

# Will 'Doing Right' Lead to 'Doing Well'?

*An Examination of Purchase Intentions of Hotel Consumers from a Green Perspective*

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## Introduction

### Abstract

Environmental concerns grew rapidly in the 1990s followed by the alarming reports of global warming which lead to the so-called "green decade" (Kirkpatrick, 1990). With the green decade came green consumers, who understood the impact of consumption habits on the environment and made more eco-friendly purchases. As a result, the concept of "green-hotel" emerged and spread across various segments of the lodging industry. Since the hotel industry is identified to be a high energy consuming industry, it is important that hotel management incorporates strategies to reduce the environmental impact of business practices (Nikolaou et al., 2012). Hotels may go green for the purpose of competitiveness, legitimation and ecological responsibility. The purpose of this study is to research the intention of customers to stay in green hotels based on **perceived trust, attitude, subject norms, and perceived behavioral control**. This research will provide the essential knowledge to help hotel management attract green customers.

### Research Question

Are any of the four factors significant in influencing a consumer to stay in a green hotel?

### Hypotheses

- H1. Consumers' perceived trust in green hotels positively influences their intention to stay in green hotels
- H2. Consumers' attitude towards green practices positively influences their intention to stay in green hotels
- H3. Subjective norms positively influence consumers' intention to stay in green hotels
- H4. Perceived behavioral control of consumers positively influences their intention to stay in green hotels
- H5. Consumers' perceived trust positively influences their attitude towards green hotels



## Methodology

### Research Design

- Collect data using Qualtrics, an online self-administered survey; Survey questionnaire will be developed and pretested on fifty university students
- Online survey questionnaire will be created and sent to a convenience sample of faculty and staff at a large US university
- All items will be answered on a 7-point Likert-type scale ranging from "Strongly Disagree" to "Strongly Agree"



### Measures

- Quantitative analysis will be carried out using Statistical Package for the Social Sciences (SPSS), and LISREL software 8.0
- Quantitative analysis techniques include descriptive statistics, factor analysis, and structural equation modeling
- The proposed model (see figure 1) with identified constructs will be used to test the theorized interrelationship between constructs

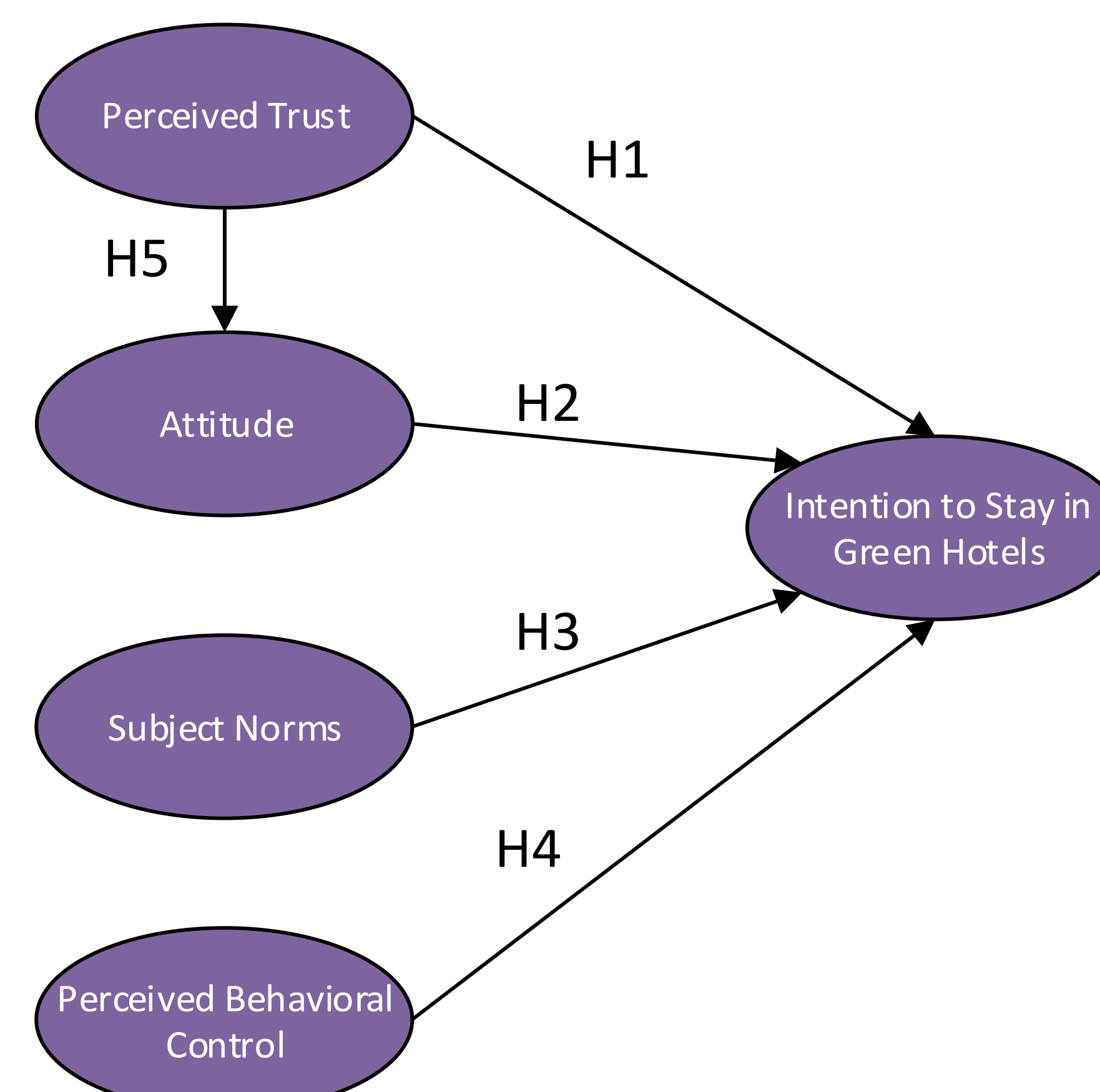


Figure 1. Conceptual Model for Predicting the Intention to Stay in Green Hotels

## Predicted Results

- Social context influences certain behaviors of users and subjective norms become crucial because interdependence and interconnectedness are identified in behavioral studies (Pasick et al., 2009)
- Consumers enjoy their experience more when they have control over their action (Lunardo & Mbengue, 2009)
- Consumers' perceived trust, subjective norms, perceived behavioral control, and attitude positively influence consumers' intention to stay in green hotel
- Trust positively influences consumers' attitude about green hotels

## Implications

- Consumers' understanding and apprehension of various ecological problems influence their decision making process when choosing a hotel
- Vital for hotel management to be proactive in their operations and marketing services to eco-friendly customers
- Hotel management needs to address the growing demand for eco-friendly practices to increase profitability and commitment to environment



## Future Research

- Web-based survey respondents cannot represent all hotel customers in the US
- Future cross cultural studies in this context will help to validate this study across different cultures
- Future research might consider wider sampling range, collected in an actual consumption setting to enhance the validity and generalizability of the sample