



Gender-Specific Effects Of Green Marketing Strategy And Consumer-Based Brand Equity On Tourism Marketing Performance

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Abstrak

Perilaku pro lingkungan bersifat relatif. Para pemasar memiliki tugas besar untuk mempelajari berbagai kemungkinan dan faktor yang dapat memengaruhi perilaku tersebut. Tujuan dari penelitian ini adalah untuk mengkaji kemungkinan adanya perbedaan perilaku pro lingkungan antara konsumen laki-laki dan perempuan, khususnya dalam kegiatan pariwisata. Metode yang digunakan dalam penelitian ini adalah statistika komparatif dengan metode Structural Equation Model Multi-Group Analysis (SEM-MGA). Hasil penelitian menunjukkan bahwa Green Marketing Strategy (GMS) memiliki pengaruh yang signifikan baik pada laki-laki maupun perempuan dengan pengaruh yang lebih besar terlihat pada laki-laki. Selain itu, ditemukan pula bahwa Consumer-Based Brand Equity (CBBE) hanya memiliki pengaruh yang signifikan pada perempuan dan tidak pada laki-laki. Penelitian ini juga menemukan bahwa secara statistika tidak terdapat perbedaan yang signifikan antara pengaruh SMS dan CBBE terhadap TMP pada responden laki-laki dan perempuan sebagai suatu hal yang baru. Hasil penelitian ini menjadi dasar rekomendasi bagi para pemasar destinasi pariwisata untuk terus berfokus pada penguatan aspek SMS dan CBBE yang secara umum dapat diterima oleh kedua kelompok gender tersebut.

Kata Kunci : Ekuitas Merek; Ekuitas Merek Berbasis Konsumen; Dampak Spesifik Gender; Strategi Pemasaran Ramah Lingkungan; Kinerja Pemasaran Pariwisata

Abstract

Pro-environmental behavior is relative. Marketers have a big task to learn about the various possibilities and factors that can influence such behavior. The purpose of this study is to examine the possibility of differences in pro-environmental behavior between men and women consumers, especially in tourism activities. The method used in this study is comparative statistics with the Structural Equation Model Multi-Group Analysis (SEM-MGA) method. The results of the study indicate that Green Marketing Strategy (GMS) has a significant effect on both men and women with a greater effect seen in men. In addition, it was also found that Consumer-Based Brand Equity (CBBE) only has a significant effect on women and not on men. This study also found that statistically there was no significant difference between the effect of SMS and CBBE on TMP in male and women respondents as a novelty. The results of this study are the basis for recommendations for tourism destination marketers to continue to focus on strengthening aspects of SMS and CBBE that are generally acceptable to both gender groups.

Keywords : Brand Equity; Consumer-Based Brand Equity; Gender-Specific Effects; Green Marketing Strategy; Tourism Marketing Performance.

INTRODUCTION

Sustainable tourism is currently a homework for all parties involved in the industry. This concept is not only limited to environmental preservation or local community involvement, but also a marketing strategy that supports the concept of sustainability. With the increasing awareness of the public and consumers in general about environmental sustainability issues (Savale et al., 2023),

marketers have begun to plan and implement green marketing strategies that are more oriented towards the principles of sustainability. In addition to being proven to improve marketing performance in the tourism sector (Faerrosa et al., 2024), green marketing strategies (GMS) are also basically able to build a positive brand image for a tourism destination. After all, the power of the brand in the minds of consumers or tourists (consumer-based brand equity-CBBE) cannot be denied.

CBBE plays an important role in shaping consumer behavior, especially in the tourism sector which highly prioritizes consumer experience. When CBBE is high, consumer loyalty and the possibility of them recommending tourism destinations to others will be higher. Therefore, green marketing strategy and CBBE are factors that greatly influence the overall performance of tourism marketing (Faerrosa et al., 2024). However, pro-environmental behavior is also something relative and contextual. Consumer perceptions and responses to green marketing strategies can also vary, and are not always visible in their consumption actions (Savale et al., 2023). One of the factors that influences this variation is gender.

Previous studies have shown that men and women exhibit different consumption behaviors in response to environmentally friendly marketing messages (Witek & Kuźniar, 2021; Zhao et al., 2021). Men and women consumers have been shown to exhibit differences in their pro-environmental behaviors (Zhao et al., 2021). However, the mechanism behind the differences is still not fully understood. Another study in China showed that women consumers have higher levels of environmentally friendly behavior than male consumers (Witek & Kuźniar, 2021). Specifically, women consumers care more about the environment and more often choose more environmentally friendly products than male consumers (Li et al., 2022). However, research conducted on Indian consumers shows that men have greener behavior than women (Patel et al., 2017).

These differences in findings indicate that the cultural and social context of a country determines how gender plays a role in consumers' environmentally friendly behavior (Zhang & Dong, 2020). This means that there is still a possibility that new things can be found related to differences in consumer behavior based on gender in the context of different countries and cultures. Moreover, the implementation of GMS in each industry, company, and country can be different (Gheorghe et al., 2023). Therefore, it is important to conduct research that explores the dynamics of consumer behavior in the context of local tourism with different and unique cultures. In this context, marketers have a big task to learn about the various possibilities and factors that can influence such behavior. Understanding consumers in this case becomes very important and a complex task (Savale et al., 2023). The need to look at factors that can influence consumers' environmentally friendly behavior has become important and research related to this has been acknowledged to have increased over the last decade (Shiel et al., 2020).

Therefore, research on the influence of GMS and CBBE on Tourism Marketing Performance (TMP), as well as the possibility of differences in perception between male and women consumers, is very relevant and urgent to be conducted. This study aims to examine the possibility of differences in the influence of GMS and CBBE on TMP between male and women tourists. This perspective is relatively new to this area of research, the model proposed has never been done before. By providing an understanding of gender-based tourist perceptions, the results of this study can provide theoretical contributions to the green marketing literature as well as practical implications for tourism industry players in designing more effective and gender-inclusive marketing strategies, as suggested in previous studies (Johann & Ghose, 2019). This means that if gender does not show differences in perception, then marketing strategies can be decided to be standardized (Gundala et al., 2022).

LITERATURE REVIEW

Theory of Reasoned Action

This study uses the Theory of Reasoned Action to explain the proposed framework of thought. The Theory of Reasoned Action explains that consumers are rational beings who will choose the purchasing action that they think is the most reasonable and best among the available choices (Ajzen & Fishbein, 1977). In the context of this research, where currently tourists are more aware of environmental conservation, tourists will tend to be more rational and motivated to choose tourism destinations that carry the same values. Therefore, tourists may prefer tourism destinations that

implement green marketing strategies. On the other hand, when a tourism destination promotes itself as an environmentally friendly destination, tourists will associate the destination brand more positively.

Tourism Marketing Performance, Green Marketing Strategy, and Consumer-based Brand Equity

TMP in this study is seen from how effectively a destination achieves success in marketing aspects. This includes tourist satisfaction, customer loyalty, and customer attraction adopted from previous research by (Afriyie et al., 2019; Khalayleh & Al-Hawary, 2022). Tourism marketing performance is used as a dependent variable in this research model because of its potential to be influenced by the success of marketing strategies and brand perception by tourists (Ahmad et al., 2020; Duh & Uford, 2019; Faerrosa et al., 2024).

The strategy referred to in this research is a green marketing strategy, which is a marketing strategy that aims to create, communicate and deliver products and/or services with minimal environmental impact (Papadas, 2021). Green marketing strategy will be measured by three indicators, namely green perceived value, green products/buildings, and environmental concerns (Sahioun et al., 2023). Green products are designed to be environmentally and socially responsible, as they do not contribute to air pollution, are recyclable, and support the preservation of natural resources for future generations while ensuring the health and safety of both humans and the environment (Kaur et al., 2022). Green perceived value is considered important to maintain consumer satisfaction, and is defined as the customer's overall evaluation of the benefits obtained from a market offering influenced by their desires, expectations, and needs that are oriented towards environmental sustainability (Juliana et al., 2020).

Brand equity is more often measured from a consumer perspective, commonly referred to as CBBE (Veloutsou et al., 2020). CBBE is generally not measured in monetary or financial terms, but rather by the brand value based on consumer perceptions, memories, associations, and feelings (Oliveira et al., 2023). This means that CBBE will be measured through brand awareness, perceived quality, and brand image adopted from previous research (Liu, Wong, Phau, et al., 2017).

Hypotheses Development

Hypothesis 1: Green Marketing Strategy has a positive effect on Tourism Marketing Performance

GMS has so far been proven to have a significant influence on tourism marketing performance because this strategy reflects the sustainability values that are increasingly becoming a major concern for modern tourists. Previous studies have shown that consistent implementation of green marketing strategies can increase customer loyalty and strengthen the attractiveness of destinations, which ultimately has an impact on improving marketing performance (Faerrosa et al., 2024). This strategy not only impacts the perception of tourists, but also strengthens the competitive position of the destination in an increasingly environmentally conscious industry. In addition, green perceived value has been shown to influence purchasing decisions and consumer satisfaction (Juliana et al., 2020), which directly contributes to marketing success. Based on this, it can be concluded that the higher the intensity of the green marketing strategy implemented by a destination, the higher its marketing performance. Thus, the first hypothesis in this study is that green marketing strategy has a positive effect on tourism marketing performance.

Hypothesis 2: CBBE has a positive effect on Tourism Marketing Performance

Strong brand image in the minds of tourists (CBBE) plays an important role in shaping consumption decisions, especially in the tourism sector which is highly influenced by personal perceptions and experiences. When tourists have a positive perception of a destination brand, they are more likely to revisit, recommend the destination, and feel satisfied with the experience received. The findings (Faerrosa et al., 2024; Liu, Wong, Tseng, et al., 2017) reinforce that CBBE dimensions significantly influence tourist loyalty and positive behavior, which ultimately have a direct impact on marketing performance. In the context of tourism destinations that promote sustainability, strong CBBE can even be a key differentiator amidst increasingly fierce competition. Therefore, building and maintaining brand equity is one of the crucial strategies in achieving marketing excellence. Based on this explanation, the second hypothesis proposed is that CBBE has a positive effect on tourism marketing performance.

Differences in Gender Influence in this Research Model

Tourist responses to green marketing strategies and CBBE can be highly contextual and influenced by demographic factors, one of which is gender. Studies have found that men and women show differences in their perceptions and behaviors towards environmental issues (Witek & Kuźniar, 2021; Zhao et al., 2021), with women tending to exhibit more environmentally friendly behaviors, although results in some countries such as India show the opposite (Patel et al., 2017). Therefore, it is reasonable to assume that the influence of green marketing strategies and CBBE on tourism marketing performance may differ between men and women tourists, depending on the cultural and social contexts behind them. The model of this research is shown in Figure 1.

Hypothesis 3: There is a difference in the influence of male and women gender on the influence of green marketing strategy on tourism marketing performance

Hypothesis 4: There is a difference in the influence of male and women gender on the influence of CBBE on tourism marketing performance

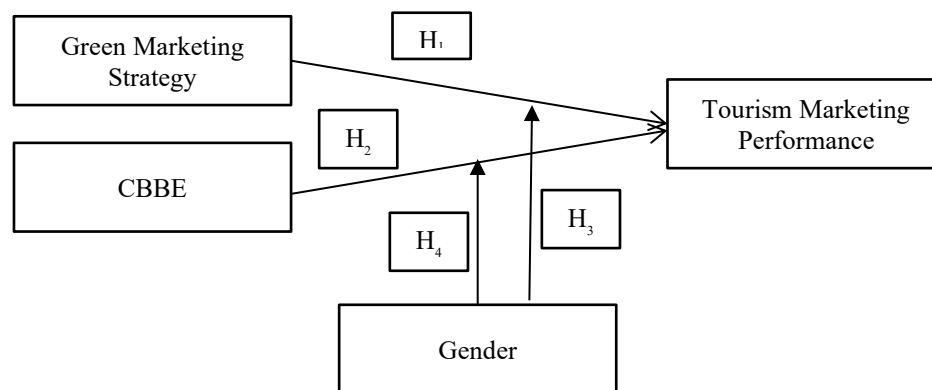


Figure 1. Research Model

METHOD

The Population and Sample

Data of this study were collected from several tourism destinations in Lombok through an online survey using structured questionnaire. The target population of this study was domestic tourists visiting several tourist destinations in Lombok with a minimum age of 18 years. The sample size used was 200 samples divided into 100 male samples and 100 women samples. The equal number of samples between men and women was determined so that researchers could compare their behavior. Previously, the questionnaire had been tested first on 30 respondents to ensure its validity and reliability before making various minor adjustments to make the questionnaire research easier to understand and avoid ambiguity.

Measure

The research questionnaire began with a question about willingness to participate in this research. Next, respondents filled out a number of research questions regarding tourism marketing performance, green marketing strategy, and CBBE. Respondents' answers were measured using a Likert scale of 1-5, starting from point 1 which means strongly disagree and point 5 which states strongly agree with the statement in the questionnaire. Green marketing strategy was measured using 3 indicators consisting of 9 question items, CBBE was measured with 3 types of indicators consisting of 9 questions, and tourism marketing performance was measured with 3 indicators with 11 question items. The research instrument is described in Table 1.

Table 1. Research Instrument

Variables	Indicators	Instrument
Tourism Marketing Performance (TMP)	Customer Satisfaction	1. I am satisfied with my travel experience on Lombok Island
		2. I am satisfied with the facilities and services available at tourist destinations on Lombok Island
		3. I feel that the products and facilities at tourist destinations on Lombok Island are very adequate.

Variables	Indicators	Instrument
	Customer Loyalty	4. I am satisfied with the quality and service of human resources (employees, local communities, business owners) at tourist destinations on Lombok Island.
		5. I have visited the same tourist destination on Lombok Island more than once.
		6. I will recommend the tourist destinations I visited on Lombok Island to other people, friends, or my family
	Customer Attraction	7. I plan to revisit tourist destinations on Lombok Island
		8. I am interested in visiting other tourist destinations that have a similar reputation to tourist destinations on Lombok Island.
		9. I am interested in visiting other tourist destinations on Lombok Island that I have heard about or seen promotions for.
		10. I am more interested in visiting tourist destinations that have interesting promotions or advertisements.
		11. I feel that the Lombok Island tourism destination offers a unique and different experience from other destinations I have visited.
Green Marketing Strategy (GMS)	Green Perceived Value	1. I feel that the tourist destinations on Lombok Island that I visited pay attention to environmental sustainability.
		2. I appreciate the efforts of tourist destinations on Lombok Island to preserve the environment.
		3. I feel that the price I pay for Lombok Island tourism services is commensurate with the efforts made by the management to protect the environment.
	Green Products/Buildings	4. I feel that Lombok Island tourism destinations provide environmentally friendly facilities such as green buildings or environmentally friendly products.
		5. I choose certain tourism destinations on Lombok Island because they offer environmentally friendly products or buildings
		6. I choose certain tourism destinations in Lombok Island because they offer environmentally friendly products or buildings
	Environmental Concerns	7. I feel that environmentally friendly products or buildings in Lombok Island tourism destinations can enhance my travel experience
		8. I often consider the environmental impact before choosing a tourism destination to visit
		9. I am more likely to choose a tourism destination that has an environmentally friendly concept
CBBE	Brand Awareness	1. I often see promotions or advertisements from Lombok Island tourist destinations
		2. I already know about Lombok Island tourist destinations before seeing advertisements or promotions
	Perceived Quality	3. I feel familiar with the uniqueness of the tourist destinations on Lombok Island.
		4. I feel that the quality of services provided by the tourist destinations I visit is good
		5. I feel that the quality of services from the tourist destinations I visit increases every time I visit
		6. I have a pleasant experience related to the services provided by Lombok Island tourist destinations
		7. I imagine a good and beautiful destination when I hear about Lombok Island tourist destinations

Variables	Indicators	Instrument
	Brand Image	8. I have a positive perception of the reputation of Lombok Island tourist destinations
		9. Lombok Island tourist destinations have a good image for me

Source: Primary data (2025)

Data Analysis

In general, the data analysis technique used in this study is causal descriptive analysis. The researcher first conducted a descriptive statistical analysis to group and describe the answers from the respondents. Furthermore, the researcher conducted an instrument analysis consisting of validity and reliability tests. After being confirmed valid, continued with Structural Equation Model Multi-Group Analysis (SEM-MGA) which allows more nuanced knowledge of consumer behavior by investigating differences in model parameters across various demographic, psychographic, or market sectors (Troiville et al., 2025). In this case, SEM-MGA allows researchers to see whether there are significant differences in this research model between two groups of respondents, namely men and women. The test begins with the measurement model, structural model, and hypothesis testing.

RESULTS

Characteristics of Respondents

Before conducting descriptive analysis, the researcher identified and grouped respondents based on criteria as shown in Table 2. According to Table 2, it can be seen that both male and women respondents, the dominant respondents are aged between 18-35 years, have a high school-bachelor's education background, and are students and private employees. So in terms of equality, based on characteristics, the comparative analysis between the two groups of respondents still makes sense because there are no significant differences in terms of characteristics.

Table 2. Characteristics of Respondents

Profile of Respondent	Men	Women
(1)	(2)	(3)
Age:		
1. 18-25 years old	52	74
2. 26-35 years old	35	22
3. 36-45 years old	8	4
4. 46-55 years old	4	-
5. > 55 years old	1	-
Educational Background		
1. Senior Highschool	45	38
2. Diploma	5	8
3. Bachelor	45	47
4. Master's/Doctoral	5	7
Occupation		
1. Unemployed	3	5
2. Students	43	43
3. Teacher/Lecture	8	9
4. Civil servants	7	3
5. Police officer/Army	1	2
6. Private Employee	26	23
7. Entrepreneur	4	2
8. Others	8	13

Source: Primary data (2025)

Descriptive Analysis

Based on the results of the descriptive analysis, the performance of tourism marketing was considered quite good by the respondents. This can be seen from the average score which is in the high category, with the majority of respondents giving positive values to indicators such as increasing the

number of tourist visits, tourist satisfaction, and promotional effectiveness. The relatively low standard deviation indicates consistency of assessment among respondents. Green marketing strategies showed quite good acceptance from respondents. Several indicators such as the use of environmentally friendly materials, promotion of sustainability values, and concern for environmental impacts in marketing received positive responses. The average score on this variable also indicates that environmentally-based marketing initiatives are starting to be considered important in the context of tourism. In terms of customer-based brand equity, respondents generally gave high ratings to elements such as brand awareness, brand association, perceived quality, and customer loyalty. The average score shows that the tourism destinations studied have built a strong brand image in the eyes of tourists, although it is indeed lower for men than for women. These results show the important contribution of CBBE in supporting overall marketing performance.

Table 2. Results of Descriptive Analysis

Variables	Items	Rata-Rata (Men)	Category	Rata-Rata (Women)	Category
TMP	TMP1	4.24	Very High	4.42	Very High
	TMP2	3.81	High	3.70	High
	TMP3	3.78	High	3.95	High
	TMP4	3.68	High	3.69	High
	TMP5	4.37	Very High	4.55	Very High
	TMP6	4.35	Very High	4.60	Very High
	TMP7	4.27	Very High	4.62	Very High
	TMP8	4.16	High	4.23	Very High
	TMP9	4.14	High	4.59	Very High
	TMP10	3.98	High	4.18	High
GMS	TMP11	4.12	High	4.12	High
	GMS1	3.65	High	3.58	High
	GMS2	3.95	High	4.25	Very High
	GMS3	3.46	High	3.55	High
	GMS4	3.50	High	3.64	High
CBBE	GMS5	3.61	High	3.71	High
	GMS6	3.89	High	4.09	High
	GMS7	3.84	High	3.94	High
	GMS8	4.14	High	4.19	High
	GMS9	4.28	Very High	4.30	Very High
	CBBE1	3.63	High	4.14	High
	CBBE2	3.92	High	3.68	High
	CBBE3	4.13	High	4.01	High
	CBBE4	3.58	High	3.69	High
	CBBE5	3.69	High	3.68	High
	CBBE6	3.89	High	3.90	High
	CBBE7	4.05	High	4.24	Very High
	CBBE8	4.00	High	4.09	High
	CBBE9	4.03	High	4.10	High

Source: Primary data (2025)

Instrument Testing

The instrument testing in this study includes validity and reliability tests. Validity testing is based on a comparison between the *r* table value and the calculated *r*. The *r* table value with 100 respondents at a significance level of 5% is 0.195 and must be greater than 0.3. By looking at and comparing the calculated *r* values in Table 3, all items are said to be valid and can be used in further testing.

Table 3. Results of Validity Tests

Variable	Item	r count	r table	Conclusion
GMS	GMS.1	0,806	0,195	Valid
	GMS.2	0,758	0,195	Valid
	GMS.3	0,819	0,195	Valid

Variable	Item	r count	r table	Conclusion
CBBE	GMS.4	0,797	0,195	Valid
	GMS.5	0,771	0,195	Valid
	GMS.6	0,799	0,195	Valid
	GMS.7	0,767	0,195	Valid
	GMS.8	0,729	0,195	Valid
	GMS.9	0,728	0,195	Valid
	CBBE.1	0,792	0,195	Valid
	CBBE.2	0,807	0,195	Valid
	CBBE.3	0,800	0,195	Valid
	CBBE.4	0,812	0,195	Valid
	CBBE.5	0,756	0,195	Valid
	CBBE.6	0,775	0,195	Valid
	CBBE.7	0,796	0,195	Valid
	CBBE.8	0,814	0,195	Valid
	CBBE.9	0,748	0,195	Valid
TMP	TMP1	0,801	0,195	Valid
	TMP2	0,825	0,195	Valid
	TMP3	0,831	0,195	Valid
	TMP4	0,800	0,195	Valid
	TMP5	0,771	0,195	Valid
	TMP6	0,808	0,195	Valid
	TMP7	0,785	0,195	Valid
	TMP8	0,798	0,195	Valid
	TMP9	0,837	0,195	Valid
	TMP10	0,754	0,195	Valid
	TMP11	0,774	0,195	Valid

Source: Primary data (2025)

Meanwhile, the reliability test is based on the Cronbach's Alpha value where the cut-off value to be considered reliable is 0.7 (Hair et al., 2020). The results of the reliability test can be seen in Table 4. Based on the data in Table 4, it can be concluded that the instrument in this study is reliable. Therefore, researchers can continue to the hypothesis test.

Table 4. The Test of Reliability

Variable	Cronbach alpha
Tourism Marketing Performance	0.879
Green Marketing Strategy	0.888
CBBE	0.909

Source: Primary data (2025)

Because the researcher compared the influence of green marketing strategy and CBBE on two different groups of respondents, namely male and women groups, the hypothesis analysis was carried out using the SEM-MGA technique on SmartPLS which consists of a measurement model, structural model, and hypothesis testing. The results of the measurement model test showed the outer loading value on each questionnaire item was valid as all of the outer loading's value is greater than 0.3 (see Table 5 and Figure 2).

Table 5. Outer Loading Value

Variable	Item	Outer Loading
GMS	GMS.1	0.689
	GMS.2	0.782

Variable	Item	Outer Loading
CBBE	GMS.3	0.838
	GMS.4	0.854
	GMS.5	0.818
	GMS.6	0.791
	GMS.7	0.689
	GMS.8	0.633
	GMS.9	0.382
	CBBE.1	0.609
	CBBE.2	0.517
TMP	CBBE.3	0.598
	CBBE.4	0.821
	CBBE.5	0.851
	CBBE.6	0.859
	CBBE.7	0.836
	CBBE.8	0.872
	CBBE.9	0.900
	TMP1	0.707
	TMP2	0.679
	TMP3	0.646
	TMP4	0.661
	TMP5	0.598
	TMP6	0.743
	TMP7	0.761
	TMP8	0.622
	TMP9	0.643
	TMP10	0.584
	TMP11	0.752

Source: Primary data (2025)

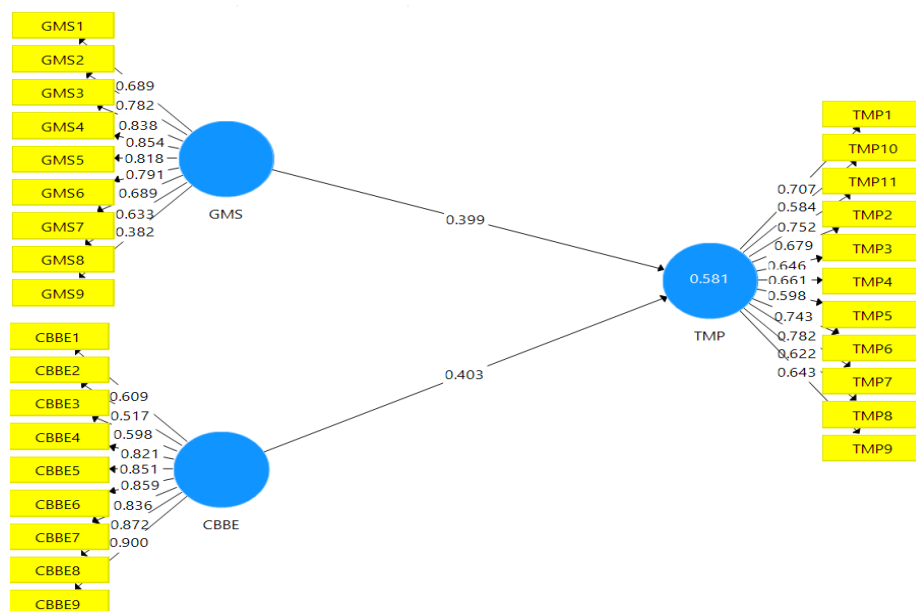


Figure 2. The Outer Loading Value

Using the basic data in Table 6, the AVE value obtained by each variable is 0.537 for Green Marketing Strategy, 0.60 for CBBE 0.600, and 0.459 for Tourism Marketing Performance. Because the AVE in Tourism Marketing Performance has not met or is still below 0.5, therefore the items that have outer loading values that do not support the validity of the construct as a whole are deleted (TMP 5, TMP 8, and TMP10, as seen in Table 5). After the 3 items are deleted, the construct reliability and validity values are shown in Table 6 and Figure 3. Based on the data in Table 6 and Figure 3, all constructs have been said to be valid and reliable so that they can be used for the hypothesis test.

Table 6. Construct Reliability and Validity

Variables	Cronbach Alpha	rho_A	Composite Reliability	AVE
Tourism Marketing Performance	0.861	0.867	0.929	0.509
Green Marketing Strategy	0.886	0.909	0.909	0.537
CBBE	0.911	0.930	0.892	0.600

F square: CBBE 0.141, GMS 0.132, Adj R²: 0.581

Source: Primary data (2025)

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted ...	
CBBE	0.911	0.930	0.929	0.600	
GMS	0.886	0.909	0.909	0.537	
TMP	0.861	0.867	0.892	0.509	

Figure 3. Results of Construct Reliability and Validity Tests

The results of this hypothesis test are shown in Table 7. Based on the data in Table 7 and Figure 4, it is known that GMS has a significant effect on both male and women. It's just that the effect is greater in men, namely by looking at the path coefficient value in men is higher than women (0.524 > 0.307). Furthermore, in the CBBE variable, it is known that CBBE has a significant positive effect on TMP in women tourists (p-value 0.000 < 0.05), but does not have a significant effect on men (p-value 0.099 > 0.05).

Table 7. Results of Hypothesis Test

Relation	Path Coeff. (♀)	t-Value (♀)	p-Value (♀)	Path Coeff. (♂)	t-Value (♂)	p-Value (♂)	p-Value MGA	Differences
CBBE → TMP	0.472	4.108	0.000	0.316	1.654	0.099	0.513	Insignificant
GMS → TMP	0.307	2.656	0.008	0.524	3.335	0.001	0.265	Insignificant

Source: Primary data (2025)

Path Coefficients

 PLS-MGA	 Parametric Test	 Welch-Satterthw...	 Confidence Inte...	 Bootstrapping R...	Copy to Clipboard:		 Excel Format	 R Forma		
	Path Coefficients...	Path Coefficients Or...	Path Coef...	Path Coef...	STDEV (F...	STDEV (...)	t-Value (F...	t-Value (...)	p-Value (...)	p-Value (...)
CBBE -> T...	0.472	0.316	0.467	0.333	0.115	0.191	4.108	1.654	0.000	0.099
GMS -> T...	0.307	0.524	0.323	0.510	0.116	0.157	2.656	3.335	0.008	0.001

Figure 4. Results of Hypothesis Tests

Then by looking at the MGA p-Value in Figure 5 and Table 7, which is greater than 0.05 (0.513 and 0.265), it is concluded that statistically there is no significant difference between the effect of GMS and CBBE on TMP in men and women respondents.

Path Coefficients

	PLS-MGA	Parametric Test	Welch-Satterthw...	Confidence Inte...	Bootstrapping R...
	Path Coefficients-diff (...)		p-Value original 1-tailed (...)		p-Value new (Male vs Female)
CBBE -> T...		-0.155		0.743	0.513
GMS -> T...		0.217		0.133	0.265

Figure 5. Results of MGA**DISCUSSION****Green Marketing Strategy Influences Tourism Marketing Performance**

Based on the data in Table 7, it is known that GMS has a significant effect on both male and women. The findings of this study can basically be analyzed using the Theory of Reasoned Action (TRA) which sees that individual behavior is formed from attitudes towards behavior and individual subjective norms. In this context, both GMS and CBBE are efforts to influence consumer attitudes and prevailing social norms so that tourist satisfaction and loyalty can be realized. The results of the first hypothesis test show that GMS has a positive and significant effect on both men and women. This means that for both men and women, the better the implementation of GMS by a tourist destination, the more loyal they will be. They are more likely to make repeat visits and recommend the tourist destination to others. This is in line with previous research conducted by (Faerrosa et al., 2024; Juliana et al., 2020). Another very interesting finding is seen in the strength of the influence of GMS on TMP.

This study found that the influence was statistically greater for male respondents. Whereas, previous studies have found that women consumers show higher levels of environmentally friendly behavior (Brough et al., 2016; Witek & Kuźniar, 2021; Zhao et al., 2021). This could be because concern is not always directly proportional, meaning that not everyone will realize their concern for the environment in the form of their consumption (Park & Lin, 2020). Moreover, women who are basically already aware of green marketing may consider it as something common and necessary, so they do not make GMS points to give them satisfaction or make them loyal tourists. Meanwhile, male consumers may be more impressed with what is offered by tourist destinations that implement green marketing strategies, such as elements that prioritize efficiency and environmentally friendly technology (Johann & Ghose, 2019).

CBBE influences Tourism Marketing Performance

Furthermore, in the CBBE variable, it is known that CBBE has a significant positive effect on TMP in women, but does not have a significant effect on men. HOWEVER, it is concluded that statistically there is no significant difference between the effect of GMS and CBBE on TMP in men and women respondents. CBBE reflects the experiences, knowledge, and feelings that consumers have felt towards a brand, therefore marketers have a big task to build and maintain the brand, ensuring that consumers get the best experience offered through marketing activities that can link feelings, thoughts, and perceptions of consumer experiences with the brand (Johansson et al., 2019). The results of the second hypothesis test show that CBBE has a significant positive effect on TMP only for women respondents, while it is not significant for male respondents. This means that statistically, increasing brand awareness, perceived quality, and brand image in women is very capable of increasing TMP, while in male consumers it is still not possible. In general, this study supports previous studies which state that CBBE is indeed capable of increasing TMP (Faerrosa et al., 2024).

The novelty of this research finding is that the increase was only formed in female consumers, not male consumers. This is supported by the results of the descriptive evaluation of this study which shows that the perception of CBBE of women is higher than that of men, where the average CBBE of women tourists is 3.95 while the average CBBE of male tourists is 3.88. This finding indicates that women tourists value the brand image carried by the destination more than men. The symbolic value of

a tourist destination is important in shaping women's perceptions of their satisfaction and loyalty. This is also in accordance with previous research which states that the perceptions of women and male consumers do show differences, although not significant (Chung et al., 2016).

Differences in Gender Influence in Research Models

The results of the hypothesis test 3 of this study (see Table 7) show that although in one of the variables of this study it was found that the influence of GMS was greater in men and the CBBE variables had a significant effect on women but not significant in men, there was no statistically significant difference between the influence of GMS and CBBE on TMP in men and women respondents. This means that the third and fourth hypotheses of this study are not supported. This finding is new in this study and is empirical evidence that the influence of GMS and CBBE on TMP in men and women is generally similar or does not show any difference. Therefore, unlike in the marketing of fashion or cosmetic products which need to be differentiated based on gender (Chung et al., 2016), tourism destination marketers cannot yet be advised to develop different marketing strategies in relation to green marketing strategy and CBBE to improve their tourism marketing performance. Tourism destination marketers are advised to remain focused on strengthening aspects of GMS and CBBE that are generally acceptable to both gender groups, as suggested by previous researchers (Gundala et al., 2022). These findings also confirm that the behavioral model offered by TRA remains relevant to explain the behavioral tendencies of tourism consumers across genders, with adjustments to the affective and normative elements that shape intentions based on social context and personal values.

CONCLUSION

Based on the research results that have been described, it can be concluded that GMS has a positive and significant effect on TMP for both male and female tourists. However, the effect is greater for men. This shows that an environmentally friendly marketing strategy is able to shape tourist loyalty, especially male tourists who may be more interested in efficiency and environmentally friendly technology. On the other hand, it is concluded that CBBE has a positive and significant effect on TMP for female tourists, but is not significant for male tourists. This finding indicates that women are more sensitive to brand image, perceived quality, and brand awareness of tourist destinations. The symbolic value attached to the destination has a greater influence on the perception and loyalty of female tourists. Although there are differences in the strength of the influence of GMS and CBBE on TMP between men and women, statistically no significant differences were found between the two. In other words, there is no strong basis for distinguishing tourism destination marketing strategies based on gender in the context of GMS and CBBE. Theoretically, this finding strengthens the relevance of the Theory of Reasoned Action (TRA) in explaining consumer tourism behavior influenced by attitudes towards behavior and subjective norms, both in male and female tourists. Practically, this finding can help the marketing strategist to design their marketing strategies on comprehensive sustainability aspects instead of separating strategies based on gender.

SUGGESTION

Practical Suggestions:

Tourism destination managers should continue to develop and strengthen GMS because they have been proven to improve overall destination marketing performance. However, considering that there is no significant difference between genders in the influence of GMS and CBBE on TMP, destination marketers do not need to design strategies that are completely separate based on gender. Instead, strategies that are inclusive, comprehensive, and emphasize aspects of sustainability and brand quality in general will be more effective.

Theoretical Suggestions:

This study has several limitations. First, this study only uses local tourists as respondents and with a relatively small number of respondents (100 men and 100 women) so that the results of this study cannot describe tourists in general who certainly come from various cultures and nationalities. Second, this study only uses a quantitative approach. So the researcher suggests that further researchers conduct

further research using an exploratory or qualitative approach to explore more deeply the possibility of differences in perception based on gender that may not be captured in this quantitative research model.

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