

**EFFECT OF GREEN HOTEL PRACTICES ON CUSTOMER LOYALTY IN LA-SERENA HOTEL, KISII TOWN, KISII COUNTY KENYA**

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**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF HOSPITALITY AND  
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FOR THE AWARD OF THE DIPLOMA IN HOTEL AND RESTAURANT  
MANAGEMENT OF GREYSA UNIVERSITY**

**NOVEMBER 2021**

## DECLARATION

### DECLARATION

This research project is my original work and has not been presented for award of diploma or any other similar purpose in any other institution.

Signature.....

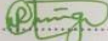
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### Supervisor Declaration

This research project has been submitted with my approval as University supervisor.

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## **DEDICATION**

I dedicate this research project to my family, and most especially my ever caring father. Thank you for believing in my abilities and giving me the support to make my dreams and ambitions a success.

## **ACKNOWLEDGEMENT**

Most importantly, I am grateful to the Almighty God for His supplication of mercy, wisdom, knowledge and good health throughout my academic journey. I thank my family members, friends and classmates who in one way or the other were a part of my journey and helped me get to this point and my research supervisor, for the insight and support throughout every step of this research project. I thank the management, staff and customers of La Serena hotel in Kisii for they have an upper hand in this work for their responses they gave me. I am forever indebted.

## TABLE OF CONTENTS

DECLARATION .....	ii
DEDICATION .....	iii
ACKNOWLEDGEMENT .....	iv
LIST OF FIGURES .....	viii
LIST OF TABLES .....	ix
ABBREVIATIONS AND ACCRONYMS .....	x
OPERATIONAL DEFINITION OF TERMS.....	xi
ABSTRACT.....	xii
CHAPTER ONE: INTORUDUTION.....	1
1.0 Preview.....	1
1.1 Background of the study .....	1
1.2 Statement of the research problem .....	3
1.3 Purpose of the study .....	4
1.4 Conceptual framework .....	4
1.5 Objectives of the study .....	4
1.6 Hypothesis of the study .....	5
1.7 Significance of the study .....	6
1.7.1 Investors and the government.....	6
1.7.2 Scholars .....	6
1.7.3 Employers .....	6
1.7.4 Consumers .....	6
1.8 Scope of the study .....	7
1.9 Limitation of the study .....	7
CHAPTER TWO: LITERATURE REVIEW .....	8
2.0 Preview.....	8
2.1 The Concept of Green Hotel Practices .....	8
2.2 Customer Loyalty .....	10
2.3 Measures of Green Hotel Practices .....	11
2.3.1 Local organic food products .....	11
2.3.2 Organic food handling .....	12
2.3.3 Waste products composting.....	13
2.3.4 Recycling waste products .....	13

2.4 Theoretical Framework .....	14
2.4.1 Theory of Reasoned Action (TRA) .....	14
2.4.2 The Stakeholder Theory .....	14
2.5 Summary of identified gaps in the literature review .....	15
CHAPTER THREE: RESEARCH METHODOLOGY .....	17
3.1 Introduction .....	17
3.2 Research design.....	17
3.3 Study area .....	17
3.4 Target population .....	17
3.5 Sampling techniques .....	18
3.6 Sample size.....	18
3.7 Measurement of variables .....	19
3.8 Research Instrument.....	19
3.9 Validity of measurement .....	19
3.10 Reliability of measurement .....	19
3.11 Data collection techniques .....	20
3.12 Data analysis .....	20
3.13 logistical and ethical considerations.....	20
CHAPTER FOUR: FINDINGS AND DISCUSSIONS .....	21
4.0 Introduction .....	21
4.1 Response rate .....	21
4.2 Demographical analysis .....	21
4.3 Descriptive statistics of study variables .....	24
4.3.1 Local organic food production .....	24
4.3.2 Organic food handling .....	25
4.3.3 Waste products composting .....	25
4.3.4 Recycling Waste Products.....	26
4.3.5 Customer Loyalty.....	27
4.4 Correlation analysis of the study variables .....	27
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .....	29
5.0 Preview.....	29
5.1 Summary of major findings.....	29

5.2 Conclusions .....	29
5.3 Recommendations for practice.....	30
5.4 Recommendations for further research .....	31
REFERENCES .....	32
APPENDICES .....	34
Appendix I: Letter of Introduction. ....	34
Appendix II: Questionnaire.....	35

## LIST OF FIGURES

<b>Figure 1.1</b> Conceptual framework... ..	4
<b>Figure 4.1</b> A histogram representing age demographic. ....	24
<b>Figure 4.2</b> A bar graph representing .....	25
<b>Figure 4.3</b> A pie chart for number of visitation. ....	25



## LIST OF TABLES

<b>Table 3.7</b> Measurement of variables.....	19
<b>Table 4.1</b> Respondents Demographics.....	22
<b>Table 4.2</b> Descriptive statistics on local food production.....	25
<b>Table 4.3</b> Descriptive statistics on Organic food handling.....	26
<b>Table 4.4</b> Descriptive statistics on Waste products composting.....	27
<b>Table 4.5</b> Descriptive statistics on recycling waste products.....	27
<b>Table 4.6</b> Descriptive statistics on Customer Loyalty.....	28
<b>Table 4.7</b> Correlational analysis.....	28

## **ABBREVIATIONS AND ACCRONYMS**

**HACCP** – Hazard Analysis Critical Control Point

**UNEP**- United Nations Environmental Program

**SHP** – Sustainable Hotel Practices

**SPSS** – Statistical Package of Social Science

**TRA** – Theory of Reasoned Action

## **OPERATIONAL DEFINITION OF TERMS**

<b>Composting of waste</b>	Is a way of harnessing the natural process of decomposition to speed up the decay of waste
<b>Eco-friendly</b>	Something considered as not harmful to the environment.
<b>Green practices</b>	To pursue knowledge and practices that can lead to more environmentally friendly and ecologically responsible decisions and lifestyles, which can help protect the environment and sustain its natural resources for current and future generations.
<b>Recycling of waste</b>	Is the process of converting waste materials into new materials and objects.
<b>Customer Loyalty</b>	This is the act of a customer coming back to get services, food products and drinks or even experiences from the respective providers as a result of feeling that these providers are the best and satisfy the customers' needs.

## ABSTRACT

The adoption of green hotel practices has become something of great consideration amongst different sectors in the economy and the hospitality industry is no exception. Hotels to be specific are doing their best to assimilate the green hotel practices for a sustainable environment. This study looks into the issue of the influence of green hotel practices on customer loyalty in La-Serena hotel in Kisii Town Kenya. The study focuses on the customers as the respondents as it tries to establish the extent to which green hotel practices impact the revisit intentions of customers into this hotel. The study applied descriptive survey design as the research design model, focusing on both inferential and descriptive statistics to be able to fully and better understand the interrelated nature of the variables. Data was collected by help of questionnaires which acted as the primary data collection tool. Correlation analysis of the independent versus dependent variables was conducted as well as establishing the mean and standard deviation of the study variables to cover the descriptive statistics. On completion of data entry and analysis, presentation has been achieved by use of tables, charts, bar graph and histogram to better understand the data. Convenient sampling technique was applied in sampling the 92 respondents over a period of one week. The researcher was able to establish upon successful data analysis that local organic food production, organic food handling, waste products composting and recycling waste products all have a significant effect on the loyalty of customers as they tend to focus on this aspects that help enable sustainability of the environment through the green hotel practices. This study is beneficial to different stakeholders including investors, the government, hoteliers, customers and future researchers as the findings can be used to pay reference to any decision making pertaining this field of study. Hotels need to therefore put into assimilation the green hotel practices if they want to keep their customers who in thus period and era are most concerned about environmental conservation as much as possible.

**Key words:** *Green hotel practices, convenient sampling technique, customer revisit intentions and inferential statistics.*

## **CHAPTER ONE: INTRODUCTION**

### **1.0 Preview**

This chapter sheds light on an overview of the background of the study, statement problem, purpose of the study, the conceptual framework, the study objectives (both general and specific), study hypotheses and significance, scope and limitations of the study.

### **1.1 Background of the Study**

In the past years, studies have been conducted regarding green hotel practices. Green hotel practices are environmental friendly actions that are put in place by organizations. The hotel sector operates in a hypercompetitive environment, facing an increasing demand for more than just the traditional services offered (Kandampully and suhartanto, 2008). According to Lu et al., (2015) and Han et al., 2009, environmental importance has grown into a social issue and as a result, the preferences of customers are changing to have in place products and services that are more eco-friendly whenever these customers make decisions on which hotels to visit, what food to take or even which rooms to book. Results of previous studies on consumer perception of the green hotel practices of hotel are inconclusive.

Authors such as Berezan et al. (2014) argue that ecological initiatives are key drivers influencing guest hotel choose, while others like Yu et al. (2017) states that although guest say that they are worried about the problems of the environment, they do not act in a manner consistent with their concern. A report by the United Nations Environmental Programme (UNEP), 2013, did stipulate that at least 79% of travellers seeking hotel experiences have their interest transfixed in going green when making decisions about what hotel to choose. Hotels are therefore being encouraged to take part in green hotel practices with an aim of getting a hold of customers. Han et al., 2009 lay more study literature by stating that guests in hotels have a higher will to pay more so they can stay at a given hotel.

Having an eco-friendly attitude and an image that is positive altogether. This was also backed up by the trip advisor (2012a). Companies and industries are implementing environmental initiatives in their business as a tool of gaining customers trust (Ahuja 2015) In this case a challenge is determining whether a strong and innovative environment strategy enables hotel to increase consumer trust. There are numerous studies done regarding green hotel practices, there seem to be handful or less study done on La Serena hotel. It is to a greater percentage that this study

proves that this study will greatly contribute into the studies of green hotel practices on consumer perception. There may arise cases of confusion where a hotel guest finds it difficult understanding what a hotel's green practices are thereby reducing his or her trust that is perceived, towards the green hotel products and services, according to Chen and Chang, 2013).

In a number of cases, most hotels have incentives that act as an encouragement for their guests to take part in the green hotel practices but not a clear definition of this aspect is brought out even in action (Millar and Baloglu, 2011; Chen and Chang, 2013, and equally, ambiguity in the message being conveyed doesn't help the situation at all. This study looks into how guests make perceptions on green hotel practices and how this in turn impacts on their loyalty in the long last.

A sustainable operation in the hospitality industry at large, matters specifically the green hotel practices is one that focuses on limiting effect of its resources on the economy, environment and society at large, according to Kupers, 2011 as this is done with the need to protect future generations. The hotels release different types of waste including hazardous and non-hazardous according to Tey et al., 2017, that may hinder proper alignment to the practices considered as green hotel practices as this calls for the need of the hotel to not only make it their responsibility to enhance and embrace green hotel practices but also, encourage the customers to take part in the same (Cheng & Tung, 2014) with a view of impacting their (customer's) loyalty to the hotels.

This study explores in details the green practices carried out in hotels and focuses on La-Serena hotel in Kisii Town, to better understand this subject and make comprehensions on the same.

## **1.2 Statement of the Research Problem**

The demand for the hospitality industry products and services has been the key role of why people travel from their homes during their free time and on their vacations. Slogan et al., 2013 expound more on the issue of green hotel practices by referencing it to how the natural resources are consumed and other negative effects of not practicing green practices like resultant effects of global warming and ozone depletion as brought about by a lack of this.

Highly felt needs to take part in enhancing green hotel practices has been brought about over time and as such, there has been an outrageous and considerable amount of money spent into making this a reality, by a number of hotels worldwide according to studies conducted by Rahman et al., 2012 indicating that hotels choose to go green for various reasons like economic benefits, strengthening employee organisational commitment and improved investor relations,

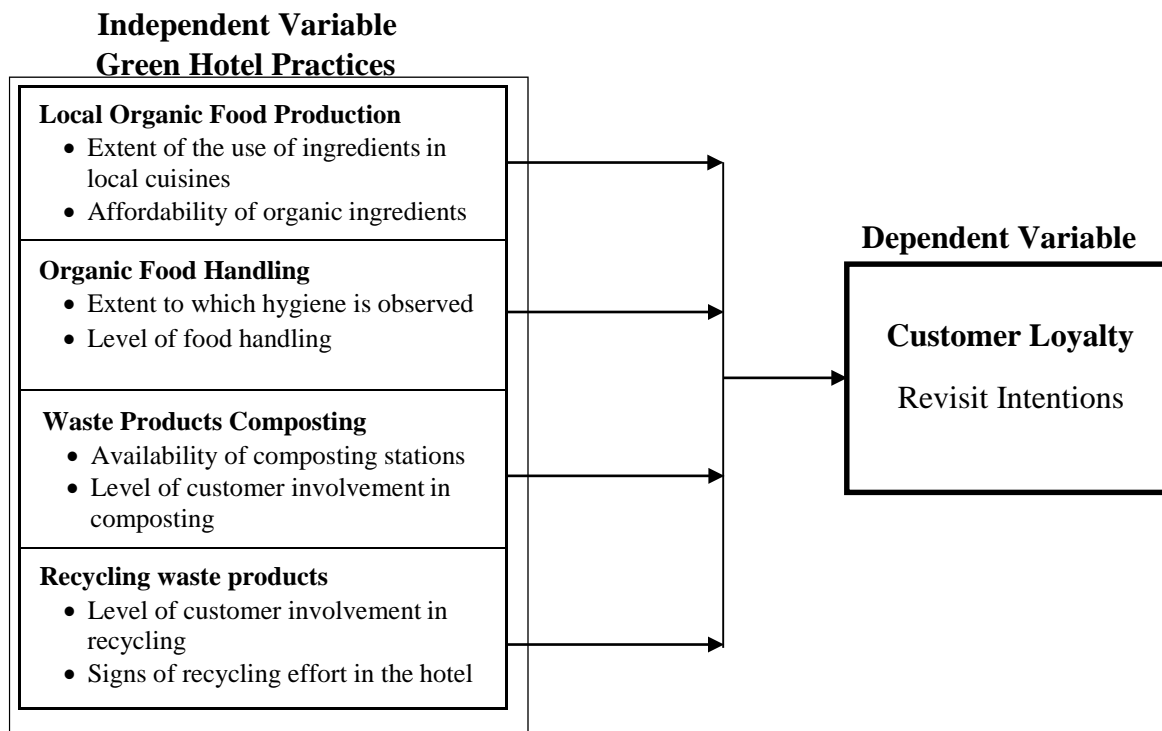
not forgetting customer loyalty as one of the top objectives of going green.

The researcher found insufficiency in literature available on this matter and this arose after being a guest couple of times at La-Serena hotel, thereby the need to look into this matter was developed so as to better understand the circumstances surrounding guest loyalty and green hotel practices at large. According to both Gao and Mattila (2015) & Lu et al., (2015), green hotel practices entail the need and act of getting recycled products and buying organic foods and as such, this can be an issue where it's not practiced leading to customer disloyalty in the end. This study explores the extent of this matter.

### 1.3 Purpose of the Study

The main purpose of this study is to explore and establish the effect of green hotel practices on customer loyalty in La-Serena hotel in Kisii Town Kisii County, Kenya.

### 1.4 Conceptual Framework



**Figure 1.1: Conceptual framework**

**Source:** Rob Hard, (2019). Sustainable green hotel practices and eco-friendly hotel environment: Modified by Researcher (2021).

## **1.5 Objectives of the Study**

The study sought to address the general and the specific objectives as follows:

### **1.5.1 General Objective**

The main objective of the study is to evaluate how the green hotel practices influence customer loyalty in La-Serena hotel, Kisii County Kenya.

### **1.5.2 Specific Objective**

1. To establish the effect of local organic food products on the customer loyalty in La-Serena hotel Kisii Town, Kisii County Kenya.
2. To assess the impact of organic food handling methods on the customers loyalty in La-Serena hotel, Kisii Town, Kisii County Kenya.
3. To examine the extent to which composting of waste products affects customer loyalty in La-Serena hotel, Kisii Town, Kisii County, Kenya.
4. To investigate the effect of recycling waste products on customer loyalty in La-Serena hotel, Kisii Town, Kisii County Kenya.

## **1.6 Hypothesis of the study**

The following study null hypotheses have been set:

**H<sub>01</sub>**. There is no statistically significant relationship between local organic food products and customer loyalty in La-Serena hotel Kisii Town, Kenya.

**H<sub>02</sub>**. There is no statistically significant relationship between organic food handling and customer loyalty in La-Serena hotel in Kisii Town Kenya.

**H<sub>03</sub>**. There is no statistically significant relationship between composting of waste products and



customer loyalty in La-Serena hotel in Kisii Town Kenya.

**H04.** There is no statistically significant relationship between recycling of waste products and customer loyalty in La-Serena hotel Kisii Town Kenya.

## **1.7 Significance of the Study**

### **1.7.1 Investors and the Government**

The settlement of this study is important to the investors. This is due to the fact that the business owners and even new investors are able to identify the gaps and put to consideration the factors that will influence green hotel practices on consumer perception of service quality and the resulting customer loyalty. And by this many guests can be attracted to always come to the hotel frequently and have fun. The government gets from this an enhanced revenue generation with emphasis laid on health consideration of its citizens.

### **1.7.2 Scholars**

The scholars need to possess some of these skills and knowledge, discussed in green hotel practices which leads to high consumer perception on the service quality and impacts the loyalty of the customers in return.

### **1.7.3 Employers**

The findings of this study are of help to employers as they can recognize the need and importance of embracing green hotel practices in ensuring they maintain their loyal guests and even get more customers.

### **1.7.4 Consumers**

They are made aware of the hotel green practices present in hotels and on that note, they are able to maintain and watch on their lifestyle and eating habits while promoting environmental sustainability in the process.

### **1.8 Scope of the Study**

This study was only confined to the effects of green hotel practices on customer loyalty and the results shall not be used in hotels or restaurants out of the county to judge their performance.

This study was only made to target La-Serena hotel in Kisii Town Kisii County, Kenya.

### **1.9 Limitation of the Study**

Possible constraints to this study includes language barrier where the respondents (customers) may not be in a position to understand the research tool and approach the questions as required of them. To overcome this challenge however, the researcher made sure that the questions are brief, clear, precise and straightforward and in cases where there was extreme difficulty in understanding, the researcher helped the respondents understand the subject better. Lack of willingness is also a constraint that was brought to the researcher's attention and it was dealt with by explaining to the customers or respondents the importance of the research not only for academic purposes but for the general knowledge to the customers themselves on what can be considered as green hotel practices.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.0 Introduction**

This chapter reviews literature information based on the main subject of the research, local organic food products, organic food handling, waste products composting and recycling waste products and their effect on customer loyalty, as will cover the empirical literature review. This chapter will also cover the theoretical review and bring to light the existing research gaps in the study.

### **2.1 The Concept of Green Hotel Practices**

The term 'green' according to a number of studies refers to environmentally friendly (Shrum et al., 2005) whereas green hotel practices is all about embracing eco-friendly products and services in hotels like recycling of products, offering organic food products as well as developing better strategies of composting these products (Gao & Mattila, 2015; Lu et al., 2015). This understanding has been seconded by the Green Hotels Association (2015) as it further expounds on green hotels and states that it is a hotel that operates in a manner considered as being environmentally friendly.

A continued emphasis and increase in environmental awareness has made it necessary for hotels to take part in the environmental movement according to Han et al., 2009 and Miller & Baloglu (2011) to ensure compliance to any statutory requirements in the hospitality industry on matters the environment. Millar and Baloglu (2011) further explain that green or environmentally friendly hotels avail products that are eco-friendly at a voluntary basis, with no coercion whatsoever as they've implemented the recycling of energy sources and also reusing towels and linen in an effort to save water and energy. It should be highly noted that these green practices as implemented by hotels not only cover the environment but are also beneficial to hotels as they build on customer loyalty with time, according to Bohdanowicz (2006) and Lee et al., 2010. This thus results into the need for many hotels considered as green hotels to take a considerable part in practicing green hotel practices so as to make their profits higher.

On the same note, a high number of green social matters have raised the awareness of customers on green practices as a number of studies have indicated the need for customers themselves to go green whenever they select hotels to stay, UNEP (2013). It's with no doubt that environmental awareness has a potential of increasing the positive attitude of customers towards eco-friendly

practices according to Han et al., 2011 and act as a focal drive in raising standards in green hotel practices as well. The customers' environmental concerns have an impact on their decision making when selecting a hotel (Kim and Han, 2010) as they opt to select those hotels that will cater for them while conserving the environment equally and simultaneously.

Therefore, hotels that are considered as green hotels and whose focus is put on an environmentally friendly attitude and positive image attracts more guests who'd prefer to spend more while in these types of hotels (Han et al., 2009). It has been seen that customers have not reluctantly approached this matter of green hotel practices as they readily take in minor setbacks to take part in green hotel initiatives, according to Kim & Han (2010), as a result of the purchasing behaviour of these customers being more aligned to its relationship with the immediate environment, as seconded by Chen and Chang (2013).

It should however be appreciated that the concerns of customers, according to Teng and Chang (2014) on issues pertaining the environment are not always reflected in the customers' green purchasing choices and behaviours. Hotels need to therefore put out a clear explanation of their green practices without having to overlook any factors or overdo. It is very possible that the negative perceptions held by customers on any given hotel can be reduced tremendously where a clear explanation of the hotel's green hotel regulations and a simple labeling of the green hotel practices have been well brought out (Miller & Baloglu, 2011).

Hotels are consequently in recognition of the shift in the behaviour of customers when it comes to green products and practices of hotels, as according to Pizam, 2009 and Kim & Han (2010), bringing forth the importance of promoting green products and services. This has led to the hotels delivering green facilities and environmentally friendly products within their premises.

Wilkinson et al.,2013 highlighted this statement and added that for green hotel practices to be fully delivered at all times, then customers need to be in a good position to apply the resource efficiency and technical constructs of green environments to the optimum. Kang et al., 2012 offers a proven fact that a customer is in a position of being influenced to cater for a premium in order for them to be accommodated in a green hotel if the customer approves both hotel initiatives aimed at an environmentally sound practices, thereby enhancing a positive word of mouth and revisit intentions due to loyalty (Barber, 2012). Hotels then should make it their responsibility to explain to its customers the perceived benefits of its green products and services.

## **2.2 Customer Loyalty**

Customer loyalty can impact on the growth and development of any establishment, including hotels. This is a factor that's considered both behavioural and attitudinal tendency to choose one given brand at the expense of others. Customer loyalty is a vital aspect of service rendering due to the fact that keeping a hold of existing customers is considered more beneficial than trying to attract new ones, according to Reichheld & Detrick (2003). A number of firms over the years have put in efforts to consider the creation of customer loyalty as their core goal, most especially those that operate in the service sector (Bove and Johnson 2000). Jones and Sasser (1995) measure customer loyalty by the number of times a customer tends to revisit an establishment or repurchase one given brand commodity or service. It is worth noting however that, not every customer who tends to revisit or repurchase are loyal customers in essence.

Those considered as loyal customers are of a special interest to hotels and as a result are less price sensitive with a higher probability of staying in the hotels, as according to Mohammed Hassan, 2012, they also recommend the hotel to others and at the same time, they have no reason whatsoever to seek other hotels that offer the same service as the hotel they loyal to. This factor according to a number of researchers can be enhanced through various means in ensuring that the guests end up being loyal (Wilkinson, 2013). The green hotel practices are a perfect example of what can actually enhance the need for customers to be loyal to a hotel.

## **2.3 Measures of Green Hotel Practices**

This section highlights and elaborates on the effect of measures of green hotel practices on customer loyalty.

### **2.3.1 Local Organic Food Products**

There's been a higher escalation on the emergence of the consumers in being aware of healthy local organic food and as such, enhancement of green hotel practices as supported by Myung et al., 2008. The cultural roots and food that is considered very healthy should be assimilated into the hotel menus as this contributes to satisfaction of customers and a subsequent loyalty by these customers over time (Ramsden, 2014). Local foods have got a higher tendency of being associated to have low carbon footprint and as such, Gossling et al., (2011) second this by adding that local organic food products have more pronounced socio-economic and environmental

benefits. Most hotels are experiencing a growing tendency and need for local foods that over time, has gained fame and importance to be served in its local origin and according to season (Kuhn, 2012 & Slims, 2010).

### **2.3.2 Organic Food Handling**

Slims (2009) states that the experience economy has made it possible for the modern customers to be more conscious about the authenticity and freshness of food. The need for maintenance of hygiene and sanitation standards in the hotel industry keeps growing and growing. Sustainability in preparation and handling of organic food has consequently seen growth matters its approach with the view of maintaining a green hotel practice (Islam et al., 2013). In order to identify critical control points and crucial actions to be undertaken in preparations and handling of food, the HACCP model has been recommended.

The safety of food should be taken as being key and as such, the handling or organic food should be done while focusing on better hygiene and sanitation standards at all times. To avoid any food borne disease that may result from a lack of food safety (Scallen et al., 2011), that emanates from wrong food handling; the concerned parties need to take action at every single step of the way to eliminate any possibility of there being unsafe food handling. Abdul-Mutalib et al., 2012 offer enlightenment to this subject by stating that improved knowledge on food safety would subsequently lead to positive organic food handling. When it comes to the food safety programme, the character of the food handlers and their respective cultures matter a lot, as observations on food handling represents the most accurately reliable means of assessing the practice of organic food handling (Clayton and Griffith, 2004).

### **2.3.3 Waste Products Composting**

Waste generation on comparison basis in the hospitality industry is much higher than waste generation in other sectors of the economy. A direct economic advantage is present in cases where efforts have been directed in waste management, according to Bali (2016), via strategies that involve coming up with management programs and as such, indirect effects like building corporate image and not being an environmental liability are experienced in turn. This assertion has been supported by Tang (2004) and Vahattitto (2010). A better implementation of a system that will cater for the composting of materials considered as unwanted within the hotels need to be developed and thus embraced. This will make sure that the environment is not degraded

through waste products that can otherwise be well composted.

### **2.3.4 Recycling Waste Products**

In order to manage waste materials, products and remnants, a number of hotels are recycling these with a bigger picture of ensuring green environmental initiatives are well embraced. This is an example of an environmentally friendly green practice that is of so much benefits to the hotel as it improves the brand image of the hotel, leads to increased profit, necessitates customer loyalty and a positive word of mouth (Kim and Han , 2010). The cost of solid waste management according to Todd and Hawkins (2003) includes factors like disposal, recycling the waste products and transportation of the waste in the hotel industry. An eco-friendly recycling of waste products impacts positively on the hotel and also saves on other costs in future (Ball & Abou, 2010). Any slight effort or small methods considered for recycling waste products need to be taken into account at all times to help in ensuring green hotel practices are upheld.

## **2.4 Theoretical Framework**

### **2.4.1 Theory of Reasoned Action (TRA)**

The theory developed by two theorists, Martin Fishbein and Icek Ajzen in 1967 with a mission to explain the relativity existing between behaviors and attitudes within human activities. It is mainly applied to predict one's behavior based on their current behavioral intentions and attitudes. The theory is built from previous research in attitude theories, persuasion models and social psychology. Basic intention of the TRA is to comprehend an individual's voluntary behavior by studying the underlying basic motivation to perform an action. The theory suggests, increased effort to perform a behavior comes from stronger intentions to. This also enhances the likelihood for the behavior to be performed.

From viewing the consumers' purchase behavior as the exchange of physical goods, the focus has instead shifted to actual value. By doing so, the core offering can be improved by complementing or even replacing it with a better solution based on understanding of consumer needs, (Sawhney, 2006). Encouraging participation has been the key in his theoretical field as it can lead to competitive effectiveness for the firm by interacting with the consumer, (Vargo and Lusch, 2004).

### **2.4.2 The Stakeholder Theory**

Stakeholders sponsor the firm and invest in its success and profits. Their influence to the organization may be either positive or negative. This forms the basis of the stakeholder theory. It is a theory of business ethics and organization management that accounts for many constituencies affected by business entities like creditors, suppliers, employee, local communities and others. The theory was first brought up by Professor Klaus Schwab in *Modern Enterprise Management in Mechanical Engineering* in 1971. Schwab argues that management of modern enterprise must look not only into the interests of shareholders but also the stakeholders too, in order to gain growth and prosperity in the long run.

US authors like Ian Mitroff, in 1983 published “Stakeholders of the Organizational Mind” in San Francisco. While, R. Edward Freeman had an article concerning the stakeholder theory in early 1983 in the *California Management Review*, though make no reference to Ian Mitroff’s publication, while connecting the development of concept to an internal discussion in the Stanford Research Institute (SRI), Freeman followed the article with a book; “Strategic Management: A Stakeholder Approach”.

A number of books and articles give credit to Freeman as the ‘Father of Stakeholder Theory.’ Scholars today use the stakeholder theory in various studies when describing the well-being of people affected by an operation’s performance. (Horisch et al., 2014), indicated that in research, the focus of stakeholder theory contributes to the impact of the environmental, socioeconomic and sustainable management of an organization.

Corporations must operate in a socially responsible manner and their leaders should pay special attention to the social and environmental issues and behave in an ethical manner that demonstrates integrity and transparency in all operations, (Kupers, 2011). In a socially responsible organization, it is important for managers to incorporate stakeholder theory with sustainability management when developing their organizational strategies, as it develops the societal and ecological environment as well as the natural environment which are important factors for managers to consider when implementing green hotel practices in the hotels.



## **2.5 Summary of identified gaps in the Literature Review**

The researcher reviewed the above information and found out that most of the previous work has not given detailed information on how the customers get affected by green hotel practices and at such, most especially when focusing the loyalty of these customers in relation to variables like local organic food products and recycling waste products in hotels and as a result, this study sought to bridge this knowledge gap, and bring into understanding a detailed information on the impact of green hotel practices on customer loyalty.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

The above topic consists of the following sub titles: research design, study area, target population, sampling techniques, measurement of variables, research instruments, validity of measurement, reliability of measurement, data collection techniques, data analysis and finally logistical and ethical consideration.

### **3.2 Research Design**

A research design refers to a plan for conducting a study to ensure that the research tool is well answered by the respondents (Polit et al., 2001). This study applied the use of cross-sectional survey design as this provides more detailed information about the degree of relationship between both the dependent and independent constructs of a research (Mugenda & Mugenda 2003) and also shows how variables are interrelated.

### **3.3 Study Area**

This study is made to mainly focus on the green hotel practices that can be established in La-Serena hotel in Kisii Town, Kisii County. What makes this location most suitable to focus on and conduct the study from is the fact that it is surrounded with culture and La-Serena hotel has been on the forefront in encouraging green hotel practices through means as indicated by the variables of this study.

### **3.4 Target Population**

The La-Serena hotel star hotel will serve as the sampling frame. The respondents will be guests of this hotel. The researcher targeted the customers as respondents because they are consumers of the products produced by these hotels, and can relate with some if not all of the green hotel practices present hence have the right information the researcher is interested in.

### **3.5 Sampling Techniques**

The sample selection for this study was a convenient sample due to the fact that the researcher has no control over these guests.

### **3.6 Sample Size**

According to trusted information from the hotel management, it is estimated that La-Serena hotel

receives up to 20 Customers in a day on weekdays and up to 30 customers over the weekends. The researcher then approximated a minimum of 15 customers on weekdays and a minimum of 25 on weekends and given the fact that the researcher conducted data collection over a period of 7 days, with a respondent only taking part in the study once, Yamane Formula (1967) was applied to get the sample size (n):

$$n = \frac{N}{1 + N(e)^2}$$

Where **n** is the sample size

**N** is the target population

**e** is the error based on level of significance (5%)

$$n = \frac{120}{1 + 120(0.05)^2}$$

$$n = 92$$

The target sample is therefore a total of **92** customers.

The sample size satisfies the 30% statistical suggestion for a sample representation of the whole population (Mugenda & Mugenda, 2003).

### 3.7 Measurement of variables

Variable	Measures	Measurement scale	Type of analysis
<b>Green Hotel Practices</b>	<ul style="list-style-type: none"><li>- Local organic food products</li><li>- Organic Food Handling</li><li>- Waste product composting</li><li>- Recycling waste products</li></ul>	Ordinal	Descriptive and Inferential statistics
<b>Customer Loyalty</b>	<ul style="list-style-type: none"><li>- Repeat Intentions</li></ul>	Ordinal	Descriptive and Inferential statistics

**Table 3.7 Measurement of Variables**

### 3.8 Research Instrument

The instrument used in this study is a questionnaire. This is because they are easy to administer, easy to analyse and also they are economical (Orodho, 2012).

The questions were developed by the researcher and tested for reliability.

### 3.9 Validity of Measurement

Validity refers to the extent to which a measurement is well founded and likely corresponds accurately to the real world. According to Sakhtivel et al {2005}, Sekaran and Bougie {2010} and Tari et al., (2007) validity of an instrument is ensured by deriving indicators from previous work. The researcher did an extensive review of literature and also made a reference to the variables on previous research and findings that inform this study to ensure validity.

### 3.10 Reliability of Measurement

Reliability is referred to the consistency of a measure when you repeat the same test on the same sample at different points in time that are usually overtime, internal consistency and across researchers. According to Cronbach alpha, analysis will be conducted to check the reliability measurement of the instrument. Where the instrument will be said to be reliable if it has alpha coefficient value of more than the required limit. (Hair et al., 2006).

### **3.11 Data Collection Techniques**

Data collection started with of having a letter of identification from the head of school of hospitality in Gretsia University. A good way to be used for identity and used to seek permission from supervisor of La-Serena hotel.

### **3.12 Data Analysis**

After the statistic series from the field, data was analyzed according to the examine objective. Where, questionnaires were sorted specifically to discard the undesirable ones for completeness and for the ease of work. To test for hypothesis, person's correlation analysis was used. (Hair et al 2016) in this research work, multiple regression analysis was conducted using SPSS software bundle for coding, and processing of facts. Descriptive statistics was conducted to establish the mean, frequency and standard deviation of the study variables. The results of the analysis were presented using tables, charts and graphs for ease in interpretation.

### **3.13 Logistical and Ethical Considerations**

In many studies, logistics are activities and methods of movement the researcher puts in area and includes out to aid in the research work. Thus, in this study the researcher first started by getting a letter of identification from the head of school to aid in collecting data and record from La-Serena hotel this was effective via first, developing a work plan for ease of data series, pre-test the instruments, doing pre-fieldwork activities then later got to the sphere for information series code them and do the evaluation as quick as possible to keep away losing the data and misplacement.

## CHAPTER FOUR: FINDINGS AND DISCUSSIONS

### 4.0 Introduction

This chapter presents the results of the analysis done on the data collected. Upon data collection, it was fully processed in relation to the research problem as indicated in this study's chapter one.

### 4.1 Response Rate

A total of 92 questionnaires were handed out to different respondents by the researcher and out of this number, only 85 questionnaires representing a percentage rate of 92.4% response rate as the other 7 questionnaires were considered vague and obsolete thus disposed by the researcher.

### 4.2 Demographical Analysis

The table below is a representation of the participant's demographical data as analysed using the Statistical Package for Social Sciences (SPSS).

**Table 4.1 Respondents Demographics**

	Frequency (n)	Total (N)	Percentage
<b>Gender</b>			
Male	41	85	48.2%
Female	44	85	51.8%
<b>Age</b>			
Below 21 Years	11	85	12.9%
21-30 Years	34	85	40.0%
31-40 Years	27	85	31.8%
Above 40 Years	13	85	15.3%

### Education Level

Primary	4	85	4.7%
Secondary	38	85	44.7%
Undergraduate	38	85	44.7%
Postgraduate	5	85	5.9%

---

### How often do you come to this hotel?

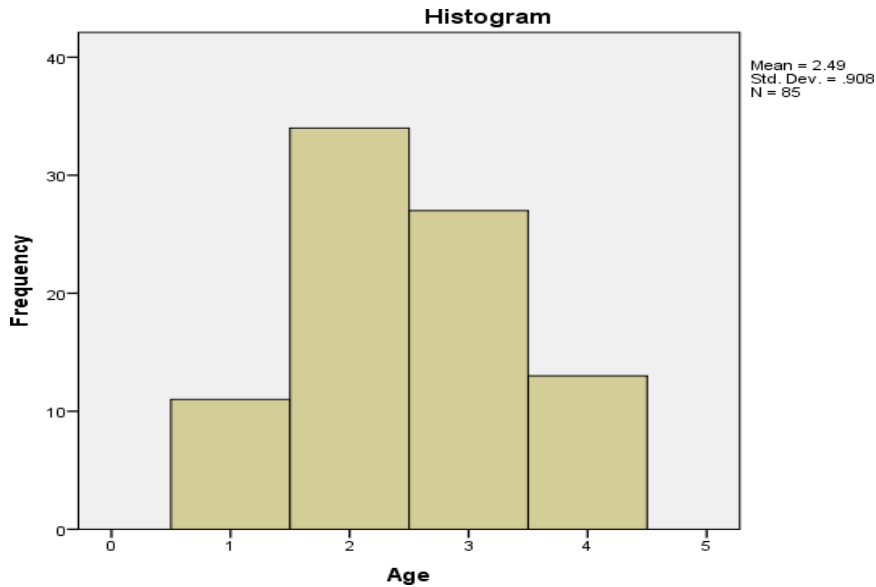
First time	17	85	20.0%
Twice a week	26	85	30.6%
More than twice a month	31	85	36.5%
Often	11	85	12.9%

---

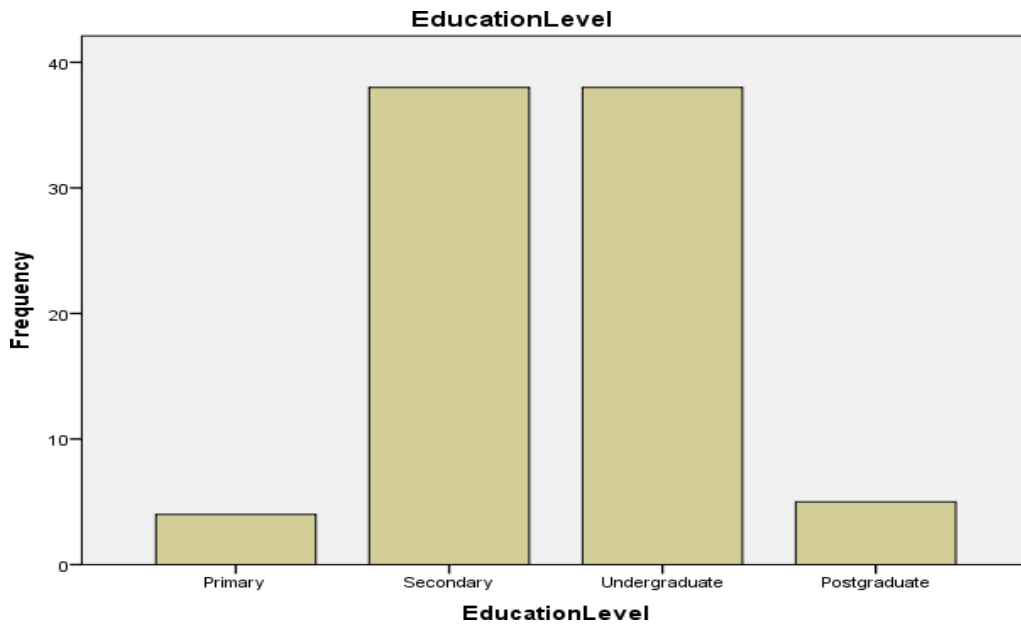
As indicated in the above table, majority of the respondents were females (44) accumulating a rate of 51.8% whereas the male respondents stood at 41 and a rate of 48.2%. Of the total 85 respondents, the most (34) were between the age bracket of 21-30 years resulting into a 40.0% closely followed by those within the age bracket of 31-40 years (27 respondents) at a rate of 31.8%. Not so many respondents below the age of 21 years took part in this study, only a handful being slightly outnumbered by those above 40 years of age as they were 13 with a rate of 15.3%.

The histogram (figure 4.2) below represents this information. Under the level of education, most of the respondents have gotten to the secondary and undergraduate level as this recorded a total of 38 respondents a piece with a percentage rate of 44.7%. Only 5 (5.9%) and 4 (4.7%) represents the number of respondents who've gotten to postgraduate and primary levels respectively. Figure 4.3 below is a bar graph representing this interpretation. It is worth noting

that most of the respondents have visited the hotel in a number of occasions (more than twice a month) as this stands at 31 respondents, (36.5%) closely followed by respondents who only visit the hotel twice a week (26 respondents) with a percentage rate of 30.6%. The pie chart below represents this information.

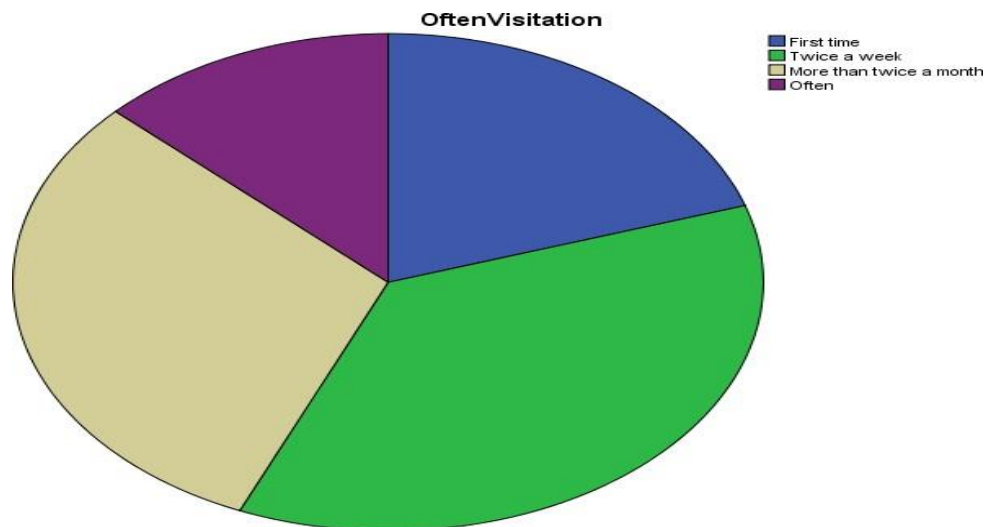


**Figure 4.1: A histogram representing aged**



**Figure 4.2 Bar graph for education level**





**Figure 4.3: Pie chart for Number of visitation**

### 4.3 Descriptive statistics of Study Variables

#### 4.3.1 Local organic food production

**Table 4.2: Descriptive statistics on local food production**

Local organic food production	N	Mean	Std. Deviation
There is integration of local food products in the hotel cuisines	85	3.87	.961
The local organic foods are prepared in the vintage local way	85	3.51	.971
The local organic food prices is high but worth it	85	3.66	.958
The presence of organic local foods in this hotel causes me to come back again	85	3.82	.848
Valid N (list wise)	85		

As indicated in table 4.2, all the statements pertaining to local organic food production have recorded mean scores of above 3.0 therefore indicating an agreement with the statements by majority of the respondents. The first statement stating there is integration of local food products in the hotel cuisines registered the highest mean if 3.87 and a standard deviation that is closer to 1 thus evidence that most of the respondents had a strong feeling of agreement with this statement. The presence of organic local foods in La-Serena hotel causing customers to come back was also highly agreed to by most of the respondents as it recorded the second highest mean of 3.82.

### 4.3.2 Organic food Handling

**Table 4.3: Descriptive statistics on Organic food handling**

<b>Organic Food Handling</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
The organic foods are handled with high hygiene standards during process of being served	85	3.82	.953
The plating of organic foods ensures there's minimal handling of the food when being served	85	3.82	.848
The taste and appearance of the organic foods is an indication that sanitation and hygiene standards were upheld	85	3.69	.976
Valid N (list wise)	85		

Table 4.3. Above is a clear indicator of just how much the customers did agree with statements pertaining to organic food handling as each of these statements registered a higher mean of above 3.0. Majority of the respondents did agree highly to the fact that the organic foods being served in the La-Serena hotel are handled with high hygiene standards as this recorded the highest mean score of 3.84.

### 4.3.3 Waste products composting

On conducting descriptive statistics on the issue of waste products composting, it was established that most of the respondents did agree to the fact that hotel workers dealing with cleaning and composting maintenance are seen having protective gear as this recorded a higher mean of 3.80. Its standard deviation (.961) is closer to 1 as well, indicating how important a factor this statement is. The remaining statements also registered means of above 3.0 indicating an agreement on the items by most of the respondents. Table 4.4 below is a representation of this information.

**Table 4.4 Descriptive statistics on Waste products composting**

<b>Waste Products Composting</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
There are a number of stations for composting of waste to help in enabling the reduction of wastes from the hotel	85	3.58	1.095
I am encouraged to maintain a clean environment by disposing off waste in the right place within the hotel	85	3.65	.984
No bad smell comes from within the hotel due to poor waste products composting and management of this waste	85	3.71	.843
The hotel workers dealing with cleaning and maintaining the compost waste can be seen having protective gear like gloves	85	3.80	.961
Valid N (list wise)	85		

#### 4.3.4 Recycling Waste Products

**Table 4.5: Descriptive statistics on recycling waste products**

<b>Recycling Waste Products</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
The hotel uses refillable soap and shampoo dispensers around the hotel's sink areas	85	3.38	1.046
The hotel takes back plastic and refillable containers in cases where a customer is served with such	85	3.86	.966
Take away food and beverage items are packed in reusable Containers	85	3.71	.911
The hotel management encourages the customers to use water sparingly and turn off taps after usage, via pastas in tap areas.	85	3.58	.891
Valid N (list wise)	85		

As shown in table 4.5 above, descriptive analysis on this matter led to a recording of higher mean scores of 3.71, 3.86 and 3.58 proving just how much a majority of the respondents agreed with the respective statements that yielded the above means. Notably, the entire mean scored registered are above 3.0 meaning an agreement by most of the respondents. The higher standard deviations also support this deduction made.

### 4.3.5 Customer Loyalty

**Table 4.6: Descriptive statistics on Customer Loyalty**

<b>Customer Loyalty</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
I will choose this hotel as my first choice	85	3.87	.799
I will come back with friends and colleagues	85	3.82	.915
I will recommend this hotel to others	85	3.94	.761
I will say positive things about the hotel	85	3.95	.815
I'll remain loyal to this hotel due to its green hotel practices	85	3.91	.854
Valid N (list wise)	85		

This dependent variable was analysed descriptively and it was established that the statements: I will say positive things about this hotel (mean score of 3.95) and recommending the hotel to others registered a mean of 3.94 which are the highest meaning that most of the respondents agreed highly with these two items. The other statements also had a mean of above 3.5 indicating an agreement with the statements as well by majority if the respondents.

### 4.4 Correlation analysis of the study variables

In order for the researcher to achieve the objectives of the study, the four null hypotheses of the study were all set at a significance level of 5%. Pearson correlation was then conducted to bring out the strength of relationship between the studies variables. The results are as shown below.

**Table 4.7: Correlational Analysis**

		<b>Correlations</b>			
		<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
<b>1. Local organic food</b> production	r	1			
	Sig. (2-tailed)				
	N	85			
<b>2. Organic food</b> handling	r	.325	1		
	Sig. (2-tailed)	.076			
	N		85		
<b>3. Waste products</b> composting	r	.531	.267*	1	
	Sig. (2-tailed)	.688	.002		

	N	85	60	85	
	r	.036	.235*	.476*	1
4. Recycling Waste products	Sig. (2-tailed)	.240	.024	.004	
	N	85	85	85	85
	N	85	85	85	85
	r	.483	<b>.542*</b>	<b>.488*</b>	.638
5. Customer loyalty	Sig. (2-tailed)	.002	<b>.005</b>	<b>.003</b>	.001
	N	85	85	85	85

\*. Correlation is significant at the 0.05 level (2-tailed).

As shown in the table above, significant results were established in the first null hypotheses, Ho1, (there is no statistically significant relationship between local organic food production and customer loyalty) as it also registered positive correlation ( $r=.483$ ,  $p\text{-value}=.002$ ) and therefore, this led to the rejection of the null hypotheses as a result. The second null hypotheses was also rejected as it registered significant results ( $p\text{-value}=.005$ ,  $r=.542$ ) with a positive strong correlation recorded as well. Ho3 (there is no statistically significant relationship between waste products composting and customer loyalty) was also rejected due to the significant results registered ( $r=.488$ ,  $p\text{-value}=.003$ ). There's also a considerably positive correlation existing between these variables. Last but not least, the final hypotheses, Ho4, has also been rejected in this case as a result of strong positive correlation and significant results existing between the variables in question ( $r=.638$ ,  $p\text{-value}=.001$ ).

## **CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.0 Introduction**

This chapter looks at the major findings of the study and the subsequent results. The chapter also provides conclusions from the findings offering possible recommendations for practice, managerial implications and suggestions for further research.

### **5.1 Summary of Major Findings**

There is an existing and significant relationship between local organic food production and customer loyalty meaning that most of the customers are largely interested in getting the local food in La-Serena hotel. For the customers to be loyal to the hotel then there ought to be an assimilation of local foods in the menu of the hotel. There exists a strong positive correlation between organic food handling, recycling waste products and customer loyalty, which is also significant. Waste products composting has a significant relationship with customer loyalty and at the same time, has a positive correlation. This and the above mentioned green hotel practices measures are an indicator of just how important it is for hoteliers to take into consideration such factors in ensuring customer loyalty.

### **5.2 Conclusions**

Based on the above findings, the researcher established the following conclusions:

Local organic food production in hotels aids a lot in enhancing guest loyalty as customers want to be a part of maintaining an eco-friendly green environment and part of doing this entails the need to get such food items like local organic foods in hotels.

How organic foods are handled in hotels greatly impacts customer loyalty as there is so much emphasis on ensuring hygiene standards are upheld as well as upholding the green hotel practices at the same time.

The need to have in place compost areas where waste products can be dumped in and around the hotel is crucial as it determines customer loyalty, especially in an era where a lot of emphasis is being put on environmental conservation in hotels through green hotel practices.

Recycling of waste products should be done from time to time by hotels as this has a direct impact on customer loyalty and thus, under no circumstance should this fact be taken for granted as it can either build on the loyalty or destroy since customers won't appreciate being

associated with a hotel that doesn't consider green hotel practices.

### **5.3 Recommendations for Practice**

The above findings and conclusions bare some implications to hotel managements. To begin with, it is important for hotel managers to ensure Full assimilation of local organic foods into the menu, as this will make sure those customers are positively impacted and that they can come back again as a result. Taking into consideration local food according to season goes a long way in helping this process.

Secondly, the management need to make it their duty to train the employees on better ways of handling organic foods in the hotels, with the issue of hygiene being the leading guide. Compost heaps or areas where waste products can be disposed need to be well-managed and easily accessible. Lastly, the hotel management needs to look at better innovative ways of recycling waste products in hotels to help reduce the adverse effects caused by these waste products to the environment and in so doing, they will be maintaining the green environment while they attract and retain customers in the long run.

### **5.4 Recommendations for Further Research**

The fact that this study was carried out in La-Serena hotel Kisii Town Kisii County Kenya, means that its findings are only suited to this particular hotel and as such, they cannot be used to make any deductions on another hotels. Fortunately, the same study can be conducted in different hotels within and outside the country to better understand the matter of green hotel practices and eco-friendly environments, and how this impacts customer loyalty.

Green hotel practices can be measured by other variables and therefore, future researchers can explore the other variables and establish the extent of relationship between these and the dependent variable, Customer Loyalty. The researcher also recommends that due to the limitation of language barrier, if this same study is to be conducted in parts of the country where English won't be fully understood, then there should be efforts to translate the questionnaire into a language that will be understood by the respondents.



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## APPENDICES

### Appendix I: Letter of Introduction.

Dear Sir/ Madam,

**REF: REQUEST FOR PERMISSION TO CONDUCT A RESEARCH DATA COLLECTION**

I am a student at Grets University undertaking a diploma in food production. I am carrying out a research on “**The influence of green hotel practices on customer loyalty**” in partial fulfillment of the requirements of my diploma program.

Your assistance will be highly appreciated, if you could give your opinion regarding my research.

All information will be treated as confidential as the study is purely for academic purposes.

Yours faithful,

Mokaya Rael.

## Appendix II: Questionnaire

Answer all the questions on this questionnaire with at most honesty and sincerity. Thank you.

### Part A; Personal Details

(Tick where appropriate)

1. Gender ;

Male [ ] Female [ ]

2. Age in years

Below 21 [ ] 21-30 [ ] 31-40 [ ] above 40 [ ]

3. Level of Education;

Primary [ ] Secondary [ ] Undergraduate [ ] Postgraduate [ ]

4. How often do you come to this hotel?

First time [ ] Twice a week [ ] More than twice a month [ ] Often [ ]

### Part B; Local organic food production

In a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion on the following statements.

(Tick where appropriate)

Statements	1	2	3	4	5
There is integration of local food products in the hotel cuisines					
The local organic foods are prepared in the vintage local way					
The local organic food prices is high but worth it					
The presence of organic local foods in this hotel causes me to come back again					

**Part C; Organic Food Handling**

In a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion on the following statements.

*(Tick where appropriate)*

Statements	1	2	3	4	5
The organic foods are handled with high hygiene standards during process of being served					
The plating of organic foods ensures there's minimal handling of the food when being served					
The taste and appearance of the organic foods is an indication that sanitation and hygiene standards were upheld					

**Part D; Waste Products Composting**

In a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion on the following statements.

*(Tick where appropriate)*

Statements	1	2	3	4	5
There are a number of stations for composting of waste to help in enabling the reduction of wastes from the hotel					
I am encouraged to maintain a clean environment by disposing off waste in the right place within the hotel					
No bad smell comes from within the hotel due to poor waste products composting and management of this waste					
The hotel workers dealing with cleaning and maintaining the compost waste can be seen having protective gear like gloves					

### Part E; Recycling Waste Products

In a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion on the following statements.

*(Tick where appropriate)*

Statements	1	2	3	4	5
The hotel uses refillable soap and shampoo dispensers around the hotel's sink areas					
The hotel takes back plastic and refillable containers in cases where a customer is served with such					
Take away food and beverage items are packed in reusable containers					
The hotel management encourages the customers to use water sparingly and turn off taps after usage, via pastas in tap areas.					

### Part F; Customer Loyalty

In a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion on the following statements.

*(Tick where appropriate)*

Customer revisit intentions Statements	1	2	3	4	5
I will choose this hotel as my first choice					
I will come back with friends and colleagues					
I will recommend this hotel to others					
I will say positive things about the hotel					
I'll remain loyal to this hotel due to its green hotel practices					

**Thank you for your kind participation!!**