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## **THE ROLE OF GREEN MARKETING MIX IN ENHANCING CUSTOMER ENGAGEMENT**

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### **ABSTRACT**

*In response to growing environmental concerns and changing consumer tastes, the hospitality sector is progressively implementing sustainable practices. In the hospitality sector, the green marketing mix is essential in determining how customers interact with businesses. Hotels may impact consumer attitudes and behaviour by incorporating sustainability into the four main marketing pillars of product, pricing, place, and promotion. Consumers that care about the environment are drawn to green products that emphasize eco-friendly materials and procedures, while green pricing schemes highlight the importance of sustainable business practices. This study investigates how Egypt's four- and five-star hotels in Luxor and Aswan may improve consumer engagement through the use of the green marketing mix (product, pricing, place, and promotion). 397 valid questionnaires were given to hotel guests in order to gather data using a descriptive analysis method. The results show different levels of dependence on elements of the green marketing mix. Green goods and green pricing were used sparingly, but green promotion was found to be the most effective factor in creating positive consumer value. Green place, which includes sustainable designs and environmentally friendly areas, was implemented moderately. The study comes to the conclusion that implementing the green marketing mix helps hotels achieve their sustainability goals by increasing customer involvement, satisfaction, and loyalty. Increasing eco-friendly products, bolstering marketing campaigns, and refining green pricing techniques are among the suggestions. Future studies could examine the long-term effects of these tactics in various regional and cultural contexts as well as the contribution of digital tools to sustainability.*

**KEYWORDS:** Green Marketing Mix, Customer Engagement, Sustainability, Hospitality Industry, Egypt.

## **INTRODUCTION**

In recent years, there has been a paradigm shift in the hospitality industry toward sustainability and environmental responsibility. As travellers become more conscious of their impact on the environment, hotels worldwide are adopting eco-friendly practices in response to shifting customer expectations (El-tahhan, 2024). The green marketing mix, which encompasses eco-friendly product offers, pricing, promotion, and distribution tactics, is being more recognized as a critical component of sustainable tourism and improved organizational performance. This strategy not only supports the general sustainability of the hotel industry but also aligns with the eco-conscious tastes of travellers (Abdou et al., 2022). According to Tuan (2021), hotels that employ green marketing strategies stand to benefit from more environmentally friendly practices and happier visitors. Furthermore, it has been found that consumer green involvement encourages creative green service methods from employees, indicating a cyclical relationship between customer engagement and hotel sustainability activities. The green marketing mix is crucial for boosting customer engagement in the hospitality industry, particularly in high-end hotels. Research indicates that implementing environmentally friendly practices and green marketing strategies can significantly impact customer satisfaction, loyalty, and involvement (Yan et al., 2024). According to Rainanto, et al., (2023) In order to meet customer expectations for quality and value while addressing environmental, social, and economic sustainability, hotels should concentrate on creating a comprehensive green marketing plan.

## **LITERATURE REVIEW**

### **GREEN MARKETING MIX IN HOTELS (GMM)**

According to Sultan, et al., (2023) Hotels should use the green marketing mix in order to perform sustainably in the market. Empirical evidence indicates that the adoption of a comprehensive green marketing mix can yield favourable outcomes for economic, environmental, and social sustainability. According to Agrawal et al. (2022), a company's usage of the green marketing mix can either make a lasting impression or cause it to fade into obscurity in the highly competitive market. A green marketing mix can help marketers improve the perception of their business. The phrase "green marketing mix" describes an altered form of the conventional marketing mix that incorporates environmental responsibility and sustainability. According to Solton et al. (2020), the "green marketing mix" refers to eco-friendly product marketing

that considers environmental preservation at every stage, from product development and promotion to distribution (location). Marketing experts follow eco-friendly procedures and put operational plans into action to improve product quality and encourage eco-friendly packaging. Green product, green price, green venue, and green promotion are the four fundamental components of the green marketing mix, and they are modified to represent a business's dedication to environmental sustainability. The increased demand and awareness for environmentally conscious and sustainable activities makes the implementation of a green marketing mix in hotels crucial for a number of reasons (Naz, et al., 2023). In order to satisfy environmentally sensitive customers, maintain their competitive edge, and support environmental sustainability, hotels must implement a green marketing mix. Along with being better for the environment, it also improves the hotel's reputation, clientele, and operational effectiveness (Soni, et al., 2022). The components of hotels' green marketing mix are as follows:

#### **GREEN PRODUCT (PRODUCT)**

According to Wang, (2023) anything that can be made available to the public for purchase, usage, attention, or consumption is considered a product. The consumer's intention to buy is stronger when the product is of higher quality. The product is a collection of useful features designed to meet consumer demands and preferences while also being ecologically friendly (Manjare, et al., 2023). Green Product" describes how the hotel incorporates sustainable and eco-friendly techniques into many elements of its products. By implementing these green product tactics, hotels can both attract eco-aware tourists that give priority to eco-friendly lodging options while also promoting environmental sustainability (Tekeli, et al., 2023).

#### **GREEN PRICING (PRICE)**

In hotels, "green pricing" usually refers to eco-friendly policies and programs. To lessen their influence on the environment, many hotels now days implement eco-friendly practices (Raja, P.2020). This is due to the fact that green prices include expenses for enhancing the environment. A company's pricing strategy is a crucial component of its marketing mix since it has a direct impact on both its profitability and capacity to compete in the market (Kotler et al., 2022). A business must take into account a number of elements, including client demand, production costs, and competition, before determining on an effective pricing strategy for its good or service. Green pricing represents a value proposition for customers that care about the

environment in addition to the upfront costs of implementing eco-friendly activities (Mahmoud, et al., 2024).

### **GREEN PLACE (DISTRIBUTION)**

Green Place refers to a set of product distribution channel activity networks that limit environmental damage around the manufacturing site by applying ecologically friendly concepts (Raja, 2020). These networks include supply chain management, material procurement, and consumption places. The dispersion of goods and services is called place. In the hotel business, "place" refers to the hotel's actual site where guests stay. In order to draw in guests, hotel managers must take into account a few factors (Nasir, et al., 2020). The term "green place" refers to the product's delivery route or accessible location (Pitaloka, et al., 2023).

### **GREEN PROMOTION**

Communications that can educate stakeholders about the company's efforts, dedication, and accomplishments in environmental conservation should be reflected in green promotion campaigns (Lapian, et al., 2019). For instance, publishing environmental effect reduction initiatives, adding environmental features, and advertising environmental attractiveness and environmental claims. Promoting environmentally friendly products and services entails designing marketing, advertising, signage, white papers, websites, films, and presentations with the needs of people, the environment, and business in mind (Kumar, 2023). According to Bordiny, (2024) through sales promotions, direct marketing, public relations, and advertising, green promotion is required to convey the advantages of green products.

### **CUSTOMER ENGAGEMENT (CE)**

In the hospitality sector, "customer engagement" refers to the exchanges and bonds that occur between a hotel and its visitors (Ghonim, et al., 2024). It includes all of the interactions and touchpoints a customer has with the establishment, from the first booking and communication to the real visit or stay and even the interactions that take place after the customer leaves. In the hospitality sector, customer engagement is a complex concept that encompasses a consumer's emotional bond and active involvement with a brand, resulting in favourable consequences like word-of-mouth advertising and loyalty (Khan, et al., 2024). It is affected by satisfaction, which is a result of the intricate interaction between a number of different service characteristics, and is regulated by customer relationship management. For

hospitality organizations to succeed in a cutthroat market, it is imperative to comprehend and improve client engagement.

## **THE ROLE OF GREEN MARKETING MIX IN ENHANCING CUSTOMER ENGAGEMENT**

The green marketing mix has a big and varied impact on how customers interact with hotels. The product, pricing, site, promotion, people, process, and tangible proof that make up the green marketing mix are all important in influencing how consumers view and behave toward eco-friendly hotels. Research has indicated that including environmentally friendly activities into the marketing mix can have a favourable impact on consumer happiness and loyalty, two important aspects of customer engagement (Soni, et al., 2022).

Although there are signs that the influence of the green marketing mix on customer engagement may differ based on other variables like customer awareness and the existence of environmental management systems, it is successful in fostering customer involvement (Rainanto, et al., 2022). Customers, for example, might not know at first that a hotel is green, but once they see the quality of the green products and feel satisfied, they will probably become more loyal. Furthermore, the impact of the green marketing mix on environmental and economic sustainability underscores its wider consequences than just engaging customers. Through the promotion of contentment and loyalty, two factors that are necessary for long-lasting customer relationships, the green marketing mix significantly contributes to the improvement of customer engagement in hotels (Çalık, 2022).

## **METHODOLOGY**

The researcher conducted a pilot study by distributing the questionnaire to a number of 30 experts in the hotel field to ensure the accuracy and validity of the statements. Then, inappropriate statements were deleted, and some other statements were modified, and finally, the questionnaire was put in its final form. The descriptive analytical method, type of sample... Stratified sample drawn through distributing the questionnaire to tourists... The reason for choosing the sample is that it is the group affected by the study topic and through which the study's objective can be achieved. The method employed was descriptive. There were 410 questionnaires given out to the participants. 13 of the surveys were deemed inappropriate for analysis upon closer inspection. There were therefore 397 valid answers, yielding a 96.8% response

rate. The data that was gathered was examined using the statistical package for the social sciences (SPSS v.25).

## QUESTIONNAIRE DESIGN

The hotels customers questionnaire includes a number of topics, which are as follows:

**Section (1):** The extent of relying on green product in Egyptian hotels, it was adapted and revised from previous researches (Wang 2023; Manjare et al., 2023;). **Section (2):** The extent of relying on green price in Egyptian hotels, it was adapted and revised from previous researches (Kotler et al., 2022; Mahmoud et al., 2024). **Section (3):** The extent of relying on green place in Egyptian hotels, it was adapted and revised from previous researches (Nasir et al., 2020; Pitaloka et al., 2023). **Section (4):** The extent of relying on green promotion in Egyptian hotels, it was adapted and revised from previous researches (Kumar 2023; Bordiny 2024). **Section (5):** The role of green marketing mix in enhancing customer engagement, it was adapted and revised from previous researches ((Soni et al., 2022; Rainanto et al., 2022 and Çalık 2022).

## RELIABILITY

**Table (1): Reliability Analysis of the Study Variables.**

The Axes	No. of statements	Alpha Coefficient
The Extent of Relying on Green Product in Egyptian Hotels	6	0.697
The Extent of Relying on Green price in Egyptian Hotels	6	0.683
The Extent of Relying on Green place in Egyptian Hotels	6	0.672
The Extent of Relying on Green promotion in Egyptian Hotels	7	0.681
The Role of Green Marketing Mix in Enhancing Customer Engagement	7	0.757
<b>The Overall Cronbach's Alpha</b>	32	0.687

Reliability is the used measuring instrument stability and its consistency. Cronbach 's  $\alpha$  reliability coefficient more than 0.6 was acceptable (Gliem and Gliem 2003), Reliability of current study variables was tested by Cronbach's alpha coefficient; the five axes were acceptable. The Overall Cronbach's Alpha exceeded 0.6 for the 32 variables; this means that all variables were acceptable and reliable (see table, 1).

## VALIDITY

**Table (2): Validity Analysis of the Study Variables.**

The Axes	No. of statements	Loading
The Extent of Relying on Green Product in Egyptian Hotels	6	0.972
The Extent of Relying on Green price in Egyptian Hotels	6	0.993
The Extent of Relying on Green place in Egyptian Hotels	6	0.835
The Extent of Relying on Green promotion in Egyptian Hotels	7	0.986
The Role of Green Marketing Mix in Enhancing Customer Engagement	7	0.924
<b>The Overall Loading</b>	32	0.914

The factor analysis shown in Table (2) stated that all statements of the questionnaire (32 statements) were responsible for all study dimensions with a percentage of (91.4%), this means that all variables were acceptable and valid (see table 2).

## PERSONAL INFORMATION

**Table (3): The Sample Characteristics Statistics**

Variable	Response	Frequency	Percent
<b>Gender</b>	Male	202	50.9
	Female	195	49.1
	<b>Total</b>	<b>397</b>	<b>100</b>
<b>Age</b>	Less than 20 years	107	27
	20 to 40 years	131	33
	More than 40 years	159	40
	<b>Total</b>	<b>397</b>	<b>100</b>
<b>Educational level</b>	Basic Education	176	44.3
	Intermediate Education	120	30.2
	University degree	92	30.2
	Postgraduate	9	2.3
	<b>Total</b>	<b>397</b>	<b>100</b>

Results showed that according to gender, the results in Table (3) shows that the percent of males (50.9%) was more than females (49.1%) of investigated sample. It was observed that the respondents' ages ranged More than 40 years (40%), followed by 20 to 40 years (33%), Less than 20 years (27%).

According to respondents' Level of education, the majority of the respondents had Basic Education (44.3%), followed by Intermediate Education and University degree (33.2%), followed by Postgraduate (2.3%).

# **DESCRIPTIVE ANALYSIS:**

**The extent of relying on the green marketing mix in Egyptian hotels:**

**Table (4): Statistics of the extent of relying on Green Product in Egyptian hotels**

<b>The Extent of Relying on Green Product in Egyptian Hotels</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>	<b>Sig.</b>
Hotel offers eco-friendly products and services.	4.06	.98	2	
Guests prefer environmental products at the hotels to return back again to hotels.	4.31	.86	1	
Hotel encourage guests to use environmental products.	2.45	1.01	5	
The environmental products offered in the hotel are of high quality and meet customers' expectations.	2.46	1.16	4	
The hotel enhances customers' awareness of available environmental products by providing clear information on their environmental benefits.	2.99	.18	3	
The hotel is committed to reducing the environmental impact of its products through the use of recycled and environmentally friendly materials.	2.43	1.04	6	
<b>Overall</b>	<b>3.12</b>	<b>.43</b>		<b>.000</b>

Table(4) views that in the variable of “The Extent of Relying on Green Product in Egyptian Hotels”, the first variable was “Environmental products available at the hotel affect your decision to return to the same hotel”, where the mean value was(4.31) and the standard deviation was(.86), on the other hand, the last variable was “The hotel is committed to reducing the environmental impact of its products through the use of recycled and environmentally friendly materials”, where the mean value was(2.43) and the standard deviation was(1.04).

The overall mean of the variables was (3.12), the standard deviation of means values was (.43). From the above it is clear that respondents are not agreed that Egyptian Hotels relying on Green Product, which answer the study question number (1) “To what extent do Egyptian hotels depend on the green marketing mix?”.



According to Tekeli et al. (2023), there is notable disagreement among respondents about the extent to which Egyptian hotels adopt environmental approaches, particularly green product concepts. This inconsistency may stem from varying levels of commitment or understanding within the industry regarding the integration of sustainable practices. While some hotels may implement green products as part of their operations, others may do so superficially/consistently, leading to mixed perceptions among stakeholders.

#### **THE EXTENT OF RELYING ON GREEN PRICING IN EGYPTIAN HOTELS**

**Table (6): Statistics of the Extent of Relying on Green Pricing in Egyptian Hotels**

<b>The Extent of Relying on Green Pricing in Egyptian Hotels</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>	<b>Sig.</b>
Price is an important factor in encouraging you to participate in sustainability practices during your hotel stay.	2.92	1.26	6	
The hotel offers pricing options in line with the concept of environmental sustainability.	3.30	1.16	1	
The hotel provides environmental price policies affect your booking decisions.	3.18	1.21	3	
Setting environmental prices is an important factor for you when choosing a hotel for your stay.	3.15	1.19	4	
Hotel offers varied price options, including environmental options, which increase the attractiveness of hotel to customers.	3.13	1.33	5	
You agree to pay a higher price for products or services when hotel is environmentally friendly.	3.22	1.24	2	
<b>Overall</b>	<b>3.15</b>	<b>0.50</b>		<b>.000</b>

Table(6) shows that in the variable of “The Extent of Relying on Green Pricing in Egyptian Hotels”, the first variable was “The hotel offers pricing options in line with the concept of environmental sustainability”, where the mean value was(3.30) and the standard deviation was(1.16), on the other hand, the least variable was “Price is an important factor in encouraging you to participate in

sustainability practices during your hotel stay", where the mean value was(2.92) and the standard deviation was(1.26).

The overall mean of the variables was (3.15), the standard deviation of means values was (.50). From the above it is clear that respondents are not agreed that Egyptian Hotels relying on green pricing, which answer the study question number (1) "To what extent do Egyptian hotels depend on the green marketing mix?".

This aligns with the discussion in the letter's theoretical section, emphasizing the gap in how green pricing strategies are perceived and implemented. Mahmoud et al. (2024) highlight a lack of consensus among respondents regarding the extent of hotels' reliance on green pricing techniques. This suggests inconsistencies in applying or communicating green pricing strategies, which are critical for promoting sustainable practices. These techniques should reflect the costs and benefits of eco-friendly initiatives while addressing customer perceptions of value.

#### **THE EXTENT OF RELYING ON GREEN PLACE IN EGYPTIAN HOTELS**

**Table (7): Statistics of the Extent of Relying on Green Place in Egyptian Hotels**

<b>The Extent of Relying on Green Place in Egyptian Hotels</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>	<b>Sig.</b>
Hotel you stay in has beautiful natural locations and preserve the environment.	3.40	1.20	5	
The hotel offered open natural spaces such as gardens or an indoor courtyard to enhance environmental connectivity.	3.63	1.08	1	
The hotel offers educational programs for customers on environmental sustainability and how to contribute to the preservation of the place.	3.55	1.08	2	
The environmental location of the hotel, such as its proximity to natural monuments or the preservation of the local environment, influences your decision to book your stay.	3.51	1.27	3	
The environmental design of hotel is an attractive factor influencing customer booking decisions.	3.46	1.32	4	

The hotel adopts designs based on environmental sustainability principles.	3.28	1.32	6	
<b>Overall</b>	<b>3.47</b>	<b>0.52</b>		<b>.000</b>

Table (7) views that in the variable of “The Extent of Relying on Green Place in Egyptian Hotels”, the first variable was “The hotel offered open natural spaces such as gardens or an indoor courtyard to enhance environmental connectivity”, where the mean value was (3.63) and the standard deviation was (1.08), on the other hand, the last variable was “The hotel adopts designs based on environmental sustainability principles”, where the mean value was (3.28) and the standard deviation was (1.32).

The overall mean of the variables was (3.47), the standard deviation of means values was (.52). From the above it is clear that respondents are not agreed that Egyptian Hotels relying on green place, which answer the study question number (1) “To what extent do Egyptian hotels depend on the green marketing mix?”.

Prior findings support the findings of Pitaloka et al. (2023), who noted variations in the degree of interest that hotels have in creating a green environment. While some hotels might pay more attention to environmental issues and sustainability than others, others might not. As a result, it should be highlighted that the wide range of answers represents the varied reality of Egyptian hotel policies regarding the usage of green spaces, necessitating additional study to fully comprehend the contributing elements.

#### **THE EXTENT OF RELYING ON GREEN PROMOTION IN EGYPTIAN HOTELS**

**Table (8): Statistics of the Extent of Relying on Green Promotion in Egyptian Hotels**

<b>The Extent of Relying on Green Promotion in Egyptian Hotels</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>	<b>Sig.</b>
Eco-focused promotional campaigns of hotel increase guests’ awareness of sustainable hotel practices.	3.46	1.30	5	

Promoting the hotel's environmental initiatives enhances your confidence in the hotel's commitment to sustainability.	3.56	1.21	4	
Hotel participating in Environmental promotional activities such as participating in conservation events enhance the positive image of the hotel in your mind.	3.21	1.23	7	
Promotion of environmental products and services provided by the hotel enhances your experience and makes you feel a contribution to environmental conservation.	3.25	1.25	6	
The hotel's use of social media to promote its environmental practices enhances customer interaction and increases customer loyalty.	3.57	1.21	3	
Having environmental certificates recognized in hotel promotional materials enhances customer confidence and credibility.	3.84	1.17	2	
Promotion of environmental activities and projects organized by the hotel reinforces the intention of customers to return to visit the hotel again.	3.94	1.12	1	
<b>Overall</b>	3.55	0.50		.000

Table(8) views that in the variable of “The Extent of Relying on Green Promotion in Egyptian Hotels”, the first variable was “Promotion of environmental activities and projects organized by the hotel reinforces the intention of customers to return to visit the hotel again”, where the mean value was (3.94) and the standard deviation was(1.12), on the other hand, the least variable was “Environmental promotional activities of hotel such as participating in conservation events enhance the positive image of the hotel in your mind”, where the mean value was(3.21) and the standard deviation was(1.23).

The overall mean of the variables was (3.55), the standard deviation of means values was (.50). From the above it is clear that respondents are not agreed that Egyptian Hotels relying on green promotion, which answer the study question number (1) “To what extent do Egyptian hotels depend on the green marketing mix?”.

Researchers identified variations in the adoption of environmental promotion and sustainability policies by hotels. Bordiny (2024) While some scholars consider green marketing to be a crucial component of hotel client attraction techniques. Sundram (2020) Some argue that these approaches can have limitations or not work at all. As a result, the discrepancy among respondents illustrates the variety of green advertising applications and tactics used by Egyptian hotels; further investigation is necessary to determine the degree to which these tactics influence travelers' hotel preferences.

**THE ROLE OF GREEN MARKETING MIX IN ENHANCING CUSTOMER ENGAGEMENT**

**Table (9): Statistics of the Role of Green Marketing Mix in Enhancing Customer Engagement**

<b>The Role of Green Marketing Mix in Enhancing Customer Engagement</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>	<b>Sig.</b>
when hotel uses modern communication techniques this encourage you to participate in sustainability initiatives (Such as hotel or social media apps.	4.68	1.22	1	
when hotel offer opportunities to participate in local environmental activities during your stay (such as targeted environmental tours or voluntary activities) this satisfy you.	4.34	1.17	5	
You agree that hotel encourages you to share experiences and knowledge with others about sustainability during your stay.	4.23	1.20	7	
You agree that hotel encourages guests to adopt more sustainable life habits during their stay.	4.44	1.25	3	
when hotel offers you opportunities to participate in loyalty programs or promotional programs this enhance customer experience.	4.31	1.29	6	
The hotel should effectively respond to the personal needs and preferences of guests.	4.40	1.24	4	

Hotels should offer guests opportunities to participate in educational and awareness programs on environmental practices and local social issues.	4.66	1.18	2	
<b>Overall</b>	4.44	0.47		.000

Table(9) viewed that in the variable of “The Role of Green Marketing Mix in Enhancing Customer Engagement ”, the first variable was “The hotel uses modern communication techniques to encourage you to participate in sustainability initiatives (Such as hotel or social media apps”, where the mean value was(4.68) and the standard deviation was(1.22), on the other hand, the least variable was “The hotel encourages you to share experiences and knowledge with others about sustainability during your stay ”, where the mean value was(4.23) and the standard deviation was(1.20). The overall mean of the variables was (4.44), the standard deviation of means values was (.47). From the above it is clear that respondents are Agreed that are positive impacts of Green Marketing Mix on Customer Engagement in Egyptian Hotels, which answer the study question number (3) “What is the role of Green Marketing Mix in Enhancing Customer Engagement in Egyptian hotels?”

This result validates the opinions that the researchers in the theoretical section stated. According to Çalık (2022), implementing green marketing techniques can improve customer engagement and loyalty to hotels. Theoretical notions examined by the researchers lend credence to the notion that green marketing serves as a useful instrument for encouraging consumer interaction in addition to improving hotels' environmental image.

## DISCUSSION

The purpose of this study is to examine the role of green marketing mix practices in enhancing customer engagement in hotels. The effect of the independent variable (green marketing mix techniques) on the dependent variables (consumer engagement) was evaluated using the mean value and standard deviation. The findings demonstrated that using green marketing mix strategies improves customer satisfaction and interaction while also helping hotels achieve sustainable performance. According to the findings, hotels that implement green marketing techniques benefit from improved sustainability and social responsibility outcomes. These findings support earlier research (Mohammad et al., 2023; Madhunimasha et al., 2021; Kalahevithana et al., 2023; Pushpanathan et al., 2020; Ezzat Hashad et al., 2023) that shows how green marketing can improve customer engagement in the hotel industry.

## CONCLUSION

The study employed a descriptive technique to achieve its aims, using a questionnaire to gather data from guests of four- and five-star hotels in Luxor and Aswan. This study examined the role of the green marketing mix in enhancing customer engagement in four- and five-star hotels in Luxor and Aswan. The results highlighted varying levels of reliance on green marketing mix components, supported by statistical findings: Green Promotion: This component had the highest impact on customer engagement, with an overall mean score of 3.55 (SD = 0.50). Specifically, initiatives such as promoting environmental activities significantly reinforced guests' intention to revisit hotels, achieving a mean score of 3.94 (SD = 1.12). Green Product: The reliance on eco-friendly products was limited, with an overall mean score of 3.12 (SD = 0.43). Although guests expressed a preference for green products affecting their return decisions (mean = 4.31, SD = 0.86), other elements, like the use of recycled materials, scored lower (mean = 2.43, SD = 1.04). Green Pricing: Limited implementation of green pricing was observed, with an overall mean score of 3.15 (SD = 0.50). While participants were willing to pay higher prices for environmentally friendly services (mean = 3.22, SD = 1.24), pricing models aligned with sustainability were less prominent. Green Place: Moderate adoption of green place practices was noted, with an overall mean score of 3.47 (SD = 0.52). Features such as open natural spaces scored the highest (mean = 3.63, SD = 1.08), reflecting their role in enhancing environmental connectivity. Impact on Customer Engagement: The overall mean score for customer engagement related to the green marketing mix was 4.44 (SD = 0.47). Modern communication techniques encouraging participation in sustainability initiatives achieved the highest score (mean = 4.68, SD = 1.22). The statistical findings confirm that green promotion plays the most significant role in enhancing customer engagement, while green product and pricing require further development. The moderate reliance on green place practices suggests potential for improvement. These results underscore the need for hotels to expand eco-friendly offerings, refine pricing strategies, and strengthen promotional efforts to align with sustainability objectives and enhance customer loyalty.

## RECOMMENDATIONS

Here is a table of recommendations tailored to "The Role of Green Marketing Mix in Enhancing Customer Engagement" in Luxor and Aswan hotels:

<b>Recommendation</b>	<b>Implementation</b>	<b>Responsible Party</b>
Increase the adoption of green products	Develop and offer environmentally friendly services and amenities, such as biodegradable packaging and organic options.	Hotel Management and Procurement Teams
Optimize green pricing strategies	Establish pricing models that reflect eco-friendly practices while clearly communicating value to guests.	Hotel Marketing and Finance Teams
Strengthen green promotion initiatives	Design and implement campaigns showcasing the hotel's sustainable efforts through digital platforms and in-hotel materials.	Marketing and Public Relations Teams
Use eco-labels to market the hotel as a green destination.	Collaborate with certification agencies to obtain recognized eco-labels.	Hotel General Manager & Marketing Department
Provide staff training on green practices	Conduct workshops on sustainable practices and how to communicate their value to guests	Human Resources and Sustainability Team
Implement loyalty programs for green guests	Provide incentives (e.g., discounts or rewards) for guests who opt for sustainable services.	Sales and marketing team



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