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Abstract

In the last decade, consumers have become more open-minded on ecological issues. Green marketing refers to selling product or rendering services based on environmental gain. It came into continuation in the late 1980s and early 1990s. Green marketing is rising quickly and consumers are willing to pay a lot for green product. There has been little analysis of the impact of this new market on the consumers and the environment so far. Green marketing affects all areas of our economy, it does not just lead to environmental safety but it also generates new market and job opportunities. Companies that are green stewards stand a chance of gaining many satisfied and loyal customers. Hotel company managers increasingly have to take environmental issues into account.

Hotel industry in Sri Lanka has become one of the major income sources to the GNP. With the end of three decades of war in Sri Lanka, hotel industry is developing more increasingly. And hotels are developing and implementing different kind of strategies to win the market through enhancing their customer satisfaction. On the other hand customers are now looking for more eco friendly hotels which secure their health and enhance their satisfaction. The research question of the present study is, how green marketing practices impact on customers satisfaction?

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For Hotels to survive in this market, they need to go green in all aspect of their business.

Consumers want to identify themselves with hotels that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy. The main objective of the present study is to analysis the relationship between green marketing practices and customer satisfaction.

Three hotels in Wennappuwa area were selected for the presents study, such as Club Dolphin Hotel Waikkal, Ranwel Hotel Waikkal and Hotel Heaven Inn. 100 customers selected as sample for the present study. 45 customers were selected from Dolphin Hotel, 35 customers were selected from...
Ranweli hotel, and 20 customers were selected from Hotel Heaven Inn. The convenience sampling method was used in this study. A structured questionnaire was issued among customers of the hotel industry for collecting data. Environmental product and place strategies were considered as independent variables of the present study and customer satisfaction was considered as dependent variable. SPSS 16 package was used for analyzing the data of the present study. The finding of the present study indicates that the positive relationship was observed among environmental product and place strategies and customer satisfaction of the Hotel Industry in Wennappuwa.

**Keywords:** Green Marketing Practices, Environmental Product Strategy, Environmental Price Strategy, Customer Satisfaction

**Introduction**

In the last decade, consumers have become more open-minded on ecological issues. Green marketing refers to selling product or rendering services based on environmental gain. It comes into continuation in late 1980s and early 1990s. Green marketing is rising quickly and consumers are willing to pay a lot for green product. There has been little analysis of the impact of this new market on the consumers and the environment so far. Green marketing affects all areas of our economy, it does not just lead to environmental safety but it also generates new market and job opportunities. Companies that are green stewards stand a chance of gaining many satisfied and loyal customers. Hotel company managers increasingly have to take environmental issues into account.

On the other hand, a major number of distinctive vacation tourist events are openly reliant on the natural assets at a destination. Some forecast consequences try to accomplish high levels of ecological sustainability at the destination. Tourism development is to try to magnetize consumers who are inherently paying attention in protecting the environment and accordingly act in a way that leads to a smaller environmental footprint (Dolnicar and Leisch 2008). In the current era of globalization, competition among rivals is inevitable regardless of whether they are domestic, international, or global, of which are depending upon products or services. In this study researcher used environmental product and place strategies, because they are currently playing a significant role in hotel industry. For a hotel to earn superior profits and outperform its competitors, it must pay attention on implementing environmental product and place strategy in order to win the market. Therefore, the research question of the present study is to what extend green marketing practices impact on customer satisfaction in hotel industry.

Hotel industry in Sri Lanka has become one of the major income sources to the GNP. With the end of three decades war in Sri Lanka, hotel industry is developing more increasingly and hotels are developing and implementing different kind of strategies to win the market through enhancing their customer satisfaction. On the other hand customers are now looking for more eco friendly hotels which secure their health and enhance their satisfaction.

Following objectives are identified from the research question by the researchers.

- To evaluate the relationship between green marketing practices and customer satisfaction.
To analyze the relationship between environmental product strategy and customer satisfaction.

To measure the relationship between environmental place strategy and customer satisfaction.

Literature review and theoretical background

Literature review

A majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like phosphate free, recyclable, refillable, ozone friendly and environmentally friendly are some of the things consumers most often associate with green marketing. In general, green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "eco-tourist" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact (May 1991, Ingram and Durst 1989, Troumbis 1991).

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing.

Charter (1992) defined that the green marketing as a holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfils stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being. The green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising (Henion and Kinnear 1976). Yet, they expressed that the green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing.

Henion and Kinnear (1976) defined green marketing as the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non energy resource depletion. This definition consists of three key components, 1) it is a subset of the overall marketing activity; 2) it examines both the positive and negative activities; and 3) a narrow range of environmental issues are examined. While this definition is a useful starting point, to be comprehensive green marketing needs to be more broadly defined. Before providing an alternative definition it should be noted that no one definition or terminology has been universally accepted.

Polonsky (1994) expressed that the Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such
that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

The traditional component of the marketing definition is that "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants" (Stanton and Futrell 1987). Therefore it ensures that the interests of the organization and all its consumers are protected, as voluntary exchange will not take place unless both the buyer and seller mutually benefit. The above definition also includes the protection of the natural environment, by attempting to minimize the detrimental impact; this exchange has on the environment. Thus green marketing should look at minimizing environmental harm, not necessarily eliminating it.

Theory and hypotheses

Green products and its characteristics

The products those are manufactured through green technology and that caused no environmental hazards are called green products promotion of green technology and green products are necessary for conservation of natural resources and sustainable development.

Green products can be defined by following measures:

- Products those are originally grown,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable, containers etc.

Environmental product strategy

Environmentally friendly products can increase and decrease production costs; environmentally friendly production may increase costs for organizations and their suppliers but this may be offset by lower fuel bills through energy efficiency measures or an increase in sales caused by a positive product image.

An organization may able to pass increases in production costs (caused by Environment Friendly products) to consumers. However this will depend on the level of increase, type of consumer, competitor prices and the strength of the economy. For example during times of recession consumers will place price above many of the other factors making up the marketing mix.

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To face the environmental sustainability challenge, a growing number of companies are shifting (or are planning to shift) toward more sustainability-oriented business models, adopting environmental strategies and developing green products. According to the Nidumolu (2009), Environmental sustainability is no longer being questioned as a passing trend but has become a relevant issue both for companies and society. Some attempts to integrate green product development within the broader context of environmental strategies have been done (Hart, 1997; Kolk and Pinkse, 2005; Orsato, 2006).

However, the relationship between different types of environmental strategies and development of green products remains a quite neglected area. There is first evidence that higher implementation levels of environmental strategies are positively linked to the development of green products for companies with strong commitment toward environmental sustainability. However, further research is needed to understand which are the environmental strategies more supportive for green product development, and if the relationship between each environmental strategy and green product development is influenced by the degree of company's commitment towards sustainability.

Environmental place strategy

All organizations need to "carefully" time when their product reaches consumers; exact time of distribution will depend on the product or service being distributed. Such timing may have an environmental implication. Some products will need to reach the consumer shortly after production for example fresh food in order to retain freshness, taste or nutritional value. The fastest method of distribution may damage the environment. Conversely a more environmentally friendly method e.g. via canals may impact on speed of distribution and consequently quality of the product. A method of distribution that combines speed with “environmentally friendliness” may increase distribution costs as some of these processes are still under development e.g. electric vehicles.

In addition to the type of transport used for distribution, an organization will need to review distribution techniques; For example timing deliveries so that they occur during off peak hours and do not contribute to congestion. Some organizations attempt to make fewer deliveries, whilst others promote concentrated products (e.g. fabric conditioner) as they increase the number of products that can carried in each delivery vehicle.
Even if “environment friendly distribution” is not at the top of an organization’s list of priorities, government policies may elevate it to the top. Congestion charging and low emission zones have been introduced in the London. Apart from the obvious increase in costs involved in following such policies, a failure to observe environment friendly rules and regulations will lead to fines, sanctions and negative publicity.

After reviewing internal distribution methods an organization will need to review supplier and subcontractor distribution as consumers and the media expect organizations claiming environmental credentials to work with other environment friendly organizations. For example do subcontractors use Bio-fuel? Are subcontractors actively managing their “carbon footprint” and energy use?

Customer satisfaction

Kotler (2012) described that a product is anything that can be offered to satisfy a need or want which includes experiences, persons, places, organizations, information and ideas. Customer’s choice of product depends on a combination of product attributes that best meets their needs based on dimensions of cost, value and prior satisfaction.

Manaktola & Jauhari (2007) pointed out that, the core attributes involves functional performance and non essential attributes that support core attributes. And Kotler (2006) identified the three characteristics of hotel product are intangibility, inseparability and variability. Hospitality experience is a sum total of satisfactions with the individual elements or attributes of all the products and services that make up the experience. One of the most important goals of any organization is retaining and satisfying current and past customers (Pizam & Ellis 1999).

Ottman (1998) proposed that, if environmentally friendly products need to be considered or purchased by the customers then they have to perform satisfactorily compared to conventional products and achieve consumer satisfaction on key attributes such as functional performance, quality and price.

Customers purchase goods and services with pre-purchase expectations about anticipated performance (Oliver 1980). Ostrom and Lacobucci (1995) suggested that the Customer satisfaction or dissatisfaction is a judgment made after considering the qualities and benefits of the product as well as the price and efforts borne by the customer to obtain them.

Every customer does not have the same level of satisfaction out of the same hospitality experience since each customer has different needs, objectives and past experience (Pizam and Ellies 1999). Little previous research could be found regarding environmentally friendly practices by hotels and customer satisfaction. In most of the research on customer satisfaction in hotels, the criteria used to measure customer satisfaction were purpose of travel (Callan & Kyndt 2001), age (Wei, Ruys & Muller 1999), gender (Mc Cleary, Weaver, Lan 1994), Cleanliness (Callan & Bowman 2000), quality of staff and service (Knutson 1988; Lockyer 2002).
Bitner (1990) suggested that the perceived service quality is a result of individual service encounter between the service provider and the customer, during which the customer evaluates quality and develops satisfaction or dissatisfaction. The pre-purchase expectations formed by the customers are influenced by intrinsic and extrinsic cues related to a practical experience of previous experiences and other related information sources (Gould-Williams 1999). Davis (1993) and Ottman (1998) recommended, It is difficult to reassure the customers regarding the functional performance of the environmentally friendly products due to the past failure of many of these products.

Even though, several researchers have expressed their ideas regarding green marketing. So far no one has clearly investigate the impact of green marketing practices on customer satisfaction. Therefore the researchers have identified the research gap in this concept and through this research, the researchers going to carefully investigate the impact of green marketing practices on customer satisfaction.

The researchers derived the hypotheses and conceptual model based on the literature survey and theory of the present study. The hypotheses are;

H1: There is a relationship between green marketing practices and customer satisfaction.

H1a: There is a relationship between environmental product strategy and customer satisfaction.

H1b: There is a relationship between environmental place strategy and customer satisfaction.

![Figure 1: Conceptual Model](Source: Survey Data)

**Methodology**

**Sample of the study**

Researcher selects three hotels in Wennappuwa area for this research purpose, the researcher selects three hotels in Wennappuwa area such as Ranweli Hotel, Dolphin Club Hotel, and Hotel Heaven Inn. 100 customers were selected from the hotel industry as sample of the present study. 45 customers from Dolphin Hotel, 35 customers from Ranweli hotel, and 20 customers from Hotel Green marketing practices
- Environmental Product Strategy
- Environmental Place Strategy

Customer satisfaction
Heaven Inn were selected as sample of this study and the convenience sampling method was used in this study.

Data collection

A questionnaire was prepared for the purpose of collecting data. The questionnaire consist of four sections such as personal profile of customers was indicated in section A, Environmental product and place strategies and customer satisfaction were indicated in section B, section C and section D respectively. Further the Secondary data were collected from relevant website, published annual reports of the hotels and News paper article.

The five point Likert scale is used for statements of the section B, section C, and section D ranging from strongly disagree to strongly agree. The numerical values were given for the purpose of quantification of qualitative variable as follows. The scale of measurement is given below.

<table>
<thead>
<tr>
<th>1</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Disagree</td>
</tr>
<tr>
<td>3</td>
<td>Uncertain</td>
</tr>
<tr>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>5</td>
<td>Strongly agree</td>
</tr>
</tbody>
</table>

Source: survey data

Data analysis

The collected data were analyzed by using Statistical Package for Social Sciences (SPSS 16.0). Correlation and coefficient of the independent and dependent variable were measured in the present study. The values of correlation and coefficient are between -1 and +1. A correlation coefficient of +1 indicate that two variables are perfectly related in a positive linear sense, correlation coefficient of -1 indicate that two variables are perfectly related in a negative linear sense, and a correlation coefficient of 0 indicate that there is no relationship between two variables.

Results and discussion

According to the descriptive analysis, the satisfaction level of Ranweli Hotel was higher than other hotels. Mean value of Ranweli Hotel is 4.595 and Standard Deviation is 0.515. It represents that the customers in Ranweli have higher satisfaction than other hotels. The mean value and Standard Deviation of Environment product strategy and Environment place strategy are also higher value than the other hotels. The details mean and Standard Deviation are illustrated in Table 2.
Table 2: Mean value and Standard Deviation of the Hotel Industries

<table>
<thead>
<tr>
<th></th>
<th>Hotel Dolphin</th>
<th>Ranweli hotel</th>
<th>Heaven Inn</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>SD</td>
<td>Mean</td>
</tr>
<tr>
<td>Environment Product Strategy</td>
<td>3.920</td>
<td>0.840</td>
<td>4.250</td>
</tr>
<tr>
<td>Environment Place Strategy</td>
<td>3.902</td>
<td>0.807</td>
<td>4.285</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>4.133</td>
<td>0.746</td>
<td>4.595</td>
</tr>
</tbody>
</table>

*Source: Survey Data*

According to the descriptive analysis in Table 2, the satisfaction level of Ranweli Hotel was higher than other hotels as well as mean value was higher than other hotels, satisfaction level of environment product strategy in Club Hotel Dolphin is also higher than the Hotel Heaven Inn but it lower than Ranweli Hotel. On the other hand level of customer satisfaction in Hotel Heaven Inn is lower than other two hotels.

For testing the hypotheses, Correlation analysis were measured in the present study. The results indicated that the relationship between independent and dependent variable of the three hotels in this study is illustrated in Table 3.

Table 3: The relationship between independent and dependent variables

<table>
<thead>
<tr>
<th>Hypothesis Testing</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hotel Dolphin</td>
</tr>
<tr>
<td><strong>H1:</strong> There is a relationship between Green marketing strategy and customer satisfaction.</td>
<td>.718**</td>
</tr>
<tr>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td><strong>H1a:</strong> There is a relationship between environment product strategy and customer satisfaction.</td>
<td>.678**</td>
</tr>
<tr>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td><strong>H1b:</strong> There is a relationship between environment place strategy and customer satisfaction.</td>
<td>.627**</td>
</tr>
<tr>
<td></td>
<td>0.000</td>
</tr>
</tbody>
</table>

*Source: Survey Data*

** Correlation is significant at the 0.01 level (2 tailed).
The correlation analysis of present study indicated that the strong positive relationship was observed between Green marketing practices and customer satisfaction (R=.974** and R=.718**) in Ranweli hotel and the Club Hotel Dolphin respectively, and the week positive relationship observed in Hotel Heaven Inn (R=.387**). The relationship between Environment product strategy and customer satisfaction in Ranweli hotel is very strongly positive (R= 901**), and the moderate relationship was observed in the Club Hotel Dolphin and Hotel Heaven Inn (R=.678** and R=.563** respectively).

The Environment place strategy and Customer satisfaction are strongly positive relationship in Ranweli hotel (R=.896**). The moderate positive relationship is observed between the environment place strategy and customer satisfaction in Club Hotel Dolphin (R=.627**) and the week positive relationship between the environment place strategy and customer satisfaction are observed in Heaven Inn Hotel (R=.459**). Based on the results the Ranweli hotel has higher relationship than other two hotels in Wennappuwa District in the Green marketing practices and customer satisfaction.

The researcher further analyzed the relationship between independent and dependent variables of overall hotels industry in Wennappuwa District. The relationship between Green marketing practices and customer satisfaction are positively significant. The hypothesis one (H1) is accepted. The relationship between environmental product strategy and place strategy and customer satisfaction are also positively significant. Then H1a and H1b are accepted. The results are illustrated in Table 4.

Table 4: Hypotheses testing for overall Hotel Industry

<table>
<thead>
<tr>
<th>HYPOTHESIS TESTING</th>
<th>CORRELATION VALUE</th>
<th>SIGNIFICANCE VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: There is a relationship between Green marketing strategy and customer satisfaction.</td>
<td>0.748**</td>
<td>0.000</td>
</tr>
<tr>
<td>H1a: There is a relationship between Environmental product strategy and customer satisfaction.</td>
<td>0.709**</td>
<td>0.000</td>
</tr>
<tr>
<td>H1b: There is a relationship between Environmental place strategy and Customer satisfaction.</td>
<td>0.689**</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: Survey Data

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results the findings of the present study are given below.

1. The customer satisfaction level with environment product strategy is higher in Ranweli Hotel than the other hotels. The reasons are;
   - The Ranweli Hotel has developed nature friendly surroundings for their hotel.
It offers more organic foods than artificial foods.
It uses natural flowers to decorate rooms and other areas.
It maintains vegetable farm for its own usage.
It has reduced their energy consumption.
It properly manages its water resources.
Its waste management and recycling process is in good condition.
It has minimized the usage of plastic and polythene.
It is using more eco-friendly furniture.
It has its own eco department which has committed to save the environment. Through that it motivates customers and staff to save the environment by reducing water wastage, energy consumption, managing waste and eliminating plastic and polythene usage etc.

2. The customer satisfaction level of environment product strategy was poor in Club Hotel Dolphin compare than the Ranweli hotel. The reasons are;
   - It does not have eliminated the polythene and plastic usage.
   - Its water and energy management system is in somewhat low level.
   - It uses more artificial decorations than natural decorations.
   - It does not mainly pay their attention in offering more organic foods.
   - It does not have completely committed to save the environment.

3. The customer satisfaction level of environment product strategy was poor in Hotel heaven Inn compare than the other hotels. The reasons are;
   - It does not have proper water and energy management system. And even It does not have proper waste management system compare with other two hotels.
   - It is not using natural decorations for their rooms and other areas.
   - It uses more plastics and polythene for their daily usage.
   - It not always paying their concentration on offering organic foods.
   - Hotel Heaven Inn does not have proper laundry service as well as they are not properly implementing a recycling process. So, satisfaction level in Hotel Heaven Inn lower than other two hotels.

According to the correlation analysis, very strong positive relationship between environment product strategy & customer satisfaction was observed in Ranweli Hotel.

The satisfaction level of environment place strategy in Ranweli hotel was higher than Club Hotel Dolphin and Hotel heaven Inn, the satisfaction level of environment place strategy in Club Hotel Dolphin was lower than Ranweli Hotel but it was higher than Hotel Heaven Inn and satisfaction level of environment place strategy in Hotel Heaven Inn was lower than both Ranweli and Dolphin hotels.

The customer satisfaction level of environment place strategy was high in Ranweli hotel than the other hotels. The main reasons are;
• It has selected more naturally beautiful place for their location.
• It has calmer and quite outside environment.
• It has located in between a river and sea that always give more natural feelings to their customers.
• It maintains its own vegetable farm and flower garden inside the hotel.
• It has created outside cottages for their customers other than inside rooms.
• It has used natural flowers and trees to decorate their hotel rooms and other areas.
• It uses boats and float to bring customers to hotel across the river.
• It has developed their environment to live more birds like butterflies, parrots, etc.
• It is implementing proper waste management system and also has committed not to use polythene and plastics.

On the other hand Hotel Heaven Inn was poor in implementing above aspects of environment place strategy. Therefore there was reasonably week positive satisfaction level of environment place strategy in Hotel Heaven Inn.

Conclusion and recommendations

Conclusion

With the end of thirty years of war, the hotel industry has become a very crucial part in Sri Lankan economy. Number of foreigners coming to visit Sri Lanka is increasing day by day. So, it is Chrystal clear that hotel managers have to develop and implement new strategies to attract and enhance their customers’ satisfaction more than their competitors. Development of delightful customers for products and services by upgrading customer satisfaction always help to achieved competitive edge in the market. In the strategic management perspective to achieve greater level of customer satisfaction hotels can use combination of environment product strategy and environment place strategy.

The crucial intention of this study is to scrutinize the customer satisfaction in hotel industry by examine Club Hotel Dolphin, Ranweli Hotel, and Hotel Heaven Inn. The customer satisfaction is the most important aspect in any industry, even though most of the factors influencing the customer satisfaction. Present study was considered environment product and place strategies, under green marketing practices influencing on customer satisfaction in hotel industries. Finally finding of the present study indicated that the positive relationship was observed between environmental product and place strategies and customer satisfaction in Hotel Industries in Wennappuwa District. Further, for implementing the green marketing strategies - environmental product and place strategies - will create competitive advantage to their hotel through always enhancing level of customer satisfaction.

Recommendations

Recommendations are absolutely paramount in any research. In this research, based on the analysis of environmental product strategy, environmental place strategy and customer satisfaction, the
following recommendations are made in respect of Club Hotel Dolphin, Ranweli Hotel, and Hotel Heaven Inn. The following recommendations would be forwarded for research study based on the findings of this research study for further development of their practices.

If hotels consider following recommendations in their product developments can reduce their cost of production, price of products and also environment damage through that they can create superior value for their customers by enhancing customer satisfaction. There is no doubt they can earn competitive advantage by outperforming from its competitors through implementing environment product strategy.

- Club Hotel Dolphin and Hotel Heaven in should pay their concentration on reducing energy consumption. They should use energy efficiency bulbs, cooking equipment, air conditioners and other equipment.

- Hotel Heaven Inn must upgrade their recycling process to reduce damage on environment and both Hotel Heaven Inn and Club Hotel Dolphin should minimize their plastic and polythene usage that will lead to reduce their cost and also will enhance customer satisfaction.

- Hotel Heaven Inn and also Club Hotel Dolphin should redesign their water management system to reduce water wastage, energy consumption and also to reduce cost of production. They can use low flow sinks, showers and water filtering system to reduce their water wastage.

- Hotel Heaven Inn should effectively implement 6S concept in their hotel premises and also should encourage their employees to ensure cleanliness of the environment. Because, unpolluted environment is always enhance their customer satisfaction.

- Both Club Hotel Dolphin and Hotel Heaven Inn should use natural decorations to enhance the beauty of the hotel while reducing the cost on more energy for lot more bulbs and other artificial decorations.

- All three hotels should utilize new technology for their kitchen, laundry services, and for other process to reduce water and power consumption. And also they should pay attention on producing energy for their internal purposes by taking the advantage of natural resources.

- Hotel Heaven Inn and also Club Hotel Dolphin should re arrange their menus by adding more organic foods instead of artificial foods to enhance customer satisfaction.

- It is better if all three hotel can implement awareness programs for their employees and customers to educate the importance of environment protection and energy saving inside the hotel premises and also outside as well. Then we can get more support from them to implement eco-friendly practices in hotels.
Hotel Heaven Inn and Club Hotel Dolphin should pay their attention on cultivate what they need for their daily usage rather than buying them from outside. And they can also use them as a natural park to enhance customer satisfaction.

To upgrade the level of customer satisfaction, hotels should use more nature friendly practices like offering organic foods, developing natural parks, using energy efficiency decorations, managing water and energy resources etc. Implementing above mentioned eco-friendly practices hotels can outperform from their competitors and also can achieve the competitive edge by always gaining the competitive advantage by implementing environment product strategy to fulfill dynamic needs of potential customers in a different manner from its competitors.

If hotels consider following areas or recommendations under environment place strategy, they can differentiate their hotel from competitors by understanding and satisfying dynamic customer needs in a perfect manner. So, there is no any doubt, it will help to increase customer satisfaction and bring competitive advantage to them.

- Hotel Heaven Inn should develop their outside environment in a nature friendly way to attract and satisfy more customers.
- All three hotels should pay their concentration on developing and using natural water resources. Then they can reduce their cost and polythene and plastic usage. They can develop natural swimming pool instead of water showers and that will enhance customer satisfaction.
- Hotel Heaven Inn and Club Hotel Dolphin should use more green decorations for their rooms and other areas to enhance customer satisfaction by giving fresh feeling to them.
- Hotel Heaven Inn and Club Hotel Dolphin should use fresh flowers for their rooms rather than artificial air freshness to enhance customer’s fresh feeling. So, they can develop their own flower garden inside the hotel by developing flower garden inside the hotel
- All three hotels can provide cottages for their customers than common hotel rooms that all are providing. That will be helpful to create different feeling in customers mind and differentiate their hotel from its competitors.
- The physical environment of Hotel Heaven Inn is not attractive compare to other hotels; they should focus on this aspect.
- Hotel Heaven Inn should pay their main attention on calmness of hotel environment since it is located near to the main road.
- Club Hotel Dolphin and Ranweli Hotel should pay their attention on waste management and environment safety. Since they consume more natural resources.

So, it is Chrystal clear that any hotel can enhance their customer satisfaction and also can achieve competitive advantage through differentiating their hotel from its competitors by effectively implementing environment place strategy.

**Directions for further studies**

This research provides direction for further research. Here, the researcher has considered about the Club Hotel Dolphin, Ranweli Hotel, and Hotel Heaven Inn in Wennappuwa divisional secretariat. But in future, any researcher who is interested in the field can undertake a research regarding other hotels also. In addition, this study focused on particular area, but in the future, this study can be carried out in district wise, province wise, and island wise. In this study researcher was selected only 100 customer respondents among the number of customers of hotels. In future, this study can be carried out with large number of customer respondents and as well (large number of sample). This study related with hotel industry. But future researcher can be study other service and manufacturing organizations also.

Hotels were used several strategies to enhance customer satisfaction, in this study researcher only consider environment product and place strategies in relation with customer satisfaction. Future researcher can also consider other relevant strategies in relation customer satisfaction. In this study researcher was only used primary data collection method. But in future, this study can be carried out with secondary data to measure customer satisfaction.

On the other hand, this research contributed to determine how the customer satisfaction is changed by implementation of environmental product and place strategies under green marketing strategy/practices. But in the future various author and researcher will be introduced more feature under these strategies, therefore those features can be included for further studies.

**References**


