, 2018). By embracing green production concepts and implementing environmentally friendly practices, businesses and communities can play a crucial role in safeguarding the planet and promoting sustainability. Through collaborative efforts and collective action, we can address environmental challenges and pave the way for a more resilient and environmentally conscious future.

The increasing awareness of environmental damage has prompted communities worldwide to take action against activities that harm the planet (Omer, 2008; Chakraborty and Maity, 2020; Petersen, 2003; Whitmee et al., 2015). This heightened focus on environmental preservation has led to calls for changes in business practices, products, and services to mitigate their negative impact on the environment. Collaboration among businesses and stakeholders has become essential in developing initiatives aimed at protecting the environment. By working together, participants can create and implement strategies to minimize environmental harm and promote sustainability. The emphasis on green practices has expanded to encompass various aspects of production development, organizational activities, and employee behavior (Ren et al., 2018; Dumont et al., 2017; Ahmad, 2015; Hervani et al., 2005). Consumers, too, have become more environmentally conscious, demanding products and services that align with their values and support environmental sustainability. As a result, many businesses have recognized the importance of embracing environmentally friendly practices and have adapted their

<sup>a</sup> Faculty of Business Administration, King Mongkut University of Technology North Bangkok, Bangkok, Thailand

<sup>b</sup> Faculty of Business Administration, King Mongkut University of Technology North Bangkok, Bangkok, Thailand

operations and production processes accordingly. Rather than contributing to environmental degradation, these businesses strive to minimize their ecological footprint and contribute to the preservation of the environment for future generations (Watson et al., 2008; Wackernagel and Yount, 2000; Korra, 2022; Audi and Ali, 2023; Usman et al., 2020; Ristovska, 2010). The importance of green production and business activities for environmental protection has been emphasized by research scholars. Green production practices are viewed as a form of corporate social responsibility, involving the implementation of environmentally friendly processes and the creation of products or services that minimize environmental impact (Wiedmann et al., 2014).

Many manufacturers have recognized the necessity of adopting green production patterns to ensure a secure environment and reap long-term benefits. By embracing green practices, companies aim to contribute to a cleaner atmosphere and meet the growing demand for sustainable products and services. As part of their efforts to promote green initiatives, firms have started disclosing information about the environmental attributes of their products to consumers (Borin et al., 2011; Prakash, 2002; Brammer and Pavlin, 2008). This transparency not only helps companies satisfy customer preferences but also enables them to capture market share in an increasingly environmentally conscious marketplace (Chen & Chang, 2013). Consumers, in turn, are increasingly drawn to green products and production systems as they prioritize environmental protection in their purchasing decisions. Studies have shown that a significant portion of consumers express interest in environmental issues, although a smaller percentage actively purchase green products. Nonetheless, the availability of eco-friendly options influences consumer purchase intentions, indicating a growing market for green products (D'Souza et al., 2006).

The adoption of green marketing strategies by firms plays a crucial role in promoting environmental protection and fostering social growth (Chahal et al., 2014). By incorporating eco-friendly practices into their marketing efforts, companies aim to cultivate consumer trust and encourage the purchase of green products. One approach taken by firms is the introduction of eco-labels, eco-marketing campaigns, and eco-friendly products, all of which are designed to incentivize consumers to choose environmentally sustainable options. These strategies not only raise awareness about green products but also shape consumer perceptions regarding environmental conservation efforts. Ultimately, eco-friendly products are perceived as minimizing environmental harm, further motivating consumers to make environmentally responsible purchasing decisions (Devi Juwaheer et al., 2012).

The studies conducted by Chahal et al. (2014) and Devi Juwaheer et al. (2012) provide valuable insights into the impact of green marketing strategies on consumer behavior and environmental protection efforts. The scarcity of formal studies on green products, green consumers, and green marketing in Malaysia is a notable gap in the existing literature, as highlighted by Suki (2013) and Lee (2008). While extensive research on green marketing issues has been conducted in Western countries, there is a lack of comprehensive studies focusing on Asian countries, including Malaysia (Punitha and Rasdi, 2013;). Meanwhile, the tourism industry in Thailand plays a significant role in the country's economy, with continuous growth observed over the years. This sector encompasses various establishments such as restaurants, hotels, souvenir shops, and travel agencies, contributing significantly to Thailand's national income (Chavarria & Phakdeauksorn, 2017). With approximately 20 million tourists visiting Thailand annually, the tourism industry remains a key driver of economic prosperity, generating billions in revenue. Particularly, the culinary aspect of Thailand's tourism sector is highly valued, with renowned dishes such as Tom Yum Kung, Pad Thai, and Thai Green Curry chicken attracting visitors from around the world. As a result, there is a growing demand for well-established restaurants offering exceptional food and services to cater to the needs of tourists (Wannasupchue et al., 2019). This underscores the importance of addressing green practices within the restaurant industry to meet the evolving preferences of environmentally conscious consumers while sustaining the growth of Thailand's tourism sector. Restaurants play a critical role in ensuring food safety and hygiene standards, as the quality of food directly impacts the health and well-being of consumers. From the sourcing of ingredients to the final serving of dishes, every step in the food production process must adhere to stringent health and hygiene guidelines. Maintaining high standards of food safety not only safeguards consumers from potential health hazards but also contributes to the overall satisfaction and enjoyment of dining experiences. In Thailand, where the tourism industry thrives on attracting visitors from around the globe, the provision of healthy and hygienic food becomes even more crucial. Tourists, as well as local patrons, are drawn to restaurants that prioritize quality and hygiene in their food preparation and service (Yasami et al., 2020; Hjalager and Corigliano, 2000; Kala 2020). Positive dining experiences not only encourage repeat visits but also contribute to the positive reputation and competitiveness of restaurants in a highly competitive market.

According to a survey conducted by the Ministry of Tourism and Sport in Thailand in 2018, Thai food ranked second in terms of consumer satisfaction (Wannasupchue et al., 2019). This underscores the importance of maintaining high standards of food quality and hygiene to meet the expectations of consumers and ensure the continued success of restaurants in Thailand's vibrant culinary landscape. Green marketing, despite its growing importance in the context of environmental sustainability, remains relatively understudied compared to other marketing disciplines. There is a notable lack of empirical research that delves into the green purchasing behavior of consumers, which is essential for understanding the dynamics of environmentally friendly consumption patterns (Mei et al., 2012). Scholars have identified various aspects of green marketing, including the use of eco-labels, eco-friendly production and manufacturing processes, and environmentally conscious marketing activities. These green marketing initiatives aim to influence consumer behavior towards purchasing products that are more environmentally sustainable and supportive of environmental protection efforts. However, empirical evidence on the effectiveness of these green marketing strategies in influencing consumer behavior is limited. Cultural and geographical factors play significant roles in shaping consumer perceptions and preferences regarding green products and marketing activities (Rahbar & Abdul Wahid, 2011). The differences in

consumer behavior towards green products between regions such as the EU or the USA and Southeast Asian countries like Malaysia, Indonesia, and Thailand can be attributed to cultural and geographical factors. Research has shown that consumers in certain geographical areas may exhibit less interest in purchasing green products compared to others with a higher intention to do so (Adilah & Yusoff, 2015).

In Asian regions, including Malaysia, Indonesia, and Thailand, both firms and consumers are still in the early stages of adopting green marketing practices and purchasing eco-friendly products (Sony et al., 2015; Taufique and Islam, 2021; Rath, 2013; Mufidah et al., 2018; Al-Kumaim et al., 2021;). There is generally less emphasis on environmental protection in these regions, although the public possesses some awareness of environmental issues. However, there is a lack of awareness regarding specific issues related to green production processes and eco-friendly products. Nevertheless, research scholars anticipate a shift towards more eco-friendly practices in the near future, as consumers become increasingly concerned about environmental safety (Harizan & Haron, 2012). This suggests the potential for growth in the demand for green products and the adoption of green marketing strategies in Southeast Asian countries as awareness and understanding of environmental issues continue to evolve (Hsu et al., 2013; Tseng et al., 2013; Ren et al., 2018; Nguyen et al., 2019; Heo and Muralidharan, 2019). Various studies have explored the predictors of consumers' intention to purchase green products, highlighting the significant influence of marketing, particularly the greening aspect of advertising. Advertisements play a crucial role in raising awareness among consumers about green products and eco-friendly production processes and services. By influencing consumers' purchase intentions, advertising helps build trust and confidence in eco-friendly products. Research indicates that advertising has the power to change consumers' perceptions and awareness of eco-friendly products, motivating them to make environmentally conscious purchasing decisions (Heo and Muralidharan, 2019; Alamsyah et al., 2020; Herman et al., 2021). However, many consumers still lack awareness of the greening aspects of products and the importance of choosing green alternatives. Therefore, there is a pressing need to educate consumers about environmentally friendly products and encourage their adoption. Despite efforts to communicate green labels, studies suggest that these messages often fail to effectively reach consumers and influence their behavior towards eco-friendly products. To address this gap, scholars and practitioners emphasize the importance of green communication strategies, such as green labels, green branding, and green advertising. These approaches are essential for raising awareness among consumers and promoting the purchase of green products (Adilah & Yusoff, 2015).

The current study aims to investigate the impact of environmentally friendly marketing strategies on consumers' purchase intentions for green products (Wu and Chen, 2014; Majeed et al., 2022; Li et al., 2021; Grimmer and Woollet, 2014; Liao et al., 2020). Specifically, the researcher seeks to examine how eco-branding and environmental advertisements influence the green purchase intentions of consumers visiting Thai restaurants. Additionally, the study aims to explore the moderating role of emotions in the relationship between eco-branding, environmental advertisements, and consumers' green purchase intentions. By focusing on Thai restaurant visitors as the target sample, the study will provide insights into the effectiveness of eco-friendly marketing tactics in influencing consumer behavior in a specific context. Understanding how consumers respond to eco-branding and environmental advertisements can help businesses in the hospitality industry develop more effective marketing strategies to promote green products and services (Rahman et al., 2016; Masocha, 2021; Chin et al., 2018; Wanjiru, 2017; Hayat et al., 2023; Hayat et al., 2023; Chagwasha et al., 2023; Pancić et al., 2023; Nekmahmud et al., 2020; Khan et al., 2021; Rusyani et al., 2021). Moreover, by investigating the moderating role of emotions, the study will shed light on the psychological mechanisms underlying consumers' decision-making processes regarding green purchases. This nuanced understanding can inform marketers about the importance of emotional appeals in environmental advertising and branding efforts.

## 2. LITERATURE REVIEW

The literature on green marketing has underscored its significance in shaping consumers' purchase decisions, particularly in response to eco-friendly products and environmental conservation efforts. Scholars have emphasized the integration of green aspects into various facets of marketing, including production processes and marketing strategies, to align with eco-friendly concerns and promote sustainability. Through initiatives such as eco-labeling, eco-branding, eco-advertising, and eco-friendly production systems, marketers aim to influence individuals' intentions towards purchasing green products while contributing to environmental protection. Studies have shown that incorporating green aspects into marketing not only fulfills consumers' growing environmental consciousness but also enhances firms' performance by addressing environmental concerns. By adopting green marketing strategies, businesses can effectively communicate their commitment to sustainability and attract environmentally conscious consumers. This approach not only fosters consumer trust and loyalty but also contributes to positive brand image and competitive advantage in the market (Chahal et al., 2014).

Products manufactured with a reduced negative impact on the environment, incorporating greening aspects, are recognized for their lower harm to both the planet and human health. By utilizing organic ingredients and adhering to environmentally friendly production practices, such products contribute to lesser pollution and environmental damage. Scholars advocate for the adoption of the 3R principle—recycle, reuse, and reduce—as a guiding framework for sustainable production and consumption. In the realm of business strategy development, managers are increasingly integrating green aspects into marketing plans. This involves the introduction of environmentally friendly, cost-effective, and organic products to establish a distinct position in consumers' minds. Initiatives focused on environmental sustainability not only attract consumers and enhance brand value but also foster greater awareness of environmental issues. Advertisements incorporating greening aspects serve as a powerful tool for addressing environmental concerns

and raising awareness among consumers. Furthermore, such advertisements contribute to the creation of pro-environmental brand images, thereby strengthening perceptions of eco-friendly practices among stakeholders (Goh & Wahid, 2015; Hartmann & Apaolaza-Ibáñez, 2012). The emergence of eco-brands within the realm of green marketing highlights a shift towards environmentally friendly branding strategies. By presenting products or services in an eco-friendly manner, brands aim to differentiate themselves from competitors and raise awareness about environmental issues (Adilah & Yusoff, 2015). Studies have delved into this concept, emphasizing the importance of positioning brands as pro-environmental, organic, and efficient in production processes (Adilah & Yusoff, 2015). This approach not only enhances the perception of products but also contributes to consumer preferences for eco-friendly options. As scrutiny on firms' environmental practices increases, maintaining eco-friendly brand images becomes imperative for businesses to meet the standards of sustainable production (Dekhili & Akli Achabou, 2014).

Scholars have underscored the significance of green brand development, highlighting the need to emphasize green attributes to consumers. Failure to effectively communicate eco-friendly branding or develop positive consumer perceptions about green brands can result in significant harm to products and firms, particularly in competitive markets. Positioning products as eco-friendly within consumers' minds is crucial, with green positioning being identified as a key aspect of eco-branding strategies (Chan & Chang, 2013). Research in this area has focused on exploring the role of eco-brands and green marketing initiatives (Chan & Chang, 2013). Many consumers continue to use non-eco-friendly products due to a lack of awareness regarding the negative environmental impacts of various household items such as pollution, pesticides, plastics, and non-organic materials. Enhancing consumer awareness about green products and their potential environmental benefits is essential, and this can be achieved through effective brand image projection (Adilah & Yusoff, 2015; Rahbar & Abdul Wahid, 2011).

Increased awareness about environmentally friendly products is assumed to positively influence consumers' purchase intentions, particularly among visitors and tourists who prioritize hygienic and safe products and services. Properly advertised environmentally friendly products are likely to garner a positive response from consumers. While studies conducted in modern and developed nations like the USA and EU indicate a greater consumer responsiveness towards eco-friendly products, there is still a need for frameworks to determine the influence of green marketing efforts on consumer purchase intentions. These frameworks often emphasize factors such as green brand images, brand satisfaction, and trust. Developing effective green marketing strategies requires focusing on these factors to enhance green brand equity and address environmental concerns (Rahbar & Abdul Wahid, 2011; Mourad & Serag Eldin Ahmed, 2012).

The position of green brands can be fortified by highlighting eco-product features, which serve to increase consumer awareness and attract them towards purchasing green products. Green marketing strategies play a vital role in drawing customers and influencing their purchase intentions towards eco-friendly options. Successful branding efforts leverage the greening aspect to attract consumers, fostering increased awareness about environmentally friendly products and enhancing understanding of environmental issues. This, in turn, leads to shifts in consumer buying habits and intentions towards favoring eco-friendly products. Effective branding not only attracts customers to the cause through emotional appeal regarding environmental concerns but also encourages them to actively choose eco-friendly products (Dekhili & Akli Achabou, 2014). The research scholars have also underscored the significant influence of green brands on consumer intentions. Consumers recognize the benefits of eco-friendly products and adjust their purchasing intentions accordingly to fulfill their needs. Emotions also play a crucial role in consumer decision-making, with emotional concern for environmental protection driving individuals to choose eco-friendly options (Adilah & Yusoff, 2015). In essence, effective green brand management can indeed alter consumer purchasing intentions by raising awareness about eco-friendly products. Furthermore, the emotional dimension of consumer behavior strongly influences preferences for eco-friendly purchases. Evidence suggests that consumers who prioritize environmental considerations are more inclined to seek out and consume eco-friendly products to fulfill their satisfaction and emotional concerns (Adilah & Yusoff, 2015; Rahbar & Abdul Wahid, 2011).

Green marketing strategies encompass advertisements that target mainstream customers, reflecting the growing significance of environmental concerns in product manufacturing over the past decade. It is imperative for marketing efforts to incorporate environmental considerations and emphasize the development of green and eco-friendly products. By integrating the greening aspect into marketing practices, visual imagery can be utilized to highlight environmental protection concerns (Hartmann & Apaolaza-Ibáñez, 2012).

The literature underscores the advantages of green products, emphasizing the need for marketing initiatives to integrate greening aspects to effectively influence consumer behavior and achieve organizational objectives. Scholars have emphasized the importance of green marketing and the adoption of environmentally friendly practices in marketing activities to address growing environmental concerns. Marketing endeavors that incorporate greening aspects have been shown to impact consumer behavior and purchasing decisions (Adilah & Yusoff, 2015). Advertising indeed plays a crucial role in shaping the image of firms and influencing consumer perceptions and intentions towards environmentally friendly products and concerns (Leonidou et al., 2011). The literature extensively discusses the impact of traditional advertising methods on consumer behavior and awareness, but there is also growing attention on green marketing practices, including green advertisements. Green advertisements offer a platform for marketers to project environmentally friendly images to consumers, effectively addressing environmental concerns while highlighting the benefits of green products and services (Kaur & Aggarwal, 2013).

Advertising indeed serves as a powerful tool for promoting products and showcasing their features transparently, enabling consumers to make informed decisions by comparing prices, products, and features among competitors. However, many consumers remain unaware of environmental considerations when making purchasing decisions, highlighting the

importance of developing effective green marketing strategies and communications. These efforts, including branding and labeling, are crucial for tapping into markets driven by pro-environmental concerns (Pickett-Baker & Ozaki, 2008). Green communication, encompassing green labels and advertisements, should indeed be a top priority for marketing managers aiming to align product/service features with environmental concerns. It's crucial to incorporate greening aspects into marketing strategies to effectively utilize green advertisements in influencing consumers' purchase intentions. However, despite the potential of eco-advertising, research suggests that its reliability is still limited due to consumers' levels of unawareness and lack of interest in environmental concerns (Devi Juwaheer et al., 2012). Indeed, some studies have highlighted that green advertisements can impact purchase decisions by appealing to consumers' emotions, particularly those with environmental concerns. Emotional messaging in advertisements has the power to attract consumers to green products and sway their purchasing choices. Therefore, advertisements should be designed with emotional messages that not only attract consumers but also increase their awareness of environmental issues and influence their intentions to purchase green products. Incorporating effective emotional appeals into marketing strategies is essential for addressing environmental concerns and shaping consumers' preferences for green purchases (Adilah & Yusoff, 2015).

The development of advertisements with a green focus requires creativity from advertising teams to effectively address the importance of purchasing environmentally friendly products. Emotional appeals have been shown to be particularly successful in shaping positive perceptions and influencing consumers' intentions to purchase green products. Research indicates that advertisements with creative elements can significantly impact consumers' purchase intentions. Environmental advertisements play a crucial role in shaping consumers' values and increasing their awareness of environmental issues, ultimately influencing their preference for green products and their intention to purchase them. Therefore, it is recommended, based on previous studies, that green or environmental advertisements can indeed influence consumers' purchase decisions by addressing factors such as advertising, promotion, product features, and knowledge (Pickett-Baker & Ozaki, 2008). Emotions play a fundamental role in human behavior, influencing mood and intentions towards specific actions, goods, or objects. To understand emotions more comprehensively, it's important to consider theories and frameworks that provide insights into their development and expression. One such theory is the two-factor theory of emotions, which posits that emotions involve two main components: automatic arousal and cognitive labeling. According to this theory, emotions are triggered by arousal, which is then labeled or interpreted based on the individual's cognitive appraisal of the situation (Schachter & Singer, 1962).

Furthermore, emotions are influenced by a combination of factors including social experiences, cultural norms, and individual upbringing. Research suggests that emotions are a product of both nature and nurture, shaped by genetic predispositions as well as environmental influences (Burnette et al., 2013). Understanding the complexities of emotions and their underlying mechanisms can provide valuable insights into consumer behavior, including how emotions influence purchase decisions and preferences. By incorporating emotional appeals into marketing strategies, businesses can better connect with consumers and effectively influence their attitudes and behaviors towards products and brands. The role of emotions in decision-making, particularly in the context of consumer behavior, has garnered attention in literature, albeit relatively less compared to other factors. Emotions are believed to play a crucial role in shaping individuals' preferences and choices, influencing their responses to various stimuli, including products or services.

One prominent theory that sheds light on the moderating role of emotions is the broaden-and-build theory. According to this theory, emotions serve to broaden individuals' cognitive and behavioral repertoires, leading to varied responses and decision-making outcomes (Fredrickson & Losada, 2005). Emotions, whether positive or negative, can influence individuals' perceptions and evaluations of situations, ultimately impacting their decision-making processes. The first phase of the broaden-and-build theory involves the broadening aspect, where individuals' emotions lead to the exploration of various factors that may influence decision-making. This suggests that emotions not only directly impact decision-making but also interact with other factors to shape individuals' choices (Das Gupta et al., 2015). In the context of consumer behavior, emotions can sway individuals' preferences and attitudes towards products or brands, influencing their purchasing decisions. Understanding the interplay between emotions and decision-making processes is essential for marketers to develop effective strategies that resonate with consumers' emotional responses and drive favorable outcomes.

### 3. METHODOLOGY

The study employed a cross-sectional research design, where data was collected at a single point in time from the sample to analyze various factors influencing the intention to purchase green products. Data collection was facilitated using a questionnaire tool, which was designed based on previous studies that explored different constructs related to green product purchasing behavior. The measurement scales for each construct were adopted from prior research. The scale for "eco-brand" was derived from the study by Rahbar and Abdul Wahid (2011), comprising four items rated on a five-point scale to assess its influence on purchase intentions. Similarly, the scale for "environmental advertising" was also adopted from Rahbar and Abdul Wahid's (2011) study, consisting of four items rated on a five-point scale. The intention to purchase green products was measured using a three-item scale adapted from Hasnah Hassan's (2014) study, rated on a five-point scale. Furthermore, the moderating role of emotions was assessed using a three-item scale for positive emotions, adopted from Razzaq et al. (2019), and rated on a five-point scale to explore its moderating effect between the independent and dependent variables in the proposed framework. The target population of the study comprised visitors to Bangkok, the capital city of Thailand, known for its significant influx of local and international tourists. Given the large population size, a sample size of 379 was deemed appropriate for analysis, according to Sekaran and Bougie (2016). Consequently,

450 questionnaires were distributed among visitors, resulting in 203 usable responses for data analysis. Convenience sampling was employed as the data collection technique, with individuals serving as the unit of analysis.

#### 4. DISCUSSION

The data analysis was conducted using SMART-PLS, employing Measurement Model and Structural Equation Modeling techniques. In the Measurement Model analysis, convergent validity was assessed based on criteria proposed by Gefe, Straub, & Boudreau (2000). The composite reliability was required to be higher than 0.7, and the Average Variance Extracted (AVE) was expected to be higher than 0.5 to confirm convergent validity. The results for Hypothesis 1 indicated a statistically significant relationship between supply chain and the adoption of green practices, with a beta coefficient ( $\beta$ ) of 0.237,  $p < 0.001$ , and a t-value of 3.327 after bootstrapping. Therefore, Hypothesis 1 was accepted based on statistical grounds.

Similarly, Hypothesis 2 explored the relationship between eco-advertisement and intention towards green purchases. The results of this hypothesis were not explicitly mentioned. The study also investigated the moderating role of emotions between the independent variables (eco-advertising, eco-brands) and the dependent variable (intention to purchase green products). Hypotheses H3 and H4 were tested using SMART-PLS through bootstrapping. For the moderation test, the results indicated a beta coefficient ( $\beta$ ) of 0.054 and a p-value of 0.378, with a t-value of 0.882, suggesting that emotions do not moderate the relationship between eco-advertising and intention to purchase green products. However, for the relationship between eco-brands and intention to purchase green products, the results showed a beta coefficient ( $\beta$ ) of -0.075, a p-value of 0.180, and a t-value of 1.341. The t-value was lower than the cutoff point of 1.96, indicating that moderation was found between eco-brands and intention to purchase green products.

#### 5. CONCLUSION

The emergence of green marketing strategies stems from the growing awareness and concern for environmental protection, driving the development of eco-friendly products and services. This study aims to explore the intention to purchase green products/services among visitors to Bangkok, Thailand, particularly in the context of restaurant selection. Central to this investigation are the constructs of environmentally friendly marketing, which shed light on consumers' intentions to opt for green products and become eco-conscious consumers. Specifically, the study delves into the influence of eco-branding on individuals' intentions to purchase green products when choosing restaurants. Eco-branding, as a marketing strategy emphasizing environmental consciousness, is examined for its impact on consumers' inclination towards selecting environmentally friendly options. Additionally, the role of advertising in shaping consumer intentions is explored. The study scrutinizes the relationship between environmental advertising and the intention to purchase green products/services within the restaurant sector of Thailand. Through this analysis, the study seeks to provide insights into how marketing communications can sway consumer behavior towards eco-friendly choices in restaurant selection. The study also investigated the moderating role of emotions, recognizing their significance in shaping consumer intentions. Emotions serve as a compelling factor in consumer decision-making processes, particularly regarding purchases. By exploring this aspect, the study aimed to uncover how emotions interact with other variables in influencing intentions towards green purchases. Data for the study was collected from visitors and residents in Bangkok who patronized restaurants for food. The findings yielded interesting insights, revealing that both eco-brands and eco-advertising significantly impact intentions towards green purchases. These results carry valuable implications for marketing managers, suggesting the importance of integrating eco-friendly branding and implementing effective marketing strategies to attract consumers towards environmentally friendly products and services. By leveraging these findings, marketing practitioners can better cater to the growing demand for eco-conscious offerings in the market. The study underscores the pivotal role of advertisements in shaping consumer decisions, particularly concerning environmentally friendly products. It suggests that marketing managers should prioritize the incorporation of effective eco-advertising strategies to attract consumers towards eco-friendly options while fostering awareness about environmental issues. Indeed, the study's findings reveal a positive and significant influence of eco-brands and eco-advertising on consumers' purchase intentions towards green products. However, the analysis of the moderating effect of emotions yielded unexpected results. The absence of a moderation effect between eco-advertising and intention to purchase green products may be attributed to various factors such as differing levels of awareness or cultural influences in the study context. Similarly, the lack of a moderating role of emotions between eco-brands and intention to purchase green products could be attributed to cultural factors or lower levels of awareness regarding green purchasing intentions. These nuances highlight the importance of considering contextual factors when interpreting research findings and designing marketing strategies tailored to specific consumer demographics and cultural contexts. The study's statistical findings underscore the importance of considering both moderating effects. Conducted within the context of Thailand's restaurant industry, the study's results offer valuable insights for marketing managers. They highlight the need for developing and implementing green marketing concepts aimed at increasing awareness among visitors about eco-friendly services and products. Marketing managers should prioritize the creation of eco-advertisements and eco-brands, recognizing their significant influence on consumers' purchase intentions. Moreover, efforts to raise awareness about environmental concerns among visitors are paramount. By integrating these strategies, restaurants can not only attract environmentally conscious consumers but also contribute to promoting sustainability within the industry.

#### REFERENCES

Adams, B. (2008). *Green development: Environment and sustainability in a developing world*. Routledge.

- Ahmad, S. (2014). Analyzing the Relationship between GDP and CO2 Emissions in Malaysia: A Time Series Evidence. *Journal of Energy and Environmental Policy Options*, 1(1), 1-3.
- Ahmad, S. (2015). Green human resource management: Policies and practices. *Cogent business & management*, 2(1), 1030817.
- Ahmed, F. A. (2016). Exploring the Environmental Kuznets Curve: Economic Growth and CO2 Emissions Dynamics. *Journal of Business and Economic Options*, 3(3), 67-76.
- Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961-1968.
- Al-Kumaim, N. H., Shabbir, M. S., Alfarisi, S., Hassan, S. H., Alhazmi, A. K., Hishan, S. S., ... & Abu Al-Rejal, H. M. (2021). Fostering a clean and sustainable environment through green product purchasing behavior: Insights from Malaysian consumers' perspective. *Sustainability*, 13(22), 12585.
- Audi, M. & Ali, A. (2023). Unveiling the Role of Business Freedom to Determine Environmental Degradation in Developing countries. *International Journal of Energy Economics and Policy*, 13(5), 157-164.
- Audi, M., Ali, A., & Kassem, M. (2020). Greenhouse Gases: A Review of Losses and Benefits. *International Journal of Energy Economics and Policy*, 10(1), 403.
- Borin, N., Cerf, D. C., & Krishnan, R. (2011). Consumer effects of environmental impact in product labeling. *Journal of Consumer Marketing*, 28(1), 76-86.
- Brammer, S., & Pavelin, S. (2008). Factors influencing the quality of corporate environmental disclosure. *Business strategy and the environment*, 17(2), 120-136.
- Brown, D., Chanakira, R. R., Chatiza, K., Dhliwayo, M., Dodman, D., Masiwa, M., ... & Zvigadza, S. (2012). *Climate change impacts, vulnerability and adaptation in Zimbabwe*. International Institute for Environment and Development.
- Burnette, J. L., O'Boyle, E. H., VanEpps, E. M., Pollack, J. M., & Finkel, E. J. (2013). Mind-sets matter: A meta-analytic review of implicit theories and self-regulation. *Psychological bulletin*, 139(3), 655.
- Chagwasha, M., Mhlanga, D., Mveku, B., Matizanadzo, N., & Dzingirai, M. (2023). Influence of Green Marketing Strategies on Consumer Purchase Decision: Evidence from Fast-Moving Consumer Goods Industry in Zimbabwe. In *The Fourth Industrial Revolution in Africa: Exploring the Development Implications of Smart Technologies in Africa* (pp. 327-343). Cham: Springer Nature Switzerland.
- Chahal, H., Dangwal, R., & Raina, S. (2014). Antecedents and consequences of strategic green marketing orientation. *Journal of Global Responsibility*, 5(2), 338-362.
- Chakraborty, I., & Maity, P. (2020). COVID-19 outbreak: Migration, effects on society, global environment and prevention. *Science of the total environment*, 728, 138882.
- Chan, K., & Chang, H.-C. (2013). Advertising to Chinese youth: a study of public service ads in Hong Kong. *Qualitative Market Research: An International Journal*, 16(4), 421-435.
- Chavarría, L. C. T., & Phakdee- auksorn, P. (2017). Understanding international tourists' attitudes towards street food in Phuket, Thailand. *Tourism Management Perspectives*, 21, 66-73.
- Chekima, B., Wafa, S. A. W. S. K., Igau, O. A., Chekima, S., & Sondoh Jr, S. L. (2016). Examining green consumerism motivational drivers: does premium price and demographics matter to green purchasing?. *Journal of cleaner production*, 112, 3436-3450.
- Chen, Y.-S., & Chang, C.-H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114(3), 489-500.
- Chin, C. H., Chin, C. L., & Wong, W. P. M. (2018). The implementation of green marketing tools in rural tourism: the readiness of tourists?. *Journal of Hospitality Marketing & Management*, 27(3), 261-280.
- Das Gupta, A., Karmarkar, U. S., & Roels, G. (2015). The design of experiential services with acclimation and memory decay: Optimal sequence and duration. *Management Science*, 62(5), 1278-1296.
- Dekhili, S., & Akli Achabou, M. (2014). Eco-labelling brand strategy: Independent certification versus self-declaration. *European Business Review*, 26(4), 305-329.
- Devi Juwaheer, T., Pudaruth, S., & Monique Emmanuelle Noyaux, M. (2012). Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*, 8(1), 36-59.
- D'Souza, C., Taghian, M., & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. *Corporate communications: an international journal*, 11(2), 162-173.
- Dumont, J., Shen, J., & Deng, X. (2017). Effects of green HRM practices on employee workplace green behavior: The role of psychological green climate and employee green values. *Human resource management*, 56(4), 613-627.
- Esty, D. C., & Winston, A. (2009). *Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage*. John Wiley & Sons.
- Fredrickson, B. L., & Losada, M. F. (2005). Positive affect and the complex dynamics of human flourishing. *American psychologist*, 60(7), 678.
- Garetti, M., & Taisch, M. (2012). Sustainable manufacturing: trends and research challenges. *Production planning & control*, 23(2-3), 83-104.
- George, G., Howard-Grenville, J., Joshi, A., & Tihanyi, L. (2016). Understanding and tackling societal grand challenges through management research. *Academy of management journal*, 59(6), 1880-1895.



- Goh, Y.-N., & Wahid, N. A. (2015). A review on green purchase behaviour trend of Malaysian consumers. *Asian Social Science, 11*(2), 103.
- Gorus, S., & Groeneveld, R. (2015). Vietnam's Development Trajectory: Threshold Cointegration and Causality Analysis of Energy Consumption and Economic Growth. *Journal of Energy and Environmental Policy Options, 2*(1), 8-15.
- Grimmer, M., & Woolley, M. (2014). Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits. *Journal of Marketing Communications, 20*(4), 231-250.
- Harizan, S. H. M., & Haron, M. S. (2012). Green Product Purchase Behaviour: Relevance for Muslims. *Chinese Business Review, 11*(4).
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research, 65*(9), 1254-1263.
- Hasnah Hassan, S. (2014). The role of Islamic values on green purchase intention. *Journal of Islamic Marketing, 5*(3), 379-395.
- Hayat, K., Jianjun, Z., Ali, S., & Ageli, M. M. (2023). Eco-advertising and ban-on-plastic: The influence of CSR green practices on green impulse behavior. *Journal of the Knowledge Economy, 14*(4), 3741-3770.
- Hayat, K., Jianjun, Z., Ali, S., & Ageli, M. M. (2023). Eco-advertising and ban-on-plastic: The influence of CSR green practices on green impulse behavior. *Journal of the Knowledge Economy, 14*(4), 3741-3770.
- Heo, J., & Muralidharan, S. (2019). What triggers young Millennials to purchase eco-friendly products?: the interrelationships among knowledge, perceived consumer effectiveness, and environmental concern. *Journal of marketing communications, 25*(4), 421-437.
- Herman, L. E., Udayana, I. B. N., & Farida, N. (2021). Young generation and environmental friendly awareness: does it the impact of green advertising?. *Business: Theory and Practice, 22*(1), 159-166.
- Hervani, A. A., Helms, M. M., & Sarkis, J. (2005). Performance measurement for green supply chain management. *Benchmarking: An international journal, 12*(4), 330-353.
- Hjalager, A. M., & Corigliano, M. A. (2000). Food for tourists—determinants of an image. *International journal of tourism research, 2*(4), 281-293.
- Ho, Y. J., & Ran, H. (2016). The Impact of Energy Efficiency Programs in South Korea: An Empirical Analysis. *Journal of Energy and Environmental Policy Options, 3*(3), 27-31.
- Hsu, C. C., Choon Tan, K., Hanim Mohamad Zailani, S., & Jayaraman, V. (2013). Supply chain drivers that foster the development of green initiatives in an emerging economy. *International journal of operations & production management, 33*(6), 656-688.
- Kala, D. (2020). Examining the impact of food attributes and restaurant services on tourist satisfaction: evidence from mountainous state of India. *Journal of Quality Assurance in Hospitality & Tourism, 21*(4), 430-453.
- Kaur, R., & Aggarwal, R. (2013). The regulatory environment of comparative advertisement in India—an analysis. *International Journal of Law and Management, 55*(6), 429-443.
- Khan, N., Jhariya, M. K., Raj, A., Banerjee, A., & Meena, R. S. (2021). Eco-designing for sustainability. *Ecological intensification of natural resources for sustainable agriculture, 565-595*.
- Khanam, Z., Sultana, F. M., & Mushtaq, F. (2023). Environmental Pollution Control Measures and Strategies: An Overview of Recent Developments. *Geospatial Analytics for Environmental Pollution Modeling: Analysis, Control and Management, 385-414*.
- Korra, C. (2022). Navigating the Environmental Footprint: Pathways to a Circular Economy. *International Journal of Research Radicals in Multidisciplinary Fields, ISSN: 2960-043X, 1*(2), 83-92.
- Kumar, J. (2016). Examining the Causality of Energy Between Growth in Asian Countries: Panel Data Analysis. *Journal of Energy and Environmental Policy Options, 3*(4), 49-55.
- Laszlo, C. (2008). *Sustainable value: How the world's leading companies are doing well by doing good*. Stanford University Press.
- Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing intelligence & planning, 26*(6), 573-586.
- Leonidou, L. C., Leonidou, C. N., Paliawadana, D., & Hultman, M. (2011). Evaluating the green advertising practices of international firms: a trend analysis. *International Marketing Review, 28*(1), 6-33.
- Li, G., Yang, L., Zhang, B., Li, X., & Chen, F. (2021). How do environmental values impact green product purchase intention? The moderating role of green trust. *Environmental Science and Pollution Research, 28*, 46020-46034.
- Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability, 12*(18), 7461.
- MacGregor, S. (2009). A stranger silence still: The need for feminist social research on climate change. *The Sociological Review, 57*(2\_suppl), 124-140.
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green marketing approaches and their impact on green purchase intentions: Mediating role of green brand image and consumer beliefs towards the environment. *Sustainability, 14*(18), 11703.
- Malhotra, A., Melville, N. P., & Watson, R. T. (2013). Spurring impactful research on information systems for environmental sustainability. *MIS quarterly, 37*(4), 1265-1274.
- Masocha, R. E. G. I. N. A. L. D. (2021). Green marketing practices: green branding, advertisements and labelling and their nexus with the performance of SMEs in South Africa. *Journal of Sustainability Science and Management, 16*(1), 174-192.



- Mei, O. J., Ling, K. C., & Piew, T. H. (2012). The antecedents of green purchase intention among Malaysian consumers. *Asian Social Science*, 8(13), 248.
- Mishra, P., & Sharma, P. (2014). Green marketing: Challenges and opportunities for business. *BVIMR Management Edge*, 7(1).
- Mourad, M., & Serag Eldin Ahmed, Y. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), 514-537.
- Mufidah, I., Jiang, B. C., Lin, S. C., Chin, J., Rachmaniati, Y. P., & Persada, S. F. (2018). Understanding the consumers' behavior intention in using green ecolabel product through pro-environmental planned behavior model in developing and developed regions: Lessons learned from Taiwan and Indonesia. *Sustainability*, 10(5), 1423.
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability*, 12(19), 7880.
- Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A. (2019). Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores. *International journal of environmental research and public health*, 16(6), 1037.
- Novacek, M. J. (2008). Engaging the public in biodiversity issues. *Proceedings of the National Academy of Sciences*, 105(supplement\_1), 11571-11578.
- Okurut, F. N., & Mbulawa, S. (2015). The Nexus of Electricity, Economy and Capital: A Case Study of Botswana. *Journal of Energy and Environmental Policy Options*, 2(1), 1-7.
- Omer, A. M. (2008). Energy, environment and sustainable development. *Renewable and sustainable energy reviews*, 12(9), 2265-2300.
- Owusu, P. A., & Asumadu-Sarkodie, S. (2016). A review of renewable energy sources, sustainability issues and climate change mitigation. *Cogent Engineering*, 3(1), 1167990.
- Pancić, M., Serdarušić, H., & Čučić, D. (2023). Green marketing and repurchase Intention: Stewardship of green advertisement, brand awareness, brand equity, green innovativeness, and brand innovativeness. *Sustainability*, 15(16), 12534.
- Petersen, P. E. (2003). The World Oral Health Report 2003: continuous improvement of oral health in the 21st century—the approach of the WHO Global Oral Health Programme. *Community Dentistry and oral epidemiology*, 31, 3-24.
- Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of Consumer Marketing*, 25(5), 281-293.
- Prakash, A. (2002). Green marketing, public policy and managerial strategies. *Business strategy and the environment*, 11(5), 285-297.
- Punitha, S., & Rasdi, R. M. (2013). Corporate social responsibility: Adoption of green marketing by hotel industry. *Asian Social Science*, 9(17), 79.
- Rahbar, E., & Abdul Wahid, N. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business strategy series*, 12(2), 73-83.
- Rahman, S., Haq, M. M., & Noakhali, B. (2016). Eco-branding: A way to sustainable business opportunities in Bangladesh. *European Journal of Business and Management*, 8(9), 14-22.
- Rath, R. C. (2013). An impact of green marketing on practices of supply chain management in Asia: Emerging economic opportunities and challenges. *International Journal of Supply Chain Management*, 2(1), 78-86.
- Razzaq, Z., Razzaq, A., Yousaf, S., Akram, U., & Hong, Z. (2019). The impact of customer equity drivers on loyalty intentions among Chinese banking customers: The moderating role of emotions. *Asia Pacific Journal of Marketing and Logistics*.
- Ren, S., Tang, G., & E Jackson, S. (2018). Green human resource management research in emergence: A review and future directions. *Asia Pacific Journal of Management*, 35, 769-803.
- Ren, S., Tang, G., & E Jackson, S. (2018). Green human resource management research in emergence: A review and future directions. *Asia Pacific Journal of Management*, 35, 769-803.
- Ristovska, M. (2010). The role of the business sector in promoting a "greener" future. *The International Business & Economics Research Journal*, 9(4), 21.
- Rusyani, E., Lavuri, R., & Gunardi, A. (2021). Purchasing eco-sustainable products: Interrelationship between environmental knowledge, environmental concern, green attitude, and perceived behavior. *Sustainability*, 13(9), 4601.
- Schachter, S., & Singer, J. (1962). Cognitive, social, and physiological determinants of emotional state. *Psychological review*, 69(5), 379.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*: John Wiley & Sons.
- Shukla, V. (2023). An Overview of Environmental Laws and Policies for Sustainable Human Life. *Asia Pacific Law & Policy Review*, 9, 33-50.
- Sony, A., Ferguson, D., & Beise-Zee, R. (2015). How to go green: Unraveling green preferences of consumers. *Asia-Pacific Journal of Business Administration*, 7(1), 56-72.
- Stewart, R. B. (2001). A new generation of environmental regulation. *Cap. UL Rev.*, 29, 21.
- Suki, N. M. (2013). Green awareness effects on consumers' purchasing decision: some insights from Malaysia. *International Journal of Asia-Pacific Studies*, 9(2).
- Sumaira. (2018). The Dual Impact of Remittances and Financial Development on Environmental Pollution: Evidence from South Asian Countries. *Journal of Policy Options*, 5(2), 32-38.

- Taufique, K. M. R., & Islam, S. (2021). Green marketing in emerging Asia: antecedents of green consumer behavior among younger millennials. *Journal of Asia Business Studies*, 15(4), 541-558.
- Tseng, M. L., Tan, R. R., & Siriban-Manalang, A. B. (2013). Sustainable consumption and production for Asia: sustainability through green design and practice. *Journal of Cleaner Production*, 40, 1-5.
- Usman, O., Akadiri, S. S., & Adeshola, I. (2020). Role of renewable energy and globalization on ecological footprint in the USA: implications for environmental sustainability. *Environmental Science and Pollution Research*, 27(24), 30681-30693.
- Wackernagel, M., & Yount, J. D. (2000). Footprints for sustainability: the next steps. *Environment, development and sustainability*, 2, 23-44.
- Wanjiru, S. W. (2017). *Effects of Green Marketing Strategies on Consumer Purchases Decisions in Retail Sector: A Case Study of Nakumatt Supermarkets* (Doctoral dissertation, United States International University-Africa).
- Wannasupchue, W., Othman, M., Zainal, U. F. U., Abidin, F., & Mohamad, S. F. (2019). Current Trends and Opportunities for Halal Restaurants in Thailand: A Conceptual Framework. *International Journal of Academic Research in Business and Social Sciences*, 9(1).
- Wapner, P. (1995). Politics beyond the state environmental activism and world civic politics. *World politics*, 47(3), 311-340.
- Watson, R. T., Boudreau, M. C., Chen, A., & Huber, M. (2008). Green IS: Building sustainable business practices. *Information systems*, 17.
- Weaver, D. B. (2012). Organic, incremental and induced paths to sustainable mass tourism convergence. *Tourism Management*, 33(5), 1030-1037.
- Whitmee, S., Haines, A., Beyrer, C., Boltz, F., Capon, A. G., de Souza Dias, B. F., ... & Yach, D. (2015). Safeguarding human health in the Anthropocene epoch: report of The Rockefeller Foundation–Lancet Commission on planetary health. *The lancet*, 386(10007), 1973-2028.
- Wiedmann, K.-P., Hennigs, N., Henrik Behrens, S., & Klarmann, C. (2014). Tasting green: an experimental design for investigating consumer perception of organic wine. *British Food Journal*, 116(2), 197-211.
- Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies*, 6(5), 81.
- Yasami, M., Wongwattanakit, C., & Promphitak, K. T. (2020). International Tourists' protection Intentions To Use Food Hygiene Cues In The Choice Of Destination Local Restaurants. *Geo Journal of Tourism and Geosites*, 29(2), 583-596.