



Società Italiana
Marketing

NEXT GENERATION MARKETING

People, Planet, Place:
cooperation & shared value for
a new era of critical marketing

XIX[^] SIM Conference
Salerno, 20-21 ottobre 2022

ISBN 978-88-943918-8-6

PROCEEDINGS

THE ROLE OF GREEN EXPERIENTIAL QUALITY, SATISFACTION, AND AUTHENTICITY ON TOURISTS PRO-ENVIRONMENTAL INTENTION

Francesco Raggiotto*
Ilenia Confente**
Cristiana Compagno*
Ivan Russo**

**Department of Economics and Statistics, University of Udine*

***Department of Management, University of Verona*

Abstract

This research investigates the impact of green experiential quality, experiential satisfaction, and perceived authenticity on tourists' pro-environmental behavior. Based on an extension of the service quality framework, experiential quality related to green practices represents an extension that goes beyond the tourists' evaluation of the functional attributes provided by the hospitality sector and the hotel suppliers. In fact, it reflects the tourists' affective response to their desired socio-psychological benefits linked to the ability of the hospitality offering to consider the specific consumers' sustainable needs.

The preliminary findings are based on 300 green hotel customers and data are analyzed through a moderated-mediated analysis conducted via PROCESS macro for SPSS.

Our results confirm the role of green experiential quality in driving the tourist towards pro-environmental behavior during the tourism experience. It does so via the mediation role played by the consequent experiential satisfaction deriving from the hotel green practices quality. Surprisingly, our findings found no support for the moderating role of authenticity in fostering the relationship between green quality and perceived satisfaction.

Our study suggests valuable insights for both managers and scholars related to the antecedents of pro-environmental behavior deriving from hotel green practices.

Keywords: green experiential quality, satisfaction, pro-environmental behavior, hotel, green perception; sustainable behavior.

1. Theoretical Background and hypotheses development

In marketing literature, quality is a central topic, being a key determinant of consumer choices and behaviors (e.g., Donthu et al., 2022; Parasuraman et al., 1985; Zeithaml et al., 1990). Similarly, in tourism management service quality is a cornerstone of literature and a key goal for practice. Traditional models of service quality (e.g., SERVQUAL, SERVPERF) typically focus on the service attribute level; however,