



Investigating the Impact of Dimensions of Green Hotels Advertising on Verbal Advertising and Persuading Customers with the Mediating Role of Encouragement, Cognitive and Effective Advertising
(Case Study: Homa Hotels in Tehran)

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Abstract

The purpose of this research is Investigating the effect of green advertising dimensions on verbal advertising and persuading customers with the mediating role of encouraging and effective advertising in Homa Hotel in Tehran. The current research in terms of purpose is applied research and in terms of the nature and method of data collection is descriptive-survey. This research is cross-sectional in terms of time. The statistical population of this research was formed by all the customers of Homa hotels in Tehran, considering that it is not possible to obtain an accurate estimate of the number of customers, the size of the population is considered unlimited, and since the population is unlimited, to determine the statistical sample of Cochran's formula was used and the sample size was determined to be 384 people. The sampling method in this research is a simple random sampling method. In this research, all the research hypotheses were confirmed except for these two hypotheses which were not confirmed. "Green advertisements of hotels have an effect on persuading customers with the mediating role of encouraging them to use Homa Hotel in Tehran.", was not approved. Also, the hypothesis "green advertising of hotels has an effect on convincing customers with the mediating role of effective advertising in the use of Homa Hotel in Tehran" was not confirmed.

Keywords: *Dimensions of Green Advertising; Verbal Advertising; Persuading Customers; Encouraging; Effective Advertising*

Introduction

One of the most important competitive advantages of the current century is the production and supply of environmental protection products (green or ecological products) which, while increasing the necessity of its existence due to environmental concerns and threats, has raised many challenges in various countries and cultures (Namati et al., 2019). Although concern about the environment and

responsibility for it are important in most countries and cultures, there are different reactions regarding practical participation in green activities by buying green products and supporting horse producers (Daria et al., 2020). In this research has done to Investigate the effect of green advertising dimensions on verbal advertising and persuading customers with the mediating role of encouraging and effective advertising in Homa Hotel in Tehran.

Research Problem

In a period when goods and services cannot have outstanding differences with the products and products of other organizations, making customers loyal can increase the bottom line of the organization's profitability, because the volume and frequency of purchases or reviews of loyal customers is greater and they stay in touch with the organization for a longer period of time. and introduce the product to others. Since the customer's loyalty depends to a large extent on his understanding and knowledge of the organization, advertising helps customers become fans of the brand (Kamaladevi, 2022). The concept of green marketing is a business process that takes into account the concern of consumers with the preservation and maintenance of the natural environment. Green marketing, which was previously and primarily based on the environmental situation, is changing to more sustainable topics in marketing efforts, and the main focus is on the environmental and socio-economic situation. However, the green market is defined as a segment of the market about consumer greenness. Green marketing refers to the development and improvement of pricing, promotion and distribution of products that do not harm the environment. Salmon and Stewart define green marketing as follows: It is a marketing strategy that supports the environment by creating recognizable environmental benefits based on what the customer expects (Hakkaki, 2019).

Communicating sensitive environmental information is a suitable approach that should be focused on in promotional activities, but it is necessary to make real changes in the activities. Plonsky states that before starting environmental advertising, the company should know which types of environmental information are important from the customers' point of view and should be informed to them (Kumar, 2022). Many companies use environmental issues for their promotion activities. However, the concept of promotion itself is one of the controversial areas of marketing. Traditional advertisements have been criticized due to the fact that they try to reduce complex environmental issues by only emphasizing the supply of green products. Meanwhile, some companies have tested new ways. Companies consciously avoid direct advertising and prefer to rely on in-store communication and public relations. There are many concerns among consumers about environmental advertising. The appropriate way to deal with these concerns is to focus on sustainable communication rather than using the narrow concept of green promotion. Sustainable communication strongly emphasizes on creating a verbal relationship with stakeholders, especially customers, and its purpose is to increase awareness and education in order to strengthen the social and environmental credibility of the company and its products. Usually, this work is done by emphasizing the company's advertising slogans and also through partnership and cooperation with social or environmental institutions (Haqiqi et al., 2020).

Today, consumers make purchases using their previous experiences, which lead to customer satisfaction and loyalty (Neeson, 2018). In an environment where trust in organizations and advertisements has decreased, word-of-mouth communication is a way to gain a competitive advantage. Influencing the opinions of other people has significant benefits for organizations that provide goods and services (Ebrahimi and Jalilund, 2018). Advertising is the unspecified communication and introduction of a product or service through different carriers in exchange for receiving money for profit or non-profit institutions or people who are specified in the message in some way (Ebrahim Nejad, 2022). One of the most important decisions is deciding on the brand name for the product. Brand is an important factor in the marketing mix. Because it causes customer interaction with the company and can result in customer loyalty and trust in the brand. Therefore, the brand is considered as an intangible asset, the most important

asset of a company (Sain et al., 2021), so businesses are interested in learning how to build a successful brand (Soleimani, 2021). Today, many companies have realized that in order to maintain brand value compared to competitors and to communicate with their customers and reduce the risk of losing the market, they must strengthen their marketing communications and have appropriate advertising and activities. use advertisements as a defensive shield (Ansari et al., 2023).

On the other hand, the main problem in the current situation is the lack of attention to the current situation of Homa hotels in Tehran, which has caused dissatisfaction among customers, which has led to the desire of most customers to use other brands, and since Homa hotels are the oldest hotels in Tehran. It is the country and currently it has not been able to increase its market share due to its weakness in green advertising and marketing. So that the competitors with less history were able to gain a larger share due to extensive advertising and the use of green and recyclable products. Therefore, Homa hotels is trying to encourage consumers to use the hotel by advertising a wide variety of services and using organic products in food preparation. Therefore, the management staff of Homa Tehran hotels, by changing the way of producing and supplying green products through its advertisements, is trying to implement new sales methods and increase market share by addressing the market situation and reviewing its products, services and sales methods. Therefore, the main research question is: What is the effect of green advertising dimensions of hotels on verbal advertising and persuading customers with the mediating role of encouraging and effective advertising in Homa Hotel in Tehran?

The Importance and Necessity of Conducting Research

The question of why attention to green marketing has increased is quite simple and depends on the definition of economics: economics is the study of how people use limited resources to meet unlimited needs. Therefore, man has limited resources on earth and with them he tries to meet the unlimited needs of the world. In today's societies, companies are faced with limited natural resources, so they must use new and alternative ways to meet these unlimited demands. Finally, green marketing pays attention to how marketing activities use limited resources while satisfying consumer demands for both individuals and the industry and achieving the organization's sales goals (Kai, 2020).

Considering that hotels and service centers in Iran have changed their approach from product to customer, it seems necessary to create mechanisms that can support this approach. One of the most important tools is sales advertising, and if it is successfully implemented, the performance of the organization increases and it has many benefits for the organization. The success of the market is equal to the fact that an organization can get the maximum profit possible from its group of customers. For this purpose, it is necessary for the management of the organization to come up with strategies that can be used to develop and improve the company's performance and overtake the competitors, and most importantly, to be able to provide appropriate services to all types of customers and convert loyal customers into new customers. The best option is to use product diversification.

Research Purposes

Main Purpose

Investigating the effect of green advertising dimensions on verbal advertising and persuading customers with the mediating role of encouraging and effective advertising in Homa Hotel in Tehran.

Minor- Research Purposes

- 1 -Investigating the effect of gentleness on effective advertising in Homa Hotel in Tehran
- 2- Investigating the effect of gentleness on encouraging the use of Homa Hotel in Tehran
- 3- Investigating the effect of empathy on effective advertising in Homa Hotel in Tehran

- 4- Investigating the effect of empathy on encouraging the use of Homa Hotel in Tehran
- 5- Investigating the impact of information quality on effective advertising in Homa Hotel in Tehran
- 6- Investigating the impact of information quality on encouraging the use of Homa Hotel in Tehran
- 7- Investigating the effect of honesty on effective advertising in Homa Hotel in Tehran
- 8- Investigating the effect of honesty on encouraging the use of Homa Hotel in Tehran
- 9- Investigating the effect of effective advertising on persuading customers to use Homa Hotel in Tehran
- 10- Examining the effect of encouraging on persuading customers to use Homa Hotel in Tehran
- 11- Investigating the effect of effective advertising on verbal advertising in the use of Homa Hotel in Tehran
- 12- Investigating the effect of encouragement on verbal advertising in the use of Homa Hotel in Tehran

Research Conceptual Model

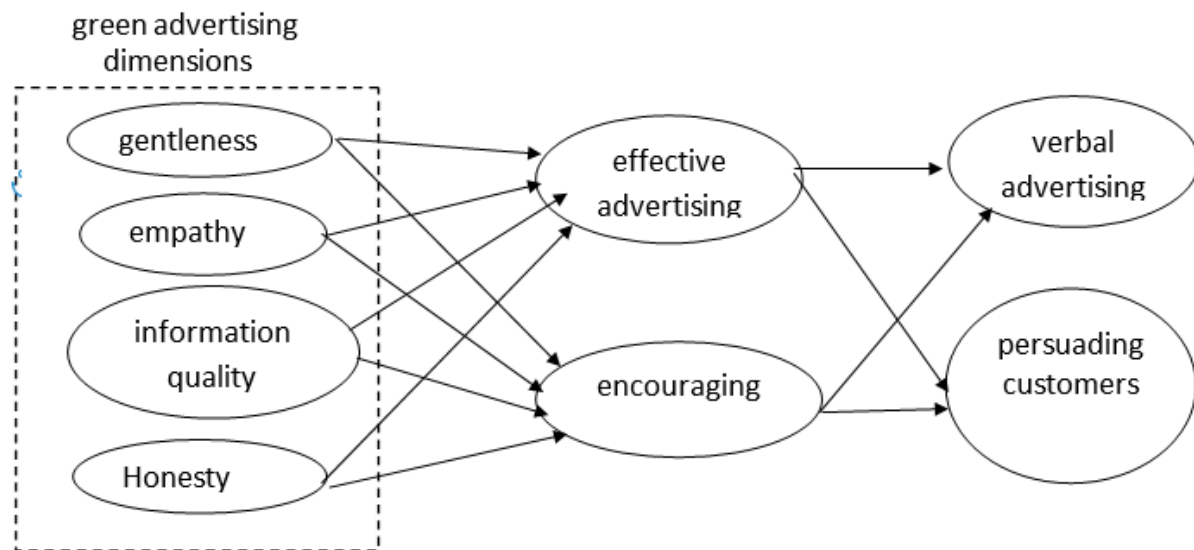


Figure 1: DonghWan et al., 2020

Research Hypotheses

Main Hypothesis

Green advertising dimensions have significant effect on verbal advertising and persuading customers with the mediating role of encouraging and effective advertising in Homa Hotel in Tehran.

Minor- Research Hypotheses

- 1- Gentleness has significant effect on effective advertising in Homa Hotel in Tehran
- 2- Gentleness has significant effect on encouraging the use of Homa Hotel in Tehran
- 3- Empathy has significant effect on effective advertising in Homa Hotel in Tehran
- 4- Empathy has significant effect on encouraging the use of Homa Hotel in Tehran
- 5- Information quality has significant effect on effective advertising in Homa Hotel in Tehran
- 6- Information quality has significant effect on encouraging the use of Homa Hotel in Tehran
- 7- Honesty has significant effect on effective advertising in Homa Hotel in Tehran
- 8- Honesty has significant effect on encouraging the use of Homa Hotel in Tehran
- 9- Effective advertising has significant effect on persuading customers to use Homa Hotel in Tehran

- 10- Encouraging has significant effect on persuading customers to use Homa Hotel in Tehran
- 11- Effective advertising has significant effect on verbal advertising in the use of Homa Hotel in Tehran
- 12- Encouragement has significant effect on verbal advertising in the use of Homa Hotel in Tehran

Research Background

Torabi et al. (2023) in research titled explaining the design of the conceptual model of the dimensions of green advertising and word of mouth advertising with the mediating role of consumer buying behavior in choosing enjoyable products with a mixed qualitative and quantitative approach (study case: chain stores always discount) was conducted. About the consumer behavior, especially the consumer choice behavior towards buying and consuming enjoyable products from chain stores, there is always a discount in developing countries. The aim of this research is to design a conceptual model of green advertising dimensions of hotels on verbal advertisements with the mediating role of consumer buying behavior in product selection. Pleasure is based on the factors affecting the purchase. The research approach is a mixture of qualitative and quantitative methods and is practical in terms of the purpose. Thus, in the qualitative part, the data is collected through semi-structured interviews and includes the strategy of data theory. Open, axial and selective coding as well as the basic model of this theory were used in order to reach the model derived from the research. For sample selection, the snowball sampling method, which is one of the targeted sampling methods, was used to achieve the principle of theoretical saturation. Also, in the quantitative part, the data has been collected through a questionnaire and a descriptive survey method using structural equation modeling to analyze and explain the proposed model. The results in the quantitative part showed that pleasurable purchase motivations, store characteristics, and personal characteristics have a positive and significant effect on strategies and communication. Also, strategies and communication have a positive effect on customer loyalty in choosing enjoyable products.

Soleimani and Talebi (2022) in research entitled "Assessing the effectiveness of green advertising and price promotion on verbal advertising and convincing customers with the mediating role of brand equity (case study: Ekhtesad Novin Bank)". This research investigated the effect of green advertising and price promotion on verbal advertising and convincing customers of Aqsad Navin Bank with the mediating role of brand equity dimensions such as perceived quality, brand association, brand loyalty and finally brand awareness. The results of this study have shown that the advertising and promotional activities related to the price have positive effects on word of mouth advertising and persuading customers with the mediating role of brand equity in banks. Therefore, in order to strengthen the value of brand name and brand in banks, it is necessary for bank managers to apply the necessary care on the mentioned factors.

Taghdemi et al.,(2021) conducted a research titled Designing the marketing model of export of cultural products with regard to green advertising and advertising effective in consumer behavior (case of study: panel painting). A competitive advantage has been proposed for developing and developed countries. On the other hand, the export of cultural products, as products that can represent the real and cultural image of our country and be a great help in the direction of non-oil exports, has been considered in recent years from various aspects. attention has been paid. Undoubtedly, in this field, identifying the factors and designing an effective model for the export of cultural products in the scientific community is significant. The research method used in this research is of a mixed qualitative-quantitative type, as described first, the factors influencing the marketing of mature exports 120 factors were identified from the research literature, and then 33 important factors were identified and subjected to exploratory factor analysis using the six-step Clarified method. In the quantitative analysis, 29 factors were confirmed in terms of factor loading using the analysis of the main components has been classified into 6 concepts and identified and introduced as a model for success in the export marketing of cultural products.

Atigan (2023) in a research titled "Brand equity model based on persuasion of customers for global brands (a multinational approach)" investigated the effect of culture, trust and honesty on the brand equity of Coca-Cola and McDonald's in three American countries. , Turkey and Russia studied. In this regard, 1542 people were selected as a sample and by introducing the variables of trust and honesty to Aker's model, they presented a model and tested the model in their review. The findings indicated the confirmation of all the relationships in the model and the assumptions in the research that culture, trust and honesty have a significant effect on convincing customers.

In a research, Hanisha (2022) examined the effect of customer experience, sales promotions, and green advertising on persuading customers, emphasizing the mediating role of perceived value. The method of conducting descriptive research was survey. Structural equation model was used to analyze the data. The results showed that perceived value, customer experience, corporate social responsibility and green advertising have a positive and significant effect on persuading customers. Customer experience, sales promotions and green advertising have a positive and significant effect on perceived value, but the effect of social media marketing on perceived value was not significant.

In a research, Ramanathan et al. (2022) investigated the effect of social media, service operations, green advertising and brand satisfaction on effective advertising and customer satisfaction, emphasizing the moderating role of customer persuasion. The method of conducting descriptive research was survey. They used the structural equation model to analyze the data. The results showed that the effect of social media, green advertising and service operations on customer satisfaction and effective advertising is positive and significant.

Molaysa and Wang (2021) conducted a research titled the effect of corporate social responsibility activities and effective advertising on persuading customers in China, emphasizing the mediating role of consumer support for responsible business. The statistical population of the research was the customers of Chinese companies, 200 of whom participated in the research using the available sampling method. The data of this research was collected through a questionnaire. The method of carrying out the descriptive survey research and the correlational research design was structural equations type. The results showed that there is a relationship between corporate social responsibility and persuading customers.

Christopher Zhan, Han Yinwei, Lucy Ouzan (2021) "Investigation on the topic of 'Encouraging consumers to buy global green goods in New Zealand'" by Christopher Zhan, Han Yenwei, Lucy Ouzan (New Zealand) Tzuyi Kao (Taiwan) And the following information and results were obtained. As a result of their desire to solve environmental problems, and also as a result of the belief that they can preserve the environment, people become involved in environmental activities to become role models. However, signs of a positive attitude towards environmental issues and encouraging customers to buy do not necessarily lead to the behavior of buying green products. Most of the customers don't buy products based on environmental concerns, and naturally they won't lose other features of the product for a better environment. New Zealand is known as a clean and green country that has multiple cultures with different ethnicities. It is assumed that environmental awareness among New Zealanders is high. However, there is little evidence to confirm the alignment of environmental trends and values with green purchasing behavior. In addition, most studies have focused on environmental behaviors rather than focusing exclusively on green purchasing behavior. Therefore, there is a gap in the literature related to the understanding of green consumer behavior.

Shaliana Junidi (2019) in "research entitled "investigating the role of income level in the relationship between green advertising and encouraging customers to buy green behavior" was conducted in Indonesia and the results showed that income has a direct effect on encouraging customers to buy behavior. Green has a significant effect. Also, income has a significant effect as a mediating role in the relationship between green advertising and encouraging customers for green purchase behavior.

Methodology

The current research in terms of purpose is applied research and in terms of the nature and method of data collection is descriptive-survey. This research is cross-sectional in terms of time.

Statistical Population and Statistical Sample

The statistical population of this research is all the customers of Homa hotels in Tehran, and due to the fact that it is not possible to obtain an accurate estimate of the number of customers, the size of the population was considered unlimited, and since the population is unlimited, Cochran's formula was used to determine the statistical sample. And the sample size was determined to be 384 people. The sampling method in this research is a simple random sampling method

Results

Test of Research Hypothesis

To check the research hypotheses, the results are presented in the standard and significance mode of t-value, p-value, and the output of the software is displayed in two figures (2) and (3).

At first, it is mentioned the standard mode in which the paths are specified by regression coefficients or path coefficients. The significance or non-significance of the index is determined based on t-value and p-value.

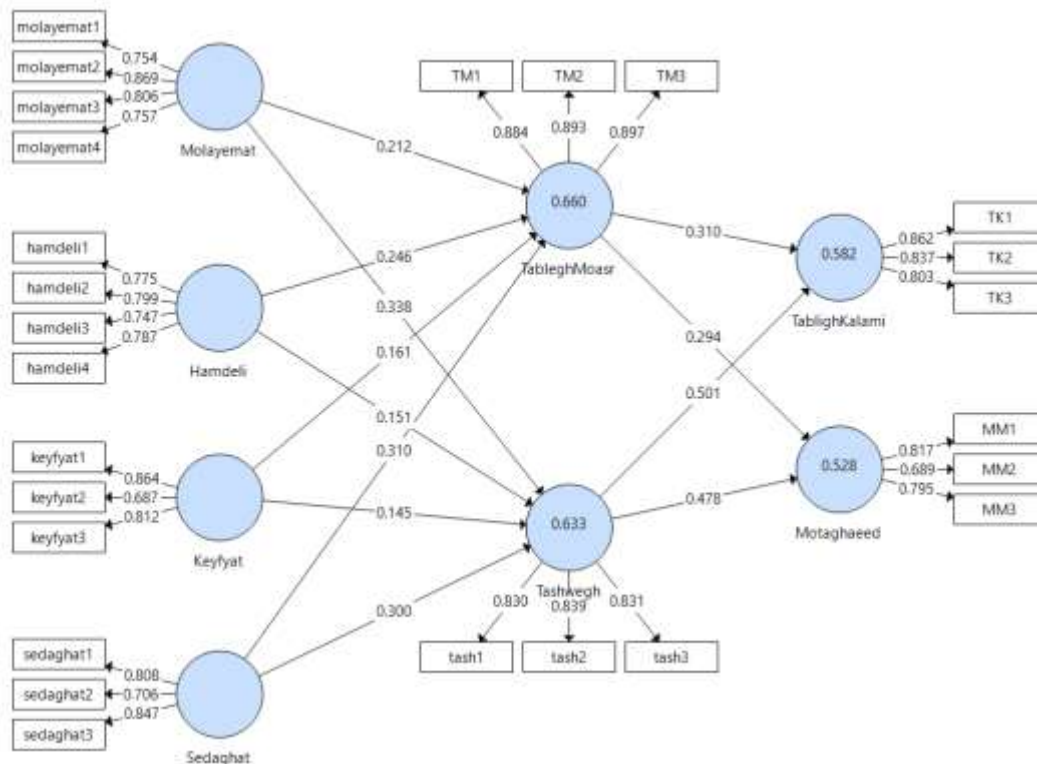


Figure 2: The results of research hypotheses in the case of standard coefficients

In the second case, the value of t-value or z-values is presented. Considering that the current research was carried out at the level of 0.05, if it is greater than 1.96 or less than -1.96, it shows significance. Index is determined based on t-value and p-value.

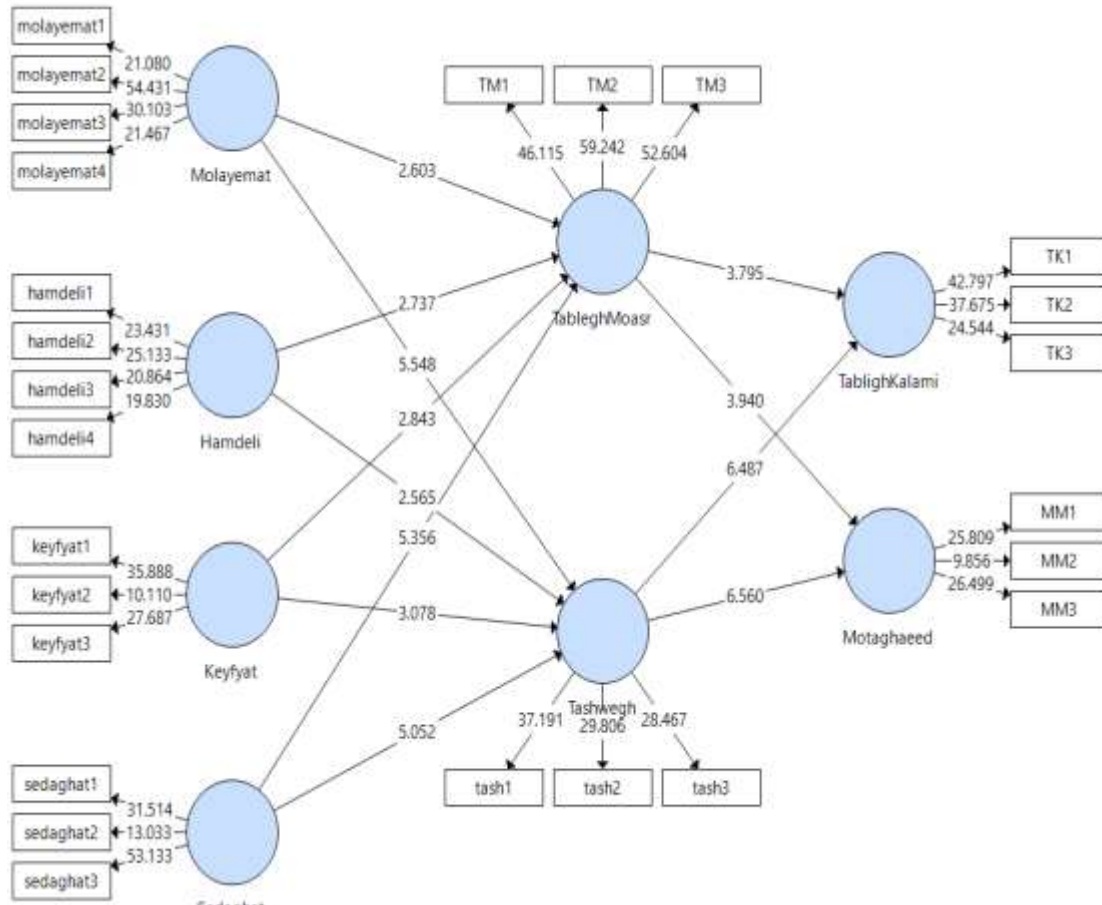


Figure 3: The results of the research hypotheses in the t-value significance mode

Analysis of the First Hypothesis

Gentleness has significant effect on effective advertising in Homa hotel in Tehran.

The results of the research findings in the standard mode for the first hypothesis regarding the effect of gentleness on effective advertising in Homa hotel in Tehran indicate that the path coefficient between gentleness and effective advertising in Homa hotel in Tehran is 0.21, which according to the t value which is equal to 2.60 and the significance level is 0.011. As a result, the hypothesis that states that gentleness has an effect on effective advertisements in Homa Hotel in Tehran is confirmed.

Table 1: The results of the analysis of the first hypothesis

First Hypothesis	p-value	t-value	Path coefficient	Results of research
Gentleness has significant effect on effective advertising	0.011	2.603	0.212	confirmation

Analysis of the Second Hypothesis

Gentleness has significant effect on encouraging the use of Homa Hotel in Tehran.

The results of the research findings in the standard mode for the second hypothesis regarding the effect of gentleness on encouraging in Homa hotel in Tehran indicate that the path coefficient between gentleness and encouraging in Homa hotel in Tehran is 0.33, which according to the t value which is equal to 5.54 and the significance level is 0.000. As a result, the hypothesis that states that gentleness has an effect on encouraging in Homa Hotel in Tehran is confirmed.

Table 2: The results of the analysis of the second hypothesis

Second Hypothesis	p-value	t-value	Path coefficient	Results of research
Gentleness has significant effect on encouraging	0.000	5.54	0.335	confirmation

Analysis of the Third Hypothesis

Empathy has significant effect on effective advertising in Homa Hotel in Tehran.

The results of the research findings in the standard mode for the third hypothesis regarding the effect of Empathy on effective advertising in Homa hotel in Tehran indicate that the path coefficient between Empathy and effective advertising in Homa hotel in Tehran is 0.24, which according to the t value which is equal to 2.73 and the significance level is 0.001. As a result, the hypothesis that states that Empathy has significant effect on effective advertising in Homa Hotel in Tehran is confirmed.

Table 3: The results of the analysis of the third hypothesis

third Hypothesis	p-value	t-value	Path coefficient	Results of research
Empathy has significant effect on effective advertising	0.001	2.73	0.24	confirmation

Analysis of the Fourth Hypothesis

Empathy has significant effect on encouraging in Homa Hotel in Tehran.

The results of the research findings in the standard mode for the fourth hypothesis regarding the effect of Empathy on encouraging in Homa hotel in Tehran indicate that the path coefficient between Empathy and encouraging in Homa hotel in Tehran is 0.15, which according to the t value which is equal to 2.56 and the significance level is 0.014. As a result, the hypothesis that states that Empathy has significant effect on encouraging in Homa Hotel in Tehran is confirmed.

Table 4: The results of the analysis of the fourth hypothesis

Fourth Hypothesis	p-value	t-value	Path coefficient	Results of research
- empathy has significant effect on encouraging	0.001	2.73	0.24	Confirmation

Analysis of the Fifth Hypothesis

Information quality has significant effect on effective advertising in Homa Hotel in Tehran.

The results of the research findings in the standard mode for the fifth hypothesis regarding the effect of Empathy on encouraging in Homa hotel in Tehran indicate that the path coefficient between information quality and effective advertising in Homa hotel in Tehran is 0.16, which according to the t value which is equal to 2.84 and the significance level is 0.000. As a result, the hypothesis that states that information quality has significant effect on effective advertising in Homa Hotel in Tehran is confirmed.

Table 5: The results of the analysis of the fifth hypothesis

Fifth Hypothesis	p-value	t-value	Path coefficient	Results of research
information quality has significant effect on effective advertising	0.001	2.843	0.161	Confirmation

Analysis of the Sixth Hypothesis

Information quality has significant effect on encouraging the use of Homa Hotel in Tehran

The results of the research findings in the standard mode for the sixth hypothesis regarding the effect of information quality on encouraging in Homa hotel in Tehran indicate that the path coefficient between information quality and encouraging in Homa hotel in Tehran is 0.145, which according to the t value which is equal to 3.078 and the significance level is 0.002. As a result, the hypothesis that states that information quality has significant effect on encouraging the use of Homa Hotel in Tehran is confirmed.

Table 6: The results of the analysis of the sixth hypothesis

Sixth Hypothesis	p-value	t-value	Path coefficient	Results of research
information quality has significant effect on encouraging	0.002	3.078	0.145	Confirmation

Analysis of the Seventh Hypothesis

Honesty has significant effect on effective advertising in Homa Hotel in Tehran. The results of the research findings in the standard mode for the Seventh hypothesis regarding the effect of Honesty on effective advertising in Homa hotel in Tehran indicate that the path coefficient between Honesty and effective advertising in Homa hotel in Tehran is 0.31, which according to the t value which is equal to 5.35 and the significance level is 0.000. As a result, the hypothesis that states that Honesty has significant effect on effective advertising the use of Homa Hotel in Tehran is confirmed.

Table 7: The results of the analysis of the Seventh hypothesis

Seventh Hypothesis	p-value	t-value	Path coefficient	Results of research
Honesty has significant effect on effective advertising	0/000	5.356	0.310	Confirmation

Analysis of the Eighth Hypothesis

Honesty has significant effect on encouraging in Homa Hotel in Tehran. The results of the research findings in the standard mode for the Eighth hypothesis regarding the effect of Honesty on

encouraging in Homa hotel in Tehran indicate that the path coefficient between Honesty and encouraging in Homa hotel in Tehran is 0.300, which according to the t value which is equal to 5.025 and the significance level is 0.000. As a result, the hypothesis that states that honesty has significant effect on encouraging the use of Homa Hotel in Tehran is confirmed.

Table 8: The results of the analysis of the Eighth hypothesis

Eighth Hypothesis	p-value	t-value	Path coefficient	Results of research
honesty has significant effect on encouraging	0/000	5.025	0.300	Confirmation

Analysis of the Ninth Hypothesis

effective advertising has significant effect on persuading customers to use Homa Hotel in Tehran. The results of the research findings in the standard mode for the Ninth hypothesis regarding the effect of effective advertising on persuading customers in Homa hotel in Tehran indicate that the path coefficient between effective advertising and persuading customers in Homa hotel in Tehran is 0.29, which according to the t value which is equal to 3.94 and the significance level is 0.000. As a result, the hypothesis that states that effective advertising has significant effect on persuading customers to use Homa Hotel in Tehran is confirmed.

Table 9: The results of the analysis of the Ninth hypothesis

Ninth Hypothesis	p-value	t-value	Path coefficient	Results of research
effective advertising has significant effect on persuading customers	0/000	3.940	0.294	Confirmation

Analysis of the Tenth Hypothesis

encouraging has significant effect on persuading customers to use Homa Hotel in Tehran. The results of the research findings in the standard mode for the Tenth hypothesis regarding the effect of encouraging on persuading customers in Homa hotel in Tehran indicate that the path coefficient between encouraging and persuading customers in Homa hotel in Tehran is 0.48, which according to the t value which is equal to 6.56 and the significance level is 0.000. As a result, the hypothesis that states that encouraging has significant effect on persuading customers to use Homa Hotel in Tehran is confirmed.

Table 10: The results of the analysis of the Tenth hypothesis

Tenth Hypothesis	p-value	t-value	Path coefficient	Results of research
encouraging has significant effect on persuading customers	0/000	6.560	0.487	Confirmation

Analysis of the Eleventh Hypothesis

Effective advertising has significant effect on verbal advertising in the use of Homa Hotel in Tehran. The results of the research findings in the standard mode for the Eleventh hypothesis regarding the effect of effective advertising on verbal advertising in Homa hotel in Tehran indicate that the path

coefficient between effective advertising and verbal advertising in Homa hotel in Tehran is 0.31, which according to the t value which is equal to 3.79 and the significance level is 0.000. As a result, the hypothesis that states that effective advertising has significant effect on verbal advertising in the use of Homa Hotel in Tehran is confirmed.

Table 11: The results of the analysis of the Eleventh hypothesis

Eleventh Hypothesis	p-value	t-value	Path coefficient	Results of research
effective advertising has significant effect on verbal advertising	0/000	3.795	0.310	Confirmation

Analysis of the Twelfth Hypothesis

encouragement has significant effect on verbal advertising in the use Homa Hotel in Tehran. The results of the research findings in the standard mode for the twelfth hypothesis regarding the effect of encouragement on verbal advertising in Homa hotel in Tehran indicate that the path coefficient between encouragement on verbal advertising in Homa hotel in Tehran is 0.50, which according to the t value which is equal to 6.48 and the significance level is 0.000. As a result, the hypothesis that states that encouragement has significant effect on verbal advertising in the use Homa Hotel in Tehran is confirmed.

Table 1²: The results of the analysis of the twelfth hypothesis

twelfth Hypothesis	p-value	t-value	Path coefficient	Results of research
encouragement has significant effect on verbal advertising	0/000	6.487	0.501	Confirmation

Analysis of the Main Hypothesis

Green advertising dimensions have significant effect on verbal advertising and persuading customers with the mediating role of encouraging and effective advertising in Homa Hotel in Tehran.

In order to determine whether a variable has a mediating role among the other variables, three conditions must be met. These three conditions are:

- The direct effect of the independent variable on the dependent variable
- Indirect effect of the independent variable on the dependent variable
- The total effect of the independent variable on the dependent variable

It should be noted that the total effect is the sum of the direct effect and the indirect effect .The first part: green advertising of hotels has an effect on verbal advertising with the mediating role of encouraging the use of Homa Hotel.

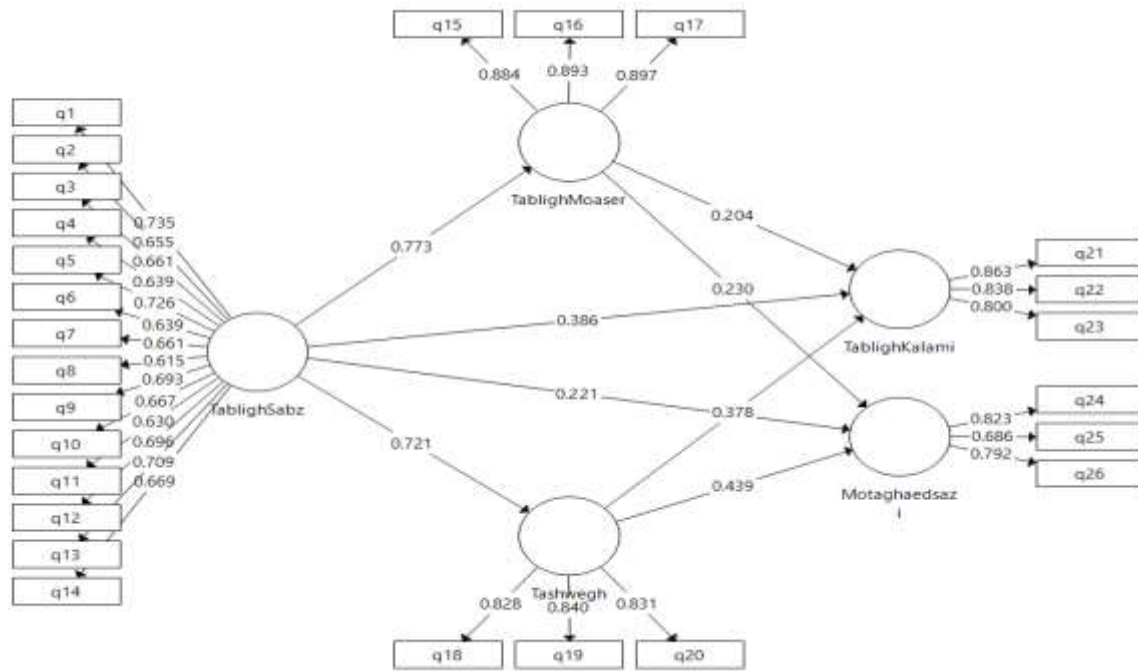


Figure 4: Results of the main hypothesis of the research in standard coefficients mode

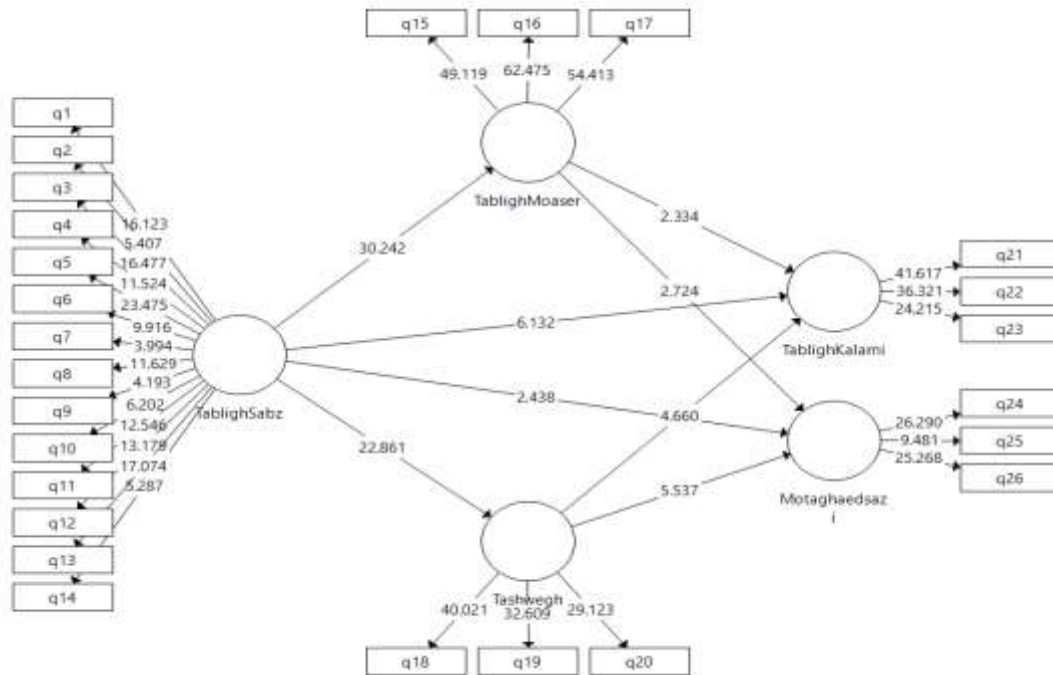


Figure 5: Results of the main hypothesis of the research in significance mode

First Part: To investigate the main hypothesis, first, two direct and indirect effects of green hotel advertisements on verbal advertisements should be investigated. According to the obtained results, the indirect effect (path coefficient 0.21 and t value equal to 4.16) and the total effect (path coefficient 0.59 and t value equal to 11.69) as well as the path coefficient between green advertisements of hotels on verbal advertising is 0.38 and the value of t is equal to 6.13, which is significant at the 5 percent level.

Based on this, it can be claimed that the green advertising of hotels has an effect on verbal advertising with a mediating role of encouraging the use of Homa Hotel in Tehran.

Table 13: The results of the analysis of the Main hypothesis (first part)

	Type of effect	t-value	Path coefficient	p-value	The result of the condition
Green advertising-verbal -encouraging advertising	Direct	6.13	0.38	0.000	Condition confirmation
Green advertising-verbal -encouraging advertising	Indirect	4.16	0.21	0.000	Condition confirmation
Green advertising-verbal -encouraging advertising	Total	11.63	0.59	0.000	Condition confirmation

Second Part: Green advertising of hotels has an effect on effective advertising with the mediating role of effective advertising in the use of Homa Hotel in Tehran.

To investigate the main hypothesis in Second part, first, two direct and indirect effects of green hotel advertisements on effective advertisements should be investigated. According to the obtained results, the indirect effect (path coefficient 0.17 and t value equal to 3.04) and the total effect (path coefficient 0.55 and t value equal to 10.03) as well as the path coefficient between green advertisements of hotels on effective advertising is 0.38 and the value of t is equal to 6.13, which is significant at the 5 percent level. Based on this, it can be claimed that the green advertising of hotels has an effect on effective advertising with a mediating role of encouraging the use of Homa Hotel in Tehran.

Table 14: The results of the analysis of the Main hypothesis (Second part)

	Type of effect	t-value	Path coefficient	p-value	The result of the condition
Green advertising- effective advertising- encouraging	Direct	6.13	0.38	0.000	Condition confirmation
Green advertising- effective advertising- encouraging	Indirect	3.04	0.17	0.022	Condition confirmation
Green advertising- effective advertising- encouraging	Total	10.03	0.55	0.000	Condition confirmation

Third Part: Green advertising of hotels has an effect on persuading customers with the mediating role of encouraging in the use of Homa Hotel in Tehran.

To investigate the main hypothesis in Third part, first, two direct and indirect effects of green hotel advertisements on persuading customers should be investigated. According to the obtained results, the indirect effect (path coefficient 0.11 and t value equal to 1.87) is not significant and the total effect (path coefficient 0.33 and t value equal to 5.14) as well as the path coefficient between green advertisements of hotels on persuading customers is 0.22 and the value of t is equal to 2.43, which is significant at the 5 percent level. Based on this, it can be claimed that the second condition is not

confirmed and encouraging does not have a mediating role in the relationship between hotel green advertising and customer persuasion.

Table 1⁵: The results of the analysis of the Main hypothesis (Third part)

	Type of effect	t-value	Path coefficient	p-value	The result of the condition
Green advertising-encouraging-persuading customer	Direct	2.43	0.22	0.000	Condition confirmation
Green advertising-encouraging-persuading customer	Indirect	1.87	0.11	0.067	Condition Rejection
Green advertising-encouraging-persuading customer	Total	5.14	0.33	0.000	Condition confirmation

Fourth Part: Green advertising of hotels has an effect on persuading customer

With the mediating role of effective advertising in the use of Homa Hotel in Tehran.

To investigate the main hypothesis in fourth part, first, two direct and indirect effects of green hotel advertisements on persuading customers should be investigated. According to the obtained results, the indirect effect (path coefficient 0.13 and t value equal to 1.94) is not significant and the total effect (path coefficient 0.35 and t value equal to 5.83) as well as the path coefficient between green advertisements of hotels on persuading customers is 0.22 and the value of t is equal to 2.43, which is significant at the 5 percent level. Based on this, it can be claimed that the second condition is not confirmed and effective advertising also does not play a mediating role in the relationship between hotel green advertising and customer persuasion.

Table 1⁵: The results of the analysis of the Main hypothesis (fourth part)

	Type of effect	t-value	Path coefficient	p-value	The result of the condition
Green advertising-persuading customer-effective advertising	Direct	2.43	0.22	0.000	Condition confirmation
Green advertising-persuading customer-effective advertising	Indirect	1.94	0.13	0.058	Condition Rejection
Green advertising-persuading customer-effective advertising	Total	5.83	0.35	0.000	Condition confirmation

Discussion and Conclusion

Green advertising has been used in the hotel industry as a primary CSR marketing method. Despite the well-documented theoretical work in consumer psychology, there is a significant gap in incorporating the simultaneous influence of affective and cognitive-based information processing on responses to hotel advertisements. Based on the document theory and information processing model, this study examined how consumers process advertisement information according to different reasons and appeals.

The results of the data have a significant contribution to hotel marketing research. First, although several researchers have claimed that advertising claims for public services reduce negative perceptions (such as pessimism and cynicism) and evoke positive perceptions regardless of affective and cognitive domains. The result showed that public service claim significantly affects only warmth as one of emotional perceptions, while it has no effect on cognitive perceptions. This result supports many previous studies that have highlighted the significant relationship of public service cause and perceived warmth.

Second, the type of attractiveness produced significant effects on all four perceptions. Specifically, the soft sell appeal was effective in eliciting affective perceptions (warmth and empathy), while the hard sell appeal elicited positive cognitive-based perceptions (informational usefulness and sincerity). Although marketing researchers have shown that soft sell (hard sell) advertising appeals evoke affective (cognitive) perceptions, we have seen a limited number of empirical studies of these relationships in the hospitality field.

Third, not only determining the impact of different types of advertisements on perceptions, but also investigating the impactful consequences of perceptions on attitudes and behaviors is crucial for a complete understanding of information processing in green hotel advertisements. Affective (cognitive) perception of the ad was identified as a significant determinant of affective (cognitive). Specifically, perceived warmth and empathy as affective perceptions had a positive effect on affective habituation, while information usefulness and truth as cognitive perceptions had positive effects on cognitive habituation. In addition, our results showed that emotional and cognitive factors significantly increased positive behavioral tendencies and intentions (purchase intention and word of mouth). This supports the previous finding that consumers' affective and cognitive perceptions are critical antecedents of habit and behavioral intentions.

Fourth, further study showed that both affective and cognitive attitudes of advertisements positively lead to persuasion. In other words, affective and cognitive attitudes independently, but jointly, increased persuasion. Interestingly, we found a stronger effect of cognitive habituation on persuasion than emotional habituation. This is in line with previous research that showed the relative importance of the cognitive dimension compared to the emotional dimension. For example, McAllister's (2015) study in the field of organizational behavior found that cognition-based trust (e.g., performance reviews) more strongly influenced interpersonal trust than affect-based trust.

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