

# Environmentally Sustainable Consumer Behaviour: A Study of Tourists Visiting Northern India

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**Abstract** Consumers in today's scenario are choosing products on regular basis which cause least harm to the environment. Awareness among consumer towards environment has increased drastically which is reason for choosing sustainable way of lifestyle. Consumer knowledge regarding deteriorating environment condition has made consumer to choose sustainable tourist practices. Consumer's willingness to adopt sustainable practices has generated a lot of organisations to follow green tourist practices. Consumer today is more concerned about the changes which are taking place in the environment and is aware of the current climatic changes. This has been considered as the main reason for tourists to follow sustainable practices, which are in accordance with the changing environment and help in protecting nature. The present study is an endeavour to analyse the impact of determinants of consumer behaviour while studying sustainable tourism. The study tries to analyse the impact of consumer knowledge, concern towards environment, attitude and values/beliefs on sustainable tourist behaviour. The study approves a positive relationship between the determinants and proposes a model which establishes the relationship between determinants and formulates framework for sustainable tourism.

**Keywords:** Environmental Concern, Environmental Attitude, Values/Beliefs, Consumer Behaviour and Sustainable Tourism

## INTRODUCTION

Consumer Behaviour is a vital force while making decisions towards satisfying consumer demand. Consumer behaviour is a study of consumer's interrelationship with societal setup while making a decision regarding purchasing a product or availing service. Consumer behaviour is very complex and due increase in awareness towards environment. Concern for environment has also increased, which has made consumer to adopt sustainable practices while availing tourist services. Sustainable tourism is an industry which is growing globally at a very rapid pace. It is also predicted that the industry is going to grow even more in the future scenario. Increased awareness among consumers is the main reason behind shift of consumers towards sustainable tourist practices. The widespread and influence of the phenomenon can be seen in almost all human activities including business activities wherein one of the biggest challenges is to protect and preserve the earth's resources and the environment for the

future generations without compromising the ability of the present generations to meet their own needs (Solomon et al., 2007). As a result tourist businesses have been realizing that their production and consumption has a direct impact on the environment. Therefore there is an urgent need to be concerned for the natural environment and subsequently initiate sustainable green practices involving consumers by enhancing their awareness for creating a favourable attitude and behavioural dispositions towards sustainable tourist practices (Ekinci & Chen, 2001).

Evidences reveal that increasing environmental concern has positively influenced the tourism sector. This has led to the concept of sustainable tourism, which in turn has led to a greater faith in ways and means which causes least or negligible damage to the natural environment. Studies also show that willingness of individuals to live in an environment which is clean and green has also attributed to consumers choosing tourist destinations which are considered as clean and green (Steg et al., 2005). Consumers of today is

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concerned about the future and determined to protect the nature for future generation. Sustainable consumer behaviour is gaining importance in recent times. Green consumers are the consumers who prefer to choose those means and ways which help in protecting and conserving the earth for future (McDonald et al., 2006).

The concern towards the environment is growing very rapidly, consumer of today is much more agile towards the threat to the environment which in turn is affecting the healthy lifestyle of living (Hines et al., 1987; Ellen, 1994; Wheale & Hinton, 2007; Junaedi, 2007). Today environment awareness has increased to such an extent that it has brought the whole world on the same platform which has strongly influenced the consumer behaviour towards sustainable products and their consumption pattern. Consumers are today committed to bring sustainable consumption in practice. Sustainable consumption basically means to develop a system in which consumer is utilizing their needs but without disturbing the natural system or without harming the environment (Briwistle & Moore, 2007). Individuals with general consumer behaviour are more or less concerned about their personal benefits and gains, on the other hand individuals with sustainable consumption behaviour are more concerned about nature and the environment in which they are living, for them living in an environment which is pollution free and free from pollutants is much more important than their personal gains (McCarthy & Shrum, 2001). Consumer having sustainable tourist behaviour is more concerned about purchasing products or availing services which do not harm the environment and also try to act in a way which has a least negative effect on damaging the environment.

Green tourism can be described as an industry which along with financial gains adopts practices which causes least damage to the environment and do not destroy the resources which are naturally available. The sustainable tourist practices try to use resources which can be replenished/ recycled and also try to minimize the use of non-renewable resources. Previous researches have also shown that individual's willingness to protect environment is found to be a major factor in consumers while choosing for sustainable tourist destinations (Swarbrooke & Horner, 2007). Willingness to protect environment has also been linked with willingness to pay. Consumers willing to protect environment has to pay more for sustainable tourism. It has been found that a customer has to pay extra for sustainable tourism than traditional tourism because extra money is spent by organisations on general tourism to make it sustainable. This is the main cause of sustainable tourism to be expensive than traditional tourism for which consumers willingness to pay extra becomes important (Hansla, 2011; Laroche et al., 2001 & Scott et al., 2003). It is purely an individual's choice that which kind of environment they wants to live in, weather they wants to live in a clean and pollution free environment or an environment which is not conducive for living. Going about the present scenario and the awareness which is among consumer mostly every individual would prefer a cleaner and

greener environment (Jackson, 2005). The role of consumer awareness which affects consumer behaviour has been a major change in recent past towards building a society more favourable towards sustainable practices.

In today's scenario every individual is concerned about the clean and green aspect of the environment, due to which the organisations are also going for technology which favours green environment. The government and other organisations have been taking this very seriously and are trying their every bit for making a healthier and suitable environment for living. The organisation and government are going one step ahead by considering the individuals role and taking their help in addressing the concern favouring environmental issues and also trying to resolve the issues with mutual involvement of everybody (Gilg & Barr, 2006; Bonini & Oppenheim, 2008).

Sustainable consumer behaviour is not only beneficial for the consumer who adopts sustainable tourist practices but it is also beneficial for the society as a whole along with the future generations for getting a better and sustainable environment to live. Sustainable consumer behaviour is different from general consumer behaviour in the level of commitment towards environment and commitment to save nature and help in making an environment which is sustainable for living. Many previous researchers have identified several factors while studying the behaviour of consumers towards sustainable tourism (Schultz et al., 2000). In order to get better understanding of sustainable tourist behaviour the current study has developed a model, which will help in formulating a methodology to save environment by adopting sustainable ways of tourism.

## REVIEW OF LITERATURE

Sustainable consumer behaviour is a complex and evolving subject and it simply answers substantive progress toward creating a more sustainable society. From a sustainable perspective, consumption needs to be understood more holistically as a total process, as part of a broader consumer lifestyle and as a process that is strongly influenced by the social context in which it takes place. As per Peattie et al. (2011) concept of sustainability can also be linked with holistic marketing concept where all the environmental activities are involved in making an environmentally acceptable product. Consumers with sustainable tourist behaviour are the consumers who are internally very strong and have a strong belief that their individual ability to contribute towards protecting environment will have a positive impact on making the society sustainable for living. Therefore individuals having environment concern strongly feel that it is not the sole duty of government or organisations to protect environment but it is the duty of every individual to protect environment. These individuals are more open minded and ready to accept changes for the benefit of society

as a whole and make the world a cleaner and greener place to live (Shamdasani et al., 1993). Previous studies also suggest that some people get involved in environmental behaviour because they want to solve the environmental issues due to their belief that they have the ability to protect environment and to appear to others as role models (Hallin, 1995; Gan et al., 2008). Consumers with sustainable behaviour avoid products and services which cause damage to the environment or have negative impact on the nature.

Studies have shown that the major contributor to environment protection has been concern and knowledge of individual towards the environment (Jackson, 2005). Current researches show that recent environment conditions are so worse that they possess a serious threat to consumer's health (Kalafatis et al., 1999). Due to this recent past has seen drastic shift in individual concern towards environment and environmental problems (Diekmann & Franzen, 1999; Dunlap & Mertig, 1995). Concern related to environmental pollution is increasing at alarming rate (Chan, 1996). In current scenario as environment concern has increased rapidly among the consumers so organisations are taking environmental issues very seriously and are trying to manufacture products which help in saving the environment. Customer of today's generation is much more aware of the negative effects which cause a threat to the environment due to which he is committed and willing to follow ways which are sustainably viable. This is the only reason that consumers today prefer to choose those services and tourist destinations which support the cause of environment protection.

Many researchers have put forth that environmental attitude also plays a very pivotal role in terms of shaping consumer behaviour. Consumers with positive attitude towards environment have risen and more consumers are now willing to follow sustainable ways while choosing tourist destinations (Barber, 2014; Peattie, 2001 & Sarigollu, 2009). Researches claim that consumer tend to show positive attitude towards green products and the attitude becomes more stronger when the product having green attributes is backed by some tangible benefits other than green attributes available in the product (Brecken, 2007). The concern among consumers towards environment has brought about a significant shift in the attitude of consumers towards environment (Roberts, 1996). Environmental attitude among consumers is developed due to focussing on living a sustainable and healthy lifestyle (Gilg & Barr, 2010). Arcury (1990) has pointed that environmental knowledge possess direct relationship with attitude towards purchasing green products, he has further stated that the relation is found to be very strong. Environmentally favourable attitude helps in predicting behaviour which favours environmental protection and conservation. Knowledge acts as a mediating variable which helps in predicting attitude in relation to behaviour exhibited by a consumer. More knowledge the consumer acquires regarding issues related to environment more the consumer gets conscious towards environment and acts in favourable manner in preserving the nature and natural

resources (Lim et al., 2016). Positive attitude towards green products acts as a thrust in moulding consumer behaviour towards sustainable consumption. Many researchers are of view that consumer attitude is predictive in nature and it helps in predicting the individuals behaviour related to any decision. Vitell (2015) in his study has indicated that behaviour of an individual is directly related and dependent on the attitude, further in his study he has elaborated that consumer's knowledge about past experience contribute a lot while predicting individual's attitude. Consumer having knowledge related to environment and its issues is more concerned towards environment also if previously consumer has actively taken part in protecting environment by which the environment has been benefitted adds to good experience of consumer which combinable help in developing positive attitude towards environment (Spruyt et al., 2007).

Beliefs/values also possess a deep impact on consumer behaviour related to sustainable tourism. Values combinable with attitude formulate a strong behaviour among individuals to adopt sustainable way of lifestyle. Values/Beliefs possessed by humans form a great motivational power within the individual while taking any decision. Researchers have also examined the relationship between values and behaviour of individual and have found that individuals with strong values towards saving environment are found to be more committed in choosing sustainable ways of livelihood for their as well as benefit of future generations (Albayrak et al., 2013). Studies have shown that norms/beliefs/values possess positive and strong relationship when it comes to understand intention of consumer regarding sustainable practices. It has also been found that norms/beliefs/values are directly related to intention of consumers while making a decision which favours cause of saving environment (Kalafatis et al., 1999; Lee & Green, 2008). Lee and Green (2008) in their study have also concluded that values/beliefs are a collection of cultural values and societal norms which have an impact on the decision making of purchasing an environmental friendly product. He further said social factors affecting norms consist of family, friends, peer group and members of group. Normative beliefs of a consumer play a vital role in studying environmentally favourable behaviour. Values possess a great affinity towards decision making regarding eco-friendly products. Some more studies have also concluded that the factors like recycling and protecting environment for future are considered very important by society and have a direct and positive relationship with consumer behaviour. These factors are considered to affect consumer as societal pressure in making a purchasing decision (Shaw et al., 2006). Beliefs/values act a mediating variable in connecting individual behaviour with societal perception regarding the purchasing decision. Individuals living in a society are more concerned towards environment, ready to protect environment, willing to participate in activities related to conservation of natural resources and environment and more often avail eco-friendly services (Shenggou et al., 2018). It is also studied that values acts as a detrimental factor

in behavioural depiction having expectations from important referent groups like family and friends. Studies have also stressed that the importance of norms/values/beliefs increases as it helps in developing and promoting environmentally responsible behaviour among the society (Tang et al., 2016). Lane and Porter (2007) have also formulated that there exists direct and positive relationship of norms towards purchasing intention of consumer. Kaynak and Eksi (2011) have said that consumers are influenced by social norms/beliefs/values and follow social norms not because of social pressure associated with it but because of the information they seek from society regarding environment which help in developing a sustainable behaviour among individuals leading to follows steps which help in protecting environment.

## THE PROPOSED MODEL AND HYPOTHESES

Consumers having socially responsible behaviour are motivated and show preferences towards environment favourable practices. Socially responsible consumers always purchase products from organisations which are socially and environmentally conscious. Organisations having green reputation have a significant impact on the market share of the firm (Chen & Chang, 2013). Consumer today is becoming more and more conscious towards environment and is favouring greener way of lifestyle. Consumers knowledge related to pro-environmental characteristics of the firm tends to increase with frequency of purchase (Lu et al., 2013). Studies have also shown that as the number of green firms is rapidly increasing and more and more firms are becoming green, the consumers are also finding it easy in searching and using green products (Wang, 2016). Ajzen (1991) have argued that consumer's environmental knowledge acts as trust-building ingredient towards green consumption. Ethics has been used as an interchangeable term with pro environmental behaviour. Researchers have proved that consumer with more ethical attitude have greater tendency to go for sustainable tourist practices. Environmental issues have linkage to ethical issues of consumers. Consumer's often associate pro environmental behaviour as their moral responsibility in making earth a greener and healthier place

to live (Shaw et al., 2006). The current study tries to narrow down the research gaps of earlier researches and proves that there exists a strong relationship among variables while predicting the sustainable tourist behaviour. Consumers having positive attitude to make environment a better place to live is considered as a significant indicator of consumer's willingness to adopt sustainable tourist practices (Wiener & Doescher, 1991). Conscious actions to change consumer behaviours favouring issues related to environment cannot begin without a change in consumer attitudes. Environmental awareness is considered as the first step in developing a positive attitude among customers regarding eco-friendly purchases (Rex & Baumann, 2007). It is also evident that there possess a positive correlation among environmental attitude and environmental knowledge. Consumer with knowledge related to environment possess a great affinity in preserving environment and conserving natural resources which ultimately leads to developing a positive attitude among consumer related to environment, which motivates the consumer to act in a manner in which their actions have a least impact on environment (Hsiao et al., 2018). The current study therefore studies the factors which help in predicting behaviour of consumers towards sustainable tourism. The study becomes important as it tries to understand and establish relationship among environmental concern, knowledge related to environment, attitude towards environment, beliefs and values and their impact on sustainable tourist behaviour. The study also tries to formulate a model showing framework of sustainable tourist behaviour. Based on the research following hypotheses has been formulated.

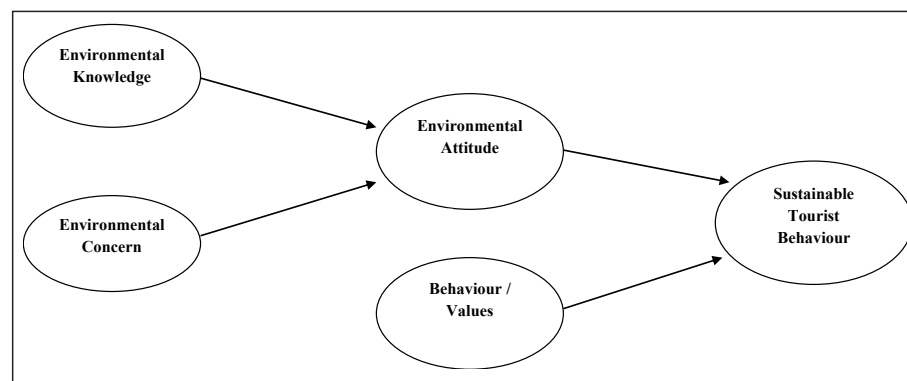
*H<sub>1</sub>: Environmental Knowledge has positive effect on environmental attitude.*

*H<sub>2</sub>: Environmental Concern has positive effect on environmental attitude.*

*H<sub>3</sub>: Environmental Attitude has positive effect on sustainable tourist behaviour.*

*H<sub>4</sub>: Belief/Values have positive effect on sustainable tourist behaviour.*

The study also tries to formulate a model based on linkage of hypotheses with different constructs, showing framework of sustainable tourist behaviour (Fig. 1).



**Fig. 1: Framework of Sustainable Tourist Behaviour**

## METHODOLOGY

The study has been conducted by circulation questionnaire among tourists visiting tourist places of Northern India, which comprises of selecting at least one tourist destination from states of Jammu and Kashmir, Himachal Pradesh & Uttarakhand. The study comprised of using a structured questionnaire developed to study the framework of sustainable tourist behaviour. A total of 412 questionnaires from respondents were found to be valid. The questionnaires were pretested on 120 respondents and found to be valid and reliable for use. The structured questionnaire comprised of two sections: section A comprised of demographic profile of respondents in which it was found that 57.77% population belonged to male category and 42.23% to female category. The study also showed that 67.23% of tourist respondents were postgraduates. Further it was studied that most of the respondents belonged to family having average monthly income group and were either working in private sector or public sectors and their percentage found was 40.53%. Section B of the questionnaire dealt with factors like environmental knowledge, environmental concern, environmental attitude, values/beliefs and their impact on sustainable tourist behaviour. The scales used for the study were adapted from Schultz et al. (2000), Roberts (1996), Kaiser and Shimoda (1999), Hansla (2011) and Ajzen (1991) with certain changes that suited the current research. All the items were studied using five-point Likert scale as the measurement tool—the sampling technique comprised of convenience as well as simple random sampling. The tool used for administering data was SPSS software.

## Data Analysis and Results

The data collected through structures questionnaire for the study was first administered to Cronbach alpha test to see reliability and validity of scales used in the research. The results from Cronbach alpha test calculated were .724 for Environmental Knowledge, .773 for Environmental Concern, .809 for Environmental Attitude, .685 for Belief/Values and .813 for Sustainable Tourist behaviour. The results calculated predict the data used in the research to be reliable and valid.

The study was further administered to study correlation among variables. The correlation value between Environmental Knowledge and Environmental Attitude came out to be .685, further the correlation value between Environmental Concern and Environmental Attitude came out to be .699, similarly, the correlation value between Environmental Attitude and Sustainable Tourist Behaviour came out to be .817 and the correlation between Belief/Values and Sustainable Tourist Behaviour was calculated to be .729. The values calculated show that there possess a positive correlation between independent and dependent variables.

### Correlation Matrix

**Table 1**

Variable	Environmental Attitude (EA)
Environmental Knowledge (EK)	.685 (**)
Environmental Concern (EC)	.699 (**)

(\*\* - Significance at 0.01 level (2 – tailed); N = 412)

### Correlation Matrix

**Table 2**

Variable	Sustainable Tourist Behaviour (STB)
Environmental Attitude (EA)	.817 (**)
Belief/Values	.729(**)

(\*\* - Significance at 0.01 level (2 – tailed); N = 412)

To study the impact assessment between the variables the factors were administered through regression analysis. Firstly the cause and effect relationship was analysed between Environmental knowledge, Environmental concern and Environmental attitude. To analyse the impact assessment, the factors were studied through regression analysis and it was found that environmental knowledge and environmental concern possess a positive and significant relationship while predicting environmental attitude. The results calculated from regression analysis show that adjusted  $R^2$  value comes out to be .629, which shows that 62.9% environmental attitude can be predicted through environmental knowledge and environmental concern.

Furthermore, based on regression analysis following equation has been formed:

$$EA = 1.417 + .524 (EK) + .401 (EC)$$

Where: EA = Environmental Attitude

EK = Environmental Knowledge

EC = Environmental Concern

Similarly, the study was also administered to study the impact assessment analysis between Environmental Attitude, Belief/Values and Sustainable Tourist Behaviour. On applying regression analysis it was found that the independent variables (environmental attitude and belief/values) positively influence in predicting dependent variable (sustainable tourist behaviour). Further, it was analysed that the adjusted  $R^2$  value calculated comes out to be .377 which shows that 37.7% sustainable tourist behaviour can be predicted through environmental attitude and belief/values.

Furthermore, based on regression analysis following equation has been formed:

$$STB = 2.297 + .794 (EA) + .683 (Belief/Values)$$

Where: STB = Sustainable Tourist Behaviour  
EA = Environmental Attitude

The study was further administered to EFA to reduce the data into different factors. On applying EFA to data the KMO value comes out is .747. The high KMO value shows that the data is appropriate for applying factor analysis. The results of EFA show that the data can be categorized into five

factors which are environmental knowledge, environmental concern, environmental attitude, belief/values and sustainable tourist behaviour. The results of EFA also show that the factors extracted from EFA leads to explaining 60.17% of variance. After applying EFA the next step is to confirm the factors obtained which is done by applying CFA. The results show that all the factors obtained have been found valid for formulation of the model as shown in Table 3.

**Table 3: Confirmatory Factor Analysis & Construct Measures**

Constructs	Retained Items	FL/SRW	Sig.
Environmental Knowledge	EK1: I am aware of environmental issues.	.813	***
	EK2: We should protect environment for our healthy living.	.719	***
	EK3: Humans have no right to modify the natural environment to suit their needs.	.678	***
	EA4: I always exhibit inclination to learn more about environmental issues.	.667	***
Environmental Concern	EC1: I am concerned about the current environmental state the world is in.	.701	***
	EC2: I associate myself with environmental lifestyle.	.727	***
	EC3: I am concerned about consequences of environmental negative impacts.	.739	***
Environmental Attitude	EA1: I prefer green initiatives over traditional ones.	.837	***
	EA2: Sustainable practices are adopted by me to protect environment.	.718	***
	EA3: I prefer to visit tourist places following sustainable practices.	.685	***
	EA4: I have to save Environment for future generation.	.735	***
Belief/Values	B/V1: Environmental issues are important to me.	.664	***
	B/V2: I live in harmony with nature to survive.	.675	***
	B/V3: I would describe myself as environmentally responsible.	.712	***
Sustainable Tourist Behaviour	STB1: I intend to show sustainable behaviour while selecting tourist destinations.	.796	***
	STB2: I consider the green image of the tourist place while making decision.	.803	***
	STB3: Sustainable tourist behaviour indirectly effects environment protection.	.821	***

FL= Factor Loading; SRW= Standardized Regression Weight

\*\*\* mean significance < .05

## Structural Equation Model

The final fit of the proposed model has been developed through SEM (structural equation modelling) to formulate the framework for Sustainable Tourist Behaviour as shown in Fig. 2. The analysis of the model formulated has been found appropriate and fit with CMIN/DF = 2.954, GFI = .901, AGFI = .921, CFI = .920 and RMSEA = .044. All the parameters of goodness of fit (GFI, AGFI & CFI) are found to have higher value than .9 indicating model to be appropriate also RMSEA is below than .05 which further supports the model to be fit. Thus it can be concluded from the results formulated that the proposed model can be used to study the Sustainable Tourist Behaviour.

## DISCUSSION AND CONCLUSION

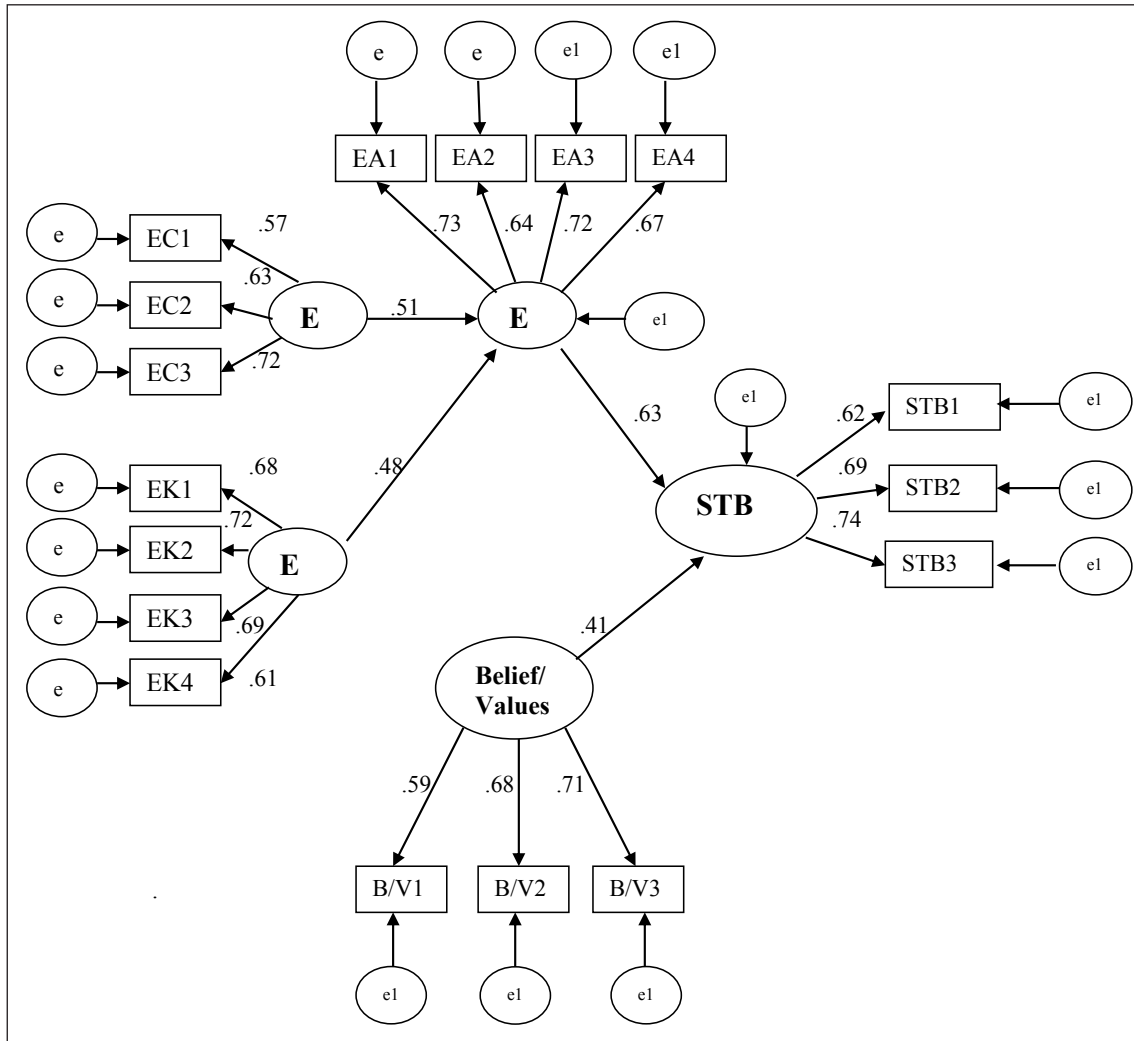
The current study has examined the impact of environmental concern, environmental knowledge, environmental attitude

and values/beliefs on sustainable tourist behaviour. The study has also proposed a framework which gives deep insight of behaviour towards sustainable tourism. The results of the study show that a significant and positive relationship exists between environmental concern and environmental knowledge while predicting environmental attitude. The study also predicts that environmental attitude and belief/values further possess a positive relationship in predicting sustainable tourist behaviour. Overall the results confirm that all the factors possess positive correlation and positively impact while predicting behaviour of consumers towards sustainable tourism.

The respondents of the study show great concern towards environment which has increased the scope for sustainable tourism. The behaviour of consumer is backed by knowledge possessed, which is majorly affected by the environmental aspect. Consumers in recent scenario tend to show sustainable behaviour while availing any tourist services. The current study suggests that consumer today is fully aware

regarding the impact of human activities on deteriorating environment condition. The increased awareness among consumers has made consumers to adopt sustainable practices or green initiatives while choosing tourism alternatives. Making customer aware about the green benefits of tourism provides a lot of benefits which include customer satisfaction, increase in positive word of mouth communication, increase in profit margin and more importantly making environment sustainable for living. The

result of the study also show that consumer knowledge and concern towards environment has enhanced the willingness of consumers to adopt green practices even if the green alternatives are priced higher than the traditional ones. Lack of awareness and concern on part of organisations dealing with tourism industry can reduce their acceptability among the consumers. Therefore, the study proposes the organisations to follow sustainable mode of practices in tourism.



**Fig. 2: Framework of Sustainable Tourist Behaviour**

Like many previous studies the current study also shows that consumer is willing to protect environment and firmly believes in protecting environment to live healthy life. The study also shows that an individual possess positive attitude towards environment and is willing to help in protecting environment. The tourism industry can utilize the positive attitude of consumer in imparting greener alternatives of tourism which will further motivate the consumer and add in developing green behaviour. The study further suggests that green initiatives used by marketers in tourism to satisfy the

concern of consumer towards environment further enhances the chances of using sustainable tourist alternatives. The study also suggests that it is not only the role of consumer to protect environment but also the organisations and governments should promote greener ways of tourism to make the earth cleaner and greener. The study also suggests that the stakeholders should educate everybody about the current environmental situation and motivate them to protect and conserve environment and its resources for a healthier lifestyle. The study further suggest that in order to promote

sustainable tourism the gap between concern towards environment and behaviour of consumer needs to be filled, and it can only be filled by enhancing awareness among consumers towards environment. The study also predicts that knowledge possess a very positive and deep impact in developing a positive attitude towards environment. A consumer with positive attitude towards environment is motivated and is more willing to adopt sustainable ways while availing tourism services.

Furthermore, the study predicts that having good experience with sustainable tourism adds to his/her value/beliefs which further strengthens the behaviour of consumer to avail sustainable tourist practices in future. The results of the study show that sustainable tourism behaviour of consumer towards environment can be predicted using the variables, which are environmental knowledge, environmental concern, environmental attitude and values/beliefs. Finally, the study also formulates a sustainable tourism behaviour model to explain the interrelationship among variables and their impact on predicting sustainable tourism behaviour. Lastly the study also accepts the purpose of study, which is to avail sustainable tourism alternatives. Sustainable tourism positively affects behaviour of consumer while making decision towards tourism. The study has left a scope for other variables which could not be taken in the current study affecting sustainable behaviour of consumer to be studied in future researches and also studying their interrelationship along with impact on sustainable behaviour.

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