

A Study of Consumer Behavior and Visit Intention Towards Green Hotels

Anil Mehta*, Smita Sharma**

Abstract *Recognizing the seriousness of ecological problems, people have become increasingly environmentally conscious. The primary objective of this study is to analyze customer behavior towards green hotels and to identify the correlation among the variables responsible for this behavior. The green consumer behavior model was used for the purpose of the study. According to this model the variables affecting green consumer behavior are Man-Nature orientation (MNO), Generativity (GEN), Environmental Attitudes (EC), Conservation Behavior (CB) and Environment Friendly Buying Behavior (BB). Survey method was used for the purpose of study and random method of sampling was used. The correlation analysis suggests a high correlation between Generativity and Man nature orientation (0.749) similarly a high correlation was found between environmental attitude and man nature orientation (.742). Behavior and Man nature orientation were also found to be highly correlated (0.675). However, a low correlation was observed between visit intention and Generativity (.106) and between visit intention and man nature orientation (.324) and visit intention and environmental attitude (.205). A medium correlation was found between visit intention and Behavior (.445). The study thus conveys that environmentally conscious attitude of consumers could be effectively utilized by hoteliers and can be used to offer green services.*

Keywords: *Consumer Behavior, Environmental Attitude, Generativity, Man Nature Orientation*

INTRODUCTION

The burgeoning ecological problems have led people to become increasingly environmentally conscious. It is also believed that an increased awareness level of ecological problems can bring about a change in the environmental attitude of people. Ecofriendly attitude contain several dimensions such as perceived severity of environmental problems, inconvenience of being environmentally friendly, importance of being environmentally friendly and perceived level of corporate responsibility to be ecofriendly with the last indicating individuals beliefs that business firms should be concerned about our environment and thus be ecologically responsible (Chan, 2013; Hsu et. al., 2009 and Kim et. al., 2010). Thus customers are becoming increasingly environmental conscious of the impact of their action. Hotels should act as drivers to promote sustainable activities within their premises. Besides in the complete process hotels can also gain advantage through cost

reduction, improved stakeholder image, value creation for the customers etc. Various studies within western socio-cultural contexts strongly suggest that positive attitudes are important antecedents of pro-environmental behavior (Ajzen and Fishbein, 1980; Herberlien, 1989; Ajzen and Driver 1992; Kaiser, 1999; Fielding et.al., 2008) The primary objective of this study is to analyze consumer behavior towards green hotels and identify the correlation between the variables responsible for this behavior.

REVIEW OF LITERATURE

Various studies have investigated consumer behavior with regards to green services provided by the hospitality industry (Bohdanowicz, 2003; 2005; 2006). There is a increase in the number of lodging customers that look for hotels which follow eco-friendly practices (Manaktola and Jauhari, 2007; Han et.al., 2010). Customers are willing to pay more to purchase green hotel products and services such as staying in

* Professor, School of Business and Commerce, Manipal University, Jaipur, Rajasthan, India.

** Post Doctoral Fellow, Department of Commerce, Manipal University, Jaipur, Rajasthan, India.
Email: envirosmita@gmail.com

green room (Chan, 2013). The primary predictor variable for green consumption behavior is green behavioral intentions which are primarily affected by attitude (Hsu et. al. 2009; Ying et. al. 2012).

From the investigation on customer attitudes towards ecotels it can be concluded that customers show a preference towards green hotels during their decision making process. The Theory of Planned Behavior (TPB) developed by Izek Ajzen state that an individual's behavioral intention are formed by attitude towards behavior, subjective norms and perceived behavioral control. (Ajzen and Driver, 1992). Meanwhile some hotels and restaurants are increasingly motivated and willing to take steps towards greater environmental responsibility because significant number of customers express their support (Bohdanowicz, 2003).

Increased knowledge about the environment is assumed to change environmental attitudes and both environmental knowledge and attitudes are assumed to influence environmental policy. The investigation of public environmental attitudes is common in developed Western countries (Hinds, Carmichael & Snowing, 2002); however, in developing countries little research has focused on public environmental knowledge or the relationship between knowledge and environmental attitudes (Calabrese, Kalantri, Santucci & Stanghellini, 2008; Tuna, 2004). Study by Subbiah and Kanan (2011) suggest the eco-friendly management of Hotel Industry. They stated that the prime task of green hotels is to maximize the resource efficiency. This entails changes in the use of energy and water along with the recycling of certain materials. They also emphasize the role of staff training for the effective implementation of these practices. Mungai and Irungu (2013) in Kenya have suggested that the role of management in committing their support and cooperation for the green practices also goes a long way in improving corporate image and in increasing resource efficiency. Ham and Choi (2012) have reflected the application of cause related marketing in the hotel industry and have found a positive relation between attitudes towards the hotels and intention to visit green properties.

As rising environmental threats (e.g. natural resource depletion, increasing population and pollution rates, greenhouse effect) to ecosystems deteriorate natural area benefits the relevance of environmental attitudes and behavior becomes progressively pertinent (Kaiser, Ranney, Hartig and Bowler, 1999; Milfont and Duckitt, 2004) both with the American Public (Gagnon-Thompson and Barton, 1994) as well as people around the world (Speth & Haas, 2006; Wapner, 1996). Some scholars have reported a significant positive relationship between the environmental attitudes and environmentally responsible behaviors (Choi & Fielding, 2013; Milfont and Duckitt, 2004; Roberts and Bacon, 1997; Stern Dietz & Guagnano, 1995) while others report a non-significant (Cottrell, 2003; Wearing, Cynn, Ponting & McDonald, 2002) or low-modest

association (Tarrant & Cordell, 1997). This ambiguous outcome of an indeterminate environmental attitude-behavior relationship suggests a continued need to contribute to this body of knowledge.

Bohdanowicz et. al. (2004) in their study on Swedish, Polish and Croatian Hoteliers stated that livelihood of tourism and the hotel industry depends on the availability of a clean environment. Swedish and Croatian hoteliers had a greater level of environmental awareness as compared to the Polish hotelier. Proecological solutions were also less implemented in Poland. Thus a great need exists for increasing environmental initiatives among the hoteliers and general public. A study on corporate greening in the context of Indian Hotel Industry (Roopa & Rajan, 2012) identified the factors which motivated the hotel industry to adopt green practices. They suggested that Green is not always the best seller in the Indian Market. Hence a long term planning is required in this direction. The results also suggested that Indian customers are not much enlightened about the green ideology as their western counterparts. The media, public groups and green consumers need to team up with the hotel industry to bring about awareness among the customers. They also stressed that a stringent government regulation needs to be put in place to bring about effective changes.

Chang and Fong (2010) studied the green product quality, green corporate image green customer satisfaction and green customer loyalty and explored the environmental management aspects of the hotels. In their study they suggested that green corporate image has a positive significant effect on customer satisfaction and loyalty. However, the study employed only cross sectional data for the study.

Luo and Deng (2008) found that in general human's positive attitudes towards natural environments affected their outdoor recreation motivations. Other studies (e.g. Dunlap & Heffernan, 1975; Tarrant & Green, 1999; Thapa, 2010) demonstrated that environmental attitudes can vary by different recreational activities. Various theories as theory of planned behavior (Ajzen, 1991) Value belief norm theory (Kaiser, Hubner & Bogner, 2005; Stern, 2000) theory of reasoned action (Ajzen & Fishbein, 1980) have fostered the attitude-behavior relationship. These theories indicate that individuals with eco-friendly attitudes are more likely to be motivated to experience natural environments and have a propensity to behave in a more environmentally responsible manner (Chiu, Lee & Chen, 2014; Luo & Deng, 2008).

In terms of consumer behavior towards ecotels various studies have been conducted (Paco et.al., 2014; Tikidoua et. al., 2014; Bohdanowicz and Martinac, 2003; Bohdanowicz et. al., 2004; Bohdanowicz, 2005; Kim and Han, 2010; Kil et. al., 2014; Shamshuddin et. al., 2014; Shan et. al., 2011).

Various studies conducted investigative research on green hotels and found similar results that implementation

of environmental elements to services and hotel brand management has inevitable benefits. It was found in various studies that hotels which manage to communicate their environmental philosophy to customers and their local community adds value to their services and green image has a positive impact on their tourist destination (Hays and Dosen, 2014). Dissimilar results were reported by Rogerson and Sims, 2012 who suggested that in the absence of any government regulatory measures progress of hotel greening initiatives is limited in scope and it is only by a mix of enterprise profit and corporate social responsibility considerations which should properly be communicated to the potential consumer group. The study also suggested that there was a low local consumer interest in green hotels as a tourism product. Study reported by Arimura et. al. (2008) also suggested that voluntary environmental actions are meant to improve the impact of business operations on the environment but this also provides other benefits to the participating firm by improving cost effectiveness, improving flexibility and promoting technology innovation. Thus improving the internal actions to minimize their impact on the environment not only reduces the impact on environment but also improves the organizational system and control.

Various studies (Hays and Dosen, 2014) conducted on incorporation of green values in the hotel industry also suggest that sustainable or green hotel management provides several long term benefits as long term cost reduction ; ecological sustainability and satisfaction of customers seeking green services. Lita et. al. (2014) studied the attitude and behavior of local tourists towards hotels and restaurants in Indonesia. He suggested that a consumer's attitude towards green behavior has a significant impact on the overall image of the hotels and restaurants. This in turn affects the intention to revisit, positive word of mouth and willingness to pay more for environment friendly services. The study however does not take into account the non-local tourists who visit Indonesia.

In the Indian context Nayak and Rao (2014) studied the customer's awareness level of environment-friendly initiatives in hotels and concluded that consumers are still unaware of the features and services provided by a green hotel. In some cases, the knowledge regarding the green initiatives was quite limited. Hence proper communication to customers regarding the green initiatives should be imparted to increase customer loyalty. The study dealt with the limitation of an online respondent base rather than a random sample from the actual site.

Tikidou et. al (2014) studied the ethical behavior of customers towards hotels in Greece. The study highlighted that potential tourists seem to be more agreeable to stay in green properties. However, the actual visit to green properties was also affected by the attitudes of individual customers. The study also discussed the use of green key as an important attribute which should be added to the search criteria of the hotels. The study

however was a two stage sampling and impact of only two variables attitudes and demographics was studied.

Shan et. al. (2011) studied the intention to visit a green hotel by applying the extended theory of planned behavior. The findings revealed that intention to visit is positively guided by attitudes, subjective norms, perceived behavioral control and frequency of past behavior. The study relied on self-reported data which required the consumers to recall events more than 12 months before. Hence the validity of the results may vary in similar studies undertaken in actual time.

Kil et. al. (2014) studied the structural relationships between environmental attitudes, recreation motivations and environmentally responsible behaviors. The results suggested that behaviors are influenced significantly by attitudes and motivations widespread awareness programs and strong communication channels may help in consumer decision making process while selecting a hotel.

RESEARCH QUESTIONS

Based on the above research problem the study aims to answer the following questions:

- a. What are the variables affecting consumer behavior towards Green hotels?
- b. What is the correlation among variables which significantly impact consumer behavior towards Green hotels?

RESEARCH MODEL

The green consumer behavior model developed by Arminda et. al.(2013) was used for the purpose of the study. The following variables are a part of the study of green consumer behavior: According to this model the following variables affect green consumer behavior:

1. Man-Nature orientation(MNO)
2. Generativity(GEN)
3. Environmental Attitudes(EC)
4. Conservation Behavior(CB)
5. Environment Friendly Buying Behavior(BB)

As suggested in the model the MNO construct was adequately represented by both indicators (preservation of natural resources and adapting instead of masters the environment) alike. The GEN construct was reflected by the indicator "man was not made to rule over the rest of nature". CB reflected the conservation of day to day resources and sustainable use of natural resources. BB was reflected in statements as "buying recycled products". Hence the model was considered adequate for measuring the behavior of consumers who are ecologically conscious.



Fig. 1: Research Model :(Adapted from Paco et. al. 2013)

RESEARCH HYPOTHESIS

- H1 Individuals with a higher MNO will have a stronger EC.
- H2 Individuals with a higher level of GEN will have a stronger EC.
- H3 Individuals with a stronger EC will have a more conservationist behavior CB.
- H4 Individuals with a CB will have a more friendly environmentally Buying Behavior BB.

SAMPLE AND METHOD

The research that forms the basis of this study was conducted in Rajasthan, a state that owes much of its revenue generation from tourism. We chose this region because tourism is fast growing here and a chain of hotels have sprung up during the last decade. The research is primarily exploratory in nature and thus tries to explore the state of green hospitality in Rajasthan. The background information has been collected through adequate review of literature. The relevant information for the purpose of study has been collected through survey method. The tool used for survey was questionnaires which were personally administered for the purpose of collecting data on various variables.

The questionnaire used a five point Likert scale which analyzed the consumers on various dimensions of their green behavioral aspects. To evaluate the variable of belief two questions concerning generativity and man nature orientation was used. The GEN questions were used to analyze the level of altruism. These questions were borrowed from the Loyola Generativity Scale and also used by authors like Mc Adams and St. Aubin (1992). The questions regarding MNO were adopted from Chan (1999), Chan and Lau (2000) and Chan (2001).

To evaluate the conservation behavior Ecologically Conscious Consumer Behavior (ECCB) was analyzed by borrowing 5 items from Straughan and Roberts (1999). The questions covered topics on packaged materials, energy efficiency and recycled products.

SAMPLE SIZE

The consumer behavior was analyzed through the green consumer behavior model. A random sample of 300 participants was selected from the tourists staying in these hotels for the purpose of study. The target group identified in the study was the consumers who had visited the green properties twice or more for their various visit intentions. A pilot study was conducted to help understand the issues related to resource conservation, environmental management and consumer behavior. It further helped in understanding the problem deeply and also introduces various other dimensions to it. The concerned persons also helped in determining the background to various issues faced by the hospitality industry in Rajasthan. The pilot study thus strengthened the right direction of the study. It assisted to incorporate the variables of relative importance in the study.

DATA ANALYSIS

The demographic profile of the respondents has been depicted below in Table 1. Most of the customers were in the age group 40-50 followed by respondents above 50 years of age. Most of the respondents had visited the hotel two times.

Table 1: Demographic Profile of Respondents for GCB

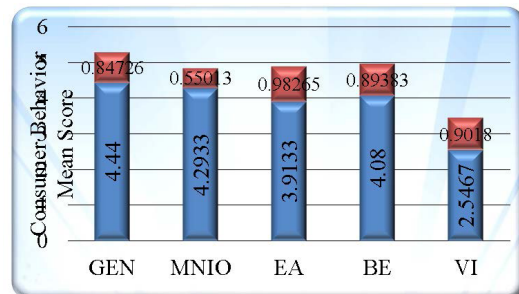
No. of Respondents	300
Category	Customers
Age	
20-30	37
30-40	44
40-50	129
Above 50	90
No. of Visits	
Two times	167
More than two times	133

The descriptive for the model has been shown below in the table 2. It suggests that the mean value for generativity was 4.44, 4 MNO it was 4.29, EA was 3.91, Behavior was 4.08 and visit intention was 2.54. The standard deviation was less than 1 for all the variables. The descriptive for the model suggests that the standard deviation was less than 1 for generativity, Man Nature Orientation (MNO), Environmental Attitude (EA), Behavior and Visit Intention (VI).

Table 2: Descriptive Statistics of GCB

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Generativity	300	2.00	5.00	4.4400	0.84726
Man Nature Orientation	300	3.00	5.00	4.2933	0.55013
Environmental Attitude	300	2.00	5.00	3.9133	0.98265
Behavior	300	2.00	5.00	4.0800	0.89383
Visit Intention	300	1.00	4.00	2.5467	0.90180
Valid N (list wise)	300				

The correlation table has been given and suggests a high correlation between the variables. Generativity and MNO were found to be highly correlated (0.749) and similarly a high correlation was found between EA and MNO(.742). Behavior and MNO were also found to be highly correlated (0.675). However, a low correlation was observed between VI and GEN and between VI and MNO and VI and EA. A medium correlation was found between VI and Behavior (.445).

**Fig. 2: Mean Score of Consumer Behavior****Table 3: Correlation of GCB**

Correlations						
		Generativity	Man Nature Orientation	Environmental Attitude	Behavior	Visit Intention
Generativity	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	150				
Man Nature Orientation	Pearson Correlation	0.749	1			
	Sig. (2-tailed)	0.068				
	N	150	150			
Environmental Attitude	Pearson Correlation	0.344**	0.742	1		
	Sig. (2-tailed)	0.000	0.027			
	N	150	150	150		
Behavior	Pearson Correlation	0.122	0.675**	0.291**	1	
	Sig. (2-tailed)	0.138	0.000	0.000		
	N	150	150	150	150	
Visit Intention	Pearson Correlation	0.106	0.324**	0.205*	0.445**	1
	Sig. (2-tailed)	0.196	0.000	0.012	0.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

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

Table 4: One Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Generativity	150	4.4400	0.84726	0.06918
Man Nature Orientation	150	4.2933	0.55013	0.04492
Environmental Attitude	150	3.9133	0.98265	0.08023
Behavior	150	4.0800	0.89383	0.07298
Visit Intention	150	2.5467	0.90180	0.07363

Table 5: Model Summary

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.647 ^a	0.554	0.445	0.42388	0.501	45.621	4	95	0.000

a. Predictors: (Constant), GEN, B, MNO, EA

b. Dependent Variable: VI

The model summary gives us the R value for assessing the overall fit of the model. Results clearly indicate that the predictors MNO, GEN, B and EA account for 55.4% variability in the dependent variable. The adjusted R square value in this case is 0.445. This tells us that the four independent variables in the model account for 44% of the variance in Visit Intention. Clearly this is a good model for predicting the Visit Intention of the consumers to green properties. Thus in the absence of enough evidence to support the null hypothesis we accept the alternative hypothesis.

Table 6: Hypothesis Testing

• H1: Individuals belief is significantly affected by Man nature orientation and Generativity	Accepted
• H2: Individuals belief will significantly affect the attitude of consumers	Accepted
• H3: Individuals attitude will significantly affect the conservationist behavior	Accepted
• H4: Individuals conservationist behavior will significantly affect the intention to visit green hotel	Accepted

The correlation suggests a high correlation between the variables. Generativity and MNO were found to be highly correlated (.749) and similarly a high correlation was found between EA and MNO. Behavior and MNO were also found to be highly correlated (0.675). Similar studies have been reported by Ajzen (1991) who verified that environmental concerns, perceived customer effectiveness and environmentally conscious behaviors have considerable effect on eco-friendly behaviors. However, a low correlation was observed between VI and GEN and between VI and MNO and VI and EA. Contrary to this Starughan and

Roberts (1999) found that customers with high levels of concerns about environment also engage in eco-friendly buying behavior. A medium correlation was found between VI and Behavior. These findings were in agreement with the findings of a previous study in Tehran where the respondents showed mixed environmental attitudes (Calabrese et. al., 2008). However, in a similar survey in Turkey, a high level of positive environmental attitude was shown (Tuna, 2004). This study is also contrary to the results reported by Wu and Teng (2011) who represented that attitude, subjective norms and perceived behavioral control are all significant predictors of the intention to visit a green hotel. Although consumers wanted services that were state of the art but at the same time they wanted to adapt a pro-active role in environmental conservation. The high correlation between man nature orientation and generativity suggested that consumers who are more oriented towards nature also have more eco-friendly behavior and concern for the environment. The environmental attitudes need to be translated into high visit intention of the customer group. Organizations therefore should consider the environmental dimensions in their promotional campaigns to attract this group of consumers. The visit intention needs to be translated into actual visit to the green properties by the organizations.

CONCLUSION AND SUGGESTIONS

Consumer awareness is considered as a precursor to the formation of consumer attitudes towards certain products and services. This attitude results in behavioral changes towards the use/disuse of certain products or services. Thus, consumer attitude has a high impact on the intention to visit

any green property. Consumer awareness levels also play a key role in determining the attitude towards green hotels. Besides factors for generating an ecologically conscious behavior in consumers can be explored by hotelier's to bring about effective change in their services design. Since behavior and visit intention were found to be correlated hence it assumes an important aspect in exploring a favorable market with these customers. Constructive interventions can be placed for trapping this consumer niche for green hotels. These behavioral aspects can bring out a significant change in the way the hospitality business is conducted these days. Behavioral aspects of hotel managers and owners can also be explored for the purpose. The prime benefit in going green for hoteliers is not only in cost reduction but increased customer loyalty and improved brand image can also be sought through these green customers. In hotels which have incorporated environmental management systems there is a need to strengthen organizational monitoring systems to enhance green services in the hospitality industry. Stringent environmental legislations and responsible resource management should be implemented in the hospitality sector. Economic incentives/disincentives may serve as triggering factors for change. The customer awareness and reward systems in the organization can also serve as motivating factors for bringing about the transition in sustainable practices in the hospitality industry. The Sustainability Management Plan should be communicated to all levels of personnel in the organization. An Environmental Cell should be set up separately so as to look after the matters of environmental concerns. All promotional material should indicate the environmental concerns of the organization. These should be effectively communicated to the prospective and current customers.

LIMITATIONS OF THE STUDY

There is always a scope of improvement in the research studies carried out in various regions and with various objectives in mind. Hence limitations form a part of every research and it offers a new ground for others to explore the gap between the studies conducted and to be conducted in the field. This study had its limitation too. The study included the Owing to the much broader scope the sample size was restricted to 300 for the customers.

REFERENCES

- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Ajzen, I., & Driver, B. L. (1992). Application of the theory of planned behavior to leisure choice. *Journal of Leisure Research*, 24(3), 207-224.
- Bohdanowicz, P., & Martinac, I. (2006). Determinants and benchmarking of resource consumption in hotels - Case of Hilton International and Scandia in Europe. *Energy and Buildings*, 35, 677-680.
- Bohdanowicz, P. (2005). European Hoteliers' environmental attitudes: Greening the business. *Cornell Hotel and Restaurant Quarterly*, 46, 188-204.
- Bohdanowicz, P., & Martinac, I., (2003), *Attitudes towards sustainability in chain hotels – results of a European survey*. In: Proceedings of the CIB International Conference on Smart and Sustainable Built Environment (SASBE2003), November 19-21, 2003, Brisbane, Australia.
- Bohdanowicz, P., Vlasta, Z. A., & Ivo, M. (2004). Attitudes towards Environmental Responsibility among Swedish, Polish and Croatian Hoteliers, B.E.S.T. Sustainable Tourism Think Tank IV” Sustainability and Mass Destinations: Challenges and Possibilities”, Esbjerg, Denmark.
- Calabrese, D., Kalantari, K., Santucci, F. M., & Stanghellini, E. (2008, January), Environmental policies and strategic communication in Iran. The value of public opinion research in decision making. Paper presented as *World Bank working paper*, Washington DC.
- Chan, E. S. W. (2013). Managing green marketing: Hong Kong hotel manager's perspective. *International Journal of Hospitality Management*, 20.
- Chang, N.-J., & Fong, C. M. (2010). Green product quality, green corporate image, green customer satisfaction and green customer loyalty. *African Journal of Business Management*, 4(13), 2836-2844.
- Chiu, Y. T. H., Lee, W. I., & Chen, T. H. (2014). Environmentally responsible Behavior in Ecotourism: Antecedents and Implications. *Tourism Management*, 40, 321-329.
- Choi, A. S., & Fielding, K. S. (2013). Environmental attitudes as WTP predictors: A case study involving endangered species. *Ecological Economics*, 89, 24-32.
- Choi, A. S., & Fielding, K. S. (2013). Environmental Attitudes as WTP predictors: A case study involving endangered species. *Ecological Economics*, 89, 24-32.
- Conner, M., & Abraham, C. (2001). Conscientiousness and the theory of planned behavior: Towards a more complete model of the antecedents of intentions and behavior. *Perspective Soc. Psycho. Bus.*, 27(11), 1547-1561.
- Contrell, S. P. (2003). Influence of socio-demographics and environmental attitudes on general responsible environmental behavior among recreational boaters. *Environment and Behavior*, 35, 347-375.
- Fielding, K. S., Terry, D. J., Masser, B. M., & Hogg, M. A. (2008). Integrating social identity theory and the theory of planned behavior to explain decisions to engage in sus-

- tainable agricultural practices. *British Journal of Social Psychology*, 47, 23-48.
- Fu, Y., & Hu, B. (2011). The effects of low-carbon consumption on consumer perceived value in green hotels. *International Journal of Hospitality Management*, 34, 344-346.
- Gagnon-Thompson, S. C., & Barton, M. A. (1994). Ecocentric and anthropocentric attitudes towards the environment. *Journal of Environmental Psychology*, 14, 149-157.
- Han, H., Hsu, L.-T. J., & Lce, I. S. (2009). Empirical investigation of the roles of attitudes of green behaviors, overall image, gender and age in customers eco-friendly decision making process. *International Journal of Hospitality Management*, 28(4), 519-528.
- Han, S., & Choi, K. Y. (2012). Effect of cause related marketing for green practices in the hotel industry. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 22(3), 249-259.
- Han, H., Hsu, L.-T. & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmentally friendly activities. *Tourism Management*, 31, 325-334.
- Herberlien, T. A. (1989). Attitudes and environmental management. *Journal of Social Issues*, 45, 37-57.
- Hinds, K., Carmichel, K., & Snowling, H. (2002). Public attitudes to the environment in Scotland (Social Research Findings No.24/2002). *Scottish Executive National Statistics*. Retrieved from <http://scotland.gov.uk/Publications/2002/11/15864/14272>
- Hines, J. M., Hungerford, H. R., & Tomera, A. N. (1987). Analysis and synthesis of research on responsible environmental behavior: A meta-analysis. *The Journal of Environmental Education*, 18(2), 1-8.
- Hu H. H., Parsa H. G., & Self, J. (2010). The dynamics of green restaurant patronage. *Cornell Hospitality Quarterly*, 51(3), 344-362.
- Kaise, F. G. (1999). Ecological behavior, environmental attitude and feelings of responsibility for the environment. *European Psychologist*, 4(2), 59-74.
- Kaiser, F. G. Ranney, M. Hartig, T. & Bowler, P. A. (1999). Ecological Behavior, environmental attitude and feelings of responsibility for the environment. *European Psychologist*, 4(2), 59-74.
- Kim, H., Chang, H. S., Lee, J. W., & Huh, C. (2010). Exploring Gender differences on generation Y's attitudes towards green practices in a hotel. *Journal of Hospitality Management*, Vol 14, 54-65.
- Kun-Shan, W., & Teng, Y. M. (2011). Applying the theory of planned behavior to predict the intention of visiting a green hotel. *African Journal of Business Management*, 5(17), 7579-7587.
- Lita, R. P., Surya, S., Maruf, M., & Syahrul, L. (2014). Green attitude and behavior of local tourists towards hotels and restaurants in West Sumatra, Indonesia. *Procedia Environmental Sciences*, 20, 261-270.
- Luo, Y., & Deng, J. (2008). The new environmental paradigm and nature based tourism motivation. *Journal of Tourism Research*, 46, 392-402.
- Mahaktola, K., & Jauhari, V. (2007). Exploring consumer attitude and behavior towards green practices in the lodging industry in India. *International Journal of Contemporary Hospitality Management*, 19(5), 503-520.
- Millont, T. L., & Duckitt, J. (2004). The structure of environmental attitudes: A first and second order confirmatory factor analysis. *Journal of Environmental Psychology*, 24, 289-303.
- Mungai, M., & Irungu, R. (2013). An assessment of management commitment to application of green practices in 4-5 Star Hotels in Mombasa, Kenya. *Information and Knowledge Management*, 3(6), 40-46.
- Paço, A. D., Alves, H., Shiel, C., & Filho, W. L. (2013). Development of a Green Consumer Behavior Model. *International Journal of Consumer Study*, 37, 414-421.
- Roarty, M. (1997). Greening Business in a market economy. *European Review*, 97(5), 244-254.
- Roberts, J. A., & Bacon, D. R. (1997). Exploring the subtle relationship between environmental concern and ecologically conscious behavior. *Journal of Business Research*, 40, 79-89.
- Rueda-Manzanares, A., Aragon-Correa J. A., & Sharma, S. (2008). The influence of stakeholders on the environmental strategy of service firms: The moderating effects of complexity, uncertainty and munificence. *British Journal of Management*, 19(2), 185-203.
- Schubert, F. (2010). Exploring consumer perceptions of green restaurants in US. *Tourism and Hospitality Research*, 10(4), 286-300.
- Shamsuddin, A., Wahab, E., & Abdullah, N. H. (2014). Determining customer's perception on green hotel using Attitudes Towards Green Behavior (ATGB) Model. *International Symposium on Technology Management*, Bandung Indonesia. IEEE, pp.433-437.
- Stern, P. C., Dietz, T., & Guagnano, G. A. (1995). The New Ecological Paradigm in social-psychological context. *Environment and Behavior* (Advance online publication doi: 0013916514521208).
- Tarrant, M. A., & Cordiel, H. K. (1997). The Effect of Respondent characteristic on general environment attitude-behavior correspondence. *The Journal of Environmental Education*, 41, 133-150.

- Tilikidou, I., Delistavroub, A., & Sapountzis, N. (2014). Customers ethical behavior towards hotels. *Procedia Economics and Finance*, 9, 425-432.
- Tuna, M. (2004). Public environmental attitudes in Turkey. In C. Phillips (Ed.), *Environmental justice and global citizenship* (pp.11-20). Oxford, UK: The Interdisciplinary Press.
- Chan, W., & Lam, J. (2002). Prediction of pollutant emission through electricity consumption by the hotel industry in Hongkong. *International Journal of Hospitality Management*, 21, 381-391.
- Wahab, S. & Pingram, J. J. (1997). *Tourism, development and growth: The challenge for sustainability*. London: Routledge.
- Wearing, S., Cynn, S., Ponting, J., & Mc Donald, M. (2002). Converting environmental concern into ecotourism purchases: A qualitative evaluation of international backpackers in Australia. *Journal of Ecotourism*, 1, 133-148.
- Wu, K. S., & Teng, Y. M. (2011). Applying the extended theory of planned behavior to predict the intention of visiting a green hotel. *African Journal of Business Management*, 5(17), 7579-7587.
- Ying, C. (2012). The advantages of green management for hotel competitiveness in Taiwan: In the viewpoint of Senior Hotel Managers. *African Journal of Business Management*, 1.2(2), 211-218.