Exploring the Impact of Green Marketing on Business Performance through Corporate Social Responsibility: A Mediating Analysis in Tourism Companies.

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Abstract

In the context of rising tourism and escalating environmental concerns, green marketing has emerged as a strategic imperative with direct implications for corporate performance enhancement. Therefore, this study investigates the influence of green marketing on the performance of tourism companies, with a particular focus on the mediating role of Corporate Social Responsibility (CSR). Utilizing a descriptive analytical approach, data were gathered from 213 employees across various tourism companies in southern and eastern Yemen through a structured questionnaire. The partial least squares (PLS) technique was employed to analyze the data. The findings indicate that green marketing significantly and positively impacts business performance. Moreover, the results reveal that CSR serves as a significant mediating factor in the relationship between green marketing and business performance, reinforcing the strategic value of integrated ethical and environmental practices within corporate frameworks.

Keywords: *Business Performance, Green Marketing, Corporate social responsibility, Tourism company, Yemen.*

1.Introduction

Green marketing is of great importance in many industrial companies, and green marketing has appeared in many companies intending to protect the environment. There are major obstacles facing green investment in companies because of the growth of commercial activity and a lack of environmental consciousness, considering the globalization that governs the world. Companies are making intensive efforts to become sustainable companies on the environmental, financial, and social levels in light of the changes taking place in our current era. Green marketing (GM), and corporate social responsibility (CSR) are key pillars in enhancing business performance in companies, thus building a strong green economy for the country (Khalid et al., 2023). The world has been preoccupied with environmental issues greatly since the Industrial Revolution until today. Therefore, the United Nations (UN) system took the initiative to set important goals for sustainable development to commit to implementing and working towards them to avoid the risks of environmental disasters (Molinari et al., 2023). The Sustainable Development Program aims to promote financing models with permanent goals. Accordingly, Ren et al. (2022) pointed out in his study the importance of green investment and the green economy as driving forces for development, including environmental, social and economic activities. Green Marketing and investment are important strategic activities of CSR, as the two concepts focus on caring for the environment through the consumption of resources. There are many studies on green marketing and investment

projects. For instance, Chițimiea et al. (2021) study focused mainly on specific criteria such as pricing and financial affairs for green marketing and investment and their positive role in advancing companies.

Green marketing is a new strategy that uses environmentally friendly concepts and is an alternative strategy that can be used to improve the company's image and value. The American Marketing Association (AMA) explains three definitions of green marketing, namely: First, retailing definition: The marketing of products that are presumed to be environmentally safe. Second, social marketing definition: The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality. Third, environmental definition: The efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns. Thus, it can be concluded that green marketing is a marketing strategy that emphasizes environmental sustainability by modifying products, changing production processes, using packaging to promotional media carried out (Rediyono, 2024). The success of companies in the market is achieved while enacting laws that address all environmental problems. The business and investment industry in the 20th century caused great environmental risks that led to great damage to the ecosystem and the working class (Chien et al., 2021; Bukhari et al., 2017). Shahzad et al. (2021) indicated in their study, therefore, the crucial role of CSR comes in finding a solution that ends all environmental concerns. This means that the company devotes its energy to improving environmental and social conditions and working to reduce potential negative consequences. Corporate social responsibility is a wide concept that can achieve many objectives of companies. Thus, companies' interest in applying social responsibility is important, making companies more responsible towards society (Tamvada, 2020). CSR is firms' efforts to better, or at least not harm, society beyond a singular focus on profit. Depending on a firm's chosen approach, these efforts might either be voluntary or involuntary (Villamor & Wallace, 2024). Business performance is a company's ability to profit from its resources and achieve its objectives. Also, the term business performance usually refers to a company's achievements (Tarhlissia & Benachour, 2024).

Several studies showed that there are positive and significant effects on business performance through green marketing in terms of financial and marketing operations of distinguished industries and their relationship to the environment. On the other hand, in some of these studies, Shahzad et al. (2020) have reached negative relationships related to financial performance. Therefore, for companies to reach long-term added value, the relationship between society, marketing, and business must be an ongoing awareness to maintain a balance between the best possible product presentation and the effects on the environment and society. Jinru et al. (2021) in his study, explained that corporate social responsibility is the ideal and only solution to get rid of the negative environmental impact, besides the success of green marketing in supporting the current economy of sustainable production.

Despite the limited number of the above-mentioned studies, they showed that depending on the stage of economic development, theoretical perspective, empirical findings, as well as contextual, methodological, and variable differences, the impact of green marketing on companies' business performance varies. This suggests that there may be differences in resources and expectations among green marketing strategies. CSR initiatives may also have an impact on how companies' engagement in their performance. Companies in various nations may, however, understand and apply social responsibility activities using various frameworks due to differences in positions of environment,

يونيو 2024م
June 2024

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pp. 318 - 345

TURJ

العدد (40)
Issue (40)

مجلة بحوث جامعة تعز
Taiz University Research Journal

business cultures, institutional characteristics, and development of the society. In addition to the gap mentioned above, most research has been conducted on the impact of green marketing strategies on the financial success of tourism companies in advanced countries and sizable sectors. Conversely, this study is still in the very early stages of development, especially in an underdeveloped economic context like Yemen, where not enough research has been done yet. In a similar vein, although there have been few research studies conducted in this area, there have been few study investigations conducted on how green marketing affects a company's financial success (Bukhari et al., 2017).

Yemen has thus emerged as a key destination for travelers from all over the world. To conduct thorough investigations and get first-hand study problem experiences, the authors decided to focus their research on tourism businesses in Yemen. Tourism businesses in Yemen should promote awareness of these issues and develop the necessary skills to deal with their social and environmental effects. Developing an understanding of sustainability and pertinent risks when dealing with local consumers and customers is particularly important to sustain and increase business success. Consequently, many companies are requesting investments that are more ecologically friendly and integrating CSR ideas into their investing business plans. As a result, they have been successful in defining and executing CSR. In developing nations, regulatory criteria, and view CSR research on CSR are available. However, there are few marketing-related studies on the performance of Yemeni travel businesses. This knowledge gap is very important in Yemen where environmental awareness and social responsibility are still developing, this information gap is crucial (Khan et al., 2013) Therefore, this study intends to fill the gap found in previous studies**.**

From a methodological point of view, in order to achieve the proposed objective, PLS-SEM model has been developed. To this model we have applied the PLS-SEM technique (Partial Least Squares Modelling) and to ensure the reliability of the sample we have applied the FIMIX-POS technique (Prediction Oriented Segmentation), on a sample of 213 employees. The PLS-SEM technique has proven useful for its ability to model composites and factors, as well as its predictive and structural equation modelling orientation (Fernández-Portillo et al., 2024).

Using a comprehensive structural equation model, this study tries to examine the impact of green marketing on the business performance of tourism companies. CSR has been assessed systemically for its crucial mediating role in the targeted relationships between green marketing and a company's business performance. Three fundamental research questions were addressed in this study: (1) How does the performance of tourism businesses in southern and eastern Yemen change. As a result of green marketing? (2) What role does corporate social responsibility play in bridging the performance gap between green marketing and business performance? (3) How do CSR, green marketing, and business performance interact with one another?

The current study contributes to the literature by examining the relationship among green marketing, corporate social responsibility (CSR), and business performance in a comprehensive (SEM) model. It then aims to assist experts and policymakers in combining CSR and green marketing strategies to improve corporate performance.

2. Literature reviews and Hypotheses.

2.1. Green Marketing

An organization's efforts to design, promote, price, and distribute products that have no bad effect on the environment is what is understood as "green marketing". (Richey et al., 2014, p.1246). The importance of green marketing lies in creating a strong relationship between the population and the organization. It also provides modern strategies to protect the environment from pollution caused by some organizations (Afande, 2015).

Recent studies dealt with the emergence of green marketing in three basic phases: The first phase was from 1960 to 1986, and at this stage, we did not have accurate practical results except for a little awareness that governments were keen on regarding preserving the environment. The second was from 1985 to 2000, when some practical results appeared in a limited way, especially regarding the issue of greening. The third starts from the year 2000 onwards, and it is the stage that made a big difference in the life of organizations and started providing ecologically friendly products (Sutduean et al., 2019).

Lu et al. (2013, p.3) thought that GM is "a strategic attempt by businesses to offer environmentally friendly". *From the above definitions, we conclude that the green marketing campaigns, seek to increase the awareness of people about the excessive use of green areas, by providing them with important information related to the negative effects on the environment, which may eventually affect their purchase behavior.*

Mourad and Ahmed (2012, p.516) pinpointed that in the current decade the business organizations in the world are working under big competition, therefore these organizations are adopting a GM for several reasons which are: (a) preparing for potential regulatory action, (b) satisfying consumer demand for green products, and (d) competing with other organizations that provide GM features.

The benefit of using the marketing-mix elements to divide the GM into sub-strategies are: (a) the lean green strategy, in this type of strategy organizations seek to reduce the costs by implementing normal programs to protect the environment. (b) the defensive green strategy, organizations use this strategy when they plan to face other rival organizations and the associations that defend the environment. (c) the shaded green strategy, when this strategy is used, organizations focus on achieving future goals and view GM activities as a competitive advantage to launch a new environmentally friendly product. Finally, (d) the extreme green strategy, organizations that use this strategy seek to fully implement the main environmental issues into their business strategies such as package, pricing, and product quality that do not bring any negative impacts on the environment (Chan, 2013).

Moreover, green marketing is an effort to decrease waste using eco-friendly products, save on energy consumption, and contribute to environmental conservation (Rahman et al., 2012). Alongside the creation of new, lucrative, and sustainable business models, (Katrandjiev, 2016). Additionally, it has assisted in other efforts such as the decrease of

يونيو 2024م
June 2024

ISSN : 7 8 4 8 - 2 9 5 8
pp. 318 - 345

TURJ

العدد (40)
Issue (40)

مجلة بحوث جامعة تعز
Taiz University Research Journal

waste, educating customers about environmental regulations, and promoting sustainability efforts among emerging markets (Mukonza & Swarts, 2019). According to Papadas et al. (2017), green marketing strategies comprise an attitude towards green marketing that impacts organizational activities, processes, and outcomes in addition to enhancing the company's reputation in developing markets. Green marketing also refers to a company's overall attitude towards environmental protection (Li et al., 2018).

Green marketing is therefore implemented by encouraging internal green policies and a strategic green approach. Due to a change in consumer attitudes and behavior, green marketing has become more popular in this area. So, in general, the use of green marketing is an essential part of sustainable practices that companies must incorporate into their operational and strategic planning. If businesses used the appropriate green marketing strategy, they could make a significant positive contribution to socio-economic development sustainability.

2.2. Corporate Social Responsibility (CSR)

A company's operations should include CSR as a critical strategic element in which it voluntarily makes investments in the economy, the environment, and the social sector. businesses are responsible for the effects of their operations on consumer behavior, society, and the environment. According to Tsoutsoura (2004), CSR is defined as achieving economic success by utilizing moral principles, societal norms, and protecting the environment. Over time, companies have benefited from CSR as one of their business goals to improve society's environment (Wang & Sarkis, 2017). Different ways approaches have been made to the concept of corporate social responsibility (McWilliams et al., 2006), Some Businesses feel that their main duty is to maximize earnings for their shareholders. Companies should consider both the interests of their shareholders and the well-being of society (Freeman, 2010).

As a result, society and businesses are interdependent as stakeholders; Businesses rely on society for resources and demand, while society relies on businesses for services, and investments in the infrastructure, as well as for economic growth. Consequently, Giddings et al. (2002) found that there is an interconnected among the economy, society, and environment. Meanwhile, in the age of sustainable development, companies have recently placed more emphasis on making ethical and environmentally friendly decisions as part of a complete strategy (Kotler & Lee, 2005). In developing nations with pervasive social and economic issues and a lack of business ethics, CSR has been critical. CSR gives companies the tools they need to integrate social and environmental concerns into their daily activities and sets the standard for how highly they value safeguarding the social, economic, and natural environments of the communities (Singh et al., 2009). This suggests that investment in corporate social responsibility has been increased and raised to the proper level, enabling it to be integrated into the core of macro-marketing operations (Fatima & Al-Banna, 2023). The main objective of macro-marketing is to raise the overall demand of the economy and society. Considering this, companies can bridge the gap between two distinct CSR perspectives by combining social responsibility, environmental preservation, and shareholder gain in their macro-marketing efforts by incorporating green marketing practices, Companies do this part to improve the environment, but consumers' demand for eco-friendly products have raised brand awareness, profitability, and loyalty (Chung, 2020; Papadas, et al., 2019). To sum up, a company that practices social responsibility responds to these societal needs, enhances its

reputation, and ensures that there will always be a market for its products. (Onkila & Sarna, 2022).

Additionally, CSR has long been a way for businesses to incorporate activities that have an impact on stakeholders, including the economic, environmental, and social ones. As a result, CSR has a significant impact on profit as well as people and the environment. Consequently, many companies now include CSR in their fundamental principles., CSR has been added to the core values of many businesses. Using CSR as a mediating factor, this study seeks to ascertain the effects of green marketing on business tourism companies' performance in southern and eastern Yemen.

2.3. **Business Performance in the Environmental Perspective**

According to Agrawal et al. (2022), business performance includes a variety of performance indicators at different organizational levels, including finance, operations, and markets. Sales, expenses, dependability, corporate reputation, image, and organizational compliance with market demands are therefore all included in the definition of company performance. Business performance is a byproduct of resource management efforts made by an organization, and performance measures how well the firm uses its resources to maintain its viability (Muthuveloo et al., 2017).

The requirement to implement ecologically sound practices alongside particular environmental rules has undergone a significant shift in the operating attitude of businesses in developing economies. Businesses can gain from being aware of how environmental practices can improve performance even in challenging economic times. Instead, environmental programs like environmentally friendly procedures are executed as an element of an organization's environmental strategies because it is recognized that environmental problems can present business opportunities. As a result, putting green practices into practice can help businesses perform better (Leonidou et al., 2013).

2.4. **The Influence of Green Marketing (GM) on Business Performance (BP)**

The debate revolves around the positive or negative effects of any business' performance based on its activities and the nature of method technologies that are used to produce their service/product. Awan and Raza (2010, p.6) believe that the major goal of GM is to educate the people that GM focuses on the treatment of the negative behavior of people towards dealings with the natural environment around them.

The managers in hotel organizations through the adoption of the GM philosophy involve considerable expenses and investment that leave it hard to recover within the medium period resulting in a challenge to achieve competitive advantage and better performance (Samarasinghe & Ahsan, 2013, p.36). Fong and Chang (2012, p.729) suggested that positive environmental innovations are a fundamental aspect of any business organization, to ensure a rise the environmental and financial performance. because that allows this organization to demand higher prices for green products, improve its image in customer mined, develop new internal and external markets, and increase the market share. Our opinions agree with the views of Fong and Chang because we believe that focusing on new innovative products is a vital element to build a competitive edge for an organization that seeks to achieve fast profits in a short time. "To maintain their competitive advantage and improve their ecological reputation, businesses should effectively implement environment management to adhere to the environmental trend" (Chen, et al., 2014, p.6605).

يونيو 2024م
June 2024

ISSN : 7 8 4 8 -2 9 5 8
pp. 318 - 345

TURJ

العدد (40)
Issue (40)

مجلة بحوث جامعة تعز
Taiz University Research Journal

Hashem and Al-Rifai (2012, p.12) pinpointed that the adoption of GM aspects ensures several benefits for organizations and may rise toward the top of the competitive edge. Furthermore, GM criteria can make an organization a market leader, also, the organization adopting a green marketing strategy forges strong bonds with its clients and inspires them to protect and maintain the environment.

Ribeiro and Medeiros (2013, p.190) added that green product development and market success depend on analysis the client behavior, which can generate increased satisfaction, loyalty, and positive images for clients towards the organization.

Pujari et al. (2007, p.660) thought that one of the major jobs of top managers in any organization is to coordinate, communicate, and corporation with environmental protection organizations before launch the innovative product, to avoid conflicts with these organizations. Therefore, Fraj et al. (2013, p.399) pinpointed that the creative early approaches seek to rethink or create new technologies, goods, and procedures that enable businesses to get rid of environmental problems before they arise.

Fraj et al. (2009, p.263) added that business organizations see the environmental laws and regulations in recent decades become a threat to their profits because environmental management requires a huge investment in prevention technologies.

In fact, GM nowadays has become a marketing opportunity for new products/services more than it is a protect for the environment (Hashem and Al-Rifai, 2011, p.93). Therefore, business organizations adopt proactive environmental strategies rather than reactive ones to facilitate the development of the GM strategy; and positively influence the organization's operational outcomes, however, the operational performance reflects the improvement of several procedures such as the quality of the product, as well as flexibility, the organization's capacity for innovation, etc. (Fraj et al., 2011, p.342).

Susilowati et al. (2013, p.116) explained the environmental effects in all production processes, so the top manager focused on using the GM pattern to ensure achieve profits and increase their market share by implementing the environmental conditions in their products, to avoid negative effects on the environment. Based on previous studies, this study seeks to explore the impact of green marketing on the company's performance, according to the hypothesis that we have developed as follows:

*Hypothesis (**H1**): Green marketing positively and effectively affects the company's business performance.*

2.5. The Impact of Green Marketing on Business Performance Mediating by CSR

Since the implementation of CSR, many businesses have established their possibilities and assurances in social issues like environmental responsibility. Businesses and companies are collaborating on professional and academic guidelines as part of their eco-friendly market strategies (Han et al., 2020). In developing nations like Yemen, there has been a discernible rise in environmental awareness among businesses and consumers. Communities have been closely monitoring pollution and deforestation as a result to think about what would happen if these resources were exhausted as opposed to establishing current strategies and preventing environmental harm. Businesses must align their marketing strategies with green investments because of rising environmental consciousness, claim Seth and Khan (2015). These days, CSR and green investments are important components of any organization's operational and functional activities (Shahzad et al., 2020).

Businesses note that more people are calling for public and governmental accountability. Additionally, businesses have invested a sizable sum of money in implementing a green market strategy and complying with environmental laws (Bashir et al., 2016). This demonstrates how green marketing affects the performance of the business. The current study aims to ascertain the relationship between CSR and green marketing, as well as the mediating role of CSR between the independent variable and the dependent one. Considering this, we propose hypothesis as the following.

Second hypothesis *(H2). The effect of green marketing on company performance is positively mediated by CSR.*

2.7. Corporate Social Responsibility and Business Performance

Many previous studies that attempted to explain the positive effects of CSR on specific firm efficiency elements concerning business performance have been conducted. Increasing operational activity productivity, lowering merchandise costs to enable markets, and improving innovation and product development are also among these elements (Park et al., 2017; Jones et al., 2018). Furthermore, empirical studies (Cho et al., 2019; Wang et al., 2018) have investigated a positive and significant relationship between a company's performance and corporate social responsibility. It has been discovered that businesses maintain a socio environmental liability position with a license to produce such environmentally friendly products develop a distinctive reputation and are well-known in the market. CSR can therefore support a business to differentiate itself from the competition and enhance its performance (Stojanovic et al., 2020). CSR is the cornerstone of the organization's enhanced reputation with stakeholders since it positively impacts their perceptions and is perceived as an indication of the business's commitment to their needs and interests. Instead of demonstrating the way the coming generations might be capable of meeting these needs, companies are fighting to meet the current generation's needs. To integrate social responsibility approaches effectively and intensely into strategies and daily activities, businesses have developed a variety of solutions for resolving the conflict between company goals, societal, environmental, and company goals (Lim & Greenwood, 2017).

A business cannot ignore the problems in the community where it operates. Therefore, it is crucial to investigate how CSR affects a company's profitability. According to CSR, companies must operate with the interests of their clients, staff, shareholders, society, and nature in every aspect of their operations. What CSR entails and what drives a company to participate in it are both very ambiguous and uncertain (Babalola, 2012). Therefore, Bokhari & Khan (2013) have shown that if a company understands CSR better, results will improve financial performance. Contrarily, Selcuk and Kiymaz (2017) discovered an adverse correlation between economic performance and CSR and suggested that businesses disclose more information about related CSR efforts, which would result in poorer profitability.

According to Maldonado-Guzman et al. (2016), CSR calls for businesses to examine their objectives, policies, and importance to align with their founders' expectations and advantages. To achieve business excellence and long-term development, CSR is also essential (Shahzad et al., 2020). Increased accountability also applies to the firm's relationships with the forums, owners, and participation procedures which enable corporate estimates to weigh various options before making decisions. In parallel, there

يونيو 2024م
June 2024

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pp. 318 - 345

TURJ

العدد (40)
Issue (40)

مجلة بحوث جامعة تعز
Taiz University Research Journal

is ongoing discussion across various economic stages. As a result, we arrived at the following hypothesis.

Third hypothesis (**H3**): *The business performance of a company is significantly and favorably impacted by corporate social responsibility.*
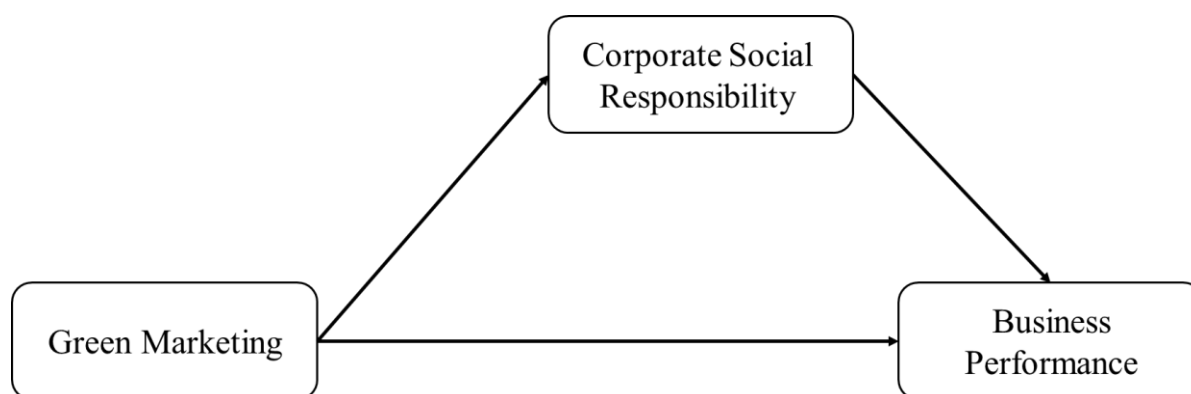
Figure 1. Conceptual framework.

3. Data and Methods

3.1. Design of the Study

To conduct this research, the researchers used a descriptive-analytical technique. In this study, a questionnaire was employed, and some statistical tests were performed using SPSS software version 27. The data was analyzed in the last stage using the Structural Equation Modeling (SEM) SMART PLS 3. Participants were asked to score their levels of agreement on a five-point Likert scale in a survey questionnaire (1 being strongly disagreed, 2 disagreed, 3 neutral, 4 agree, and 5 strongly agree). The following sections were included in the final questionnaire: part 1: This part has 6 items and includes questions that describe the respondents' demographics in tourism companies. Section (2): The research questions explore the relationship, via corporate social responsibility as a mediator variable, between green marketing and business performance. There are 38 items in this section.

The current study investigates different tourism companies and their capacity to promote the green economy to evaluate the relationship between green marketing and business performance with the mediating role of tourism CSR. The study's primary focus was on tourism companies serving Yemen's east and south. The study utilized three variables: business performance as the dependent variable, social responsibility of tourism enterprises as the intermediary variable, and green marketing as the independent variable. The investigation used original sources of information. Individual respondents and managers employed by different tourism enterprises in Yemen's south and east served as the main sources of data.

3.2. Sample Selection and Sampling Techniques

The study sample included tourist facilities in the southern and eastern regions of Yemen (Hadhramaut, Aden, Socotra, and Al-Mahra) due to the activity of tourism movement in these regions at present, which included hotels, tourist restaurants, travel and tourism agencies, and tourist resorts. The questionnaire link was sent in August 2023 and continued until February 2024, when 213 respondents were obtained as a sample size. This study sample consists of participants from tourism companies with different management levels. Questionnaires were filled out by participants using a simple random sampling technique, and the questions were given to all staff members of tourism companies located in southern and eastern Yemen, who are likely to have social, economic, and environmental concerns.

3.3. Measurement Items

The survey was adapted based on previous studies. The study included three variables (dependent, mediator, and independent) and 38 items to measure the relationship between the selected study variables.

3.3.1. Dependent Variable

In this study, the dependent variable was business performance. Based on previously validated results (Kaplan et al., 2004; Nguyen et al., 2021), the measuring items for this variable were modified. The company's business performance was assessed using a five-point Likert scale, with thirteen elements employed under the green context (environmentally).

3.3.2. Independent Variable

Green marketing is the study's independent variable. In this context, the current study made an effort to quantify and apply the findings of two previous investigations (Han, et al., 2020; Amenc et al., 2010). Four evaluation items were created from the references to confirm, in the framework of the study's objectivity, the impact of green marketing on a company's business performance (Langerak et al., 1998; Hart, 1995). Thirteen measuring items are part of the instruments employed in the study to meet its objectives. Green marketing is one way that businesses can adopt sustainable business practices to protect the environment, encourage sustainable behavior, and focus corporate operations on addressing social and economic issues that are related to business performance.

3.3.3. Mediator Variable

In this study, the measurement elements of corporate social responsibility were used as a mediating variable that seeks to achieve the company's goals. Corporate social responsibility plays the mediating and important role between green marketing and business performance. Therefore, the measurement elements taken for the mediating variable were environmental, social, and economic elements taken from studies (Turker, 2009; Tian et al., 2015). It included (12) items.

4. Analysis of data and Results

Data analysis is a stage that includes various activities, including data input for response, data examination, and selection of appropriate data for analysis. To identify data input errors, a data examination was conducted, which included testing for missing data, accuracy, and descriptive data. The SPSS version 27 software was used to conduct some statistical tests. The final stage used SMART PLS 3 software to analyze the data and test hypotheses.

يونيو 2024م
June 2024

ISSN : 7 8 4 8 - 2 9 5 8
pp. 318 - 345

TURJ

(40) العدد
Issue (40)

مجلة بحوث جامعة تعز
Taiz University Research Journal

Demographic Data Analyses Table 1

Demographic Variables	Frequency	Percentage (%)
Sex		
Male	164	76.99
Female	49	23.01
Age (years)		
20 to less than 30	58	27.23
30 to less than 40	86	40.37
40 to less than 50	62	29.11
≥ 50	7	3.29
Education level		
Diploma	30	14.08
Bachelor	122	57. 28
Masters	48	22. 54
Doctorate	13	6.10
Managerial Level		
Competent	71	33.33
Head of the department	54	25.35
Branch Manager	9	4.23
Director of the Department	36	16.90
General Manager	43	20.19
Working Experience (years)		
less than 5	64	30.05
5 to less than 10	74	34.74
10 to less than 15	46	21.59
15 to less than 20	24	11.27
≥ 20	5	2.35
Types of tourism companies		
Tourism Restaurants	32	15.02
Hotels	101	47.42
Travel and Tourism Agencies	65	30.52
Tourism Resorts	15	7.04

Table (1) displays the frequency descriptive analysis results for the aforementioned variables. According to the table, 164 males and 49 females made up the study's respondents, with 76.99% and 23.01% of the total. In addition, the study's sample's average age is broken down into four groups. Furthermore, the category with the highest number of respondents—86, or 40.37%—was composed of those who were between the ages of 30 and less than 40. 62 respondents, or 29.11%, were from 40 to less than 50 years old; 58 respondents, or 27.23%, were from 20 to less than 30 years old; and 7 respondents, or 3.29% of the total respondents, were above 50 years old. The majority of the participants were mature and productive in addition, respondents Education level shows Bachelor with 57.28%, master's degree with 22.54%, Diploma with 14.08%, and Ph.D. degree with 6.10%, this indicates that practically all responders could offer insightful information for the study. Moreover, respondents' job title shows General Manager with 20.19%, Competent with 33.33%, head of the department with 25.35%, director of the department with 16.90%, and branch manager with 4.23%. Moreover, respondent's years of experience show from 5 to less than 10 years with 34.74%, less than 5 years with 30.05%, From 10 to less than 15 years with 21.59%, From 15 to less than 20 with 11.27%,

and more than 20 years with 2.35%. Moreover, the type of tourism company shows as hotel with 47.42%, travel and tourism agencies with 30.52%, Tourist resorts with 7.04%, and Tourist restaurants with 15.02%.

4. Assessment of Measurement Model:

4.1. Reliability and Validity.

By employing structural equation modeling (SEM) to evaluate measurement models, the validity and reliability of the concepts being studied are clarified. Cronbach's alpha, factor loadings, composite reliability (CR), and average variance extracted (AVE) for the corporate social responsibility (CSR), business performance, and green marketing constructs are all detailed in depth in Table 2.

Table 2. Reliability and Validity Test Analysis

Constructs	Items	Factor Loading	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Green Marketing	GM1	0.748	0.954	0.959	0.643
	GM2	0.811			
	GM3	0.803			
	GM4	0.852			
	GM5	0.802			
	GM6	0.732			
	GM7	0.790			
	GM8	0.763			
	GM9	0.805			
	GM10	0.814			
	GM11	0.842			
	GM12	0.867			
	GM13	0.785			
Business Performance	PB1	0.846	**0.960**	0.965	0.679
	PB2	0.846			
	PB3	0.805			
	PB4	0.836			
	PB5	0.758			
	PB6	0.756			
	PB7	0.815			
	PB8	0.869			
	PB9	0.871			
	PB10	0.847			
	PB11	0.841			
	PB12	0.764			
	PB13	0.846			
Corporate social Responsibility	CSR1	0.863	**0.962**	0.966	**0.704**
	CSR2	0.839			
	CSR3	0.826			
	CSR4	0.854			
	CSR5	0.864			
	CSR6	0.881			
	CSR7	0.775			
	CSR8	0.857			
	CSR9	0.853			
	CSR10	0.826			
	CSR11	0.827			

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June 2024

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pp. 318 - 345

TURJ

العدد (40)
Issue (40)

مجلة بحوث جامعة تعز
Taiz University Research Journal

	CSR12	0.798			

Using the statistical program SMART PLS 3, all pertinent questionnaire items were verified in the study to ensure that they complied with validity and reliability requirements. Moreover, the model fit indices were evaluated, verified, and subjected to hypothesis testing using all common validity, reliability, and checking procedures. As a consequence, the analysis calculated the loading factor (LF), composite reliability (C.R.), Cronbach alpha, and average variance extracted findings (AVE). All of the variables' Cronbach alpha coefficient values fell between 0.954 and 0.962, meeting the advised threshold of greater than 0.70 (Taber, 2018). As a result, the outcome shows that the estimated values satisfied the criteria for validity, reliability, and internal consistency, and that they exceeded the computed variance value.

In addition, factor analysis goal is to identify the unexplained factors that influence the co-variation of several observations. Factor loading values may represent the variance explained by a variable on a specific factor. Thus, a factor loading should be 0.50 or higher (Peterson, 2000), in a structural equation model technique indicates that the factor takes enough variance from the variable. As a result, the estimated factor loading values for the full variable results are significant, which range from 0.732 to 0.881, show the measurement constructs' strong convergent validity.

Furthermore, all the constructs' estimated C.R. values fell between 0.959 and 0.966, which is above the acceptable level of reliability, defined as a critical ratio of larger than 0.70 (Brusset, 2016). This indicates that the regressed weighted critical ratio C.R. larger than 1.96 becomes a significant parameter with a P-value of 0.05. Because the level of AVE exceeds the suggested value of 0.50 (Alarcón et al., 2015), the estimate (AVE) values for the complete derived construct ranged from 0.643 to 0.704, which is regarded as very good and acceptable. This demonstrates how each research variable's characteristics can be more accurately reflected by the measuring questions included in the study's suggested conceptual model. The table 2 displays the reliability and validity test findings mentioned above.

4.2. Heterotrait–Monotrait Ratio (HTMT).

Additionally, the researchers looked at "Discriminant Validity" and assessed validity using the "Heteritrait-Monotrait (HTMT) method" as it is presented in Table 3.

Table 3. Heterotrait-Monotrait Ratio (HTMT).

Variables	BP	GM	CSR
BP			
GM	0.810		
CSR	0.807	0.754	

The degree to which a construct differs from other constructs in a model that evaluates different concepts or phenomena is known as the discriminant validity. in an HTMT analysis usually suggest validity, values less than 0.90 in an HTMT analysis usually suggest validity (Roemer et al. 2021). This threshold indicates that the constructs are sufficiently different from one another to guarantee that they are not measuring the object. Every HTMT value in this study is less than 0.90 threshold, demonstrating the validity of each construct. As an illustration, the HTMT ratio of 0.807, which is less than 0.90 and indicates that BP and CSR are distinct constructs, is found between them. Furthermore,

supporting the validity is the HTMT value of 0.754 for the link between GM and CSR. Additionally, the study's observed HTMT value between GM and BP is 0.810, which is likewise below the threshold. This implies that, despite their close relationship, these constructs retain enough differentiation to be regarded as independent loadings, as Table 3 illustrates. It's crucial since it guarantees that every loading adds value to the model and doesn't just duplicate another element. The HTMT ratios model's components are valid (Rasoolimanesh, 2022). This finding, which verifies that each element measures a different feature of the event under study, is essential for preserving the integrity of the equation model. These findings confirm that the components of this model are distinct and well-defined, validating the use of HTMT as a criterion for evaluating validity.
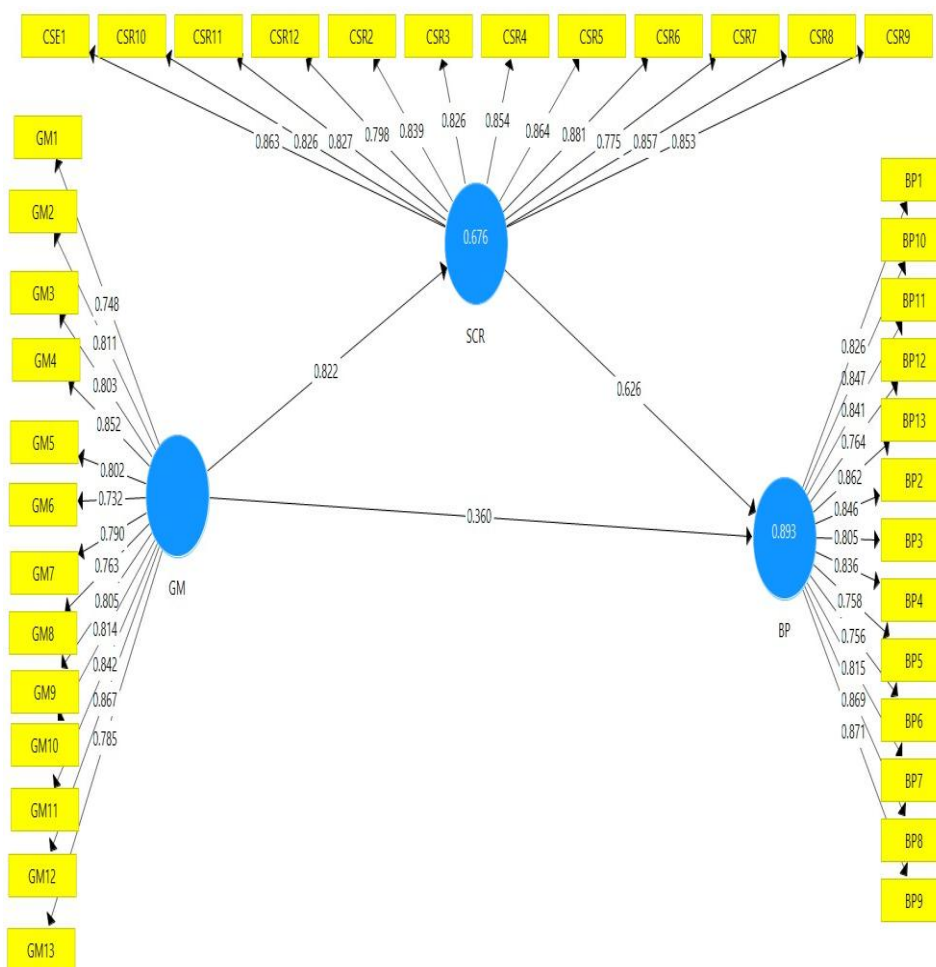
Structural Model Assessment

Figure 2. Structural equation model with main indexes.

5. Assessment of the Structural Model

5.1. Model Fitness

value R square (R^2), and adjusted R^2 value are frequently used by researchers to assess the efficacy of structural equation modeling (SEM).

يونيو 2024م
June 2024

ISSN : 7 8 4 8 -2 9 5 8
pp. 318 - 345

TURJ

العدد (40)
Issue (40)

مجلة بحوث جامعة تعز
Taiz University Research Journal

Table 5. Model Fitness (R-Square)

Variables	R-Square	R-Square Adjusted
BP	0.893	0.892
CSR	0.676	0.675

Note: BP = Business Performance and CSR = Corporate Social Responsibility.

Table 5 displays the (R^2) and adjusted (R^2) values for the constructs, including business performance and corporate social responsibility. In this study's (R^2) and adjusted (R^2) values for corporate social responsibility are 0.676 and 0.675, respectively. This indicates that the model accounts for 67.6% of the variances in corporate social responsibility. The adjusted R^2 has slightly decreased, which indicates that there is an impact in the number of predictors. Business performance, on the other hand, shows values with an (R^2) value of 0.893, and the model indicates that there is an adjusted (R^2) value of 0.892, indicating a strong fit at 89.2% of its variance. we can conclude that there is a significant and strong relationship between variables.

5.2. Evaluation of Effect Size (F^2)

Table 6. F-Square (Effect Size)

Variables	BP	GM	CSR
BP			
GM	0.394		2.089
CSR	1.190		

Note: BP = Business Performance, GM = Green Marketing, CSR = Corporate Social Responsibility.

A statistical concept known as "effect size" quantifies, on a numerical scale, the strength of the association between two variables. Because it controls the magnitude of the change that the independent variables explain, the effect size (f^2) of the coefficient of determination (R^2) was crucial. According to Cohen et al. (2013), an effect size of 0.02 is regarded as modest, 0.15 as mediocre, and 0.35 as strong. According to Cohen's criterion, green marketing had a high influence on business performance (f² 0.394), but it had the greatest impact on corporate social responsibility (f² 2.089). high impact also on business performance by corporate social responsibility (f² 1.190) Table 6 illustrates

these impacts.

5.3. Predictive Relevance (Q2) Evaluation

Table 7. Q-squire (Q S2).

Variables	Q² (=1-SSE/SSO)
Business Performance (BP)	0.600
Green Marketing (GM)	
Corporate Social Responsibility (CSR)	0.469

Structural equation model must achieve the required range to be relied upon in the relevance of the model to estimate the effects of independent variable on dependent one. In the model, value of Q2 must be greater than zero (Hair et al., 2020). Results in Table 7 show Q2 values of 0.600 and 0.469 for green marketing and corporate social responsibility respectively which is greater than zero which matched the criteria. This shows the relevance of the variables to the problem investigated; therefore, the results provide clear support for the model's predictive relevance.

5.4. Hypothesis Test Analysis and Decision

Table 8. Total Effect.

Variables	Original Sample (β)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values
GM -> BP	0.875	0.878	0.022	40.383	**0.000**
GM -> CSR	0.822	0.825	0.025	33.152	**0.000**
CSR -> BP	0.626	0.622	0.053	11.866	**0.000**

Note: BP = Business Performance, GM = Green Marketing, CSR = Corporate Social Responsibility, P-value < 0.05.

The path coefficient expresses the significance of the assumed relationships between variables. The path coefficient, which is assumed in the formulation of this model, is tested for three variables; the expected hypotheses were fully developed using the literature and empirical research. The results prove that, with an estimated value of (β 0.875; p< 0.05), green marketing significantly and positively affects business performance. Additionally, with an estimated value of (β 0.822; p< 0.05) green marketing significantly and positively affects corporate social responsibility, and with (β 0.626; p< 0.05) value, the corporate social responsibility significantly and positively impacts the business performance. thereby, as Table 8 illustrates, evidence for every hypothesis is verified.

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June 2024
ISSN : 7848-2958
pp. 318 - 345
TURJ
العدد (40)
Issue (40)
مجلة بحوث جامعة تعز
Taiz University Research Journal

Table 9. A summary of the hypothesized results.

Hypotheses	Direction and Structural Paths	Coefficient (β)	T-Statistics (|O/STDEV|)	P-Values	Decision
H1	GM -> BP	0.875	40.383	0.000	Supported
H2	GM -> CSR -> BP	0.515	0.513	0.000	Supported
H3	CSR -> BP	0.626	11.866	0.000	Supported

Note: GM = green marketing, BP = business performance, CSR = corporate social responsibility. p-value < 0.05.

Results, prove that the given model has been significantly and positively influenced by each of the stated hypotheses. By bolstering theoretical findings about the green marketing influence on the business performance of tourism enterprises in the south and east of Yemen, this study sought to fill the gap in supporting theoretical conclusions regarding the impact of the environmental market in this area. Consequently, every hypothesis that was formulated was successfully tested, and the business performance results were strongly and positively supported as illustrated in Table 9.

Mediating Effect Role of Corporate Social Responsibility Analysis

Table 10. The Indirect Effect

Variables	Original Sample (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
GM -> CSR -> BP	0.515	0.513	0.043	12.024	0.000

Note: GM = green marketing, CSR = corporate social responsibility, And BP = business performance, P-value < 0.05.

In a study of predictive mediation, the role of corporate social responsibility was examined as a mediating variable. The SMART-PLS3 program was used to study these effects using path analysis. Similarly, in this work, full and partial models of mediation were also studied and contrasted. Through (SEM), the mediation effect was tested by connecting the direct paths from GM, the independent variable, to BP, the dependent variable. Thus, direct, indirect, as well as total effects of green marketing, the mediating variable of corporate social responsibility, and the outcome of the mediation effect were tested.

The estimated Relationship among variables indicated by the Path coefficient was applied to estimate the extent role of the mediating in enhancing a particular predictor and resulting variable consistent with the study's purposes. Additionally, the value of the Coefficient (β 0.515; p< 0.05) yields the test statistics t-values for the indicator weights larger than 1.96, the mediating impacts present (Hair, et al., 2021). The association between business performance and green marketing is supported by the mediating impacts of corporate social responsibility, as proved by Table 10's T-value of 12.024, significantly at p < 0.05, which exceeds the brink of 1.96. Our findings prove that CSR

plays a major mediating effect in the relationship that exists between business performance and green marketing. The findings and hypotheses of the intended study framework were thus in line with each other and provided evidence for the mediation role of CSR. Finally, the impacts of the intended variables, both direct and indirect is very strong.

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June 2024

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pp. 318 - 345

TURJ

(40) العدد
Issue (40)

مجلة بحوث جامعة تعز
Taiz University Research Journal

Table 11. Direct Effect (Path Coefficients).

Variables	Original Sample (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
GM -> BP	0.360	0.365	0.057	6.372	**0.000**
GM -> CSR	0.822	0.825	0.025	33.152	**0.000**
CSR -> BP	0.626	0.622	0.053	11.866	**0.000**

Note: GM = green marketing, BP = business performance CSR = corporate social responsibility, P-value < 0.05.

Tables 10 and 11, indicate that in our situation, the direct and indirect effects are significant at values of Path coefficient of (β 0.360; p< 0.05), and (β 0.515; p< 0.05) respectively. Therefore, there is a positive and significant influence from the projected values of the total, direct, and indirect effects as well as the mediating impacts of CSR amid green marketing and business performance. As a result, there is a stronger mediation impact on the relationship between business performance as the dependent variable and green marketing as the independent one.

The findings show that mediating influences were noted as statistically significant, as green marketing through corporate social responsibility influences business performance substantially and positively since the mediating analysis was conducted positively in all constructs.

Values of the total, direct, and indirect effects as well as the mediating impacts of CSR amid green marketing and business performance are positive and significant. So, green marketing affects business performance directly, and indirectly when corporate social responsibility mediates the relationship. Further, at values of Path coefficient (β 0.515; p< 0.05). hence findings and hypotheses of the intended study framework were thus in line with each other and provided evidence for the mediation role of CSR. Finally, the impacts of the intended variables, both direct, indirect, and mediator it is very strong.

6. Discussion

The findings show that green marketing has a significant and positive impact on a company's business performance. This suggests that a company's success is impacted by its choice to expand or reduce its use of green marketing. Additionally, it has been demonstrated that the use of green marketing by tourism businesses has benefited local communities and certain management departments via conservation efforts like adopting new energy-use systems, disposal techniques, and capacity buildings around the neighborhood during business operations. Consequently, it has been proven that CSR and green marketing strategies enhance a firm's business performance whilst advancing Yemen's long-term economic growth. The study specifically discovered that green marketing has a favorable impact on the business performance of tourism organizations in Yemen's east and south. As so, it aligns with the results of earlier studies (Chen et al., 2014; Hashem and Al-Rifai, 2012; Fraj et al., 2009; Susilowati et al., 2013).

In another way, a lot of investors are interested in green marketing because of this eco-friendly approach. It has also been observed that there has been a notable improvement in the company's operational productivity and financial achievement. Furthermore,

because CSR leads have a major influence on sustainable progress, green marketing directly affects CSR by drawing attention to related eco-friendly matters and enabling the decision-makers to establish feasible policies to counteract climate change threats (Shahzad et al., 2020). According to the study's findings, green marketing significantly and positively affects a business's performance. This indicates a viable green marketing plan for better company performance. (Bhardwaj et al., 2020). The study demonstrates that corporate social responsibility plays a vital and successful task in eradicating all harmful environmental effects that contribute to green marketing success. It also plays a strong role in assisting businesses and the present economy in achieving sustainable production. this is agreed with Jinru et al. (2021) in their study. The study revealed companies that adopted a market-oriented approach with a corporate social responsibility (CSR) philosophy outperformed competitors in terms of revenue and good corporate image. This demonstrates that businesses that engage in CSR and foster fair competition enjoy increased and superior business outcomes. Tourism companies will take advantage of better opportunities to grow and open doors to international competition. This will also stimulate innovation and creative ideas that can contribute to positive changes in society. On the other hand, companies' growth objectives tend to be increasingly profit-oriented; yet, there is a difference between practicing CSR operations and acceptably implementing them. In actuality, the authorities haven't done much to inspire, encourage, and promote tourism companies to employ environmentally friendly practices, and draw capital into the emerging green economy.

The managers in hotel organizations thought the adoption of GM philosophy "involves high cost and venture which make it hard to recoup cost at medium range resulting in a challenge in attaining competitive advantage and outstanding performance" (Samarasinghe and Ahsan, 2013, p.36). However, our view is incompatible with this opinion because hotel organizations often depend on the natural environment to attract tourists and achieve profitability, so we see more luxury hotels benefit from using the Green Marketing philosophy in their business.

7. Conclusions, Limitations and Future Directions:

7.1. Conclusions

Green marketing has become an essential strategic concern for social and economic growth in today's highly technological world. Companies have gained popularity while adopting marketing techniques that have the power to alter economic growth because of rising concerns about sustainability and corporate profitability. Moreover, green marketing has turned into one of the most important and active CSR initiatives for businesses looking for long-term success. Consequently, green markets and capital have become top priorities among several developed nations in their trade and business trades. Several businesses have seen unstable financial results because of incorporating CSR and green marketing. This study aims to ascertain the effect of green marketing on the business performance of tourism companies in the south and east of Yemen, and the mediating role of CSR in this relationship.

Based on the mentioned aims, the current study attempted to discover and identify these questions. Thus, through direct and indirect impacts, green marketing has a positive and significant impact on the resulted variable of business performance through the mediating role of CSR. Consequently, the results of the study show that green marketing significantly improves the financial performance of travel agencies ($\beta = 0.875$, $p < 0.05$). Green marketing is therefore a crucial component of business success.

Furthermore, CSR acted as a mediator in the relationship among green marketing and company performance, suggesting that CSR had a strong multiplier impact. Additionally, corporate social responsibility is positively and significantly impacted by green marketing (β 0.822; p<0.05), and company performance is positively and significantly impacted by CSR (β 0.626; p<0.05). Additionally, green marketing can make tourism enterprises operate more profitably. Consequently, every hypothesis that was set out were validated. thus, the findings point out that green marketing could boost a company's profit factor and capacity to implement novel methods to change its operational procedures. Furthermore, green marketing directly affects corporate social responsibility by elevating environmental concerns to the top of the company agenda. In a similar spirit, CSR motivates legislators to formulate practical strategies to avert the menace of climate change. The study also discovered that in the tourism sector, corporate social responsibility initiatives significantly affect the performance of sustainable firm improvement.

Businesses in the tourism industry that engage in green marketing will apply strategies that decrease their environmental effect. Because of this, businesses have been implementing strategic green initiatives to provide environmentally friendly products and conduct ecologically friendly corporate operations. Based on the results, integrating Corporate Social Responsibilities and green marketing will boost the company's business performance. They also have long-term economic and social significance. Therefore, to implement environmentally friendly business practices and improve the company's performance in environmental affairs, tourism firms should realize the importance of incorporating corporate social responsibility and green marketing as strategic matters.

The findings of the current study are considered as an add to an existing of literature regarding the connection between corporate performance and green marketing, emphasizing the vital role that CSR plays as a mediator. additionally, the model contributes to the body of knowledge already available on social CSR, green marketing, and business performance via focusing on the necessity to close the knowledge gap and increase the ability to generalized of the connection between CSR, green marketing, and the sustained financial success of tourism businesses in Yemen's east and south.

7.2. Implications

7.2.1. Theoretical Implications
The study's conclusions indicate that, in south and east Yemeni tourism enterprises, corporate social responsibility significantly mediates the impacts between green marketing and business performance. Moreover, tourism enterprises have conveyed a desire to adopt green marketing and corporate social responsibility strategies. Consequently, this work makes a substantial theoretical enhancement to our knowledge of green marketing strategies, CSR theory, and by what means each of these functions to improve business performance for companies.

7.2.2. Practical Implications
The practical outcomes of the investigation's conclusions extend beyond governments, society, labor unions, international businesses, and legislators. The study's conclusions show that there are differences among tourism companies in terms of their fervor to contribute funds to environmental projects, especially to establish a sustainable green in Yemeni economy. As a result, the study is essential for businesses to gain a better grasp of who they are and to start reassessing their CSR activities and green investment

strategies. The results of this research will also help managers of related tourism enterprises to create and execute a workable green marketing plan that will boost productivity and profitability. The study also helps local governments and other key players in the tourist industry put pressure on companies to engage in corporate social responsibility (CSR) initiatives.

7.3. Limitations and Directions for Further Research

There are several restrictions in this study. The study's scope is restricted to tourism companies in Yemen's east and south. Because of this, the study's ability to include more overseas business enterprises in its sample is constrained when compared to other research contexts.

According to the study's findings, additional future research will be conducted. Considering the increasing concerns regarding the environment, tourism companies should prioritize eco-friendly marketing strategies and company operations. Tourism businesses need to realize that operating in an ecologically aware market will boost their bottom line. As a result, additional research is necessary to examine CSR, green marketing, or commercial success in the Yemeni background. Thus, more research is needed to understand how green investment, corporate social responsibility (CSR), green marketing, and commercial success relate to foreign tourism companies operating in Yemen.

Secondly, while neglecting the influence of internal elements like company features and company governance, this study examines the effect of green marketing on business performance mainly as of outside forces like environmental legislation. Thus, integrating company governance—i.e., governance mechanisms and ownership—into this paper's study approach will be a useful step toward further comparing the variations in organization size and industry characteristics discovered in the initial investigation.

Therefore, the results of this study offer both theoretical and practical insights into how corporate social responsibility is essential to green marketing and business performance links to public and private enterprises, government agencies, foreign tourism companies, executives, employees, and politicians. Therefore, to assist domestic processes in resolving issues, tourism companies should enhance their research abilities and development skills.

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pp. 318 - 345
TURJ
العدد (40)
Issue (40)
مجلة بحوث جامعة تعز
Taiz University Research Journal

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