

Original Research Article

Corporate Social Responsibility and Customer Behavior Associated with Hotels in Zanzibar

ABSTRACT

As part of their market segmentation, chain branding and or the wider issue of customers' increasing attention in the context of a low-carbon economy, hotels seem to be increasingly engaged in Corporate Social Responsibility activities to better capture their customer reaction, Yet there are limited studies at a micro-level examining the impact among various categories of hotels in Zanzibar. With emphasis on environmental dimensions, this study focuses at investigating the impact of the existing Corporate Social Responsibility practices on customer behavior perspective targeting visitors, hoteliers and employees. Primary data using survey questionnaires were collected and involved tourists or visitors and hotels' employees sample sized with $n= 140$. At the 0.05 level of confidence, the study revealed that all of the four predictors: green promotion ($\beta = 0.329$, $t = 4.332$, $p < 0.05$), recycling ($\beta = 0.181$, $t = 2.396$, $p < 0.05$), friendly products ($\beta = 0.198$, $t = 2.836$, $p < 0.05$) and waste management ($\beta = 0.307$, $t = 4.725$, $p < 0.05$) have significant impact on the customer behavior in a positive direction. The results show that, customers who have positive attitudes on green promotion, recycling, friendly products and waste management tend to be influenced in their behavioral change positively which is then provide rooms and opportunities for stakeholders in the hospitality industry such as hotels in Zanzibar to attract more customers by improving issues like green promotion, recycling, friendly products and waste management in their surroundings. as a dynamically developing sector of economy, tourism sector and in particular, hotel management should meet the society's expectations within the framework of minimizing negative effects on the natural environment and focus on the corporate social responsibility as business strategy for long-term business vision.

KEYWORDS: Corporate Social Responsibility; Tourism; Hotels; Customer; Environment; Zanzibar

1. INTRODUCTION

Service industry accounted for over 70 percent of global gross domestic product (GDP) in 2010 and has been expanding at a quicker rate than the agriculture and the manufacturing industry for many decades (Ehret M. et al 2015). Service industry has become the fastest growing economic segment in its own right – from business services, to healthcare, to entertainment. Services generate more than two-thirds of economic output, attract over two-thirds of foreign direct investment, and provide almost two-thirds of jobs in developing countries and four-fifths in developed ones. (World Trade Report 2019). The world tourism industry in particular, accounts for 760 million people and accounts for roughly a tenth of global employment and capital formation. In most countries, especially low income countries, tourism is seen as a viable option for economic growth, but current unsustainable tourism practices can impact the health and well-being of the environment and community as well as tourism itself. In many low-income countries tourism is significant to the economy or is growing, and long-haul travel is growing at the fastest rate. (Rachel & Joppe, 2005).

In 2018, the world tourist arrival number reached 1.4 billion representing an increase of 6% from 2017 (UNWTO, 2019) and accounted for 10% of the world's jobs and 10.4% of the world's GDP (WTTC, 2019). While in Africa tourism is one of the key industries driving the current change and could be a transformative tool within this takeoff. From a small base of just 6.7 million visitors in 1990, attracted 33.8 million visitors in 2012. Receipts from tourism in 2012 amounted to over US\$36 billion and directly contributed 2.8% to the region's GDP (total contribution, including direct, indirect and induced, stood at 7.3% of GDP). (WTTC, 2013). According to Africa Tourism Monitor 2018 the continent earned \$36.2 billion in revenue from 62.9 million international visitors in 2016, compared to 17.4 million in 1990 – a sign of a significant upturn. This issue analyses the most recent data on the impact of tourism on the economies of Africa.

In Zanzibar, Tourism has been currently promoted as the major sector of economy which generate about 80% foreign exchange earnings, employment opportunities, stimulate local economy, support other sectors such as agriculture, small scale handcraft industry, and above all as a way of economic diversification. This move was initiated in 1980's where the Structural Economic Programme (SEP) among other things proposed a move towards a Free Economic Policy and Trade Liberalization. Thus, from mid-1980's, Zanzibar adopted liberalized economic policies in relation to the role of Private Sector Investments, Free Trade and liberal exchange rate. (Zanzibar Tourism Marketing Plan 2015-2020).

Zanzibar continues to be a relatively among the top five attractive tourism destinations in East Africa (Anouk, 2019) and realized 20% increase of tourists arrival in 2018. The number of tourists arrived in Zanzibar in 2018, has already exceeded the half a million-threshold target set by the Revolutionary Government of Zanzibar to be achieved by 2022. Tourism earning in Zanzibar is estimated to be \$507million (Tanzania Tourism Exit Survey 2018), this earning rose by 3.7%.

Tourism sector is actually encouraged and stimulated to reassure corporate social responsibility, particularly in supporting both sustainable development and consumer confidence. In order to promote sustainable development companies from all economic

sectors should take responsibility for the environment, social and economic impact produced by their actions.

Corporate Social Responsibility (CSR) is a management strategies in which companies voluntarily take into account the social and environmental aspects and consequences of their activity. The basic idea of CSR is ethical and responsible conduct towards all stakeholders while respecting the environment at the same time. Initially, the idea of corporate social responsibility was particularly practiced by big corporations, especially the international ones. Currently, CSR becomes appealing not only to corporations and management theorists, but also to small and medium-sized companies. The strategy allows them to operate in a stable and efficient way and opens up new areas of competitiveness (Abram & Jarzabek, 2016).

Traditionally, in Tanzania, Corporate Social Responsibility (CSR) is widely understood as philanthropy (doing well with part of the profit) and thus refers to charitable community support projects in most cases. In the contemporary global business environment, CSR generally refers to sustainable business performance, i.e. the principle to generate profit itself in a socially and environmentally responsible way. Community involvement and development is part of this, but other aspects such as labor practices/human rights, environmental friendly production methods, and fair and transparent operating practices are equally important (Mader, 2012).

In most industries, CSR standards and practices have been developed by the private sector to respond to external pressure and principle to be successful. This is a concept that has multiple levels and tries to satisfy both sides. However, many hotels in Zanzibar practice CSR as part of hotel's market segmentation, chain branding or the wider issue of customers' increasing attention in the context of a low-carbon economy. There is an imperative need therefore to conduct research to better understand current hotel CSR performance level and the customer reaction. This study attempts to meet such a need by employing a combination of theoretical and empirical approaches for instance, customer and employee rights, environmental pollution, and natural resource shortage and public and community relations.

Hotel management aspect as a dynamically developing sector of economy and an important part of the tourism sector, apart from providing high quality services, should meet the society's expectations within the framework of minimizing negative effects on the natural environment, supporting their workers and local community. It is a specific industry which contributes to environmental degradation by the erecting and running tourist accommodation facilities. In turn, the employees of this sector have to deal with the Physical and psychosocial risks, including extended working hours and social threats. (Abram & Jarzabek, 2016).

The development of the Corporate Social Responsibility awareness in Zanzibar is still at an early stage and used as promotion strategy on medium sized company and engaged in social and media reporting still do not fully appreciate the importance of corporate social responsibility. They focused on achieving short-term market goal without a long term strategic vision. In this context there is a need for company to take their responsibility for

the impacts produced by their actions and contribute to sustainable development so corporate social responsibility is part of their strategic focus.

Zanzibar recorded its all-time-high tourist arrival number of 521,000. Nonetheless, that achievement implies that the ratio of locals to tourists is 3:1. This relationship between locals and tourists puts a huge pressure to Zanzibar's environment and its limited resources, most importantly, on non-renewable resources. As previously argued, tourism related environmental problems in Small Island Development States (SIDS) are often ignored by authorities due to the social-economic benefits derived from tourism industry. Zanzibar is no exceptional to that notion. Nonetheless, it cannot be denied that the high rate of tourism development in Zanzibar poses a major threat on environment in the areas related to fresh water management, waste management and demand for housing and investing, among others.

In addition, the rapid expansion of tourist activities such as sport fishing, scuba diving and snorkeling can threaten the coral reefs and other marine resources, destroying and disturbance of marine aquatic life can also be caused by the intensive use of excitement or water activities and thrill craft, such as frequent boat tours, jet skis and boat anchors.

In realizing this problem the government of Zanzibar by using their institutions of Zanzibar Investment and Promotion Authority (ZIPA), Zanzibar Commission for Tourism (ZCT) to emphasis the investors to practice the Corporate Social Responsibility and enforced in the investment policy in order to reduce the negative impact on their action and, plastic recycling companies such as ZANREC, OZTI and ZASEA, among others, have joined hands in cleaning Zanzibar. All of these efforts are the results of tourism environmental consciousness.

Although some of hotel investors practice it but the problem of environmental degradation still affect the destination solid waste pollution and mosquito infestation are of great concern to visiting international tourists and the hotel staff. According to Mfinanga Study of 2011 on Environmental Ethics and Ecotourism in Zanzibar highlight that hotels generate 80% of all solid waste on the island of which 20% are collected for proper disposal and that hotels use large quantities of chemicals insecticides in their attempt to control mosquito nuisance and risk of mosquito borne infections. So there are need to conduct the research to understand the hotel corporate social responsibility influence on customer behavior. This study emphasis on Corporate Social Responsibility activities in hospitality industry in Zanzibar from customer behavior perspective and specifically targets at identifying the existing environmental dimensions practiced by selected hotels towards their customers through surveying the influence of environmental dimensions such as green promotion, recycling, friendly product and solid waste management on customer behavior among customers in the selected hotels in Zanzibar Urban west region. The study will also reveal the hotel customers with various demographic features expect the environmental dimensions of an overall hotel CSR.

This will help generating new knowledge useful to regional development planners and policy makers or decision makers when dealing with related issues and will enlighten

other academicians to engage in related research work concerning the problem so that in the near future the problem can be weakened.

1.1. Literature perspective

Corporate Social Responsibility (CSR) represents a management concept whereby companies integrate social and environment concern in their business operation and interactive with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperative. (Unido, 2019). CSR activities encompass many zones, including programs and policies. Welford (2004, 2005), stated 20 different aspects of CSR from commitment and local community protection to the development of a code of ethics and support for sustainable development. Carroll (2008), described four pyramidal phases of CSR and for this study however, social responsibility will comprise many aspects like environmental sustainability initiatives, education programme in developing countries, donation, charities, clean water and etc.

In the past times, “social responsibility” was related to philanthropic practices. Andrew Carnegie, in 1899, established the classical approach of CSR in large companies, based on the principles of charity and custody. In 1953, Bowen proposed the concept that organizations had to implement policies and make decisions or follow goals that are desirable in terms of the objectives and values of the society (Bowen, 1954). According to Milton Friedman (1970) “there is one and only one social responsibility of business-to use it resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.” Also suggested that a company’s responsibility was only to maximize profits, pay its taxes and employees. Other scholars argued that organizations must pay a social counterpart. Environmental sustainability initiatives enacted by businesses generally focus on two main areas: limiting pollution and reducing greenhouse gases. As the awareness of environmental issues grows, businesses that take steps to reduce air, land and water pollution can increase their standing as good corporate citizens while also benefiting society as a whole. For example, Cisco Systems, a multinational technology company, has taken a variety of steps to reduce its carbon footprint, including the installation of photovoltaic systems at production facilities and developing platforms that allow employees to work from remote locations rather than commuting to the office. (Krohn, 2018)

Castaldo and Perrini (2004) presented a model which measures consumer perception of CSR and in the context of fair-trade products. The model signifies organizations’ sensitivity towards environmental issues, protecting consumer’s rights and interests and on satisfying their needs. Braze (2018) defines Customer Behavior as any action that consumer takes related to your company but as marketer we are particularly interested in actions that we can track and learn from to so as to build relationships.

1.2. Corporate Social Responsibility in Hospitality Industry

A major player in the field of CSR and its application in practice which took a big step forward is undoubtedly hotels and the entire hospitality industry, while it was hotels that applied comprehensive atmosphere of friendliness, collegiality and increasing employee satisfaction that is one of the important factors, therefore many hospitality enterprises refer to its employees as team members, which increases the degree of accountability of employees and also encourages them to support a certain integrity with the business. (Lorenc, n.d)

CSR policies is not only financial income but also the intention to search for social relationships, whether between employees and management or between the hotel and the public. It is important that hotel companies understand the cultural diversity and specificity of the given countries (Hofstede, 2011). Large multinational hotel chains are therefore faced not only with environments relating to language, law and socio-economic conditions, but also with ethical dilemmas. This means that if an enterprise does business in one country and according to the law it is right within one culture, it could be perceived as unethical elsewhere in another culture. For this reason, there is an effort here to adapt activity directly from their headquarters both to respect customs and ethical standards. Steinmann, (1995) mentions that perhaps one of the biggest challenges which hotel chains are facing is to achieve a certain balance in the foreign country, namely in the cultural and moral field, whether in their home countries or in those in which they operate (Steinmann, 1995). Therefore, it seems that the culture and environment is a big topic, as well as a factor which to some extent affects whether and what kind of success a hotel company has in the countries where it does businesses.

1.3. Environmental Attention

The rise in consumers ecological consciousness in recent years has increased their willingness to pay for green products, recycling, solid waste management, (OECD, 2002). OECD points out that 27% of consumers in OECD countries can be labeled “green consumers” due to their strong willingness-to-pay and strong environmental activism. 10% of these are “green activists” with high environmental activism but lower willingness-to-pay. In its 2005 paper on the effects of eco-labeling schemes, OECD compiles several studies revealing greater consumer willingness-to-pay for eco-labeled products. The question of the determinants of demand for “green products” is particularly significant. In a standard microeconomic approach, the willingness-to-pay more for a green product reflects a higher marginal utility when buying a green product. It also reveals the consumer's environmental preferences. Consuming a given product because of its perceived positive environmental impact (e.g. buying an environmental friendly car or coffee with an eco-label) can be described as ecological behavior. It is generally accepted that environmental concern is an important factor in consumer decision making, and a number of studies have found it to be an important determinant in green buying and organic food consumption (Tanner & Wolfing Kast, 2003). the World Bank came up with a new concept of Environmentalism where by developed a new theory known as the “Environmentalism theory” which aims at finding a “**win win area**” so that the development and environment could go together. Through this new theory which is also construed as “free market environmentalism” The World Bank stresses on the need to correct the failure in regard to market policy and also calls upon

the government to integrate fully the economic and environmental concern into developmental process by stimulating environmentally sound market behavior. (Patil. n.d)

1.4. Environmental dimensions

According to Nathansons is the elements of the activities, products, or services of the organization that interact with the environment.

Green Promotion refers to the specific type of advertising that focuses on the promotion of sustainable policies, environmentally friendly operations, *green* packaging and environmental measures adopted by a firm (conserve energy future, 2019). **Friendly products** are products that do not harm the environment whether in their production, use or disposal". In other words, these products help preserve the environment by significantly reducing the pollution they could produce. Eco-friendly products can be made from scratch, or from recycled materials. (Conserve energy future, 2019). **Recycling** is the process of converting waste materials into new materials and objects. It is an alternative to "conventional" waste disposal that can save material and help lower greenhouse gas emissions. Recycling can prevent the waste of potentially useful materials and reduce the consumption of fresh raw materials, thereby reducing: energy usage, air pollution (from incineration), and water pollution (from landfilling). Recycling is a key component of modern waste reduction and is the third component of the "Reduce, Reuse, and Recycle". (Conserve energy future, 2019). *Recyclable materials* include many kinds of glass, paper, cardboard, metal, plastic, tires, textiles, batteries, and electronics. The composting or other reuse of biodegradable waste such as food is also a form of recycling. **Solid-waste management**, the collecting, treating, and disposing of solid material that is discarded because it has served its purpose or is no longer useful. Improper disposal of municipal solid waste can create unsanitary conditions, and these conditions in turn can lead to pollution of the environment and to outbreaks of vector-borne disease that is, diseases spread by rodents and insects. The tasks of solid-waste management present complex technical challenges. They also pose a wide variety of administrative, economic, and social problems that must be managed and solved. (Nathansons, 2019)

1.5. Corporate Social Responsibility and Customer Behavior

Consumer behavior can be broadly classified as the decisions and actions that influence the purchasing behavior of a consumer. What drives consumers to choose a particular product with respect to others is a question which is often analyzed and studied by marketers. Most of the selection process involved in purchasing is based on emotions and reasoning. (I Research service, 2018)

The behavior of a consumer who is socially conscious and looks for social change is known as social responsibility consumer behavior. Such consumer searches for more information or details pertaining to the products or services, purchase, and use and disposes of the products in a way that maximizes the advantages and minimizes any harmful effects on the society (Mohr . 2001).

Consumer behavior includes mental, physical and emotional activities which people do when they want to select, purchase, use or throw away the product or the service that fulfills their needs and demands (Vahdati, 2015). Understanding consumer buying behavior can support marketers become more familiar with their customers. In addition, it could be the root for marketers to develop applicable marketing strategies (Safi & Ramay, 2013). If marketers are aware of the consumer buying process, they know how consumers get information to buy and what factors influence their decision to buy (Vahdati, 2015).

The study of consumer behavior not only helps to understand the past but even predict the future. The factors pertaining to the tendencies, attitude and priorities of people must be given due importance to have a fairly good understanding of the purchasing patterns of consumers.

By borrowing the theories of social and organizational identification, which could help to better understand how CSR practice generates consumers' support for companies, Marin and Ruiz (2007) designed and tested a model of corporate identity attractiveness (CIA). In their research they found that companies' CSR practices would generate greater consumer identification with such companies than any other method. Their finding also revealed the fact that the more consumers are informed of companies' CSR practices, the stronger the image consumers will have of the companies. Academics' theoretical findings are also supported by an increasing number of market polls, which revealed the positive influences of CSR practices on consumer behavior from the practitioner's perspective (Community, 1997; Cone Inc., 1999).

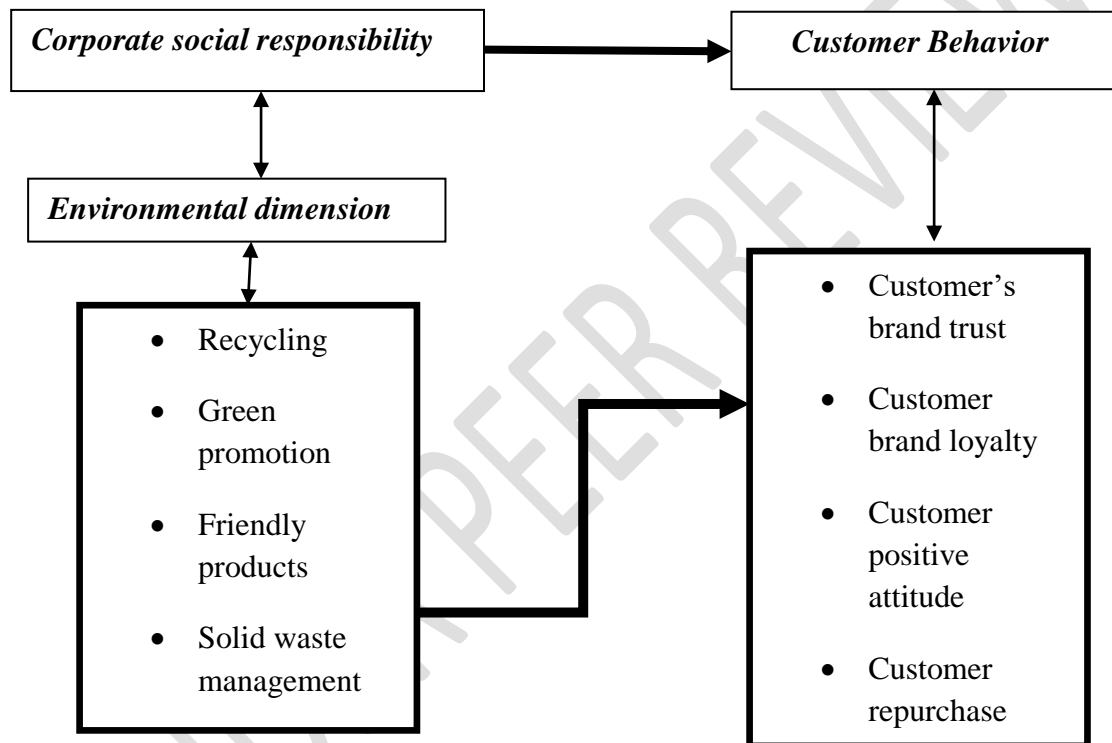
2. METHODOLOGY

2.1. Contextual Frame of the Study

The above reviewed studies provide useful basis for this study as they have been able to identify the main focus of corporate social responsibility in hospitality industry towards customer behavior so as to enjoy more payoff, large market share and be more competitive in the market. Also, various strategies have been put forward on how the customer influenced by environmental dimensions. However, this study went extra mile to try to provide in depth insights. The study focused on impacts on environmental dimensions on customer behavior and recommends an effective strategies that will enable Tourism investors and government department to compete in the contemporary tourism business.

Figure 1 below indicates that, the framework follows similar approach by specifically focusing on one area of CSR - namely the environmental dimension and attempt to further explore and identify its sub-dimensions of green promotion, friendly products, recycling, solid waste management variables thus variables output of customer behavior of repeat purchase, customer brand trust, positive attitude, and customer brand loyalty.

Figure 1 conceptual framework of the study



Source: Author 2022

2.1.1. Hypothesis and Techniques

H1a: Improved green promotion has an impact on customer behavior in selected hotels in Zanzibar

H1b: Proper recycling has an impact on customer behavior in selected hotels in Zanzibar

H1c: Friendly product has an impact on customer behavior in selected hotels in Zanzibar

H1d: Proper waste management has an impact on customer behavior in selected hotels in Zanzibar.

The study adapts sequential mixed methods with quantitative and qualitative patterns and purposively takes 100 from 140 respondents of selected hotels' employees to provide information on the problem area and 40 tourists were selected randomly at different hotels as customers to enable the researcher to know the criteria selected by them to choose the hotel during their holiday here in Zanzibar. The hotels are ranging from one star to five stars as appeared in the table 1 below. The questionnaires were collected from hotel employees only 86% fit for analysis and the 40 collected from tourists only 36% fit for analysis since they were not filled 100% .

Table 1: distribution of respondents

HOTELS	GRADES	RESPONDENTS
Hotel Verde	Five Star	10
Park Hyyat	Five star	10
Double Tree by Hilton	Four star	10
Golden Tulip	Four Star	10
Zanzibar Ocean view	One star	5
Zanzibar Beach Resort	Three star	10
Forodhani Park Hotel	One star	5
Tembo Hotel	Three star	10
Marumaru Hotel	Four star	10
Emerson's Hurumzi	One star	5
Emerson's Spice	One star	5
Kisiwa House	One star	5
Zanzibar Hotel	Two star	5
Tourists		40

Total		140
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Descriptive statistics used to summarize and analyze the data with the help of the statistical Package for Social Sciences (SPSS) package. The data analyzed by using multiple regressions so as to examine the relationship existing in more than one variables, descriptive statistics and cross tabulation presented by using various statistical methods such as statistical tables, percentages and statistical charts.

3. RESULTS AND ANALYSIS

Checking for normality that using Skewness and Kurtosis

Table 2 :Descriptive Statistics

	N	Min.	Max.	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	36	1	5	2.67	1.265	.498	.393	-.484	.768
Education background	36	1	7	3.64	1.588	.410	.393	.017	.768
Purpose to visit Zanzibar	36	1	4	1.50	.878	1.741	.393	2.154	.768
Green promotion	36	1	5	3.83	.878	-.997	.393	2.002	.768
Recycling	36	1	6	3.47	1.108	.141	.393	-.221	.768
Friendly product	36	2	6	4.00	.862	.000	.393	-.202	.768
Valid N (listwise)	36								

From the table 2 above the value of Skewness and Kurtosis both show the statistic line from age to friendly product that lie to **z value** $< \pm 2.58$ showing the normality of the data distribution.

The study's findings indicate that young and active employee age group of "26-35" took the lead by accounting for about 37% of all respondents, followed by the age group of "36-49", which accounted for 33%. Age group of 18-25 accounted for 23% and "50-64" accounted for about 7% as shown in the figure 2 below.

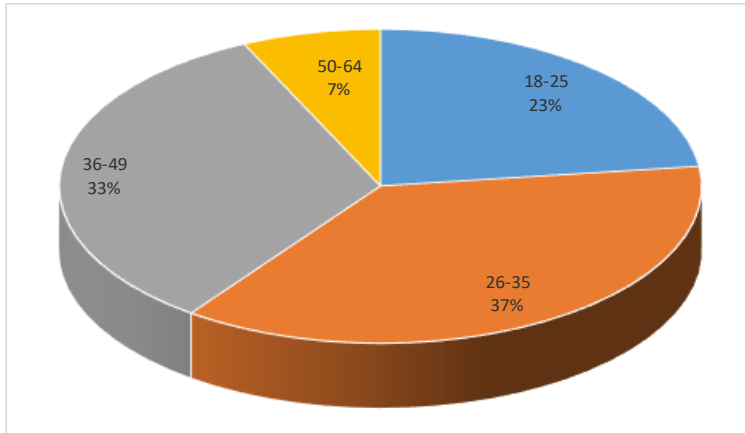


Figure 2 Employee by age group

3.1. Customer Age

Also the study indicate the young customer aged 36-49 dominant to Zanzibar destination accounted about 33% of all respondents followed by the age of 26-35 which accounted 28%. Age group of 18-25 took 19% followed by aged over 65 which accounted about 14% and the age group of 50-64 accounted about 6%. As shown in the figure 3. below. This indicates that the young generation is more travelled therefore high effort is needed for the tourism stake holders to attract this target group of customers to enjoy the opportunity of their travelling.

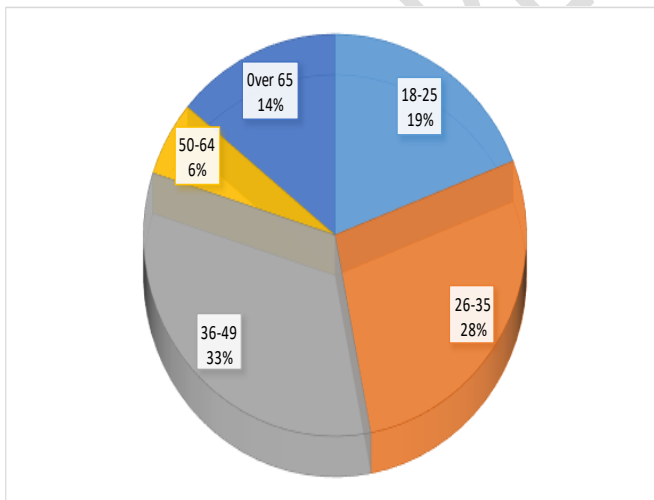


Figure 3: Customer by age

3.1.1. Purpose of Visit

The study respondents were asked “what is your purpose to visit Zanzibar”? The results are as shown in figure 4.1 below.

Most of the respondents come to Zanzibar for leisure as shown in the figure 4.2 below, indicated about 69% the further result show that 17% come for business followed by visiting friend and relative which accounted about 8% and 6% come for other purpose, the same result shown on Tourists exit survey report of 2017 indicate about 86% of visitors come to Zanzibar for leisure followed with visiting friend and relative about 5% and 2% for business. The result depicted that there is a need for the Hotels to provide quality product and service in order to meet the expectation of the customers.

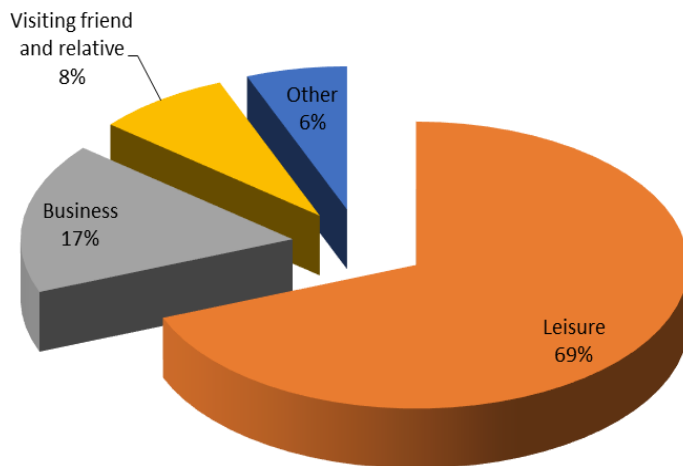


Figure 4.1 Purpose of visit

3.1.2. Status of Environmental Aspects in Zanzibar

The researcher want to find out the status of current environmental situation in Zanzibar the result shown in the figure 4.3 below depict that the friendly product and green promotion are in good situation where accounted by 26 frequency of all the respondents followed by the solid waste management accounted by 17 frequency and recycling accounted by 16 frequency. The result show that the hotels emphasis on plantation of trees and using the local product and that not harmful to the environment.

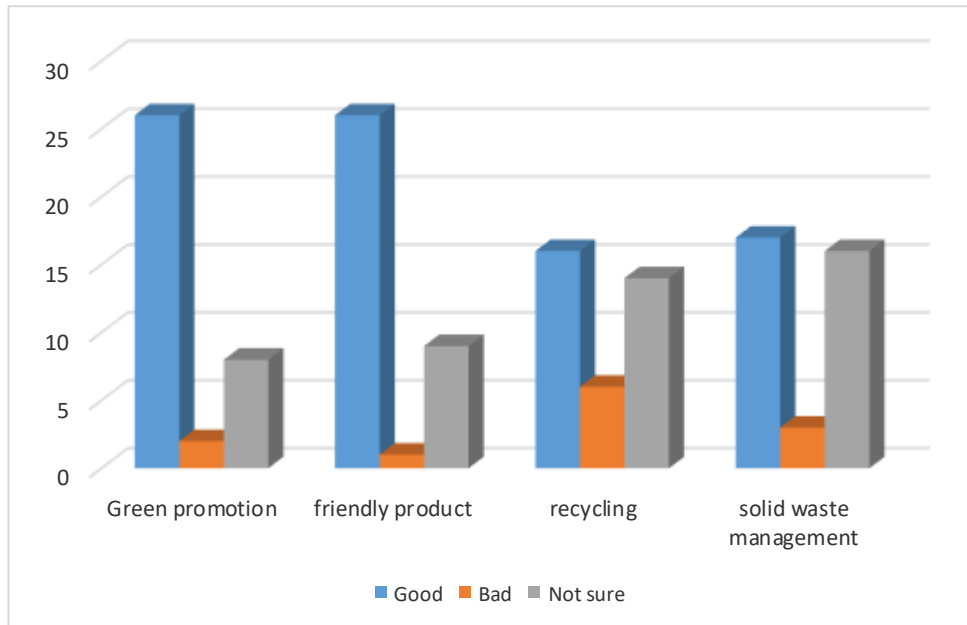


Figure 4.3: Status of environmental aspects

3.1.3. Corporate Social Responsibility (Environmental dimension) practiced by hotels

The study finding indicate that most hotel in urban west region use safety insecticides for the environment and use friendly product for their guest as represented by the figure 4.4 below which accounted about 71 frequency out of 86 respondents of agree, followed by using clean energy source and efficient solid waste management which accounted about 63 frequency where by green promotion agreed by 50 respondents and followed by recycling most of the respondent disagree. The study indicates that most of hotel in urban west region have lower system of recycling which indicate the highest of dis-agree to the statement of “hotel has an efficient recycling program”.

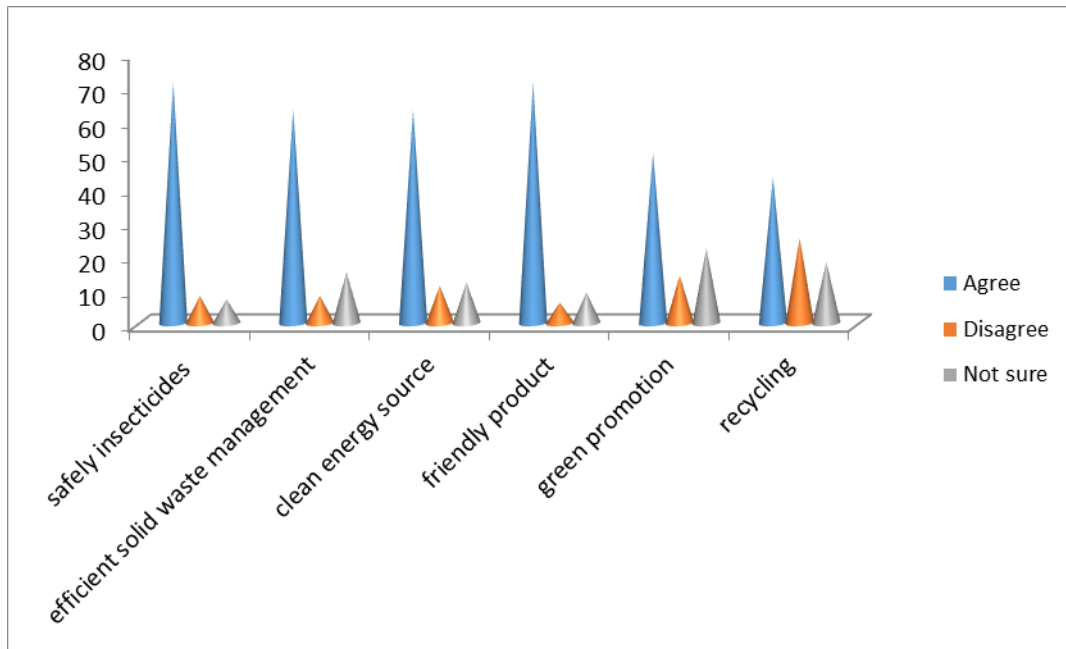


Figure 4.4: Environmental aspects practice by hotels

3.1.4. Impacts of Environmental aspects toward the customer behavior

The researcher want to examine the impact of environmental dimensions (green promotion, recycling, friendly products and waste management) on customer behavior among customers in selected hotels in Zanzibar the result are shown below: In order to answer this objective clearly, four hypotheses were developed as seen in the chapter two. These hypotheses are:-

H1a: Improved green promotion has an impact on customer behavior in selected hotels in Zanzibar.

H1b: Proper recycling has an impact on customer behavior in selected hotels in Zanzibar.

H1c: Friendly products have an impact on customer behavior in selected hotels in Zanzibar.

H1d: Proper waste management has an impact on customer behavior in selected hotels in Zanzibar.

This type of objective can be well addressed or analyzed by using various multivariate analysis techniques, such as structural equation modelling and multiple regression (Pallant, 2016). In light to this opinion, this research has employed a multiple regression technique to answer this objective. According to Pallant (2016) multiple regression is a cluster of techniques which can be employed to explore the relationship

between one dependent variable and more than one independent variables. Under this case, the standard multiple regression was used in which all independent variables were entered into the equation concurrently or simultaneously through the use of SPSS version 23. Pallant (2016) opines that standard multiple regression is the most commonly used technique since it informs the researcher how much unique variance in the outcome variable each of the predictor variable explained.

The results of standard multiple regression as displayed in Table 3 below indicated that the independent variables namely green promotion, recycling, friendly products and waste management accounted for 31.8% of the variability in customer behavior among customers in selected hotels in Zanzibar ($R^2 = 0.318$). The adjusted R square value was 0.302. Therefore, these findings substantiate that only 32% of variability in customer behavior could be explained by factors like green promotion, recycling, friendly products and waste management. The remaining 68% of variability depends on other unexplained factors.

Table 3: Results of Standard Multiple Regression for the Testing of Environmental Dimensions on Customer Behaviour.

Model Summary

R	R Square	Adjusted R Square	R Square Change	F Change	Sig. F Change
.564 ^a	.318	.302	.318	20.115	0.000

- a. Predictors: (Constant), green promotion, recycling, friendly products and waste management
- b. Dependent Variable: Customer Behaviour

Apart from Table 3 above, the following Table 4 below displays the coefficients' columns for the standard multiple regression conducted.

Table 4: Coefficients Table for the Impact of Green Promotion, Recycling, Friendly Products and Waste Management on Customer Behaviour.

	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	.861	.229		3.763	.000
Green Promotion	.394	.091	.329	4.332	.000
Recycling	.159	.066	.181	2.396	.017
Friendly Products	.223	.079	.198	2.836	.005
Waste Management	.245	.052	.307	4.725	.000

With reference to Table 4 above, at the 0.05 level of confidence, the study has revealed that all four independent variable or predictors (green promotion, recycling, friendly products and waste management) had a significant effect or impact on the outcome variable (customer behavior). In other words, the results of predictor variables as seen in Table 4 Above are as follow: - green promotion ($\beta = 0.329$, $t = 4.332$, $p < 0.05$), recycling ($\beta = 0.181$, $t = 2.396$, $p < 0.05$), friendly products ($\beta = 0.198$, $t = 2.836$, $p < 0.05$) and waste management ($\beta = 0.307$, $t = 4.725$, $p < 0.05$).

Basically, the impact or effect of green promotion, recycling, friendly products and waste management on customer behavior among customers in the selected hotels in Zanzibar was in a positive direction. This situation indicates that the increase of scores in these predictor variables (green promotion, recycling, friendly products and waste management) results in the increase of scores in the outcome variable (customer

Table 5: Summary of the Results for Hypotheses H1a – H1d.

Hypotheses	Results
H1a: Improved green promotion has an impact on customer behavior in selected hotels in Zanzibar.	Accepted
H1b: Proper recycling has an impact on customer behavior in selected hotels in Zanzibar.	Accepted
H1d: Proper waste management has an impact on customer behavior in selected hotels in Zanzibar.	Accepted Accepted

Behaviour) (Pallant, 2016). This condition entails that customers who have positive attitudes on green promotion, recycling, friendly products and waste management tend to be influenced in their behavioral change positively. Therefore, these findings provide the opportunities for stakeholders in the hospitality industry such as hotels in Zanzibar to attract more customers by improving issues like green promotion, recycling, friendly products and waste management in their surroundings.

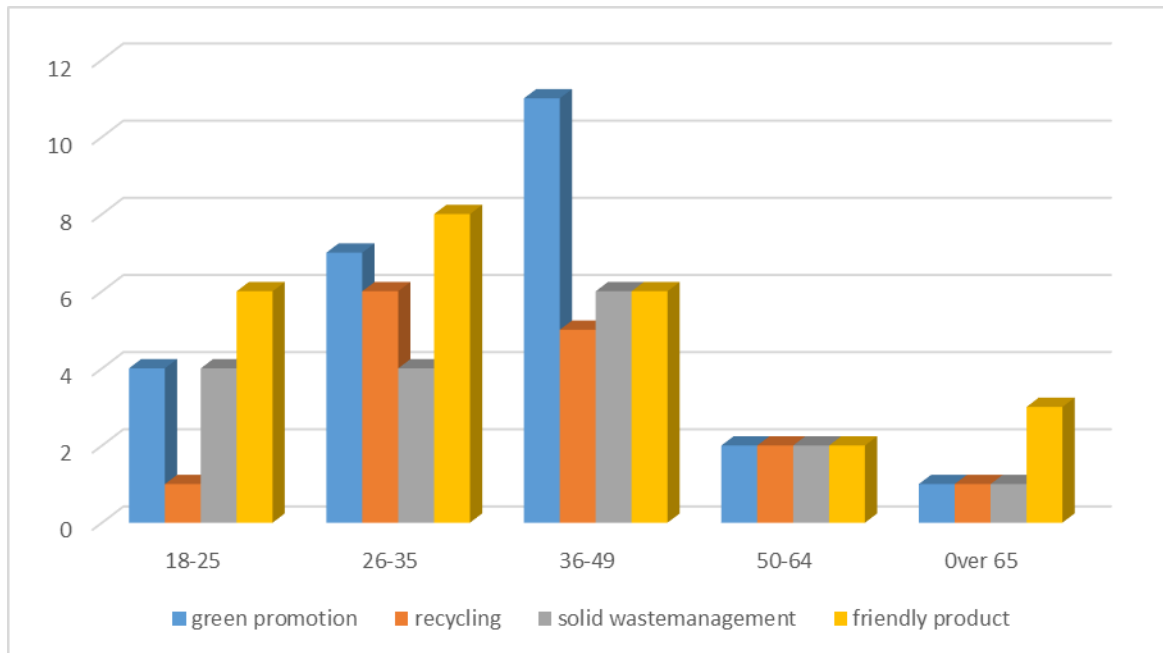
In relation to the standard multiple regression results, it has been seen that all independent variables namely green promotion, recycling, friendly products and waste management had an impact on customer behavior, thus all *H1a*, *H1b*, *H1c*, and *H1d* are accepted as seen in the following table 5.

3.2. Customer with different demographic expect on environmental aspects

3.2.1. Age group by environmental dimension

The researcher want to reveal how different demographic expects on environmental dimensions and the result are shown below: The study finds that the age group of 36-49 prefer more green promotion, solid waste management and friendly product accoutered about 11,6,6, frequency respectively, the age group of 26-35 prefer friendly product accounted about 8 frequency, the result depicts that customer are not interested on the recycling programme rather than green promotion as figure 4.5 seen below . Therefore the hotelier must promote the green promotion and used friendly product to environment and proper solid waste management in order to enjoy the opportunity to receive the young generation age, where by the most customer visit to Zanzibar.

Figure 4.5: Age group by environmental dimension



3.2.2. Gender group by environmental dimensions

The study revealed that both gender groups prefer green promotion which accounted about 14 frequency for male and 10 frequency for female and friendly product accounted about 13 frequency for male and 10 for female followed with solid waste management whereby male accounted to 9 frequency and female 7 frequency and recycling accounted 8 frequency for male and 6 frequency for female as shown in the figure 4.6 below.

Therefore the result seen that both gender group influenced on environmental dimensions of green promotion, friendly product and solid waste management and recycling thus there are need for stakeholders in the hospitality industry such as hotels in Zanzibar to attract more customers by improving issues like green promotion, recycling, friendly products and waste management in their surroundings.

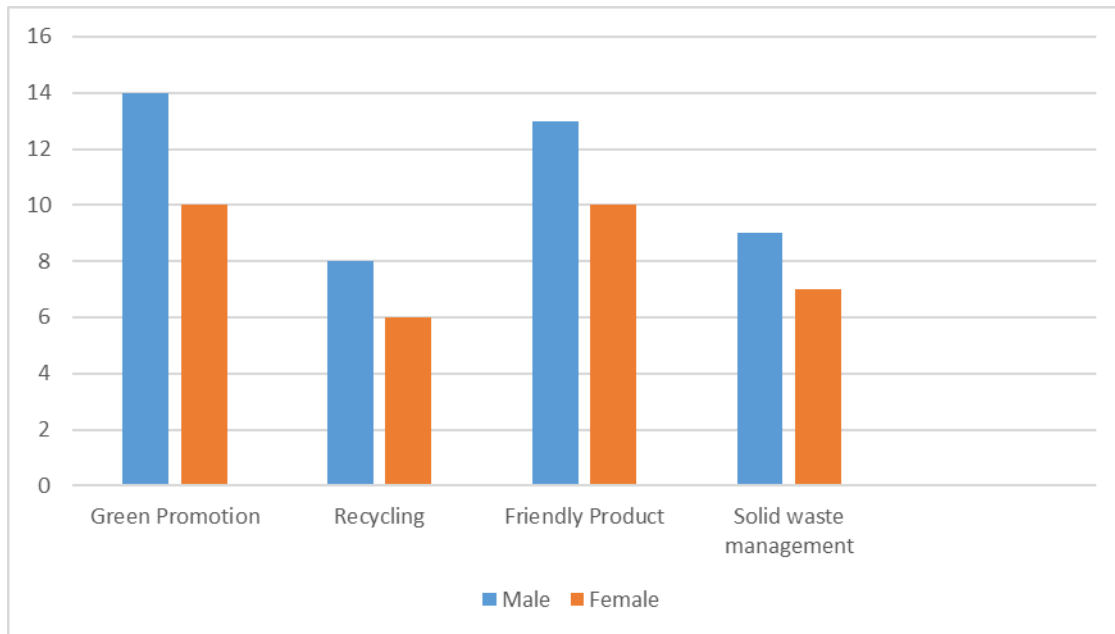


Figure 4.6: Gender group by environmental dimension

3.2.3. Willingness of the customer to pay premium on environmental dimension

The researcher asked the question “Can you choose the hotel that has environmental friendly even you paying a premium price?” the result are as follows

The figure 4.7 below shown that about 69% of the respondent answer yes, that is willing to choose the hotels that has environmental friendly even paying a premium but 28% of the respondents answer No that they are no willing to pay premium to the environmental friendly hotel and 3% are not sure. The above findings show that the environmental issue has the impacts on influence the customer to purchase the product and services. As indicted by Gautam Agarwal on the study of Impact of Corporate Social Responsibility on Consumer Behaviour, the aim was to assess the influence of CSR product features on consumers’ behavior, the result consumers are willing to pay more for environmental attributes than for labour attributes with regards to coffee. Also OECD points out most of consumers in OECD countries can be labeled “green consumers” due to their strong willingness-to-pay and strong environmental activism.

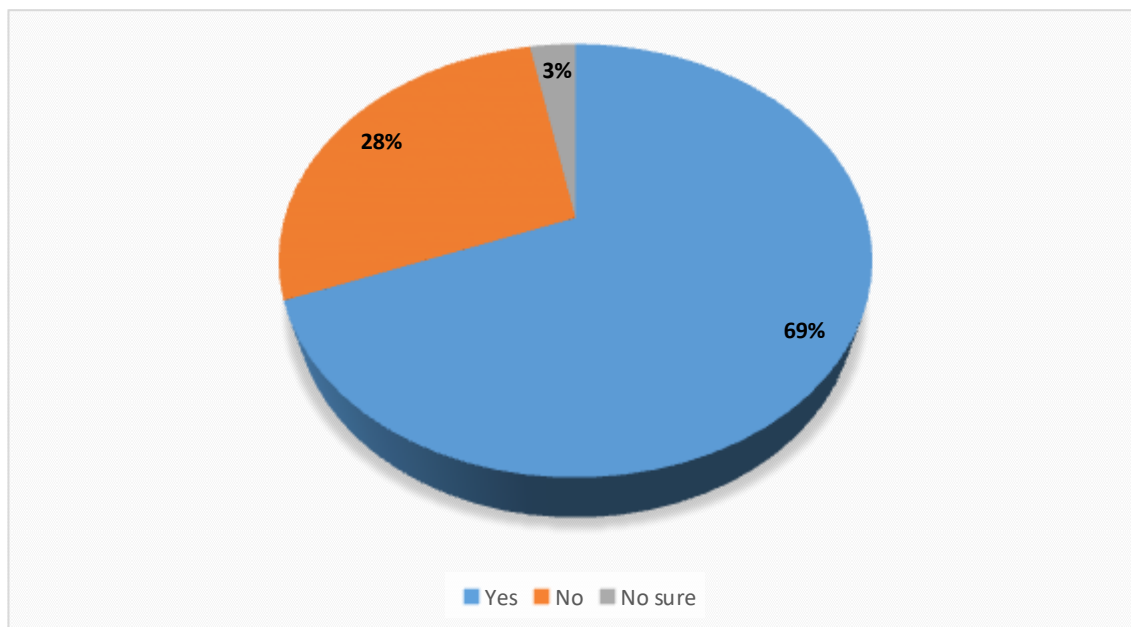


Figure 4.7: Willingness of customer to pay premium price

3.2.4. Reasons for the customer to choose the hotels

The Tourists come to Zanzibar for different purpose and choosing the hotel for their different reasons, the research finding indicate that most of the respondent choose the hotels because of friendly employee and good service which accounted about 33%, followed by good environment accounted by 22%, whereby friendly staff accounted about 14% of the respondents and good services accounted about 11% but other respondent choose the hotels for other reasons indicated about 19% like good price, location of stone town, good food , comfortable rooms and etc. as table 6 shown below.

The results of the study insist that the environment is one among the reasons that can influence the customer to purchase the product and services. The effort must be taken to promote the environment as the tourism product and the hotelier must conserve for sustainable development.

Table 6: Reasons of the customer to choose the hotels

Reasons	Frequency	Percent
friendly staff	5	14.0

Good service	4	11.0
friendly employee and good service	12	33.0
Good environment	8	22.0
other	7	19.0
Total	36	100.0

Source: Primary source 2022

4. CONCLUSION AND IMPLICATION

The findings show that majority of tourists visiting Zanzibar are in the age group between 26 years to 46 and mostly are male and comes for leisure. This shows that youth are the most travelled age group which is important to Zanzibar as a tourism destination.

Findings indicate that, the status of green promotion and friendly product in hotels is very good rather than solid waste management and recycling. Moreover, the finding indicate that the environmental aspects has influence on purchasing behavior of the customer and the customers are willing to pay premium price (69% agree and 28% dis-agree to pay premium price). Furthermore the results indicate the friendly employee and good service are the most reasons that customer choose the hotels accounted about 33% followed by good environment accoutered about 22%.

The environmental dimension practiced by selected hotels towards their customer in this context there are safety insecticides, clean energy source, friendly product, green promotion, efficient solid waste management, and recycling. The impact of environmental dimension practiced by selected hotel towards their customer behavior shown that green promotion, recycling, friendly products and waste management) had a significant effect or impact on the outcome variable (customer behavior). With hotels customers with various demographic features expect the environmental aspects of an overall hotel CSR, the result was found that both gender group prefers green promotion and friendly product followed by solid waste management and recycling. The age group of 36-49 prefer more green promotion accounted to 11 frequency, the age group of 26-35 prefer friendly product accounted 8 frequency, while the age group of 36-49 also prefer solid waste management and friendly product accounted of 6 frequency.

Considering the youth, the hotelier need to promote the green promotion, efficient solid waste management, using product that are friendly to the environment as a part of marketing strategy for this kind of target market. They need to know the characteristics of

this group such as what they like, which media of communication they use most often to get the information.

Zanzibar is endowed with variety of marine attractions such as corals and variety of fish species. Marine attractions offer a wide range of activities such as kite surfing, scuba diving, snorkeling and dolphin watch geared toward domestic as well as international tourists. Although marine attractions are well advertised, it is difficult for visitors to understand what different marine tourism activities are available. Better conservation like recycling in order to reduce more plastic into the oceans for sustainability of marine creatures and for future generation. It is recommended that Hotel management as a dynamically developing sector of economy and an important part of the tourism sector should meet the society's expectations within the framework of minimizing negative effects on the natural environment and focus the corporate social responsibility as business strategy for long-term business vision. Hotels use large quantities of chemicals insecticides in their attempt to control mosquito nuisance and risk of mosquito borne infections. It is highly advised that the chemicals that are used must friendly to the environmental because the customers are highly preferable to the products that are friendly to the environment. It is advised that hoteliers should improve their services and employ highly qualified staff, training on customer care as finding indicate that the major reason of customer choosing the hotels is quality services and friendly employee.

It is also recommended that Zanzibar Commission for Tourism (ZCT) should identify the effective ecotourism products and its effective marketing strategy.

Considering that most tourists come to Zanzibar for leisure, according to the Tourists exit survey report of 2017 about 86% of visitors come to Zanzibar for leisure and also research finding show that 69% of respondents come for leisure it's advisable that the government should encourage investors and community to plant trees along the beach, efficient solid waste management as to protect the land and source of water from contaminated as per the tourist should meet their expectation of enjoyment.

The investment one stop center, Zanzibar Investment and Promotion Authority (ZIPA), Zanzibar Commission for Tourism (ZCT), Ministry of Land (MOL) and Zanzibar Environmental Monitoring Authority (ZEMA) has to enforce any establish project must conduct environmental impact assessment before operation. And also environmental audit in a certain period of time in order to resolve the negative impact caused by operation for tourism sustainable development. It is also recommended that Zanzibar Commission for Tourism (ZCT) should identify the effective ecotourism products and its effective marketing strategy.

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