

Article

The Mediating Role of Eco-Friendly Artwork for Urban Hotels to Attract Environmental Educated Consumers

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Abstract: The adoption and implementation of environmental marketing strategies is the hotel industry's new approach to maintaining a competitive advantage and attracting more green consumers. Indeed, hotels with more sustainable practices and eco-friendly artwork generate more trust and make green consumers more loyal and satisfied. However, there is little prior research which has suggested the mediating role of green artwork between customers' levels of green perception and their hotel satisfaction. For this reason, the current authors obtained a total of 659 responses from South Korean consumers and conducted the structural equation analysis (SEM) to identify the indirect effect explaining how green arts boosts green hotel consumers' satisfaction. Our statistical findings offer vital insights regarding the relationship between customers' green perceptions and their hotel satisfaction, with eco-friendly artwork in the hotel interior design as the mediating variable. Finally, the current study provides a detailed understanding of art infusion to urban hotels by highlighting the impact of art and its spillover effects on consumer satisfaction.

Keywords: eco-friendly artwork; environmental educated consumer; green awareness; green marketing strategy; hotel satisfaction



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1. Introduction

Over the past few decades, the hotel and tourism industry has experienced continuous growth and diversification, making them the world's fastest-growing and largest industries. However, the immense growth has come with unsustainable consumption practices that endanger the world's natural resources and ecosystems [1]. The impact of the hotel and tourism industry on the environment and other global issues like pollution, resource depletion, climatic change, and global warming has become a hot topic within the hotel industry. Most of the hotels across the globe continue to promote the use of sustainable concepts within the hotel and tourism industry. One of the sustainable practices entails environmental hotel marketing. Green and ecological marketing strategies emerged in the early 1980s after different people raised concerns about the environmental impacts of companies [2]. These practices have extended to influence the management processes within the hotel and tourism industry.

Environmental marketing is a business process that entails developing and advertising products based on real or perceived ecological sustainability. A prior study [3] described environmental marketing as the process of creating different strategies that strengthen the entrepreneurial image and link ecological appeal to brands and products. Indeed, the concept of green or environmental marketing entails the management process that covers the identification, keenness, and satisfaction of the consumer's needs and wants [2]. Many businesses carry out this obligation under corporate sustainable and profitable practices. In the 21st century, green marketing has become an effective strategy to promote business ideas, products, and services while preserving the natural environment. Indeed, sustainable marketing supports sustainable development by incorporating economic concerns and

environmental and social business practices. Within the hotel and tourism industry, the emerging trend of green consumers has created new market opportunities and forced the industry to deliver desirable values to the end consumer.

Many urban hotels with environmental marketing strategies attract green consumers who are more concerned about the environment. According to the authors of [4], the world has undertaken drastic consumer behavior patterns. Many hoteliers and tourists today seek services depending on the hotel's overall image, which helps them define the quality of the hotel's products and services. Previous research [5] has argued that implementing environmental marketing within the hotel industry allows hotels to attract green consumers and reduce future operational costs. The adoption of sustainable marketing practices and high responsibility levels allows hotels to meet the demands of consumers, which enhances their loyalty. In the work of del Rosario Reyes-Santiago et al. [6], green marketing as a strategy to obtain environmental accreditations, enhance the corporate image and reputation, and attract and retain consumers with a high degree of ecological awareness was described. Melovic et al. [7] also noted that green marketing is a reliable strategy that allows businesses to attract and retain environmentally-sensitive consumers. Preziosi et al. [8] carried out a study in Portuguese hotels. They found out that green marketing served as a reliable strategy to attract guests with an enhanced understanding of the green practices and the hotel's eco-label certification. Altogether, adopting and implementing an environmental marketing strategy in urban hotels is a sure way to attract green consumers, who have high levels of environmental awareness.

Past studies have shown a positive relation between green consumers and several other cognitive factors. The theory of planned behavior argues that a green consumer's purchase intention depends on cognitive factors, which comprise the customers' perception of the green products and services and influence purchase or consumption intentions [9]. According to prior studies [10,11], the consumer's green perceived value entails the ultimate appraisal of what they give and receive from a specific service or product based on their sustainability expectations, environmental desires, and green needs. Perceived value remains the primary drive behind the consumption trends of green consumers. Therefore, the higher the perceived value of a specific product or service, the stronger the consumer purchase intention. On the contrary, a higher perceived green risk leads to a reduced choice to buy among green consumers.

The intention of a consumer to visit a hotel depends on the green initiatives and programs within the environment. Rahman and Reynolds [12] noted that green initiatives like signs that encourage environmental sustainability, recycling receptacles, and terry and linen reuse programs boost green consumers' satisfaction and loyalty levels. The intention to purchase products and services among green consumers depends on the businesses' conservation strategies, comprising packaging strategies, recycling of non-durable products, dispositional activities, and resource preservation. According to Merli et al. [13], the presence of bio-hotels or eco-labels within the hotel industry influences the satisfaction and loyalty of green consumers. It informs them about the hotel's commitments toward sustainability. The presence of green and environmental protection initiatives within a business is a factor that influences the visit or purchase intention of green consumers.

Although many scholars have carried out different studies to show the relationship between green consumers' environmental awareness and their level of satisfaction in various hotels, none have explored the impacts of eco-friendly artwork on consumers. Indeed, the current study aims to add to the existing body of knowledge by exploring the impact of consumers' green awareness on hotel satisfaction levels, using eco-friendly artwork in the hotel lobby as the mediating model (See the Figure 1). This study will consider the influence of the mediating factor that has an enhanced ability to attract green consumers. Aside from that, the current researchers will utilize quantitative statistical analysis to allow the study to attain more reliable data, reduce errors, and attain more straightforward answers.

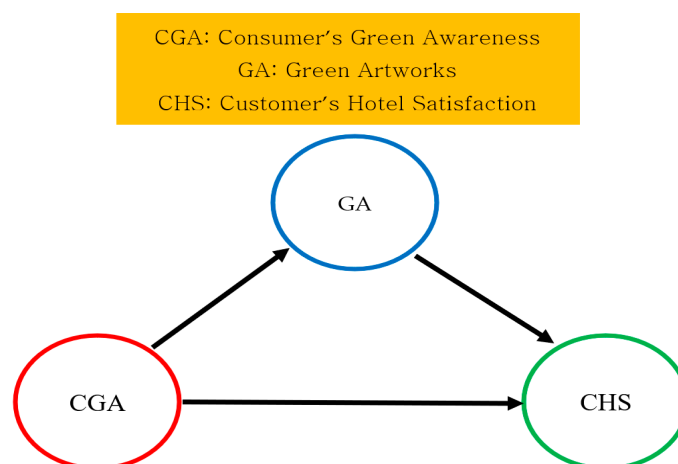


Figure 1. Framework of the current research.

2. Literature Review

2.1. Significance of Green Marketing Plans for Urban Hotels

Green marketing strategy within the hotel industry, which encourages the use of environmentally friendly products and services, is a sure way to enhance the satisfaction levels of green consumers. According to Mercade Mele et al. [14], there has been increasing demand for green hotels. An environmental marketing strategy is more directly linked to quality services, leading to enhanced satisfaction. Indeed, many green consumers seek to work with hotels with green marketing strategies, allowing businesses to generate and offer change to satisfy consumers' ecological needs. Environmental marketing enhances the consumer's green attitudinal loyalty, which refers to the client's intrinsic willingness to associate with businesses that engage in environmentally sustainable acts and tend to preserve their consumption traits. Another survey conducted among 200 UK travelers in upscale European hotels found a positive connection between green marketing and green consumer satisfaction [15]. According to the study results, a green image influences the consumer's loyalty to the hotel, increasing the overall rate of trust and satisfaction. Promoting a green idea has become a significant element to entice green consumers, enhance their experience, and improve their loyalty, increasing their probability of returning, recommending, and advertising the hotel through word of mouth. Kasliwal and Agarwal [16] noted that green marketing increases green customers' satisfaction levels, since it addresses their environmental concerns and boosts their loyalty. Altogether, the use of ecological marketing strategies within the hotel industry is a sure way to improve the overall satisfaction rate among green consumers.

The adoption and implementation of environmental marketing strategies is the hotel industry's new approach to maintaining a competitive advantage and attracting more green consumers. For hotels to attract environmentally aware travelers and gain more of a competitive advantage within the market, many global hotels have begun taking active measures to develop environmental management programs and enhance their green image through marketing approaches [15]. The strategic and internal green marketing orientation of different businesses, including the hotel and tourism industry, positively influences its competitive advantage and, later, overall consumer satisfaction levels [17]. Such organizations tend to be highly sensitive to their impact on the environment, the quality of their services, customer satisfaction, and corporate social responsibility. Empirical data gathered from different hotels in Thailand concluded that green marketing encouraged restaurants to adopt green strategies that improved the hotels' overall performance and attain a competitive advantage through differentiation [18]. Duffett et al. [19] noted that green marketing strategies and tools are effective strategies that allow businesses to position themselves and permit them to deliver value based on greenness and later obtain a competitive advantage. The resulting competitiveness of environmentally friendly hotels promotes attracting green

consumers, maintaining brand loyalty, greater access to the target market, more positive financial outcomes, drawing more brand alliances, and even potential investors [20]. By implementing practical environmental approaches, hotels become better and unique to achieve various benefits in enhanced consumer loyalty and satisfaction.

2.2. Associations between Eco-Friendly Customers and Other Factors

Cognitive factors are vital aspects that influence green consumers and the impact of the adopted environmental marketing strategies. The theory of planned behavior argues that the consumer's green purchase intentions depend on the consumer factors that define the client's perceptions of green products. According to [10], the green perceived value is vital in marketing performance and effectiveness. Ahn and Kwon [21] carried out an online survey among consumers of a green hotel brand in Malaysia. The study found that cognitive factors like perceived value and affective elements had a vital role in consumers' intention to visit the hotel. Consumer loyalty and satisfaction depend on the perceived value and emotional responses, such as favorable attitude and pleasure. According to the theory of planned behavior, people with a positive attitude toward a behavior possess a full intention to engage in an activity, unlike people with unfavorable attitudes [22]. Wu and Cheng [23] stressed that the perceived authenticity and attitude toward a green product or service remain the primary drivers of consumer satisfaction. Thus, the existing literature shows a positive relationship between cognitive factors like the perceived value and attitudes toward green products and services and consumer intention to use and satisfaction.

Social factors like the nature of the surrounding environments and other people also determine a consumer's intention to use green products. Within the hotel industry, the level of green consumer satisfaction and intention to visit depends on the green initiatives implemented within an organization. The increased number of green consumers has forced many hotels worldwide to transform their businesses and implement green approaches in hospitality management [13,24]. There exist more remarkable affiliations between the nature of the adopted green initiatives and the willingness of the consumers to visit different hotels across the globe. Peng and Chen [25] surveyed 548 participants from Taiwanese luxury hotels. They defined green hotel initiatives as reputation insurance that influences consumer satisfaction with a specific hotel and its services. According to Moise et al. [26], a customer assumes that the nature of green initiatives has a robust effect on the tourists' satisfaction rates, return intentions, trust levels, and willingness to advertise the hotel through word of mouth. In most cases, many green consumers report high satisfaction levels in hotels with green marketing strategies and environmentally friendly practices. In his study, Chang et al. [27] also concluded that consumers' behavior intentions were subject to the respective green initiatives within the hotel.

Green initiatives comprise all activities that companies and businesses undertake to safeguard their impact on the environment. A study carried out in the USA, Thailand, Malaysia, and Singapore found the perceived levels of warmth and competence were the main determinants of service outcomes, guests' behavioral intentions, and satisfaction [28,29]. Indeed, hotels' engagement in different green initiatives for public-serving motives enhanced the overall satisfaction levels. In another study conducted within the Chinese hotel industry, a hotel's engagement in green initiatives changed consumers' perceptions of the hotel. It helped them formulate impressive attitudes toward the hotel's products and services [30]. Contrarily, Nozick's entitlement theory concerning justice denotes a negative influence of green initiatives on consumer satisfaction rates. Based on the significant provisions of the theory, many guests may associate green initiatives with poor services, which in turn affects their satisfaction levels and attitudes about the hotel (Salahuddin, 2018). For instance, previous researchers [31,32] noted that the Macau hotel industry has a high level of environmental awareness that introduces various green initiatives like efficient lighting and water conservation measures to save costs and improve the environment. These initiatives may seem unfavorable to different consumers. In summa-

tion, studies have shown a direct correlation between social factors like the adopted green initiative within a company and the consumer's response to the hotel services and products.

The existing body of knowledge also shows a greater connection between green marketing and the consumer's contextual factors. Yadav et al. [33] defined conceptual factors as influential aspects that explain and help comprehend a person's behavior. According to him, contextual factors comprise personal capabilities, interpersonal influences, values, the physical environment, institutional factors, and temporal perspectives. The contextual factors influence the consumers' motivations, prime product attributes, interpretation of data, behavior evaluation, and dispositions toward different products and objects [33]. As green consumers consume various products and services, their focus is the availability of environmentally friendly commodities and their impact after consumption. Indeed, green consumers consume a product or service after keen consideration of other people's reviews and the kind of available public information about these entities and their impact on the environment. The theory of planned behavior outlines three contextual factors—green trust, willingness to pay higher premiums, and biosphere value—as the main aspects that explain the consumer's intention to stay in a green hotel. According to Zhang et al. [34], contextual factors like societal trends, costs, availability, and personal relationships influence the green consumers' behavior and attitudes and determine their willingness to consume a specific product or service. Additionally, these factors serve as vital mediators between people's attitudes and behavior [35]. However, the consideration of contextual factors increases the ecological importance and disregards the role of interpersonal factors in green consumption [36]. The interaction between contextual factors and consumers' attitudes and behaviors influence each other to determine the decisions of the green consumers.

2.3. Eco-Friendly Artwork Preference in Hotel Lobbies

Green hotels globally should have eco-friendly artwork in their hotel lobbies to attract green consumers and improve satisfaction rates. Sadhale and Sathe [37] described the hotel interior design and decoration in urban and five-star hotels as essential businesses that give the guests first impressions upon visiting the premises. In interior design, green hotels use different materials depending on the hotel's theme to make the place more appealing and environmentally sustainable. According to Quach et al. [38], many industries in the luxury sector, including the hotel and tourism departments, use visual artwork for advertising their environmental sustainability practices. These hotels make environmentally sustainable exhibition displays using quality materials, which allows them to create eye-catching artwork and engaging exhibits while showing the consumers that the businesses are environmentally conscious. Some hotels create vibrant, stunning, and eye-catching paintings using printing processes and recycled materials, which have limited impacts on the consumers [39]. Consumers analyze the artwork differently, influencing their return probability and overall satisfaction with hotel services and products. Indeed, the presence of eco-paintings in these industries exerts a positive effect on brand extension evaluations and a brand's image.

Many hotels have invested in eco-friendly artwork to create more excellent consumer satisfaction rates and improve their financial performance. According to Sadhale and Sathe [37], eco-friendly paintings enhanced the overall guest experience, giving them more extraordinary ambiance and quality finishes. Many restaurants invest in eco-friendly artwork to attract a more extensive customer base. For instance, over the last few years, the Pecel Solo restaurant in Yogyakarta has witnessed an influx of green consumers due to its eco-friendly interior design, environmental health, energy savings, and enhanced comfort for the guests [40]. In the Hong Kong Special Administrative Region of China, Hotel ICON has also thoughtfully, stylishly, and eco-consciously designed green artwork to attract many green consumers. According to a prior study [41], this hotel has the most extensive indoor vertical garden, containing 8600 plants with 71 species and stretching across its casual cafe and bar wall above its reception. The design that aimed to create a natural space in the city has attracted many green consumers since it provides them

with fresh and pure oxygen. Away from Asia, the use of the vertical garden in the hotel Kaiserstul in southern Germany made the hotel more attractive and gained the attention of a substantial number of green consumers [42]. Hence, many restaurants that have designed eco-friendly artwork show a positive connection between the designs and the influx of green consumers within the premises.

Many scholars use the art infusion model to explain the impact of eco-friendly artwork on customers' satisfaction with a hotel. According to the art infusion model, the presence of favorable paintings serves as a reliable strategy to enhance the consumers' cognitive abilities and permit them to seemingly integrate contradicting concepts like sustainability and luxury [38,43]. The art infusion model relies on the consumer's sensory cues to develop a world whereby art links with both the environment and products to influence the consumer's perceptions and evaluations [44,45]. Hence, artwork in a retail environment act on the sensory data, which the green consumers use to form judgments about a specific business.

2.4. Research Gap

The existing body of knowledge shows a wide range of studies exploring different concepts of green marketing and their impacts on consumers' satisfaction, trust, and loyalty with given products and services. Based on the evidence from the collected information, all the scholars failed to explore the influence of eco-friendly artwork on consumers' satisfaction with hotel products and services. Many of the available studies explore the direct connection between the consumers' levels of environmental awareness and green initiatives within the business. Additionally, there are minimal studies that explore the concepts of environmental sustainability and green consumers within the hotel industry. Most of the available studies focus on the transportation and manufacturing departments. Hence, the present study seeks to close this research gap by exploring the impact of enhanced levels of environmental sustainability among the consumers and the overall satisfaction with hotel services and products, using the presence of eco-friendly artwork as the main moderator (See the Figure 2). The model will help the examiner understand how eco-friendly paintings mediate the relationship between consumers' environmental awareness and hotel satisfaction. To achieve the purpose of the current research, we established three hypotheses as follows:

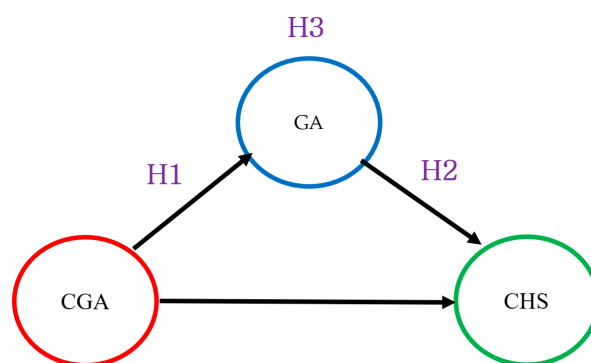


Figure 2. Hypotheses of the study.

Hypothesis 1. *The consumer's green awareness might be associated with the hotel's green artwork.*

Hypothesis 2. *The hotel's green artwork might be associated with the consumer's hotel satisfaction.*

Hypothesis 3. *The hotel's green artwork will provide an indirect effect on the relationship between the consumer's green awareness and the consumer's hotel satisfaction.*

3. Methodology

When it comes to earlier research on a hotel's sustainable marketing plan targeted at increasing tourists' green hotel satisfaction and the overall quality of city life, there is a paucity of publicly available information. By investigating whether environmental artwork can alter the relationship between customer's green awareness and green hotel satisfaction of consumers, we try to add insight into the current literature.

3.1. Three Key Factors and Their Descriptions

Three hypotheses are researched to ascertain how the green perception which consumers have compared to consumer fulfillment affects revisiting hotels by use of a mediating factor: the green artwork in a hotel. Fifteen items were used in actualizing this with three major constructs, which includes those in Table 1, consisting of a comprehensive variable dispensing the digit items as well as the primary sources while showing questionnaire items in a more particular manner. Each survey item was formed through the use of the initial sources.

Table 1. Detailed questionnaire information.

Constructs	Number of Items	Previous Studies to Be Used as Sources
Green Awareness	6	(Rizwan et al. [46], Ma et al. [47], Nur Aina [48])
Environmental Artwork	4	(Rizwan et al. [46], Houser [49])
Hotel Satisfaction	5	(El-Adly [50], Dominici, and Guzzo [51], Kandampully, and Suhartanto [52])
Constructs	Description of Questionnaire Items	
Level of Green Awareness	1.	To maintain a healthy economy, we will have to develop a steady state economy where industrial growth is controlled.
	2.	When humans interfere with nature, it often produces disastrous consequences.
	3.	I am aware of the environmental efforts exerted by eco-friendly products.
	4.	I recognize the meaning of the environmental slogans and symbols of marketing campaigns.
	5.	I do not mind using key cards to turn off power to my room in a hotel.
	6.	I do not mind using energy-saving bulbs in my sleeping area and guest bathroom in a hotel.
Attraction to Environmental Artwork in a Hotel	1.	I can recognize the environmental efforts exerted by the green artwork in a hotel.
	2.	I think the green artwork in a hotel are well established regarding environmental concern.
	3.	Hotels with eco-friendly arts and crafts are the best resting places for me.
	4.	Every time I see the environmental artwork in a hotel, the positive image of that hotel rises.
Level of Hotel Satisfaction	1.	I would like to revisit a hotel where eco-friendly artwork were displayed.
	2.	I have an intention to recommend to others this eco-friendly hotel.
	3.	A hotel's perceived green values have a direct positive influence on my hotel satisfaction.
	4.	I am willing to pay more to stay in a green hotel.
	5.	Environmental artwork in a hotel improve the hotel's image and result in a long-term relationship with a green hotel.

3.2. Data Analysis and Collection for the Current Research

We utilized two mathematical research instruments, which included AMOS 24.0 together with SPSS version 27, to find out the value of the internal consistency at a much higher quality. Additionally, an assessment was conducted to determine the legitimacy and reliability of the key factor constructs with the application of confirmatory factor analysis (CFA) alongside exploratory factor analysis (EFA) [53]. We conducted a proper examination as well to test the validity of the discriminant for the probability of overdependence on the

major concepts, checking if the AVEs' square roots may have more information compared with the relationship of its coefficients and of different concepts, finally using a functional equation model to determine one study's suggestion [54].

The research aimed to find 500 South Korean respondents from 7 January 2022 and 15 January 2022 in order to gather statistics, and for this, a survey was sent via the web. To obtain our sample evenly, we hired a professional research agency in South Korea, and they handled the data in a professional manner and provided us with accurate and high-quality data. The survey agency used a stratified random sampling technique conducted by classifying a population into groups with the same features [55]. This type's random method could guarantee that different divisions in a population could be assigned equally. As a result, we could collect data which had similar age and gender distributions as we requested of the agency.

The data collected, as Table 2 clearly shows, said 795 participants and 136 samples were to be ignored due to unreasonable responses (e.g., the same pattern of responses was also used on the research queries, and over 20 percent of the participants did not give an answer) [56]. The last data obtained, even if some data were missing before performing statistical research, needed to be checked, since lost data can bring an addition to the level of data accuracy. Table 2 is where the comprehensive procedural steps of collecting the statistical data are highlighted. The general characteristics in the investigation of the respondents who provided information are also shown in Table 3.

Table 2. Usable dataset information.

	Total Number	Percentage (%)
Obtained Questionnaire	795	100%
Discarded Questionnaire	136	17.1%
Final Usable Questionnaire	659	82.9%

Table 3. Detailed demographic characteristics of final participants.

	Number of Respondents	Percentage (%)
<Classified by Gender>		
Male	347	52.7
Female	312	47.3
<Classified by Age>		
20s	141	21.4
30s	152	23.1
40s	125	19.0
50s	118	17.9
60s and over	123	18.6
<Annual Income Level>		
Less Than USD 20,000	74	11.2
USD 20,000 or More Than USD 40,000 and Less Than USD 40,000	262	39.8
USD 40,000 or More Than USD 40,000 and Less Than USD 60,000	168	25.5
USD 60,000 or More Than USD 60,000 and Less Than USD 80,000	96	14.6
More Than USD 80,000	59	9.0

4. Findings

4.1. Descriptive Statistical Analysis

We conducted a descriptive statistical assessment of our first test which referred to four fundamental insights, including the mean, median, standard deviation, and the contrast between the max and min (please check Table 4). A five-point Likert scale estimated all the possible variables, meaning one was equated to fully oppose while five equaled fully endorse. "Loyalty" was disclosed as seen in Table 4 concerning the mean and standard deviation.

Table 4. Descriptive statistics for final sample.

Constructs	Mean	Median	Max–Min	St.D
Green Awareness	3.79	3.46	6 (7–1)	0.986
Environmental Artwork	3.95	3.67	6 (7–1)	0.993
Hotel Satisfaction	4.11	3.85	5 (7–2)	0.971

4.2. Internal Consistency

The presentation of the data test on the findings regarding the primary data gathered is found here, with the utilization of the 27th version of SPSS to assess the output together with AMOS version 24 to ascertain the correlation of the primary constructs. Representations of the computational findings in diagrams along with analysis are given as well. The utilization of Cronbach's alpha value determines the internal consistency, which clearly depicts an estimate of the dependability of the gauge [57]. If the Cronbach value is 0.6, for example, some items are grouped as one [58]. For the current study, the Cronbach values of all the main factors were found to be greater than 0.6 (GA: 0.755, EA: 0.794, and HS: 0.763). Table 5 highlights the findings on internal consistency in particular through showing the factors, and values above accepted range (0,6) were spotted in the Cronbach's alpha values, which now confirms the reliability of these variables for approximating our research.

Table 5. Results of reliability (internal consistency).

Key Construct	Item (Variable)	Cronbach's α
Green Awareness	From 1 to 6	0.755
Environmental Artwork	From 7 to 10	0.794
Hotel Satisfaction	From 11 to 15	0.763

4.3. Quality of Instrument (Exploratory Factor Analysis)

To quantify the construct legitimacy, first we tried exploratory factor analysis (EFA), which majorly decreases the input between variables by finding similarities. Suggestions and opinions from past research have posited that the Kaiser–Meyer–Olkin (KMO) estimation ought to be higher than 0.06. At the same time, the current study showed 0.679, a much greater value than 0.06, meaning it was the preferred datum in the employment of factor assessment, having a reliability value of 0, which was lower compared with 0.05 and thus very acceptable [59,60].

The factor extraction via principal component formula was used with the aid of orthogonal rotation together with the varimax approach. The considered factors were from items that were found to have variation of more than one (i.e., greater than one). Green awareness, environmental artwork, and hotel satisfaction were the factors observed for the yardstick and were comprised of 15 different variables. The survey components were hence used for pointing out the variables for classification in three groups with the use of EFA. The variance value of all the variables was 77.16 percent, and this could also give an acceptance variance illustrated in factor analysis for the validity of the model (as shown in Table 6).

Table 6. The statistical findings of the Kaiser–Meyer–Olkin (KMO) test.

Items	Kaiser–Meyer–Olkin (KMO)		Bartlett’s Value		
	Suggested Value		Real Value	Suggested Value	Real Value
15 Variables	Over 0.50 (>0.9 = very suitable)		0.679	<i>p</i> -value < 0.05	<0.01
Number of Construct	Key Constructs	Number of Item	Eigen Values	% of Variance	Cumulative % of Variance
1	Green Awareness	6	12.33	25.53	25.53
2	Environmental Artwork	4	14.28	27.16	52.69
3	Hotel Satisfaction	5	14.91	24.47	77.16

4.4. Quality of Instrument (Confirmatory Factor Analysis)

In addition to EFA analysis, the present findings, which were used for confirmatory factor analysis (CFA) in determining the acceptability of change, validate that three opening estimation aspects correctly defined the lethargic features. CFA, being an AMOS software approach that applies mainly the structural equation model, examines and validates the linking measured and unrevealed variables. Changing acceptability is geared majorly toward investigating the estimation of objects in a consistent manner and may be recognized as the load aspect between the indolent and discerned variables. One can conclude that there is legitimacy if the elements are not less than 0.5 [61]. Table 7 highlights all the average variance extracted (AVE) values as being larger than 0.5, meaning most evaluation items could be verified as having changed lawfully as they revealed more than the corresponding reference value (0.5).

Table 7. The results of confirmatory factor analysis (CFA).

Items	Unstandardized Factor Loadings	Standardized Factor Loadings	S.E.	Critical Ratio	AVE	Construct Reliability
GA1	1.00	0.92			0.773	0.821
GA2	0.84	0.81	0.6	16.45 ***		
GA3	0.78	0.74	0.6	17.38 ***		
GA4	0.74	0.70	0.6	18.28 ***		
GA5	0.81	0.76	0.6	16.96 ***		
GA6	0.79	0.74	0.6	15.61 ***		
EAW1	1.00	0.90			0.781	0.811
EAW2	0.85	0.82	0.5	17.26 ***		
EAW3	0.89	0.85	0.5	18.55 ***		
EAW4	0.75	0.71	0.5	19.49 ***		
HS1	1.00	0.93			0.738	0.801
HS2	0.90	0.86	0.6	19.33 ***		
HS3	0.92	0.88	0.6	18.26 ***		
HS4	0.84	0.79	0.6	20.15 ***		
HS5	0.85	0.81	0.6	19.72 ***		

*** $p < 0.001$.

We could also examine the construct reliability (CR) in addition to the AVE values to doubly verify the internal consistency as much as we had tested the Cronbach’s alpha value (seen in Table 5). Prior research has demonstrated that CR value is based less on dependability compared with Cronbach’s alpha and that a CR figure of 0.7 or above is very much acceptable. As shown in Table 7, all of the critical components had CR values which were over 0.7, clearly indicating that the constructs had a high degree of dependability.

4.5. Quality of Instrument (Discriminant Validity)

The survey instrument used in this study also included a much more complex method of assessing the quality of the tools employed. This study also investigated the validity of the discriminant and that of conversion, which was expounded further on the assessments of distinct notions not correlated with one another. Furthermore, most previous studies asserted that association analysis between variables could also produce discriminant co-gency validity by revealing a lower or negative correlation between factors. Afterward, we determined the legitimacy of the convergence compared to that of the discriminant using Fornell and Lacker's law. Investigation of discrimination legitimacy the of relationship among constructs was carried out, identifying the most likely sheathing values [62]. This study further discovered the radicands of the AVEs, being much more notable in most conditions than those of asymmetrical parts in differentiating the line and section, as shown in Table 8. As a result of this, they showed that crucial discriminant validity had already been established. The estimate model's summing commodified the correctness of the discriminant validity's allowed conditions.

Table 8. The results of discriminant validity.

Key Factors	A	B	C
A. Green Awareness	0.936		
B. Environmental Artwork	0.730	0.841	
C. Hotel Satisfaction	0.701	0.745	0.829

4.6. Structural Equation Modeling

The current study used a model referred to as structural equation modeling (SEM), which is defined as a group of data assessment approaches for assessing the relationship of the “seen together” with the concealed volatiles to test how the major aspects relate. Several previous researchers have argued that SEM is a more powerful tool for examining causative links between constructs than regression methods due to its ability to estimate the strength of the relationships with variables, different regression assessments, and summing errors, meaning that the residuals can be assessed and then removed afterward, implying zero error for the seen variables. Furthermore, SEM provides a better framework that determines the indirect impact as well as the complicated and numerous impacts in one study [63,64]. As a result, SEM was used by us as a tool for data collection for this study in order to examine the strengths and the weaknesses of the impacts which were (1) direct and (2) indirect between major aspects. Both Table 9 and Figure 3 shows the direct effects between the study's primary elements before moving on to statistical analysis of the indirect effects (See the β value in Table 9).

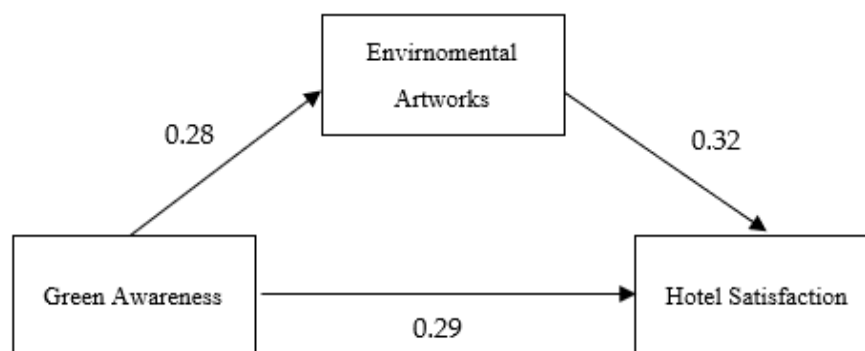


Figure 3. The results of the path analysis.

Table 9. The statistical results for the current SEM model.

Path	Unstandardized Coefficients	Standardized Coefficients (β)	S.E.	T
From GA to EAW	0.34	0.28	0.06	0.641 ***
From EAW to HS	0.36	0.32	0.06	0.627 ***
From GA to HS	0.33	0.29	0.07	0.662 ***
Goodness of Fit	Recommended Range		This Research's Range	
RMR	Prior literature recommended that it should be less than 0.08		0.053 (Accepted)	
GFI	Prior literature recommended that it should be between 0 and 1		0.768 (Accepted)	
TLI	Prior literature recommended that it should be greater than 0.90		0.988 (Accepted)	
CFI	Prior literature recommended that it should be greater than 0.90		0.957 (Accepted)	
RMSEA	Prior literature recommended that it should be less than 0.08		0.037 (Accepted)	

$\chi^2 = 241.37$ ($df = 95$, $p < 0.001$) *** $p < 0.001$.

We also evaluated the suitability of our SEM model as a subsequent step in the determination of the fit of the data sample with a distribution that was ordinary. The research model's fitness was measured using the following: χ^2 , CFI, RMR, GFI, RMSEA, and TLI. The model fit test of SEM determined if the conceptualization model was in line with our primary factors (GA, EAW, and HS). The absolute fit was determined using χ^2 (Chi2), the root mean square residual (RMR), Goodness of Fit Index (GFI), and root mean square error of approximation (RMSEA). In contrast, the gradual fit was determined using the Tucker Lewis Index together with the Index of Comparative Fit.

In the determination of whether χ^2 (Chi2) of the research was statistically essential, we calculated the value of the test statistic ($\chi^2 = 241.37$) in terms of the worth of the extent of independence, and since 241.37 is greater than 95, we could come to terms with our χ^2 (Chi2) and reject the null hypothesis. Prior research has indicated that the CFI and TLI values being larger demonstrates satisfaction of the best fit, and our results reveal the CFI and TLI values in this thesis to be greater than 0.9. The value for GFI for our model of study (SEM) was also assessed, and the result was within an acceptable area in the middle of 1 and 0, showing 0.90. Previous research [65] found those with a value below 0.06 to be preferred (but those with a lower value than 0.08 could still be considered) in terms of the RMSEA and RMR values. Both the RMSEA and RMR values on the current test may be looked into considering the recommended radius, shown in Table 9.

The establishment of GA had an important positive ($\beta = 0.28$, $p < 0.001$) impact on customers who had affection for green artwork, not forgetting those who are awed by green designs in hotels according to the final analysis of the path coefficient. A strong link was also found in the HS as well as EAW the clients had ($\beta = 0.33$, $p < 0.001$), as well as in the midst of the hotel coefficients of the standard value between the routes of the primary yardsticks, shown in Figure 3. The immediate answers of the assessment of the paths, as well as all parts of the fitness index and its elucidation on the constructional equation model, are presented in Table 9.

The below Equation (1) is our SEM structure for the direct effects. In this case, the letter K represents the gradient value indicating the major factor relation. During the investigation in the current study, K could have been the ripple effect on HS over GA in the current study's model. The dependent factor is indicated by the letter Y, and in this study, the dependent factor could be any of the major components, but not green awareness (GA). The independent factor of the symbol is X, which may be any of the primary elements except the hotel satisfaction (HS) component. The sum of X in the first equation is determined by the number of variables present in the independent factor. Because environmental artwork (EAWs) includes four variables, the direct effect on HS over EAW is $Y = \beta + K_1X_1 + K_2X_2 +$

$K_3X_3 + K_4X_4 + \varepsilon$. Moreover, epsilon (ε) shows the mistakes related to signals, while beta (β) shows the intercepting values in the first equation.

Finally, the mediating influence of consumers who have a huge liking for environmental artwork on the relationship between customers' green awareness and their hotel satisfaction was used to test our third hypothesis. The following mathematical equation, according to [66], is a sufficient computational equation for secondhand impact. The letter P is written as a value of the gradient in Equation (2), implying a relationship between the key components. P highlights the direct influence of EAW on HS in the current research model. M is a multiple-variable mediating factor and the Equation (3) indicates M's components in more detail.

$$Y = \beta + K_1X_1 + K_2X_2 + K_3X_3 \dots + \varepsilon \quad (1)$$

$$Y = \beta + K_1X_1 + K_2X_2 + K_3X_3 \dots + LM + e \quad (2)$$

$$M = \beta + J_1X_1 + J_2X_2 + J_3X_3 \dots + LM + e \quad (3)$$

Our current study used the AMOS program and also the "bootstrap" approach in determining if the effects were indirect in our study specimen and their importance statistically. The "bootstrap" methodology helps construct parameter distributions for the input samples with no knowledge of the distribution of the populace and then approximates the framework [67]. Moreover, it generates a study which cannot be dependent on theories, having sizeable specimens and allowing its application with more confidence to lesser data. In this scenario, 5000 bootstrap samples were used, and 0 was not included in the indirect effect's 95 percent confidence interval. The mediating impact, on the other hand, could be considered a value of interest. Table 10 shows that the indirect impact for EAW meddling with GA and HS was 0.09. Because the 95% confidence interval amid GA and HS could not be 0 for the indirect impact on GA and HS, the mediating impact was high (see Table 10). Finally, the indirect effect data revealed that our third hypothesis was likewise validated on the anticipated instruction, allowing us to come to terms with them.

Table 10. The result of the mediating effect of green artwork.

Path	Indirect Effect	S.E.	95%CI (Bias-Corrected Bootstrap)
EA → CIAW → LY	0.09	0.07	(0.09–0.19)

Number of bootstrap samples: 5000.

5. Implications, Limitations, and Future Directions

One of the significant implications of the present study is applying the concept of art infusion theory to understand the relationship between consumers' environmental awareness and satisfaction. Many studies in the past have explored the relationship between art and other concepts like business performance, business attraction, product evaluations, and loyalty [68,69]. The present study supports the hypothesis that eco-friendly artwork in a hotel lobby mediate the relationship between customers' environmental awareness and hotel satisfaction. Based on this study, the researcher supports art infusion theory's implication that artwork enhances the consumers' cognitive flexibility and perception regarding a specific product or service [70]. The findings indicate that the launch of eco-friendly artwork in hotel lobbies enhances consumers' attitudinal loyalty, satisfaction, and perceived value of the hotel services among environmentally conscious consumers. Therefore, the present study adds knowledge to the significant concept of art infusion theory and illustrates how learners and theorists can use the model to enhance overall consumer satisfaction rates.

The present study makes an outstanding contribution by exploring the moderating variables that affect consumers' environmental awareness and satisfaction levels. To be precise, this study has brought new insight into how ecological marketing strategies like the establishment of eco-friendly artwork in a hotel lobby can help alter the satisfaction levels of green consumers. This means that green consumers have high levels of environmental

awareness. Their level of satisfaction depends on mediating factors like lobby artwork and interior design features. The present study stresses that green consumers focus more on the environmental aspects of style, color, lighting, and lobby furnishing of the general hotel environment [71]. Ecological consciousness through lobby artwork and design gives an appealing and favorable effect on the customer's perception of service quality and value addition [72]. The present study investigates the level of green consumer satisfaction from the lens of eco-friendly artwork in the hotel lobby. Hence, it gives the audience a new approach to understanding the business factors that influence the consumer's satisfaction levels.

The direct focus on the role of eco-friendly artwork in influencing the satisfaction levels of green consumers gives future scholars a new area of focus and a different way to explore the problem. As it is, microscopic studies examine the relationship between consumer environmental awareness and hotel satisfaction rates with the presence of eco-friendly artwork in a hotel lobby in mind [73]. Akoth [74] noted poor implementation and understanding of the hotel design elements and principles in producing eco-friendly spaces and environments. According to the prior study, there is a need to explore how green hotels and artwork influence consumers' perception and satisfaction levels. Thus, this study is a starting point for offering essential data about developing eco-friendly artwork in hotel lobbies to enhance consumer satisfaction rates [70].

This study offers vital insights on how businesses can use green artwork as the only significant factor to enhance long-term commitment and consumer value. This study's results will help green hoteliers and consumers to understand each other via green marketing and the use of eco-friendly artwork as the primary strategic business tools. Although some recent studies have explored the effect of art on consumer behavior [75,76], the present study is unique. It offers vital insights which have not been discussed yet by prior studies regarding the relationship between customers' environmental awareness and hotel satisfaction, with eco-friendly artwork in a hotel lobby as the mediating variable. This study provides a detailed understanding of art infusion in urban hotels by highlighting the impact of art and its spillover effects on consumer satisfaction. This project will serve as an effective tool for hotels to use eco-friendly artwork to enhance the attitudes and happiness of environmentally conscious consumers, confirming the findings of previous studies [77,78]. Through the current study's findings and publication, hotels will gain new insights and information for understanding consumers' preferences based on the consumers' responses.

The current study's findings will allow managers of urban hotels to develop eco-friendly artwork within hotel lobbies to satisfy green consumers. Hoteliers and tourists show drastically changing interests and prospects regarding their hotel preferences. The shift has made policymakers and hotel managers focus on enhancing the consumer's satisfaction rates by meeting their preferences [79]. Indeed, many tourists today prefer hotels that follow environmental protection practices, a trend that has inspired many urban hotels to go green in their business processes and practices [80]. Eco-friendly artwork in hotels serves as a new source of differentiation and strategies for enhancing customer experiences. According to a past study [81], unique and eco-friendly artistic elements add symbolic and emotional appeal to consumers, enhancing their loyalty to the hotels. Hotel management should develop eco-friendly marketing strategies like using eco-friendly artwork within hotel lobbies.

Despite the unique implications of this research, the findings were prone to several limitations. First, this study primarily relied on a systematic review of the existing literature to fully understand the relationship between consumer environmental awareness and hotel satisfaction with eco-friendly artwork in a hotel lobby as the central mediating factor. The systematic literature review increased the risk of publication bias within the current study. According to Forbes et al. [82], publication bias is a standard limitation of a systematic review that researchers cannot eliminate. Although the researcher tried to limit the presence of this bias through comprehensive searches of the gray literature, checking of references,

and the use of literature review guidance, the present study's findings are still prone to publication bias. Using the current research methodology, the researcher had a more significant challenge of accessing restricted sources. According to Nakano and Muniz [83], the systematic literature review faces restrictions on the accessibility of sources. It can cause overlooking of the vital gray literature. Hence, the adopted study methodology was the leading limitation to this study since it increased the probability of publication bias and the inability to access restricted sources.

The second limitation emerges from the relatively complex scope that requires adequate knowledge and experience to explore a given topic effectively. The prior studies have mentioned that researchers should examine and evaluate mediating factors to generate meaningful results from a maximum experience standpoint. Investigating the scope and depth of consumer satisfaction requires technical capability and competence, especially for green consumers [84]. The limited amount of data about these study variables presented many challenges for the current study. In addition, because the geographic region covered in this study focused only on South Korea, the results of the current study might not be applicable to employees in other countries.

The present study's findings may also be prone to personal and hotel features. Specifically, the impacts of art infusion on green consumers' satisfaction with hotel services and products could be subject to other individual components. According to Navalta et al. [85], many scientific studies are subject to personal bias due to different values and interests. In the present study, factors like the consumers' income levels and hotel locations, as well as the quality of the products and services also serve as vital determinants of the consumers' ability to visit a hotel [86,87]. These other factors might have influenced the reliability and validity of the current study.

Future scholars should carry out primary scientific data analysis to explore the impact of enhanced levels of environmental sustainability among consumers and the overall satisfaction with hotel services and products, using the presence of eco-friendly artwork as the main moderator. The use of secondary data sources in the current research served as a significant limitation that presented publication bias in the research outcomes. Indeed, scholars should gather data from large samples from different regions across the world to achieve greater external validity and generalizability of the experimental findings. According to Pandey and Pandey [88], the use of primary data sources in any study allows the researcher to collect reliable data specific to the problem, enhance quality, and discover additional information and data. Hence, future scholars should explore the current study using primary data sources, since the topic contains a broader scope and the literature contains minimal data.

Aside from that, in the future, researchers should also explore the influence of eco-friendly artwork in hotel lobbies on green consumer satisfaction while controlling other incentives. Chang et al. [27] noted that future scholars should consider other incentive mechanisms like hotel discounts, the provision of dining coupons, and hotel locations that influence a consumer's satisfaction levels. Although eco-friendly artwork in a hotel lobby might substantially affect the consumer satisfaction levels of environmentally conscious consumers, their level of gratification may be subject to a wide range of personal and contextual factors. Hence, future scholars should control these factors to gather more reliable and valid data that thoroughly address the research problem.

6. Conclusions

The present study's findings acknowledge that customers' levels of environmental awareness directly connect with eco-friendly artwork in a hotel lobby. The results indicate that environmentally sensitive consumers tend to visit green hotels with green services and promote sustainable behaviors from the workforce. Green artwork in a hotel's lobby, the mediating factor in the current study, enhanced the relationship between consumers' level of environmental consciousness and hotel satisfaction. Indeed, hotels use visual artwork to advertise their environmental sustainability practices and improve the overall guest experi-

ence, giving them more extraordinary ambiance and quality finishes [9]. The use of a green marketing mix within a hotel lobby focuses on the consumer's interest in environmental issues, leading to high confidence in the hotel's operations and a general state of loyalty in consuming their products and services. The use of green artwork in a hotel lobby enables the hotel brand to integrate service to the secondary and primary consumers as a response to the consumers' needs, especially those with more significant environmental sustainability concerns. Hence, eco-friendly artwork in a hotel lobby mediates the relationship between customers' environmental awareness and hotel satisfaction [10,11].

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