

**Investigating Turkish Green Hotel Customer's
Decision-Making Mechanism: Re-testing The
Extended Model of The Theory of Planned Behavior**

Tuğrul Günay

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Doctor of Philosophy
in
Tourism Management

Eastern Mediterranean University
September 2021
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

Prof. Dr. Ali Hakan Ulusoy
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Doctor of Philosophy in Tourism Management.

Prof. Dr. Hasan Kılıç
Dean, Faculty of Tourism

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Doctor of Philosophy in Tourism Management.

Prof. Dr. Hüseyin Araslı
Supervisor

Examining Committee

1. Prof. Dr. Hüseyin Araslı

2. Prof. Dr. Oktay Emir

3. Prof. Dr. Salih Katırcıoğlu

4. Asst. Prof. Dr. Mehmet Güven Ardahan

5. Asst. Prof. Dr. Rüçhan Kayaman

ABSTRACT

Over the last decade, many studies have started to focus on understanding customer's green purchase intentions or revisit intentions since the increasing importance of environmental issues in the hotel industry.

The main aim of the study is to suggest and test the intention-loyalty chain (ILC) which suggests that a hospitality organization's green sustainability may be enhanced by connecting re-visit intention willingness to pay more, green customer satisfaction, and loyalty.

In other words, the research model was formed to suggest and test (revisit) intention-loyalty decision making model based on an extended TPB theory. Data were collected by face-to-face survey technique, and 400 usable questionnaires were held from the customers in Izmir City, Turkey.

In the findings, four of five constructs in the antecedents of intentions, except perceived control, were found as significant, and all three consequences of revisit intentions were found as significant. The results of the study supported the usage of the extended theory of planned behavior in the context of green hotels. Theoretical contributions and discussions were explained lastly.

Keywords: environmentally friendly activities, loyalty, overall image, satisfaction, revisit intention, willingness to pay more.

ÖZ

Son on yıl içerisinde, birçok çalışma hotel endüstrisinin de artan çevresel konuların öneminden dolayı müşterilerin yeşil alan satın alma niyetlerini anlamaya odaklanmıştır.

Çalışmanın temel amacı, bir konaklama organizasyonunun yeşil sürdürülebilirliğinin, daha fazla ödeme için tekrar ziyaret niyeti, yeşil müşteri memnuniyeti ve sadakati ile geliştirilebileceğini öne süren niyet-sadakat zincirini önermek ve test etmektir. Bir diğer ifade ile, araştırma modeli, genişletilmiş bir Planlı davranış teorisine dayalı niyet-bağlılık karar verme modelini önermek ve test etmek için oluşturulmuştur.

Çalışmada kullanılacak veriler 400 kişiden oluşturulan yüz yüze toplanan anketler doğrultusunda İzmir’de gerçekleştirilmiştir.

Elde edilen bulgularda, algılanan kontrol dışındaki niyetlerin öncüllerindeki beş yapıdan dördü anlamlı, niyetin üç sonucunun tümü de (daha fazla ödemeye isteklilik, memnuniyet ve sadakat) anlamlı olduğu tespit edilmiştir. Çalışmanın sonuçları, planlı davranış teorisinin yeşil oteller bağlamında kullanımını desteklemiştir. Son olarak ise teorik katkılar ve tartışmalar açıklanmıştır.

Anahtar Kelimeler: çevre dostu faaliyetler, sadakat, genel imaj, memnuniyet, tekrar ziyaret niyeti, daha fazla ödemeye isteklilik.

DEDICATION

To My Family,

I would like to dedicate this to my supportive family. This work is dedicated to my daughter Victoria Alara Günay, and my niece Ada Doğu. You two are the best golden rewards of my life. This study is also devoted to my wife and parents, whose unfailing support helped me overcome even the most difficult of life's challenges. My family devoted a great deal of support throughout the years. I draw strength from my family's intelligence and optimism. I am truly varying grateful. My family is the source of my pride and happiness.!

ACKNOWLEDGEMENTS

First and foremost, I am extremely grateful to my supervisor, Prof. Dr. Hüseyin Araslı for his invaluable advice, continuous support, provided knowledge, help, encouragement, and patience during my Ph.D. research. Your effort and valuable support and motivation in planning, writing, executing, and completing the and very valuable directions on my thesis. There is no way that I could have made this journey without my supervisor.

I would also like to thank the entire jury members Prof. Dr. Şule Aydın, Prof. Dr. Oktay Emir, Prof. Dr. Salih Katırcıoğlu, and Assist. Prof. Dr. Rüşhan Kayaman for their valuable suggestion and guidance.

Many thanks to Assoc. Prof. Dr. Rukiye Kilili and Dr. Maryam Abdullahi for supporting this work with their intelligence and suggestions.

Finally, I would like to thank everyone who directly or indirectly contributed to the completion of the research work.

I also appreciate friends throughout my study for their encouragement and support.

TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	iv
DEDICATION	v
ACKNOWLEDGEMENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii
1 INTRODUCTION	1
1.1 Research Background.....	1
1.2 Significance of the Study	4
1.3 Research Objective.....	6
1.4 Organization of the Study	6
2 LITERATURE REVIEW.....	7
2.1 Green Marketing Tools	7
2.1.1 Environmental advertisements.....	9
2.1.2 Eco-Labeling.....	11
2.1.3 Eco-Branding.....	13
2.2 Definition of Green Marketing.....	14
2.3 The Concept of Green Hotel	16
2.3.1 Green Hotel Certification	17
2.3.2 Green Hotel Facilities	20
2.4 Factors Effecting Consumers’ Purchasing Behavior towards Green Products .	21
2.5 Theoretical Framework	22

2.5.1 Theory of Planned Behavior.....	22
2.6 Recent Green Marketing in the Hospitality Management Literature.....	25
2.7 Green Consumer's Buying Behavior.....	29
2.8 Differences Between Green Marketing and Traditional Marketing.....	33
2.9 Green Marketing as a Factor of Competitiveness.....	35
2.10 Why Are Hotels Going Green?.....	38
3 HYPOTHESES.....	40
3.1 Attitudes, Subjective Norms, Perceived Control and Revisit Intention.....	40
3.2 Environmentally Friendly Activities.....	40
3.3 Overall Image.....	41
3.4 Willingness to Pay More.....	42
3.5 Satisfaction.....	42
3.6 Loyalty.....	43
4 METHODOLOGY.....	46
4.1 Research Approach.....	46
4.2 Research Framework.....	46
4.3 Variable Measurement.....	49
4.4 Data Analysis Methods.....	49
4.5 Collection of Data.....	50
4.6 Ethical Consideration.....	51
4.7 The Province of İzmir.....	51
4.7.1 The Reasons for Choosing Izmir City were that;.....	51
5 RESULTS OF STUDY.....	54
5.1 Sample Profile.....	54
5.2 Measure Reliability and Validity.....	55

5.3 Structural Model and Hypothesis Testing.....	56
6 DISCUSSION	60
6.1 Evaluation of findings	60
6.2 Theoretical Contributions.....	63
6.3 Limitations and Further Research	64
REFERENCES.....	66
APPENDIX.....	115

LIST OF TABLES

Table 1: Differences between traditional marketing and green marketing	34
Table 2: Demographics characteristics of sample.....	54
Table 3: Results of measurement properties	57
Table 4: The square root of the AVE and interconstruct correlations	57
Table 5: Results of hypothesis tests	58

LIST OF FIGURES

Figure 1: Theoretical research model	46
Figure 2: Map of izmir province.....	53

LIST OF ABBREVIATIONS

ATT	Attitudes Towards Green Hotels
CFA	Confirmatory Factor Analysis
EFA	Environment Friendly Activities
EMS	Environmental Management System
GTBS	Green Tourism Business Schene
L	Loyalty
OI	Overall Image
PC	Perceived Control
RVI	Revisit Intention
S	Satisfaction
SN	Subjective Norms
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
WP	Willingness to Pay more

Chapter 1

INTRODUCTION

1.1 Research Background

In general, wild animals and ecosystems are in danger. Earth's polar ice caps are melting, causing sea levels to rise. In these modern times, the media no longer skeptical around the issue of climate change. More and more researchers, practitioners, administrations are concerned about green management, which is described as “a set of techniques used by organizations to prevent, reduce, and in some cases eliminate environmental damage” (Cooper, 1998).

Green customers first appeared in the 1990s-often referred to as the green decade because of the rapid spread of environmentalism at that time (Kirkpatrick, 1990). Consumer environmental concerns, including global warming, ozone depletion, and habitat loss, continue to grow. More and more people are becoming aware that the choices they make with their money have a significant impact on the environment.

To assess consumer commitment to environmentally friendly management, we need to look at how many people are willing to buy environmentally friendly products/services. Concern for the environment has sparked a trend among hoteliers to conserve resources by saving more consumables, using less energy, wasting less water, and discharging fewer pollutants into the air, water, and soil (Italian National Agency for the Protection of the Environment and for Technical Services, 2002).

Green hotels are environmentally friendly establishments whose management strives to implement green initiatives such as using less water and electricity and reducing waste in order to preserve our single planet. Green hotel management techniques such as energy and water conservation, waste control, and educating guests about the environment all fall under this statement (Kotler, Bowen, & Makens, 1999; Middleton & Hawkins, 1998).

One of the main reasons a hotel goes “green” is regulations and lower costs, including reducing waste and energy consumption. In terms of product quality, employee morale, customer satisfaction, and willingness to pay a premium for green products, green management is associated with all of these factors (Laroche, Bergeron, & Barbaro-Forleo, 2001; Yeh et al., 2021).

Hoteliers, in particular, are implementing more aggressive environmental management as consumers seek environmentally friendly goods and services (Claver-Cortes et al., 2007; Amoako et al., 2020; Moon, 2021). Eco-friendly hotels satisfy customer demand while reducing waste and energy/water costs through sustainable environmental practices (Manaktola and Jauhari, 2007; Ahmed et al., 2021). In recent years, in order to differentiate themselves from other hotels, more and more hotels have taken initiatives to improve their environmental performance in order to position themselves differently in the rapidly changing lodging industry (Kumar, 2021; Wolfe and Shanklin, 2001; Manaktola and Jauhari, 2007; Chan and Wong, 2006). Specifically, hotel marketing firms seek to enhance their firms' competitiveness (i.e., attract attention and retain customers) by promoting environmental sustainability in their businesses and ultimately increasing profitability (Chan and Wong, 2006, Manaktola and Jauhari, 2007).

Recently literature pointed out contradictory evidence about customer behavioral intentions has already been found. An approximate 83% of Americans at the start of the 1990s said they had altered their behavior to protect the environment, while an estimated 67% of the population said they would be willing to spend between 5% and 10% extra for environmentally friendly goods. There is more concern for the environment nowadays, yet green goods are finding it difficult to get a substantial market share (Rahbar& Wahid, 2011; Manaktola & Jauhari, 2007; Wong, Turner, & Stoneman, 1996). However, UK studies have shown that the number of environmentally conscious customers has increased only little, and their desire to buy environmentally conscious goods has also decreased (Intel, 1991, 1995). Although the paradox itself has been answered, there is still a strong case to be made for re-examining the impact of green hotel pictures on visitor behavioral intentions (Rahbar& Wahid, 2011).

Also, Zhuping and Qiang's (2009) research showed that hotel accommodation consumers in China tend to desire to help the property owner conserve green efforts but are hesitant when it comes to participating in increased cost initiatives. While customers were generally supportive of environmental efforts such as conserving energy and water, they weren't willing to change their bed sheets or wash clothing using washing sacks and rejected utilizing recycled items. In order to spread a green awareness among customers, the state and trade organization should continue to provide further assistance. Therefore, to shed light on the abovementioned conflicts the main objective is to propose and test (revisit) intention-loyalty decision making mechanism containing green hotel users in Izmir based on the extended TPB model.

As the business has begun to pay more attention to green management, more emphasis is being placed on researching corporate social responsibility, green hotels, green consumption, and socially conscious customers. Despite the significant influence of images on the value of a product or service (MacInnis & Price, 1987), no study has yet examined customer satisfaction and loyalty in relation to customer's feelings toward green hotels in Turkey. This study addresses these gap. Revisit intention-loyalty mechanism based on an extended model of the TPB.

The specific objectives were also to test the extended TPB model (Han&Kim,2010) by considering the antecedents of revisit intention such as attitude, norms, perceived control, and overall image to better predict the willingness to pay, satisfaction, and loyalty relationships of green hotel customers.

1.2 Significance of the Study

The main aim of this study is to suggest and tests a new green consumer's intention-loyalty decision making mechanism model in order to give implications to hotels managers in order to develop their understading of the above-mentioned link.

In order to understand green customers, their decision-making processes that go through intentions, particularly revisit intentions and buying, willingness to pay more decisions were recommended to be analyzed (Han&Kim, 2010; Chung,2016). However, such a study involves the whole green consumer decision-making ended up with green loyalty is sparse in the green literature.

In marketing literature, the Theory of Planned Behavior (TPB) (Ajzen, 1985) was widely used theory when analyzing revisit intentions of green customers in tourism industry (Wang, 2012; Wu and Teng, 2011; Han et al., 2010; Chang et al., 2014; Teng

et al., 2015; Yadav and Pathak, 2017; Wang et al., 2018; Verma and Chandra, 2018). This research tried to explain customers' revisit intentions to green hotels by using the extended version of TPB which analyzes antecedents as well as the outcomes of revisit intentions. Considering the reliability and usability of the TPB in understanding consumer's pro-environmental behaviors (i.e willing's to pay more, satisfaction and loyalty) (Kalafatis et al., 1999; Stern, 2000), the theoretical framework of the study was based on the extended TPB.

TPB has been criticized in the literature because it is a self-interest theory and all of its constructs are rational predictors of outcomes (Ajzen, 2011; Miller, 2017; Wang, Wang et al., 2018) and cognitive variables (Kim et al., 2013), adding new constructs was suggested to increase prediction power of the TPB (Ajzen, 1991; Sniehotta et al., 2014; Wang et al., 2018a). In the previous research, various variables were added to the TPB such as destination image (Lee & Back 2008), anticipated regret (Kim et al., 2013), experience (Lee and Back 2008) to increase the strength of the TPB. And accordingly, the very recent literature (Hand and Kim, 2010) proposed the revisit intention traditional model was extended via adding attitude, subjective norms, overall image, perceived behavioral control, frequency of past behavior) which are the focus of first part of the model suggested by this thesis.

Thus, environmentally friendly activities and overall image, which are two important constructs that affected revisit intentions, had been added to the TPB theory as new constructs to increase the prediction power of the theory (Han&Kim, 2010). In this thesis these two new constructs have been also used and confirmed in Turkish hotel green setting. By incorporating these two constructs to the original TPB, the extended TPB, which is new in literature, was tested again and confirmed in the study to

understand green customers' decision-making mechanism including revisit intentions to green hotels.

1.3 Research Objective

The main aim of the study is to suggest and test the intention-loyalty chain (ILC) which suggests that a hospitality organization's green sustainability may be enhanced by connecting re-visit intention willingness to pay more, green customer satisfaction, and loyalty.

Also, the specific objectives were to test the extended TPB model (Kim&Han,2010) by taking the antecedents of revisit intention such as attitude, norms, perceived control, and overall image into account in order to better predict green hotel customers' re-visit intention green hotel setting.

1.4 Organization of the Study

The study is providing into six chapters, with the first chapter offering background information on the subject. Then, the research literature review, research model, and methodology are all expressed, the findings are shown, and the results were interpreted. Finally, limitations and recommendations for further research were clarified.

Chapter 2

LITERATURE REVIEW

2.1 Green Marketing Tools

Environmental degradation is one of the most pressing problems of the twenty-first century. According to Tanner and Wölfling (2003), human consumption, mostly caused by overconsumption, is the main source of environmental problems. Schäfer et al. (2011) argue that excessive consumption not only threatens the natural environment but also has an impact on consumers' welfare and quality of life. As a result, both developed and developing countries are looking for a solution to reduce the harmful effects of overconsumption by purchasing environmentally friendly items.

There are no concerns about, green marketing which has become a big trend in the competitive corporate world. Most green marketing practices emerge as a result of adding long-term value to the customer.

The concept of sustainability includes green marketing (Sima, 2013). Green marketing, according to Polonsky (1999), is a comprehensive strategy that involves anticipating, identifying, and satisfying consumer needs in an environmentally responsible manner that maximizes the use of natural resources for the benefit of society and organizations. Green marketing encompasses a wide range of activities, including environmentally friendly product manufacturing, packaging, and distribution.

In general, green marketing seeks to achieve waste minimization, product concept innovation, and environmental profitability for businesses (Chin et al., 2018). In the context of industry, according to Ashrafi (2014), eco-friendly products are created, advertised, priced, and distributed by a company. In conclusion, green marketing can be used as a strategy for long-term benefits. According to Chin et al. (2018). The green marketing tools, include components such as “eco-brand”, “eco-label” and “environmental advertising”.

Eco-brands have characteristics that let customers distinguish them from non-green items (Chin et al., 2018; Rahbar & Wahid, 2011). Many entities (e.g., governments, business enterprises, and society) have used eco-labels to protect the environment. According to Giridhar (1998), an eco-label is the overall environmental performance of a product. In addition to positioning and differentiating products, eco-labels are often used to convey environmentally beneficial messages (Chin et al., 2018; D'Souza, 2000; D'Souza et al., 2006).

Green marketing strategies are of great importance to enable companies to differentiate themselves in the market and to enable consumers to make more informed purchasing decisions (D'Souza, 2004). Nowadays, consumers want to know information about the conditions and timing of the production of the product as well as the usage performance of the products.

The eco-label movement, which began with European Union in 1992, has now spread worldwide. It is necessary to comply with certain conditions and procedures by adopting sensitivities that do not disturb the ecological balance of the products and services produced. Otherwise, environmental problems become hazards and threaten

vitality. For this, an eco-label is a tool to maintain ecological sensibilities, which is important to help customers make environmentally sound product choices and allow them to learn about the manufacturing process (Rex & Baumann, 2007). Consumers can use the "eco-label" to choose environmentally friendly items (Proto et al., 2007).

2.1.1 Environmental advertisements

In today's world, competition is intense, and the number of substitute products is increasing day by day. Companies have to contribute to society in order to survive. Green advertising contains messages that the company maintains a green lifestyle, that the products and services it produces do not harm the environment and that it is committed to improving the environment (Alniacik & Yılmaz, 2012).

According to Kim and Han (2016), green advertising is advertising that claims that the advertised product, company, or brand is environmentally friendly and that the methods used in the production process best conserve resources and energy.

Green advertising can also be explained as advertising messages that are created in accordance with the needs of environmentally conscious and sensitive consumers (Bhatia & Jain, 2013).

Advertising can be viewed and perceived as a type of discourse that promotes and propagates social ideals (Jhally, 2000). The private sector has been driven to create green slogans for their products and companies as environmental issues gain traction and customers become more aware of the environmental impact of their purchases. (Baum, 2012).

Hotel owners strive to make their facilities more environmentally friendly for two reasons. They recognize that lowering prices while attracting more customers is a legal strategy. Protecting the environment is a healthy and important thing for future generations. As a result of the increase in "go-green" guests, nature-friendly hotels are becoming more popular. As a result, hoteliers should think about leveraging their eco-friendliness to increase reservations and revenue. There are some basic ways for green hotels to advertise in an affordable way. These tips can help hotel companies position their hotel business effectively (AreMorch, 2019).

According to Carlson et al. (1993), many companies have used advertising to express genuine efforts to reduce the environmental impact of their goods and services; others have used advertising to exaggerate or even invent the environmental attributes of their goods. Greenwashing, or the act of conveying misinformation to customers about a company's environmental policies or the sustainability benefits of a product or service, is a type of misleading advertising (Baum, 2012).

Green marketing has gone through many stages since 1975. The first workshop on green marketing was sponsored by American Marketing Association in 1975. Environmental responsibility is an important management function that has become a critical tool for the success of any business. With the development of green customers in the 1980s, an important shift in customer behavior toward eco-products was noted, leading to market mechanisms for environmentally friendly firms (Baum, 2012; Ottman, 1993). Green marketing began to gain traction in Western countries in 2000 after experiencing a negative response in the 1990s (Ottman et al., 2006).

As consumers become more aware of environmental concerns, companies have begun to adopt green tactics (Sahin et al., 2020; Baum, 2012) and make environmental claims in their advertising campaigns to gain a competitive advantage. According to Connolly and Prothero (2003), a well-executed green positioning plan can give a company an advantage by improving brand perception. The literature shows the existence of green market sectors as well as the company's strong responsiveness to green customer demand (Ahmad, Ahmad & Shah, 2010).

2.1.2 Eco-Labeling

Eco-labeling has a significant impact on consumer behavior towards items as it conveys information about customer's environmental concerns as well as product qualities (Shabbir et al., 2020). Many companies are under increasing pressure to conduct their activities in an environmentally responsible and sensitive manner and use it as a competitive advantage (Yılmaz, Üngüren, & Kaçmaz, 2019).

As a result, companies focus on demonstrating their competitive superiority by showing that they are environmentally friendly and sensitive, that they are aware of consumers' environmental concerns, and that they limit the environmental impact of their operations (Chan, 2001). Customers during this time are informed about how their products are less harmful to the environment through eco-labels (Yucel & Ekmekciler, 2008).

Eco-labeling is a method that informs customers about the external consequences of products during their production and use (Bougherara & Combris, 2009). The main objective of the above system is to provide simple and easy-to-understand information to customers so that they choose environmentally friendly items (Delmas & Grant,

2008). Eco-labels provide information about items to convince people to choose environmentally friendly items (Yılmaz, Üngüren & Kaçmaz, 2019).

A number of studies also emphasized that Eco-labels must be comprehensive, easy to understand, consistent, and have elements that meet legal requirements (Oflac & Gocer, 2015).

In relation to marketing mix techniques packaging and product design, channel selection, promotion, communication, and eco-label strategy, scholars also highlight the commercial benefits for companies related to environmental practices and green marketing strategies (Duffett, Edu, Haydam, Negricea & Zaharia, 2018; Chen, Gao, Swisher, House & Zhao, 2018; Zhang, Sogn-Grundvåg, Asche & Young, 2018; Khan et al., 2018; D'Souza & Yiridoe, 2019; Yılmaz, Üngüren & Kaçmaz, 2019).

In a study by Khan et al. (2019), a multiple mediation model was conducted with a sample of 160 small business owners/managers using the resource-based view and the dynamic capability view in Bangladesh. The results show that "green marketing mix" and "eco-labeling" tactics mediate the impact of green entrepreneurship on small business success.

Customers are educated about the environmental impact of producing a product or providing a service at any level through eco-labeling (Alagöz, 2007). Generally, customers are not able to identify the environmental damage caused by a product or service at the manufacturing stage.

Environmentally friendly products or services are rewarded with eco-labels (Alagöz, 2007). According to Lupu et al. (2013) eco-labels are a program that encourages companies to market products and services that are environmentally friendly. Eco-labels, on the other hand, are "a tool that helps buyers quickly identify environmentally friendly products or services" (Yılmaz, Üngüren, & Kaçmaz, 2019).

2.1.3 Eco-Branding

Previous studies have highlighted the importance of eco-brands in green purchasing behavior (Sumrin et al., 2021; Chin et al., 2018). A brand is a sign, word, symbol, logo, or design, or a combination thereof, that serves to identify the goods or services of a seller or group of sellers and distinguish them from a competitor. Eco-brands have characteristics that enable customers to distinguish them from non-organic items (Chin et al., 2018; Rahbar & Wahid, 2011).

In addition, Zhu and Sarkis (2016) noted that there is no universal definition for green marketing, but ecological knowledge is a common component of the definitions of Shabbir et al. (2020), who indicate that companies commit to products, pricing, advertising, design, and distribution that do not have a negative impact on the environment.

According to market research, the majority of customers in the market are willing to pay higher costs for green products (Shabbir et al., 2020). Customers have more options to engage in renewable energy thanks to the concept of green pricing (Mishra et al., 2017).

Furthermore, while the definition of "green" is usually assumed to refer to environmentally friendly attributes, the definition is ambiguous and can be interpreted

in a variety of ways depending on factors such as international, national, and local business practices, market structures, social norms, policies, and government regulations.

2.2 Definition of Green Marketing

Environmental sustainability has risen to the top of the global policy agenda in recent decades and is widely recognized as a critical guiding principle for innovation (Dangelico&Vocalelli,2017). As global concerns about "environmental sustainability" as well as "climate change" increase, all companies must confront the difficulty of incorporating environmental considerations into their business strategies and actions (Dangelico&Vocalelli,2017). Most of the functional groups of the company are involved in this problem including "research and development", "design", "production" and "marketing" (Dangelico&Vocalelli,2017). Reduce the environmental impact of industrial operations and promote cleaner production by successfully designing and manufacturing environmentally friendly goods or services. Since marketing inputs are required to establish product ideas and design, marketing is critical to this process.

Moreover, the production of green products/services is useless for environmental sustainability if they are not widely adopted in the market. Marketing is particularly important in such a process because it can help create a green market by engaging with customers to increase their knowledge of "environmental sustainability" and educate them about "the benefits of environmentally sustainable products and services" (Rex & Baumann, 2007).

In the tourism industry, environmental issues have a great influence (Erdogan & Baris, 2007). Moreover, consumers are aware of the “environmental damage” such as “carbon emissions” as well as “waste resources” generated by restaurants, and the demand for greens is increasing year by year. As a result, hotel management became more involved in green environmental activities.

Tourism executives are concerned about the environment, which has led to the rise of green restaurants. It is crucial for the hotel industry to offer eco-friendly solutions to sustain growth (Kasim, 2007; Yu et al., 2020; Han, Yu & Hyun, 2020; Rawashdeh & Al-Ababneh, 2021; Nam, Lo, Yeung & Hatter, 2020; Shen, Qian & Chen, 2020). According to previous studies, the hotel sector requires excellent resources and environmental management to ensure its long-term viability and expansion (Erdogan & Baris, 2007).

Green Marketing was first defined in 1976 by Henion and Kinnear, who stated that it is any marketing activity that helps produce environmental problems and can help give a solution to environmental problems.

Another study dedicated to green marketing (Chandran & Bhattacharya, 2019; Singh & Pandey, 2012; Dangelico et al., 2017) has been defined as "the way to design exchange relationships that go beyond the current needs of consumers while taking into account the social interest in protecting the natural environment". Due to the increased environmental awareness of society in recent decades, the demand for sustainable development and green marketing is gaining traction (Delafrooz, Taleghani & Nouri, 2014; Bukhari, 2011; Shabbir et al., 2020; Boztepe, 2012; Singh, Vrontis & Thrassou, 2011).

The availability of "natural resources and their utilization" is critical to the growth and performance of the hospitality industry. One of the most important marketing aspects for the local hotelier concerns the natural resources of the destination.

The hotel landscape is changing due to the market growth of green consumers. Hotels are mainly implementing sustainability practices and pushing for responsibility to meet the needs of green consumers (Lee, Sun, Wu & Xiao, 2018; Chandran & Bhattacharya, 2019; García-Rosell & Moisander, 2007; Mercade Mele, Molina Gomez & Garay, 2019; Tanford, Kim & Kim, 2020; Chung, 2020; Ponnareddy et al., 2017; Hussain, Mu, Mohiuddin, Danish & Sair, 2020). Hotels are the most profitable sector of the hospitality industry; however, it is present when there is an inevitable relationship when considering hotels and environmental challenges (Swarbrooke, 1999).

2.3 The Concept of Green Hotel

A green hotel is one that is committed to protecting the environment and produces environmentally friendly initiatives. Green operations are being pursued by a growing number of business owners as a smart marketing strategy to complete market segmentation and positioning in the industry (Hameed et al., 2021). Such tactics can provide several long-term benefits to a company's marketing and customer focus, such as lower operating costs and less waste (Chung, 2020). As a result, the green hotel business model is considered an emerging niche sector in the highly competitive hotel industry (Manaktola & Jauhari, 2007).

According to a recent study by Han (2020), a growing number of hospitality businesses have joined a variety of sustainable initiatives to protect nature, conserve

environmental resources, and maintain socioeconomic benefits. The customers of such businesses are often encouraged to adopt environmentally/socially responsible tourism behaviors (Del Chiappa et al., 2016; Khatter et al., 2019; Mihalic, 2016; Um & Yoon, 2021; Wang & Wong, 2020; Rawashdeh & Al-Ababneh, 2021; Novacka et al., 2019; Yarimoglu & Gunay, 2020).

Green purchasing refers to the environmentally conscious buying behavior of customers for green products/services to reduce environmental damage (Joshi & Rahman, 2015). The concept of green purchasing involves avoiding the purchase and consumption of environmentally hazardous goods and services (Chan, 2001).

A green hotel can be defined as an eco-friendly lodging facility that proactively reduces its harmful environmental impacts and provides its visitors with a healthy atmosphere, services, and accommodations for their overnight stay (Han, 2015). According to Han (2020), these green lodging properties are often considered safer for the environment compared to traditional hotels and restaurants.

2.3.1 Green Hotel Certification

According to Bonilla, Najera and Font (2011), green certification methods are becoming increasingly important in the tourism industry as they meet sustainability requirements and offer benefits in both internal values, performance, cost savings, and external visibility and marketing of hotels. Although there are various reasons and tactics to meet environmental criteria (Ginsberg & Bloom, 2004), these efforts are an attempt to differentiate hotels in the industry. Green certifications, on the other hand, have different standards and can be understood differently by tourists (Nelson et al., 2021).

Nelson et al. (2021) The commercial viability of green hotel certifications as a way of moving the hospitality industry towards sustainability depends on their impact on visitor demand and customers' willingness to pay for these hotels. It follows that there is a need to help hotels adopt environmental efficiency measures that are not particularly cost-reducing. This is because tourists are interested in environmental issues and influence the choice of hotels for tourists. Several researchers have investigated whether consumers will pay more for eco-friendly, eco-certified, and eco-labeled products (Yu, Gao & Zeng, 2014; Vlosky, Ozanne & Fontenot, 1999; Konuk, 2019; Fuentes-Moraleda et al., 2019; Boronat-Navarro & Pérez-Aranda, 2019; Kang & Nicholls, 2021; Nadia, Beatrice & Atour, 2020; Balaji, Jiang & Jha, 2019).

There are few studies on guest demand for eco-friendly hotels and willingness to pay for them (Nelson et al., 2021). According to Peiro-Signes et al., (2014), visitors prefer hotels with the international ISO 14001 standard for green progress more than hotels without certification. This supports the idea that customers may be willing to pay more for certified hotels.

There are about 140 eco-labels dedicated to green hotel certification, but only 6.2 percent of hotels worldwide are certified, and only 0.9 percent of hotels in Asia are certified (Green Hotel World, 2016). Despite numerous attempts to advance green hotel industry activities, the value of green certification to customers is not fully appreciated in all contexts, as seen in the small number of hotels that are certified (Gan & Nuli, 2018).

Green accreditation is the most important green attribute a hotel (or other tourist business) can have, according to surveys of travelers. Many environmental solutions

quickly pay for themselves in cost savings, and hotels can claim various tax benefits for being green, depending on what a tax assessor concludes (Green traveler guides, 2015).

However, with so many green certification programs popping up in recent years, the question is: Which ones are legitimate? How can you be sure they are not simply certifying every hotel that pays a price or allowing companies to rate themselves without independent verification? Which certification bodies need to be constantly recertified and improved?

There are a number of green certifiers. They all take their role as guardians of sustainability very seriously. For example, "EarthCheck" is a website that provides information about the environment. Many prominent eco-conscious hotel brands, such as Intercontinental, Langham, Taj, Radisson, and Six Senses, prefer the "EarthCheck" six-step process. It begins with benchmarking to establish a framework for long-term operations and ends with various levels of certification. The company is headquartered in Australia.

Eco-Certification Program for Sustainable Tourism Sustainable Travel International's STEP program is a comprehensive sustainable tourism accreditation program. STEP can certify businesses in any segment of the travel and tourism industry. In addition, "Green Tourism Business Scheme" (GTBS) is another program. The GTBS is United Kingdom's national sustainable tourism certification program. Through the "International Center for Responsible Tourism", it is the only "green tourism" certifier recognized by "Visit Britain". Businesses are graded against rigorous standards in areas such as "energy and water efficiency", "waste management", "biodiversity" and

more by an expert assessment consultant. Based on their level of success, businesses receive a “Bronze, Silver or Gold Medal”. Green-certified places to stay, eat, buy and visit in England and Scotland can be found on the GTBS website.

Another program is "Green Key" based in Canada. This Canadian-based self-assessment process is designed to help a hotel identify its existing environmental impacts. Upon completion of the program, an on-site inspection can be conducted to verify the assessment, and a “Green Key rating” of one to five is assigned (Green Traveler Guides, 2015).

2.3.2 Green Hotel Facilities

According to Scott, Peeters & Gossling (2010), tourist transportation is the largest source, accounting for 75% of total CO₂ emissions in 2005. Aviation makes the most significant contribution. Transportation accounts for 40% of total emissions, with automobiles accounting for 32%. In terms of the number of journeys, car transportation transports much more visitors; it ranks second. It contributes significantly to CO₂ emissions. The hotel industry is the third most significant sub-sector, accounting for about 21% of total CO₂ emissions, and it has been castigated globally for its wasteful use of "non-renewable resources" (Dhirasasna et al., 2020). It is expected that by 2035, it would have shifted to aviation sector. The tourism industry has been slower to adopt and implement sustainability than other industries (Sigala, 2014; Modica et al., 2020; Verma, 2014; Font et al., 2008).

The hotel industry is following the trend of recognizing negative environmental impacts and trying to mitigate them by conserving resources (Bohdanowicz et al., 2011; Hsiao et al., 2014). "Environmental management systems" (EMS) are crucial for evaluating hotel activities in terms of environmental protection. The goal of a "green

hotel rating system" is to protect the environment by reducing the "negative impact" of resource use (Hsiao et al., 2014; Dief & Font, 2012).

Hotel management would like to focus their plans and efforts on implementing an "environmental management system" that meets the government's guidelines for green hotels (Butler, 2008). However, they are unclear about the components and function of such a system (Chung, 2020). Moreover, staying in a green hotel is not only an unstoppable trend but also a fantastic approach to find a balance between consumerism and environmental protection. Consequently, establishing a comprehensive environmental assessment system is a major concern for the hotel industry.

An environmentally conscious hotel has changed its equipment rules and procedures to reduce its environmental impact (Iwanowski & Rushmore, 1994). Moreover, a comprehensive assessment of current systems and operating practices, particularly in the areas of energy management, waste disposal, and water conservation, reveals a wealth of viable adjustments that cost nothing or pay for themselves in a few years (Ahn & Kwon, 2020).

2.4 Factors Effecting Consumers' Purchasing Behavior towards Green Products

Today's businesses and customers face one of the most difficult challenges: protecting and preserving the earth's resources and environment (Gan et al., 2008). They have become more concerned about the environment and realize that their production and consumption habits have a direct impact on the environment (Laroche, Bergeron & Barbaro-Forleo, 2001). This awareness coincides with the view that the world's supply of natural resources is finite and that the ecological balance of the environment may

be on the verge of collapse (Hayes, 1990). Furthermore, the vast majority of our environmental problems, such as excessive waste, pollution, energy and material wastage, are caused by consumerism. Environmental consciousness has long been considered the driving force behind green consumer behavior (Sharma et al., 2020; Trivedi, Patel & Acharya, 2018; Jaiswal & Kant, 2018).

Consumers who are better informed about environmental issues, as well as the benefits of using green purchasing, may have more positive opinions about them (Tseng & Hung, 2013). Consequently, "environmental understanding" and "green purchasing knowledge" have a good relationship with "green purchasing" (Shao & Ünal, 2019; Zhao & Zhong, 2015; Amoako et al., 2020; Jaiswal & Kant, 2018; Tan, 2011, Gracia & Magistris, 2007).

“Subjective norms” can be defined as "...the perceived social pressure to perform a particular action" (Ajzen, 1991). In addition, the purchase of environmentally friendly products reflects "how much someone feels ethically responsible for others and how important a favorable social image is to him or her" (Mohammed& Rashid, 2018).

A large number of studies have found that social pressure motivates people to buy green and is one of the most important factors driving long-term consumption (Sun& Wang, 2019; Lavuri & Susandy, 2020; Ritter et al., 2015; Liobikienėac, Mandravickaitė & Bernatoniėnėc, 2016).

2.5 Theoretical Framework

2.5.1 Theory of Planned Behavior

The TPB developed by Ajzen (1985), based on the theory of reasoned action (Fishbein & Ajzen, 1975), proposes a framework for understanding certain complex human

behaviors (Ajzen, 1991). Although the TRA was interested only in attitudes and subjective norms that lead to behavioral intentions in explaining the emergence of actual behavior, perceived control was added to the TPB as a new variable that influences both behavioral intentions and actual behavior (Madden, Ellen, & Ajzen, 1992). Thus, subjective norms, attitudes, and perceived control became the three conceptual determinants of TPB used to predict customers' intentions.

Since human intentions and actions in most circumstances cannot be controlled entirely willingly, the inclusion of non-volitional considerations is thought to substantially enhance the ability of the theory to anticipate personal intents (Han & Kim, 2010; Oh & Hsu, 2001; Perugini & Bagozzi, 2001). According to TPB, the behavioral intentions of people are believed to be influenced by three important predictors: behavioral attitude, subjective norms, and perceived control (Ajzen, 1991). While TPB has shown a helpful framework to forecast human behavior, a number of scientists still maintain that it is essential to further expand the theory by including new key factors or changing causal connections on the basis of particular circumstances (e.g., Ajzen, 1991; Han, 2015; Meng & Choi, 2018; Perugini & Bagozzi, 2001).

Collectively, these main determinants of the TPB lead to the creation of the customer's revisit intentions, which will, in turn, affect customers' behaviors (Ajzen, 2002). The revisit intentions of customers provide the main understanding of the actual behaviors of customers. The TPB views revisit intentions to be the precursor to the expected behavior and willingness to carry it out. In this study, the revisit intention was defined as the willingness of customers to choose green hotels. Behavioral beliefs affect attitudes toward behaviors, that reflect positive or negative evaluations of the

behaviors. The relationship between behavioral beliefs and intention is direct and positive. According to the TPB, a person's intention is positive if he or she has a positive attitude toward a behavior (Ajzen, 1991). Subjective norms contain normative beliefs and show how others act and react to actual behavior. They provide social pressure about doing or not doing that specific behavior (Ajzen, 1985).

Perceived control is the result of control beliefs and has internal control factors such as emotions and external control factors such as opportunities and threats in the marketplace. Customers perceive high control when they can control a particular behavior that is also easily accessible (Conner & Armitage, 1998). The literature has suggested testing the effects of perceived control on revisit intentions because it is a unique construct of TPB that was added later to TRA and it is the least understood construct of TPB (Lee & Back, 2008; Taylor & Todd, 1995). Leisure behavior, which includes tourist activities, has been recommended in the literature as one of the main areas of interest of the TPB. (Ajzen & Driver, 1992), and many studies have shown that the TPB enables people to use environmentally friendly products (Hsu, Chang, & Yansritakul, 2017; Yadav & Pathak, 2016; Yadav & Pathak, 2017).

In the last decade, the original TPB constructs have been used to understand customer's green purchase intentions (Albayrak, Aksoy, & Caber, 2013; Arli, Tan, Tjiptono, & Yang, 2018; Vermeir & Verbeke, 2006; Wiederhold & Martinez, 2018). In the literature, the TPB has been presented as a reliable model for predicting green product intentions (Kalafatis et al., 1999). For these reasons, the TPB and its original constructs were used in the study to predict customer's revisit intentions toward green hotels. In addition to the TPB, the relationships between environmental attitudes and

behaviors have been measured in previous studies using various theories and models in the literature. One of them is the ecologically conscious consumer behavior model (Roberts, 1996). In this model, environmental attitude is positively related to environmental behavior (Roberts & Bacon, 1997).

Stern and Dietz (1994) conducted the value base theory to measure environmental attitudes. Attitudinal factors such as norms, beliefs, and values had a relationship with environmentally relevant individual behaviors (Jansson, Marell, & Nordlund, 2011; Stern, 2000). Previous studies related to attitudes toward the environment show that moral foundations are predictors of attitudes toward environmental issues (Jansson & Dorrepaal, 2015).

2.6 Recent Green Marketing in the Hospitality Management Literature

Green hotels have recently attracted the interest of academics as a research topic. Several studies have been conducted to learn more about consumer's revisit intentions to stay in green hotels. Many studies have investigated people's intentions and motivations to revisit at green hotels (Chen & Tung, 2014; Teng, 2011; Wang et al., 2019; Noor & Kumar, 2014; Chang et al., 2015).

Current research additionally emphasizes the role of consumer values in influencing and changing intentions to revisit green hotels. Moreover, various research has been conducted to better understand consumer's intentions to revisit green hotels (Rahman, 2018; Rahman & Reynolds, 2016; Han & Kim, 2010).

Researchers have long debated the relationship between “attributes of service” and “consumer satisfaction” in the hospitality industry (Onditi, 2016; Isac and Rusu, 2014). However, more research into the association between “hotel environment qualities” and “satisfaction” should be done (Chen,2013; Yusof et al., 2017; Han et al., 2011).

The importance of the relationship between “green practices and satisfaction” has been tested and confirmed by researchers in the hospitality industry (Yusof et al., 2017; Assaker, 2020; Gelderman, Schijns, Lambrechts, Vijgen 2021; Lee et al., 2018).

The relationships between green initiatives have an important impact on the hotel industry due to the hotel's global image, consumer behavior, hospitality intangible assets. This study confirms that public image exerts a great influence on customer behavior and purchase decisions in the context of the hotel industry (Han et al., 2009; Chen and Tsai, 2007; Ryu et al., 2012; Whitla et al., 2007; Al-Msallam et al., 2015).

According to previous research, there is a relationship between customer perceived value and green practices (Trang et al., 2019; Han et al., 2018; Ahn and Kwon, 2020). For example, research by Kim&Hall (2020) and Teng &Wu (2019) shows that sustainable restaurant practices influence perceived value.

The literature on the relationship between customer satisfaction and environmentally friendly hotel attributes in a hotel context is extensive. Environmentally-friendly policies can increase customer satisfaction, as recent studies show (Chan, 2018; Han & Yoon, 2015). Moreover, the current study shows that functional value to customers

is a significant element in customer satisfaction (Chand & Garge, 2017; Han et al., 2019).

Researchers have found relationships between green qualities of consumer loyalty and green hotel practices (Han et al., 2018; Tanford & Malek, 2015; Moise et al., 2018; Merli et al., 2019; Han et al., 2011; Saleem, 2021). Many studies have examined the relationship between perceived value and repurchase intention (Keshavarz et al., 2019; Chen, 2013) or willingness to spread positive WOM (Williams & Soutar, 2009; Ananda, Mugiono & Hussein, 2021).

A number of hotel studies use structured methods to examine the relationship between hotel guest service quality, perceived value, satisfaction, and business intelligence, combine measurement elements into a single builder, use the created content to analyze relationships, or combine measurement elements Add to a single builder uses the created content to examine the relationship, (Tabaku & Kruja, 2019; Wang et al., 2021; Tovmasyan, 2019) or replace the multidimensional structure of service quality with its complementary first-order structure (Tabaku & Kruja, 2019; Janet & Bibiyana, 2021).

They examine the impact on perceived value, satisfaction, and behavioral intentions using only hotel service quality dimensions (ElAdly, 2019; Ali, 2015). Customers are becoming more environmentally conscious and demand green products and services, according to several researchers of the green hospitality trend (Wolfe & Shanklin, 2001; Han et al., 2011; Pizam, 2009; Manaktola & Jauhari, 2007).

Customer's impression of green practices positively affects a hotel's performance and customer loyalty, according to previous publications (Molina-Azorin et al., 2015; Kassins & Soteriou, 2003). In the global hotel industry, water conservation and waste reduction management are widely used as significant green management practices (Hsiao et al., 2018; Wyngaard & de Lange, 2013).

Many studies have shown that tourists are willing to stay in an environmentally friendly hotel (Han & Yoon, 2015; Han et al., 2010) and willing to pay even more for environmentally friendly items and services (Masau & Prideaux, 2003; Kang et al., 2012).

It was found that the data on the average length of stay of domestic tourists was related to the blue flag and green certificate. According to the obtained results, it was found that 81.8% of the average length of stay in a particular province can be explained with the help of eco-labels such as blue flag and green star (Zeydan & Gürbüz, 2021).

According to hospitality research, customers who are more "willing to engage in environmentally friendly behavior" are more likely to develop a future favorable "behavioral intention toward green hotels" (Ham & Han, 2013; Verma & Chandra, 2018; Kim & Han, 2010).

However, according to recent research, the implementation of "sustainable practices" is becoming increasingly important for a hotel's competitiveness (Manaktola & Jauhari, 2007; Tierney et al., 2011; Ogbeide, 2012; Han et al., 2009).

Recent studies have highlighted the need to satisfy customers first in order to achieve loyalty. They show that a major factor in determining attitudinal loyalty is satisfaction (Rauyruen & Miller, 2007).

However, few studies have investigated the relationship between "experience quality" and "success in the hospitality industry," and no previous research has addressed whether and how dimensions of experience quality influence satisfaction with green experiences (Wu & Mohi, 2015; Wu, 2014, 2017; Wu et al., 2020).

Some studies have shown the relationship between perceived quality and behavioral intentions (Hwang and Kim, 2021; Liat et al., 2014; Saleem, 2021), while other studies have found indirect effects mediated by perceived value and satisfaction (Tabaku & Kruja, 2019; Liat et al., 2014; Calza et al., 2020).

2.7 Green Consumer's Buying Behavior

Despite higher costs, many environmentally conscious customers are gradually shifting to choosing environmentally friendly items rather than substituting them (Chung, 2020; Prakash et al., 2019). In the tourism industry, environmental considerations have a significant impact (Erdogan & Baris, 2007). According to Chung (2020), it is reported that "customers are aware of the environmental damage and resource waste caused by restaurants, and the demand for green restaurants is increasing year by year." As a result, hotel management has become more active in environmentally friendly activities (Chung, 2020).

Green consumer behavior can be defined as "a set of behaviors that lead an individual to prefer a product with environmental characteristics that are different from others,

and that result from a group of characteristics, especially the ideas and opinions held by the individuals motivated to engage in this behavior (Al-Bakri & Al-Nouri, 2007).

A green consumer is someone who takes environmentally friendly actions and/or buys green things over conventional alternatives. Because they believe that an individual consumer can make a difference for the environment, green customers are more self-determined. Therefore, they believe that environmental protection should not be limited to government, corporations, environmentalists, and scientists, but that consumers can also play an important role.

According to the EU report (Consumers in Europe, 2019), ten percent of consumers recognize "ecological product labels or green energy labels on products" offered in supermarkets. Although our country's companies are making considerable progress in terms of the environment, we cannot yet claim that they have reached the same level of consumer sensitivity.

According to Webster (1975), a green consumer, also known as an environmentally conscious consumer, is someone who considers the public consequences of their private consumption or tries to use their purchasing power to support social change.

Solar thermal heating systems, energy saving light bulbs, organic food, energy efficient appliances and "green" power are examples of environmentally friendly consumer goods (Welsch & Kuhling, 2011). The purchase of green items is referred to as "green product habits" (Schlegelmilch, Bohlen & Diamantopoulos, 1996; Lin & Huang, 2012). The purchase of green products is motivated by a variety of factors (e.g. taste, health benefits or environmental sustainability) (Wier, Jensen, Andersen, &

Millock, 2008). Companies should produce such products to meet the long-term goals and objectives of the Environmental Protection Agency (Mainieri et al., 1997).

In addition, a consumer's "attitude toward green advertising has a positive influence on purchase intention"; the more positive a customer's attitude toward green advertising, the stronger the purchase behavior; companies can achieve this by displaying behaviors in advertising that allow customers to distinguish between "green" and "non-green" products (Zhu, 2013).

Meng (2011) explained the potential for a local niche market in Penang and customers' attitudes and views towards eco-friendly products in the hotel industry. According to Rather and Rajendran (2014), green marketing is an emerging strategy for sustainable development.

Recognizing the importance of people's concern for a healthy environment in which to live and their desire for environmentally friendly products and services they can consume marketers are now seeking to capitalize on this by incorporating these principles into their strategies to ensure long-term growth.

Vernekar et al. (2011) conducted an exploratory study to examine differences in personal and social characteristics and perceptions of green product marketing between "ecologically concerned and non-ecologically concerned consumers." "Green product, green price, green promotion, and green packaging" were the variables of the study. The objective of the study was to investigate consumers' attitudes and views towards green items in the fast-moving consumer goods sector and their willingness to pay for green products.

Akter (2012) conducted a descriptive study to better understand customers' attitudes towards green marketing and identify the elements that influence consumers' beliefs and motivations to purchase green products in Bangladesh.

Gan et al (2008) explained the factors influencing consumer buying behavior towards green products in New Zealand. According to the findings of the study, environmentally conscious consumers are more likely to purchase green items.

Few studies have found that environmental concern influences consumers' attitudes toward environmentally friendly products and services (Hartmann & Apaolaza, 2012; Han et al., 2009), and thus their purchase intention. More specifically, environmental concern was hypothesized to have a significant positive influence on purchase intention for a wide range of environmentally friendly/green products.

In addition, Patwary et al., (2020) found that consumers' attitude towards organic food, government action and support, belief in the safety of the product when used, belief in the environmental friendliness of the product, and availability of product and product information are the most influential factors affecting their pro-environmental behavior.

According to Hassan et al (2013), a green consumer is someone who consciously tries to reduce the negative impact of their actions on the environment by reducing resource and energy consumption, the use of non-toxic medicines and the generation of waste. This environmentally conscious consumer expects products to have as little harmful impact on the environment as possible.

External determinants (e.g. media, family, culture) and internal determinants (e.g. demographics, psychological characteristics) have an impact on the green customer (Wu & Chen, 2014).

The green consumer believes that current environmental conditions pose a serious threat to the long-term sustainability of the planet, while the traditional consumer, who is less environmentally conscious, believes that these challenges will be solved on their own (Carrete et al., 2012).

Customer behavior is a process of interaction between individuals or groups in which they perform " information search, purchase, and use to evaluate goods and services using "internal and external factors. The consumer's understanding of the thing they are going to buy influences their behavior. Most consumers need a lot of information when buying a product such as electronics or insurance, as well as green items (Ridwan, Maulina, Chan, 2017).

2.8 Differences Between Green Marketing and Traditional Marketing

To understand green market staples, traditional market elements must be explained in detail. Traditional marketing not only clarifies the number of green consumers, but also looks at current and future market opportunities. Although some literature studies mention consumer needs and wants, the main problem in green marketing research is the scope and characteristics of green marketing.

In general, companies do not deal with existing customers who have purchased products advertised in marketing literature. They also use new methods of communication to reach consumers who are resistant to or unaware of the product.

However, consumers may not know exactly what they want. Therefore, marketers need to identify the hidden and future needs of consumers (Keleş, 2007).

The concept of green marketing only comes from traditional marketing. Due to the increasing interest of people in the natural environment, the focus on sustainability marketing has increased. Green marketing is almost similar to traditional marketing but there are some differences between the two which will not be used below:

- 1) Green marketing is a holistic approach that involves identifying and predicting customer needs and meeting them in an environmentally sustainable way.
- 2) Traditional marketing focuses on the economic desires of businesses, while green marketing focuses on social and environmental needs and desires.
- 3) Green marketing involves providing long-term environmental benefits, while traditional marketing includes the direct benefits of products.
- 4) While traditional marketing describes the impact of goods and services on the natural environment, green marketing promotes only the production and promotion of products and services with environmental indicators.
- 5) Facts have proven that companies that favor green marketing practices are more credible to their target customers compared to traditional marketing practices.
- 6) Green marketing ensures the most efficient use of natural resources in a way that benefits both the customer and the company.

Table 1: Differences between traditional marketing and green marketing

Traditional Marketing	Green Marketing
The key to decision making is to think of the customer's needs.	Environmental factors should be considered in decision making.
Customer needs, to make a profit, to realize.	Customer needs, to make a profit, to follow an environmentally sound path.

Stay in touch with satisfied customers	Stay in touch with satisfied environmental consumers
Waste management is approached reactively.	Waste management is approached proactively.
It focuses on short-term effects.	It focuses on long-term effects.
Use strategic alliances to achieve traditional goals.	Use strategic relationships to achieve long-term goals.
Environmental pressure groups are faced.	Cooperate and communicate with environmental organizations.
Marketing decisions span the areas from production to use of the product.	Marketing decisions have a significant impact on the entire product value chain, from raw material sourcing to consumption and use.

Adopted from Khan, Rafat (2015)

The development, creation, pricing, and distribution of environmentally friendly products are part of green marketing. As a competitive strategy in traditional marketing, it is based on Porter's five forces model.

The development of green advertising is a prerequisite for the management of human needs and the environment (Yoon, Kim, Fu, 2020). The green revolution, as well as words such as greening, environmental protection, sustainable living, sustainable development, and protection of the earth, have become commonplace in our daily lives. And these words are frequently used. This progress requires a thorough examination of how green marketing differs from traditional marketing.

Environmental management systems and waste minimization are concepts that companies must accept and implement. These environmental issues should be incorporated into all organizational activities.

2.9 Green Marketing as a Factor of Competitiveness

Green marketing approaches and tools can help companies differentiate themselves by providing value and environmental awareness to gain a competitive advantage

(Porter&Kramer, 2006). Every company tries to gain a "competitive advantage" by being special in the minds of its potential customers and therefore not duplicated by its competitors (Ries and Trout, 2001).

Nowadays, due to fierce market competition, companies go beyond the traditional 4Ps (price, product, promotion, place) to be competitive (Edu & Negricea, 2017).

Firms can improve or differentiate themselves in a variety of markets by implementing effective environmental policies, thereby achieving long-term benefits through differentiation or at low cost, with these benefits providing a competitive advantage in the form of customer loyalty or improved metrics (Day & Wensley, 1988).

According to Porter and Kramer (2006), in order to formulate a strategy, certain points must be taken into account, especially the industry 28 elements of attraction that determine competition and rivalry. Thus, it is very necessary to develop a strong complement for a profitable industry. However, the clearest power is not in the cases.

Over the years, some companies have reached this marketing page to become greener and more environmentally friendly. Companies take steps to promote their reputation as environmentally conscious customers and focus on certain aspects of customers by picking them up and gaining their trust and loyalty. When customers realize that they can have an impact and change their buying habits to reduce their impact on the environment, companies will be more effective in achieving their goals and they will be moved to a proactive, positive attitude.

A variety of tools, such as the standard marketing mix, are presented. Rivera-Camino (2007), and Arseculeratne and Yazdanifard (2013) emphasize green product design, green pricing, green advertising and sponsorship or green distribution as commercial tools.

Meanwhile, green advertising highlights the benefits of buying green products for both the customer and the environment. Zaman et al., (2010) take a different approach alongside eco-labels by defining equity as a tool that is convincingly explained as movements defined as a balance between nature and its inhabitants, seeking to distribute fair value among people who use ecosystem services (Daily, 1997).

The biggest advantage of being awarded as an environmentally sustainable hotel is not only the prestige and positive image that comes with it, but also the low environmental impact. In this context, it is considered that the implementation of marketing, among others, has a negative impact, but the task of green marketing is not to complete these activities, but to consist in environmentally friendly products.

It has been argued that consumers are increasingly concerned about the problems associated with change and therefore often engage in environmental activities in their daily lives and seek products and services to explore the impact of green practices on customer loyalty and satisfaction.

Thus, if a hotel sees all of its green marketing activities as an opportunity and implements them properly without harming the environment, it will help the hotel maintain its competitive advantage while meeting its environmental goals (Chan, 2013).

2.10 Why Are Hotels Going Green?

According to experts, companies are increasingly adopting environmentally friendly practices for a variety of reasons. According to Kang and Adkinson (2021), the three most important reasons for an organization's environmental responsibility are competitiveness, legitimacy, and environmental responsibility.

Growing consumer awareness of environmental and sustainability issues has led hoteliers to transform their business through green management practices. Hoteliers have a fantastic opportunity to capitalize on this market differentiation (Dodds & Holmes, 2016; Cronin et al., 2011).

Green activities consequently have a strategic value for organizations, and they are not only the right thing to do, but also the smart thing to do in order to remain competitive (Ahmed et al., 2021).

Going green is increasingly becoming an efficient way to increase a hotel's competitiveness and achieve market sharing by obtaining guest segments with sustainable development, considering recent developments in the hotel industry (Ham & Choi, 2012; Lu & Miller, 2019).

This includes attracting guests with positive attitudes towards hotels through a variety of green practices such as waste recycling, energy and water conservation, and certificate of standards, among many others (Xu & Gursoy, 2015; Hsiao et al., 2014). Environmental management has four widespread benefits: "Improved stakeholder relations, better marketing advantages, improved operational efficiency and profits, and fulfilment of responsibilities to society" (Park & Kim, 2014). Another effective

benefit of environmental management is the strengthening of relationships with the local community (Kirk, 1995).

Furthermore, making customers aware of hotel practices can lead to increased customer loyalty and a higher price for their green hotel stay if done right (Yusof et al., 2017; Martinez et al., 2015). The relationship between stated intentions and reality (Alsuwaidi, Eid, Agag, 2021) is complicated and is strongly influenced by whether or not customers can witness the company's CSR activities (Han et al., 2018). Hotels can also expect to save a lot of energy by going green. Going towards sustainability means you reduce energy use for water, but also staff for things like maintenance and customer service.

One of the ways for hotels to demonstrate their commitment to the environment is through the introduction of "environmental certificates", such as eco-labels (Gössling and Buckley, 2016; Bekar, Durmaz, Yozukmaz, 2020). The natural, historical, and cultural riches of a place make it attractive to tourists. For tourism to continue, these resources must be preserved where tourism takes place. Tourism structures and hotels must be sustainable to maintain the long-term viability of tourism by preserving environmental, historical, and cultural diversity. To achieve this, it is necessary to protect the environment, develop environmental awareness and promote environmentally friendly construction and management features in the tourism sector (Ayuso, 2007).

Chapter 3

HYPOTHESES

3.1 Attitudes, Subjective Norms, Perceived Control and Revisit Intention

The TPB has been widely used in many previous studies in predicting intentions (Chen & Tung, 2014; Ajzen & Driver, 1992; Chang et al., 2014; Chen & Peng, 2012; Han, 2015; Han et al., 2010; Han & Kim, 2010; Lam & Hsu, 2004; Manaktola & Jauhari, 2007; Teng et al., 2015; Verma & Chandra, 2018; Wang, Wang, et al., 2018; Wu & Teng, 2011). Following this, in the study, the first three hypotheses were developed to test the relationships between the main three constructs of the TPB and intentions. Zhang et al., (2018) explains that revisit intention is the interest to visit again, which is reflected in customer satisfaction and loyalty to a place.

H1. Attitudes towards green hotels positively affect intention to revisit green hotels.

H2. Subjective norms positively affect intention to revisit green hotels.

H3. Perceived control positively affects intention to revisit green hotels.

3.2 Environmentally Friendly Activities

The eco-friendly activities that hotels need to implement were summarized such as saving energy, limiting water wastage, throwing away disposable items, reusing bed linen by guests, equipping staff with eco-friendly cleaning products, serving local and organic food, considering composting, installing eco-friendly water dispensers with filters (Mbasera et al., 2016).

Previous studies indicated that there have been relations between environmentally friendly activities of hotels and intentions of customers for buying them (Kalafatis et al., 1999; Han et al., 2010; Kim & Han, 2010; Laroche, Bergeron, & Barbaro-Forleo, 2001; Manaktola & Jauhari, 2007). In link with this, the next hypothesis was formed as below:

H4. Environmentally friendly activities positively affect intention to revisit green hotels.

3.3 Overall Image

The overall image related to green hotels includes customer's perceptions of green hotels and the hotels' attributes that come from internal and external sources (Han & Kim, 2010). It is known from previous studies that image influences intention to revisit a destination (Baloglu & McCleary, 1999; Prayag, Hosany, Muskat, & Del Chiappa, 2017). Lee and Back (2008) tested the effect of destination image on intention and found that it was the second most powerful variable on intention after past experiences. Another study showed that the image of a destination influenced customer's memorable tourism experiences, and these experiences influenced their intention to revisit that destination (Zhang, Wu, & Buhalis, 2018). Another study examined the effects of image on revisit intention after dividing the overall image into two parts: cognitive image and affective image.

According to the results, both affective and cognitive images influenced revisit intention (Chew & Jahari, 2014). Chung (2020) found out that overall image affected revisit intention of green hotels. Considering these empirical results, the fifth hypothesis was developed below:

H5. Overall image positively affects intention to revisit green hotels.

3.4 Willingness to Pay More

Ajzen and Driver (1992) claimed that there was no relation between willingness to pay more and the constructs of the TPB: attitudes, subjective norms, perceived control, and intentions. Particularly, the relations between intention and willingness to pay more remain to be investigated. Earlier studies showed that customers with eco-friendly attitudes are more likely to revisit a green hotel and even pay extra for a green hotel, (Han et al., 2010; Manaktola & Jauhari, 2007; Verma & Chandra, 2018).

Hinnen, Hille, and Wittmer (2017) found out that only 20% of consumers were willing to pay more for green products and claimed that green consumers do not differ from the other consumers in terms of demographic and socioeconomic characteristics.

Green activities of green hotels add costs to hotel prices, and green customers continue to consume green products or services even though they are more expensive (Han, 2020). When customers have the intention to consume greener options, they are also willing to pay more. To test the relationship between customers' intentions to choose green hotels and their willingness to pay more for green hotels, the sixth hypothesis was developed.

H6. Intention to revisit green hotels positively affects willingness to pay more for green hotels.

3.5 Satisfaction

Customers perform some evaluations after purchase to measure satisfaction. Customer satisfaction shows the difference between the customer's expectations raised in the pre-purchase stage and the perceived performance in the post-purchase stage (Fornell, Johnson, Anderson, Cha, & Bryant, 1996). In the hotel industry, customer satisfaction

is measured by comparing the expectations before using the hotel services, i.e. before entering the hotel, and the performance after using the hotel services, i.e. after leaving the hotel.

A rational customer does not want to pay more, and if he does, that customer is not satisfied. On the other hand, green customers accept to pay higher prices for green, ecological products or services. It is also assumed that a product or service with a higher price has a higher quality (Lichtenstein, Ridgway, & Netemeyer, 1993). It is also assumed that a higher priced product or service will cause higher satisfaction (Wang, Du, Chiu, & Li, 2018).

In a study looking for eco-labeled coffee products, it was claimed that customers pay more for coffee labeled as fair trade or shade grown than for organic coffee (Loureiro & Lotade, 2005). Given these findings, it seemed appropriate to test the relationship between willingness to pay more and satisfaction, so the seventh hypothesis was formed.

H7. Willingness to pay more for green hotels positively affects customer satisfaction.

3.6 Loyalty

“Loyal customers” are often less pressured to buy a particular product and are “willing to spend more” (RundleTheile and Bennet, 2001). According to Fournier and Yao (1997), “marketing tactics are to create customer loyalty.” Companies with a high level of customer loyalty have a larger market share and profit (Jensen and Hansen, 2006). Customer loyalty helps in developing competitive strategies (Nawaz and Usman, 2011) and leads to repeated purchase of a product in the future (Oliver, 2014). According to Martnez (2015), increasing consumer’s perceived green trust can

significantly improve customer's loyalty towards green products. This discovery demonstrates the link between environmental issues in the commercial environment, which necessitates management strategies and actions that focus on green marketing (Suki& Suki 2016; Chew & Conejos. 2016).

Lastly, guest loyalty is measured by behavioral intention, which is often used as a proxy for loyalty and actual behavior in both marketing and hospitality and tourism research (Ali, 2015; El-Adly, 2019; Xi & Heung, 2012), while intention to perform a particular behavior is perceived in this case as influencing the degree of conscious effort a person will undertake to perform a behavior and subsequently leading that person to repeat that behavior in the future (Ajzen, 1991).

Loyalty is a commitment to be a consistent customer and to buy the same product or service in the future (Oliver, 1997). Previous studies conducted in the hotel industry have empirically shown that satisfaction positively influences loyalty (El-Adly, 2018; Kandampully & Suhartanto, 2000; Martinez & del Bosque, 2013).

Martinez (2015) found that the impact of customer satisfaction on customer loyalty has not been previously studied in the green hotel industry.

In Martinez (2015), green satisfaction was found to influence green loyalty. To investigate the effect of customer satisfaction on customer loyalty in green hotels, the last hypothesis was developed.

H8. Customer satisfaction positively affects customer loyalty in green hotels.

In the lights of these hypotheses, the research model was generated as shown in Figure 1.

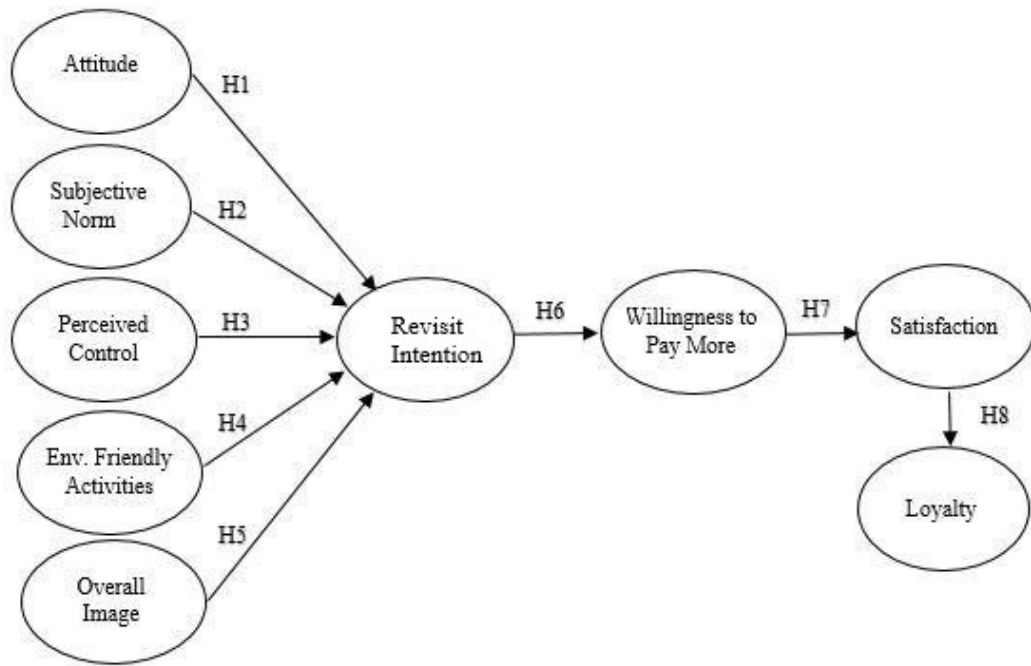


Figure 1: Theoretical research model: (revisit) Intention-Loyalty decision making model.

Chapter 4

METHODOLOGY

4.1 Research Approach

The author's worldview is predominantly positivist and the researcher advocate the use of quantitative methods in research. In order to investigate what variables, influence the phenomenon, a quantitative method was used in the study. According to Dornyei (2007), data collection and analysis are processes that follow the quantitative method. The link between the theory and the research objectives can be measured and evaluated with the quantitative research that uses deductive method (Bryman and Bell, 2011).

4.2 Research Framework

Although many academic studies have been conducted on consumer's revisit intention as part of their decision-making process, very little attention has been paid to its impact on consumers' behavioral tendencies and emotional responses. To address this research gap, a new conceptual model measuring the effects of willingness to pay more, customer satisfaction with planned revisits, and brand loyalty associated with environmentally friendly hotels was proposed to extend TPB theory (Hand and Kim, 2010). Our main goal is to propose and test the intention-loyalty chain (ILC) which suggests that a hospitality organization's green sustainability may be enhanced by connecting re-visit intention willingness to pay more, green customer satisfaction, and loyalty.

Collecting data is crucial in this type of study as it can help in understanding a theoretical framework (Nasifoglu Elidemir, Ozturen and Bayighomog, 2020). Therefore, the methods of data collection must be selected. Data collection should be done with logical thinking; analysis cannot compensate for inaccurate data (Etikan et al., 2016).

This study also attempts to explain the relationship between the antecedents of revisit intention (i.e., attitude, subjective norms, perceived control, green friendly activities, overall image) based on the extended theory of planned behavior (Ajzen, 1985), which has been relatively rarely used in the green hospitality management literature.

Two important questions are:

- a. Do all of the antecedents of the Theory of Planned Behavior (Han&Kim, 2010) have a positive and significant impact on revisit intention?
- b. Does revisit intention positively impact willingness to pay more and create sustained satisfaction among green hotel customers in a non-Western setting?
- c. Do revisit intention, willingness to pay more, and satisfaction have a positive impact on green customer loyalty?

This study has added some important aspects to the literature on hospitality and environmental management. This study is important in understanding consumer intentions to return to a hotel and in providing recommendations to businesses on how to think about environmental sustainability. To gain a better understanding of environmentally conscious consumers, it is necessary to study their decision-making processes, especially their repeat decisions and willingness to pay.

The Theory of Planned Behavior (TPB) (Ajzen,1985) is a commonly used theory in marketing literature to better understand the revisit intentions of green consumers in the tourism sector (Wang et al., 2012; Wu and Teng, 2011; Han et al, 2010; Chang et al, 2014; Teng et al, 2015; Yadav and Pathak, 2017; Wang et al, 2018; Verma and Chandra, 2018). The study attempted to answer test the intention-loyalty chain (ILC) which suggests that a hospitality organization's green sustainability may be enhanced by connecting re-visit intention willingness to pay more, green customer satisfaction, and loyalty. The theoretical basis of the research was based on the TPB's findings on customers' pro-environmental behavior (i.e. green loyalty).

The TPB has been criticized in the literature for being a theory of self-interest and all of its constructs are rational predictors of outcomes (Ajzen, 2011; Miller, 2017; Wang, Wang et al., 2018) and cognitive variables (Kim et al., 2013). New constructs have been proposed to be added to increase the predictive power of the TPB (Ajzen, 1991; Sniehotta et al., 2014; Wang et al., 2018a). In previous research, various variables such as destination image (Lee & Back 2008), anticipated regret (Kim et al., 2013), and experience (Lee and Back 2008) were added to the TPB to increase its strength. And according to the recent literature (Hand and Kim, 2010), the traditional model was extended to include the variables of attitude, subjective norms, overall image, perceived behavioral control, frequency of past behavior), which are the focus of the first part of the model proposed by this thesis.

The inclusion of these two constructs-environmentally friendly activities and overall image-gave TPB theory two additional constructs that are now used to improve the accuracy of the theory's predictions (Han&Kim, 2010). Two new constructs in this thesis were also used and tested in a Turkish hotel. In order to better understand the

decision-making mechanisms of green consumers, the extended TPB, which is new in the literature, was subjected to a new investigation to verify it as well as the original TPB, which has already been verified.

4.3 Variable Measurement

The questionnaire was developed by nine constructs. The TPB constructs were measured using 14 items from by Han et al. (2010). Overall image, revisit intention, and willingness to pay more constructs, adopted and modified by Han, Hsu, and Lee (2009). Environmentally friendly activities were measured in scales previously adopted from an existing validated item by Han et al. (2010).

Lastly, satisfaction scale with 3 items developed by Fornell et al. (1996) and loyalty scale with 3 items developed by Oliver (1997) were modified to have appropriate questions for green hotels. The dimensions have been translated into Turkish. Backtranslation, the most commonly used technique in survey research, was performed during translation to improve validity and maintain equivalence between the English and Turkish versions (Cha, Kim, & Erlen, 2007; Douglas & Craig, 2007).

All items were translated from English to Turkish, later Turkish to English by bilingual professionals (McGorry, 2000). To handle translation issues, this process continued three times and the last version of the Turkish survey was obtained. All items were measured by using a 5-point Likert-type scale. The items in measures were shown in Table 3.

4.4 Data Analysis Methods

To determine the convergent and discriminant validity of the components, the CFA was used, taking into account the suggestions of Anderson and Gerbing (1988).

Pearson correlation analysis was also used to examine the relationships between the research variables. Fornell and Larcker (1981) used the levels of measurement model in their work. Convergent validity was therefore adequate, since the mean extracted variance of the constructs (AVE) ranged from 0.452 to 0.720 SPSS was used to evaluate the research hypotheses that formed the basis for the relationships presented in the study. Overall, since most of the AVE scores were above .50 all the values were deemed acceptable. To assess the reliability, convergent, and discriminant validity of the construct, we conducted confirmatory factor analysis (CFA) using SPSS software. Using the normalized chi-square ($2/df$), the IFI estimated the goodness of fit of the model (incremental fit index).

4.5 Collection of Data

At the time of the research, there were 19 hotels with green certificates in Izmir (Cömert&Özata, 2016). To improve content validity and ensure the accuracy of the instruments used in this study, a pilot test was conducted. The reliability and validity of the measurement instruments were checked. In this study, the convenience sampling method was used, which is a type of non-probability sampling in which a sample is “simply” drawn, and the population is not clear. The required data were collected from Turkish tourists visiting green hotels in Izmir, Turkey in 2018.

After developing the questionnaire, the research was conducted in Izmir City, Turkey. The sample of the study consisted of all types of hotel customers who had green accommodation experience at least one night in a green hotel in Izmir City in Turkey.

Data were collected via the face-to-face survey method. Before starting the survey, each participant was educated about the concept of green hotels, facilities, experiences,

etc. Then, the self-administration questionnaires were distributed to the experienced customers, who were asked to read the questions carefully and answer all of them. After we sorted out incomplete questionnaires, we were left with a total of 400 usable questionnaires, of which we eliminated about 15 due to missing information.

4.6 Ethical Consideration

The researcher requested that all completed questionnaires be returned immediately so that the questionnaires could be reused for the next group of tourists. The data collection procedure was conducted in accordance with practical tools that have been used to reduce method bias (e.g. Podsakoff, MacKenzie and Podsakoff, 2012). Another important point is that the cover sheet of each questionnaire contains information such as, “Please answer this questionnaire if you stayed at a green hotel. If you agree to help us, we will make sure that your privacy and data protection are respected. Participation is voluntary, but we greatly appreciate it if you do.” Participation was fully supported by the administration (Podsakoff, MacKenzie, and Podsakoff, 2012).

4.7 The Province of İzmir

4.7.1 The Reasons for Choosing Izmir City were that;

(a) Izmir City is the third biggest city of Turkey, after the metropolitan Istanbul and the capital Ankara, (b) Izmir City that takes place at the west part of Turkey has warm climate nearly all year which is suitable for tourism activities, and (c) there have been many different types of accommodation facilities such as green hotels, boutique hotels, and five-star hotels in the various districts of Izmir City.

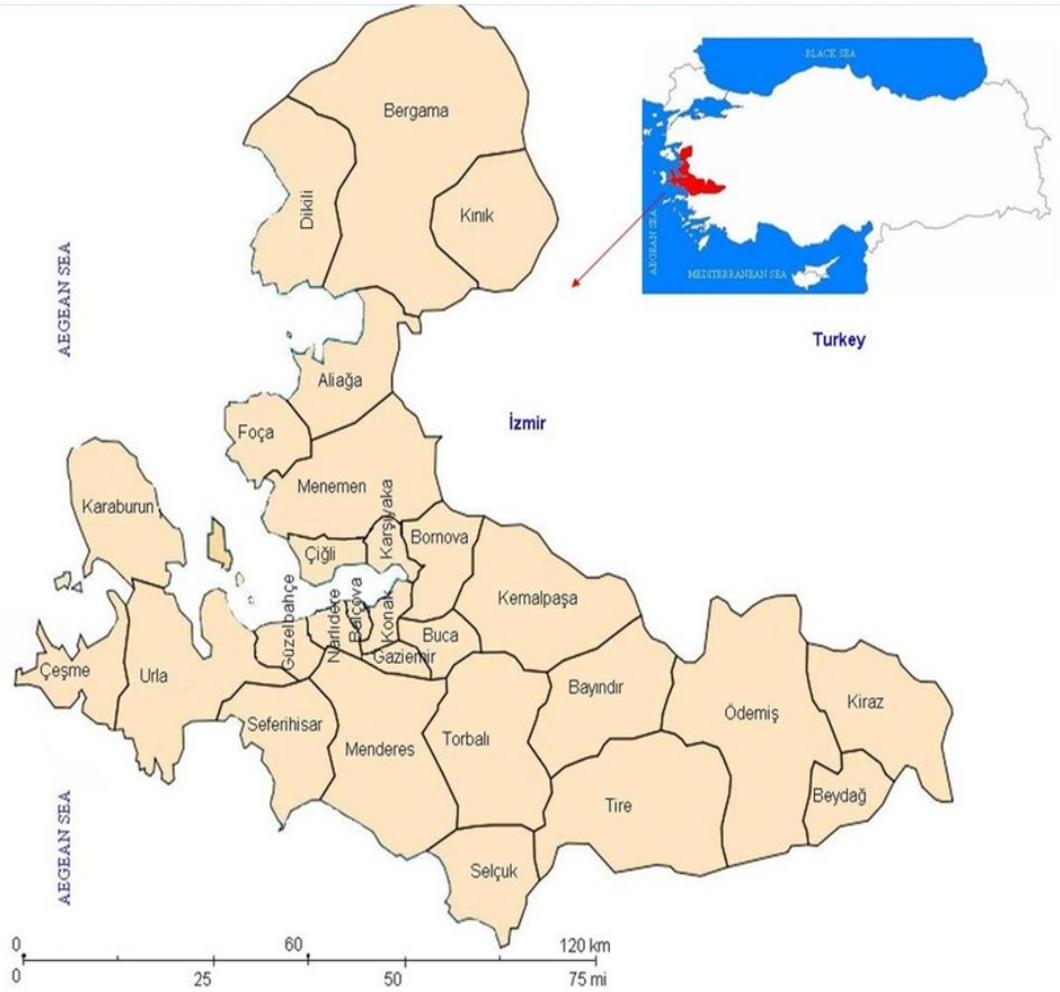


Figure 2: Map of Izmir Province

In Turkey, the Green Key has been used as a leading excellent certificate since 2011, and there were just 97 hotels awarded by the Green Key in Turkey in 2019 (Turcev, 2019). Also, there are 3100 establishments awarded by the Green Key in 57 countries all over the world (Green Key, 2019). The number of Green Key awarded hotels is very less compared to the number of all hotels in Turkey. Moreover, in Turkey, the gap between environmental awareness and environmentally friendly activities of hotels are another problem; also, there is a lack of knowledge about the environmental interest of hotel management and environmentally friendly activities of hotels in Turkey (Erdogan and Baris, 2007).

According to Environmental Performance Index (2018), which measures environmental trends and progress, Turkey is the 108th country among all 180 countries while Switzerland, France, Denmark, Malta, and Sweden are in the top five countries. Within these developments, it can be said that Turkey is still a developing country in the green tourism industry.

Chapter 5

RESULTS OF STUDY

5.1 Sample Profile

The demographic characteristics of the participants were shown in Table 2. According to the table, the main characteristics of the participants were as follow: female (52.8%), single (51.3%), high school graduated (45.8%), aged between 29 and 34 (38.3%), income level between 2.601 TL and 3.900 TL (28%; 1 Euro = 4.06 TL), and private sector employees (64.3%).

Table 2: Demographics Characteristics of Sample

Gender		n	%	Marital status		n	%
Female		211	52.8	Single		205	51.3
Male		189	47.3	Married		195	48.8
Total		400	100	Total		400	100
Education		n	%	Age		n	%
Middle school and under		30	7.5	23-28		106	26.5
High school		183	45.8	29-34		153	38.3
Undergraduate		178	44.5	35-40		67	16.8
Graduate		9	2.3	41 and over		74	18.5
Total		400	100	Total		400	100
Income Level		n	%	Occupation		n	%
1.301	TL- 2.600 TL	80	20.0	Private sector		257	64.3
2.601	TL- 3.900 TL	112	28.0	Public sector		51	12.8
3.901	TL- 5.200 TL	92	23.0	Self-employed		29	7.3
5.201	TL- 6.500 TL	42	10.5	Student		30	7.5
6.501	TL- 7.800 TL	33	8.3	Housewife		19	4.8
7.801	TL – 9.100 TL	41	10.3	Retired		14	3.5
Total		400	100	Total		400	100

The sample represented the demographics of hotel guests in Turkey. In the report of Statista (2017), the majority of hotel guests in Turkey were high-income level, aged

between 25 and 34 years old, and nearly equal in gender as in the study. In the study, the majority of the participants were high-income level, which is 3.901 TL and over (52%), aged between 29 and 34 years old (38.3%), and nearly equal in gender (male 52.8%, female 47.3%).

The participants were also asked about the frequency of staying at a hotel in a year. Findings showed that the great majority of them stay in a hotel once (n = 140; 35%) or twice (n = 134; 33.5%) in a year. The rest of participants stay in a hotel three times (n = 61; 15.25%), four times (n = 21; 5.25%), and five times or more (n = 44; 11%) in a year.

5.2 Measure Reliability and Validity

CFA was implemented to the constructs. At the end of the analyses, some items (ATT6, ATT7, PC3, PC4, EFA3, VI3, and L4) in all constructs were eliminated because these variables were cross-loaded into other variables and their goodness of fit values were not acceptable.

After making necessary modifications, the analysis reached the acceptable goodness of fit values. A total of 26 items in CFA, loaded to the dimensions and measurement model, provided a good fit as follows: $\chi^2/df = 2.238$, GFI = .903, AGFI = .870, NFI = .874, TLI = .907, CFI = .925, RMSEA = .056, and SRMR = .0591. The results of factor analyses were shown in Table 3.

Dimensions and items, factor loadings, Cronbach's alpha coefficients (α), composite reliability (CR), and average variance extracted (AVE) values were shown in Table 3. The internal consistency of the constructs was measured by using α and CR. In order to provide reliability, α coefficients should be above .5 (called "moderate

reliability”) and ideally .7 or higher (called “high reliability”; Hinton, Brownlow, McMurray, & Cozens, 2004; Hair, Black, Babin, Anderson, & Tatham, 2006), and CR values must be higher than .6 (Bagozzi & Yi, 1988). In the study, all constructs were accepted as reliable because they met the minimum threshold for reliability. Moreover, to provide internal consistency, Hair et al. (2006) suggested that the factor loadings must be greater than .5, which was met in the study.

Convergent validity and discriminant validity were calculated separately for measuring construct validity. To assess convergent validity, AVE values for each construct were calculated and shown in Table 4. The recommended threshold for convergent validity is .5 (Bagozzi & Yi, 1988).

All constructs, except perceived control, satisfaction, and loyalty, were accepted as valid because their AVE values were higher than .5. Besides, these three constructs were also accepted as valid because their AVE values were very close to the threshold value (.476, .496, and .452, respectively). The discriminant validity of the constructs was evaluated based on comparing the square root of the AVE values of each construct with the correlations with other constructs. As shown in Table 3, because each construct's square root of the AVE value was greater than interconstruct correlations, discriminant validity was supported (Fornell & Larcker, 1981).

5.3 Structural Model and Hypothesis Testing

SEM was used to test the proposed model. According to the model fit indices, it was found out that the conceptual model was provided a good fit: $\chi^2/df = 2.811$, GFI = .872, AGFI = .839, NFI = .832, TLI = .865, CFI = .883, and RMSEA = .067 (Schumacker & Lomax, 2016).

Table 3: Results of measurement properties

Variable		α	AVE	CR	Load
Attitudes towards green hotels (ATT)	<i>Strongly disagree</i> (1)/ <i>strongly agree</i> (5)	.853	.559	.863	
	ATT1. Staying at a green hotel when traveling would enable me to protect environment.				.726
	ATT2. Staying at a green hotel when traveling would enable me to be more socially responsible.				.791
	ATT3. Staying at a green hotel when traveling would enable me to experience a healthy environmentally friendly guestroom.				.784
	ATT4. Staying at a green hotel when traveling would enable me to perform environmentally friendly practices.				.757
	ATT5. Staying at a green hotel when traveling would enable me to enjoy environmentally friendly products and healthy amenities.				.673
Subjective norms (SN)	<i>Strongly disagree</i> (1)/ <i>strongly agree</i> (5)	.879	.720	.885	
	SN1. My family (or relatives) thinks I should stay at a green hotel when traveling.				.797
	SN2. My friends think I should stay at a green hotel when traveling.				.942
	SN3. My colleagues (or co-workers) think I should stay at a green hotel when traveling.				.799
Perceived control (PC)	<i>Strongly disagree</i> (1)/ <i>strongly agree</i> (5)	.579	.476	.628	
	PC1. Staying at a green hotel is expensive.				.478
	PC2. Finding a green hotel when traveling takes time and effort.				.851
Env. friendly activities (EFA)	<i>Strongly disagree</i> (1)/ <i>strongly agree</i> (5)	.696	.540	.700	
	EFA1. I frequently use the bags for recycling.				.678
	EFA2. When buying something wrapped, I often check whether it is wrapped in recyclable material.				.787
Overall image (OI)	<i>Very negative</i> (1)/ <i>very positive</i> (5)	.783	.586	.805	
	OI1. Overall image for staying in a green hotel is				.850
	OI2. Overall image I have about a green hotel is				.836
	OI3. Overall, I have a good image about a green hotel to spend a night(s).				.579
Revisit intention (RVI)	<i>Strongly disagree</i> (1)/ <i>strongly agree</i> (5)	.688	.530	.691	
	RVI1. I am willing to stay at a green hotel when traveling.				.675
	RVI2. I plan to stay at a green hotel when traveling.				.777
Willingness to pay more (WP)	<i>Strongly disagree</i> (1)/ <i>strongly agree</i> (5)	.873	.707	.878	
	WP1. It is acceptable to pay more for a hotel that engages in green practices.				.752
	WP2. I am willing to pay more for a green hotel.				.918
	WP3. I am willing to spend extra in order to stay at an environmentally friendly hotel.				.845
Satisfaction (S)	<i>Strongly disagree</i> (1)/ <i>strongly agree</i> (5)	.735	.496	.746	
	S1. I am generally satisfied by the green hotels.				.724
	S2. The services offered by the green hotels are better than I expected.				.752
	S3. Green hotels are very close to my ideal hotel concept.				.631
Loyalty (L)	<i>Strongly disagree</i> (1)/ <i>strongly agree</i> (5)	.703	.452	.711	
	L1. I do most of my accommodations in the green hotels.				.691
	L2. I recommend green hotels to my friends, relatives, and colleagues.				.726
	L3. I will spend a night in the green hotels at the very next time.				.593

Table 4: The square root of the AVE and interconstruct correlations

	ATT	SN	PC	EFA	OI	RVI	WP	S	L
ATT	.747 ^a								
SN	.255	.848 ^a							
PC	.205	-.021	.689 ^a						
EFA	.171	.437	.016	.734 ^a					
OI	.240	.196	.072	.236	.765 ^a				
RVI	.406	.440	.094	.427	.348	.728 ^a			
WP	.254	.309	-.041	.293	.352	.387	.840 ^a		
S	.324	.271	-.053	.420	.294	.555	.311	.704 ^a	
L	.312	.542	-.077	.617	.383	.542	.417	.759	.672 ^a

^aThe square root of the AVE per construct.

As shown in Table 4, because each construct's square root of the AVE value was greater than Interco struct correlations, discriminant validity was supported (Fornell & Larcker, 1981).

Table 5: Results of hypothesis tests

Hypothesis	Structural path	Std. estimate (β)	SE	t value	p value*	Results
H ₁	ATT → RVI	.266	.060	4.121	.000	Supported
H ₂	SN → RVI	.250	.052	3.739	.000	Supported
H ₃	PC → RVI	-.014	.079	-.205	.837	Not supported
H ₄	EFA → RVI	.229	.045	3.467	.000	Supported
H ₅	OI → RVI	.231	.049	3.719	.000	Supported
H ₆	RVI → WP	.494	.090	6.990	.000	Supported
H ₇	WP → S	.388	.052	6.250	.000	Supported
H ₈	S → L	.784	.088	9.301	.000	Supported

*p <.01.

After measuring the model fit, the hypotheses were tested. The results were presented in Table 4. The seven of the total eight hypothesized relationships between variables were found as statistically significant. According to the hypotheses, the TPB constructs, attitudes towards green hotels (H₁, $\beta = .266$, $p <.01$), and subjective norms (H₂, $\beta = .250$, $p <.01$) positively affected the intention to revisit green hotels.

Hence, the hypotheses H₁ and H₂ were supported. However, another construct of the TPB, perceived control (H₃, $\beta = -.014$, $p = .837$) did not affect the intention to revisit green hotels. So Hypothesis H₃ was not supported. The additional constructs added to the TPB such as environmentally friendly activities (H₄, $\beta = .229$, $p <.01$) and overall image (H₅, $\beta = .231$, $p <.01$) were also found as positively affecting the revisit intention to green hotels ($R^2 = .457$).

Therefore, Hypotheses H4 and H5 were supported. Then intention behavior relation in theTPB was examined, and it was found that the revisit intention to green hotels (H6, $\beta = .494$, $p < .01$) positively affected the willingness to pay more for staying in green hotels ($R^2 = .244$), which supported hypothesis H6.

Lastly, willingness to pay more for staying in green hotels (H7, $\beta = .388$, $p < .01$) was found as positively affecting customer satisfaction ($R^2 = .151$), and customer satisfaction (H8, $\beta = .784$, $p < .01$) was found as positively affecting customer loyalty ($R^2 = .615$), which supported Hypotheses H7 and H8.

Chapter 6

DISCUSSION

6.1 Evaluation of findings

Based on the extended TPB theory, the main objective of the study is to examine intention-loyalty chain; therefore, the study tries to test a) revisit intention and willingness to pay more, b) willingness to pay more and satisfaction, c) satisfaction and green loyalty from the perspective of Turkish green hotel tourists in Izmir.

There were significant positive relationships among the extended TPB constructs (attitude, subjective norms, perceived control, eco-friendly activities, overall image) except for perceived control. Attitude towards eco-friendly hotels proved to be one of the most influential constructs among the others.

This finding aligned with the previous studies (Verma and Chandra, 2018; Lam and Hsu, 2004; Han and Kim, 2010; Paul et al., 2016; Han et al., 2010). In contrast, there were few studies pointed out no significant effects of attitudes on intentions in green hotels (Lam and Hsu, 2006).

Also, the studies revealed that subjective norms towards green hotels were the second-best predictor of intentions, after attitude. The findings revealed that subjective norms, as the other main construct of the TPB, affected intentions which was supported by previous research (Kim et al., 2013; Han et al., 2010; Wang et al., 2018; Han & Kim,

2010; Chen and Tung, 2014; Teng et al., 2015; Verma and Chandra, 2018). On the other hand, no significant relation was found between subjective norms and intentions in some studies (Paul et al., 2016; Lam and Hsu, 2004). In the study, the effect of attitudes towards green hotels on revisit intention was greater than subjective norms as in previous studies (Han et al., 2010; Verma and Chandra, 2018).

In this study, overall image were found as the third-best predictor of intentions whereas it was found as the strongest predictor of intentions in many researches (Wang et al., 2018; Lam & Hsu, 2006; Han & Kim, 2010).

The effects of perceived control on intentions were not found as significant in the study. This result did not suit to the original TPB (Ajzen, 1991) and previous studies that show perceived control affected intentions significantly (Ajzen, 2002; Han and Kim 2010, Han et al., 2010; Paul et al., 2016; Verma and Chandra, 2018; Lam & Hsu 2004). However, Kim et al. (2013) supported this finding and mentioned that the effect of perceived control on revisit intentions was not significant. Interestingly, perceived control and revisit intention relationship was found insignificant wherare maybe two consequences behind of this result. First, because of the tourist had high income, they may not care about the prices, how much time and effort or energy they spent for their accomodations. Second, it may be characteristic of such group which needs further elabrotians.

Confirming revisit intentions anticedents the extended TPB increased the predictive power of revisit intentions to green hotels. The findings showed that the suggested model correctly predicted customers' revisit intentions to pay more, satisfied and loyal to green hotels.

Environmentally friendly activities had important effect on revisit intentions. The relations between environmentalist customers and intentions were searched in some studies in the literature, and the same positive results were found out (Kim and Han, 2010; Han & Yoon, 2015; Verma & Chandra et al., 2018; Trivedi et al., 2018; Sreen et al., 2018).

The other variable that added to the extended TPB, overall image, had also effects on intentions. This finding is inconsistent with Han and Kim's (2010) and Han et al., (2012).s findings (2009). In the study, it was revealed that the overall image was the third predictor that affect intentions.

After testing the extended TPB, revisit intentions' effects on willingness to pay more, as the act behavior in the TPB, were tested. In the findings, it was shown that revisit intention affected willingness to pay more. This means that the green tourist in the research content shows a sustainable attitude to protect the green effort and investments in the area. This finding was supported by previous studies (Martínez García de Leaniz et al., 2018; Han et al., 2010; Verma & Chandra, 2018).

Then, the actual behavior's effect on satisfaction was measured and it was obtained that willingness to pay more affected satisfaction, which was the third strongest effect in the research model and supported by (Wang et al., 2018b; Loureiro and Lotade, 2005).

Lastly, the effect of satisfaction on loyalty was tested, and it was found out that satisfaction affected loyalty. This finding was in line with Martinez (2015). Furthermore, this relation has the strongest impact on relations in the research model.

6.2 Theoretical Contributions

The first theoretical contribution of the study was that the prediction of customers' revisit intentions to green hotels under the extended TPB model was supported except perceived control. The two new constructs, environmentally friendly activities, and overall image were added to the extended TPB to analyze consumer's revisit intentions to green hotels. Since the extended TPB can explain 45.7% of the variance in revisit intention for the green hotel, it was supported that adding green activities and overall image constructs to the extended TPB, which is one of the unique contributions, can be used to better understand customer behavior in green hotels.

Ajzen and Driver (1992) claimed that the TPB is superior to the Theory of Reasoned Action (TRA), which lacks the perceived control construct. However, perceived control was tested in this study, and it was found that perceived control had no effect on intentions. When predicting customers' intents to revisit green hotels, it was suggested that the extended TPB model be used without the perceived control variable. Moreover, the extended TRA with the constructs of environmentally friendly activities and overall image may be used instead of the traditional TPB in green hotels. This was the second theoretical contribution.

The third theoretical contribution was that the predictors of intention to revisit green hotels were environmentally friendly activities, attitudes toward green hotels, subjective norms, and overall image, respectively. Attitude structure was found to have the strongest influence on intentions. Therefore, it should be considered in future studies on green hotels.

6.3 Limitations and Further Research

The first limitation of the study lies in its methodology. The developed framework was tested only on a limited number of users of green hotels in Izmir. For the future, it was suggested to develop different types of samples from different clusters.

The second limitation was that only environmentally friendly activities and overall image were confirmed in the extended model, as they were the two additional constructs to the traditional TPB model.

However, various constructs related to emotional constructs or personal characteristics could be added to the original TPB in order to obtain a more comprehensive model for predicting the revisit intention of green hotel customers. It has also been proposed to analyze direct or mediating effects of social influence, lifestyle, interpersonal relationships, and expected emotions on green behavior and behavioral intentions in the green hotel sector (Aksen et al., 2013; Jansson et al., 2017b; Rezvani et al., 2017). The third limitation of the study was that it used only three actual outcomes (i.e. willingness to pay more, satisfaction and loyalty) to measure actual behavior and attitudes. Other factors such as situational factors and past experiences may mediate these relationships (Wang et al., 2012). So they may be taken into consideration.

This study only analyzed the revisit intentions of customers in green hotels and attempted to understand the decision-making mechanism of green users, Turkish customers in green hotels, which is in line with previous studies on green hotels (Kalafatis et al., 1999; Lam and Hsu, 2004; Lee et al., 2010, Han et al., 2010). Future researchers could investigate whether there is a difference between age groups in

intention to revisit green hotels, whether there is a difference between women and men in green activities, and whether income level influences willingness to pay more for green hotels.

REFERENCES

- Ahmad, H., Ahmad, K., & Shah, I. A. (2010). Relationship between job satisfaction, job performance attitude towards work and organizational commitment. *European journal of social sciences*, 18(2), 257-267.
- Ahmed, I., Shaukat, M. Z., Nawaz, M. M., Ahmed, N., & Usman, A. (2011). Determinants of the satisfaction and repurchase intentions of users of short messenger services (SMAS): A study in the Telecom sector of Pakistan. *International Journal of Management*, 28(3), 763.
- Ahmed, M., Guo, Q., Qureshi, M. A., Raza, S. A., Khan, K. A., & Salam, J. (2021). Do green HR practices enhance green motivation and proactive environmental management maturity in hotel industry? *International Journal of Hospitality Management*, 94, 102852.
- Ahn, J., & Kwon, J. (2020). Green hotel brands in Malaysia: perceived value, cost, anticipated emotion, and revisit intention. *Current Issues in Tourism*, 23(12), 1559-1574.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl, & J. Beckmann (Eds.), *Action-control: From cognition to behavior* (pp. 11–39). Heidelberg: Springer.
- Ajzen, I. (1991), “The theory of planned behavior”, *Organizational Behavior and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.

- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32, 665–683.
- Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology and Health*, 26(9), 1113–1127.
- Ajzen, I., & Driver, B. L. (1992). Application of the theory of planned behavior to leisure choice. *Journal of leisure research*, 24(3), 207-224.
- Akter, J. (2012). Consumer Attitude towards Green Marketing in Bangladesh. *ASA University Review*, 6(1).
- Alagöz, S.B. Yeşil Pazarlama ve Eko Etiketleme. *Akad. Bakış* 2007, 11, 1–13.
- Al-Bakri, T., & Al-Nouri, A. (2007). Green Marketing. *Arabic Edition, Al-Yazouri Scientific Publishing and Distribution House, Amman, Jordan*, 36-38.
- Albayrak, T., Aksoy, Ş., & Caber, M. (2013). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence & Planning*, 31(1), 27–39.
- Ali, F. (2015). Service quality as a determinant of customer satisfaction and resulting behavioural intentions: A SEM approach towards Malaysian resort hotels. *Tourism: An International Interdisciplinary Journal*, 63(1), 37-51.

- Al-Msallam, S. (2015). The relationship between customer satisfaction and customer loyalty in the banking sector in Syria. *Journal of Marketing and Consumer Research Journal*, 7.
- Alniacik, U., & Yilmaz, C. (2012). The effectiveness of green advertising: influences of claim specificity, product's environmental relevance and consumers' pro-environmental orientation. *Amfiteatru Economic Journal*, 14(31), 207-222.
- AlSuwaidi, M., Eid, R., & Agag, G. (2021). Understanding the link between CSR and employee green behaviour. *Journal of Hospitality and Tourism Management*, 46, 50-61.
- Amoako, G. K., Dzogbenuku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*.
- Ananda, A., Mugiono, M., & Hussein, A. S. (2021). The influence of store image on repurchase intention: the mediation role of perceived value and customer satisfaction. *International Journal of Research in Business and Social Science (2147-4478)*, 10(4), 17-27.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3), 411.

- AreMorch (2019). "How to Attract More Hotel Guests with Eco-Friendly Policies".
<https://aremorch.com/how-to-attract-more-hotel-guests-with-eco-friendly-policies/> (Retrieved on May 28, 2021).
- Arli, D., Tan, L. P., Tjiptono, F., & Yang, L. (2018). Exploring consumers' purchase intention toward green products in an emerging market: The role of consumers' perceived readiness. *International Journal of Consumer Studies*, 42(4), 389–401.
- Arseculeratne, D., & Yazdanifard, R. (2013). Barriers to Cross Cultural Communication and the steps needed to be taken for a MNC to Succeed in the Global Market. 1–9. *no. January*, 1-9.
- Ashrafi, M. (2014). Green marketing in hospitality industry. *Journal of Applied Environmental and Biological Sciences*, 4(4), 42-46.
- Assaker, G. (2020). The effects of hotel green business practices on consumers' loyalty intentions: an expanded multidimensional service model in the upscale segment. *International Journal of Contemporary Hospitality Management*.
- Axsen, J., Orlebar, C., & Skippon, S. (2013). Social influence and consumer preference formation for pro-environmental technology: The case of a U.K. workplace electric-vehicle study. *Ecological Economics*, 95, 96–107.
- Ayuso, S. (2007). Comparing voluntary policy instruments for sustainable tourism: The experience of the Spanish hotel sector. *Journal of Sustainable Tourism*, 15(2), 144-159.

- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.
- Balaji, M. S., Jiang, Y., & Jha, S. (2019). Green hotel adoption: a personal choice or social pressure? *International Journal of Contemporary Hospitality Management*.
- Baloglu, S., & McCleary, K. W. (1999). Model of destination image formation. *Annals of Tourism Research*, 26(4), 868–897.
- Baum, L. M. (2012). It's not easy being green... or is it? A content analysis of environmental claims in magazine advertisements from the United States and United Kingdom. *Environmental Communication: A Journal of Nature and Culture*, 6(4), 423-440.
- Bekar, A., Durmaz, Ş., & Yozukmaz, N. (2020). The effect of green practices on emotional attachment and green loyalty of coffee shop consumers (Turkey). *Turizam*, 24(1), 33-45.
- Bhatia, M., & Jain, A. (2013). Green marketing: A study of consumer perception and preferences in India. *Electronic Green Journal*, 1(36).
- Bohdanowicz, P., Zientara, P., & Novotna, E. (2011). International hotel chains and environmental protection: an analysis of Hilton's we care! programme (Europe, 2006–2008). *Journal of Sustainable Tourism*, 19(7), 797-816.

- Bonilla Priego, M. J., Najera, J. J., & Font, X. (2011). Environmental management decision-making in certified hotels. *Journal of sustainable tourism*, 19(3), 361-381.
- Boronat-Navarro, M., & Pérez-Aranda, J. A. (2019). Consumers' perceived corporate social responsibility evaluation and support: The moderating role of consumer information. *Tourism Economics*, 25(4), 613-638.
- Bougherara, D., & Combris, P. (2009). Eco-labelled food products: what are consumers paying for? *European review of agricultural economics*, 36(3), 321-341.
- Boztepe, A. (2012). Green marketing and its impact on consumer buying behavior. *European Journal of Economic & Political Studies*, 5(1).
- Bryman, A., and Bell, E. (2011). Business research strategies, Chp. 1, in Business research methods, (3th Ed). New York: Oxford University Press.
- Bukhari, S. S. (2011). Green Marketing and its impact on consumer behavior. *European Journal of Business and Management*, 3(4), 375-383.
- Butler, J. (2008). The compelling "hard case" for "green" hotel development. *Cornell hospitality quarterly*, 49(3), 234-244.
- Calza, F., Parmentola, A., & Tutore, I. (2020). Big data and natural environment. How does different data support different green strategies? *Sustainable Futures*, 2, 100029.

- Carlson, L., Grove, S. J., & Kangun, N. (1993). A content analysis of environmental advertising claims: A matrix method approach. *Journal of advertising*, 22(3), 27-39.
- Carrete, L., Castaño, R., Felix, R., Centeno, E., & González, E. (2012). Green consumer behavior in an emerging economy: confusion, credibility, and compatibility. *Journal of consumer marketing*.
- Cha, E. S., Kim, K. H., & Erlen, J. A. (2007). Translation of scales in cross-cultural research: Issues and techniques. *Journal of Advanced Nursing*, 58(4), 386–395.
<https://doi.org/10.1111/j.1365-2648.2007.04242.x>
- Chan, E. S. (2013). Managing green marketing: Hong Kong hotel managers' perspective. *International Journal of Hospitality Management*, 34, 442-461.
- Chan, R. Y. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & marketing*, 18(4), 389-413.
- Chan, S. (2018). Factors Affecting Revisit Intention with Customer Satisfaction as a Mediating Variable in Eco Friendly Resorts. *Jurnal Manajemen Inovasi*, 9(1).
- Chan, W., & Wong, K. (2006). Estimation of weight of solid waste: newspapers in Hong Kong hotels. *Journal of Hospitality & Tourism Research*, 30(2), 231-245.

- Chand, M., & Garge, S. (2017). Eco Friendly Practices in Indian Hotel Industry: An Exploratory Study. *International Journal of Hospitality & Tourism Systems, 10*(1).
- Chandran, C., & Bhattacharya, P. (2019). Hotel's best practices as strategic drivers for environmental sustainability and green marketing. *Journal of Global Scholars of Marketing Science, 29*(2), 218-233.
- Chang, L. H., Hsiao, Y. C., Nuryyev, G., & Huang, M. L. (2015). People's motivation, constraints and willingness to pay for green hotels. *European Journal of Tourism Research, 9*(1), 67-77.
- Chang, L. H., Tsai, C. H., & Yeh, S. S. (2014). Evaluation of green hotel guests' behavioral intention. In *Advances in hospitality and leisure* (pp. 75–89). Emerald Group Publishing Limited.
- Chen, A., & Peng, N. (2012). Green hotel knowledge and tourists' staying behavior. *Annals of Tourism Research, 39*(4), 2211–2216.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management, 28*(4), 1115-1122.
- Chen, M. F., & Tung, P. J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management, 36*, 221–230.

- Chen, X., Gao, Z., Swisher, M., House, L., & Zhao, X. (2018). Eco-labeling in the fresh produce market: not all environmentally friendly labels are equally valued. *Ecological economics*, *154*, 201-210.
- Chen, Y. S. (2013). Towards green loyalty: driving from green perceived value, green satisfaction, and green trust. *Sustainable Development*, *21*(5), 294-308.
- Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, *40*, 382–393.
- Chew, M. Y., & Conejos, S. (2016). Developing a green maintainability framework for green walls in Singapore. *Structural Survey*.
- Chin, C. H., Chin, C. L., & Wong, W. P. M. (2018). The implementation of green marketing tools in rural tourism: the readiness of tourists? *Journal of Hospitality Marketing & Management*, *27*(3), 261-280.
- Chung, K. C. (2020). Green marketing orientation: Achieving sustainable development in green hotel management. *Journal of Hospitality Marketing & Management*, *29*(6), 722-738.
- Claver-Cortés, E., Molina-Azorin, J. F., Pereira-Moliner, J., & López-Gamero, M. D. (2007). Environmental strategies and their impact on hotel performance. *Journal of sustainable tourism*, *15*(6), 663-679.

- Cömert, M., & Özata, E. (2016). Tüketicilerin Yöresel Restoranları Tercih Etme Nedenleri Ve Karadeniz Mutfağı Örneği. *Journal of International Social Research*, 9(42).
- Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 28(15), 1429–1464.
- Connolly, J., & Prothero, A. (2003). Sustainable consumption: consumption, consumers and the commodity discourse. *Consumption, Markets and culture*, 6(4), 275-291.
- Consumers in Europe (2009). Accessed: 25.04.2020
<https://ec.europa.eu/eurostat/documents/3217494/5713579/KS-DY-09-001-EN.PDF/35c63f24-25fe-42a8-8ba3-8f4ff19ae3e9?version=1.0>
- Cooper, I. 1998. “Emerging issues in environmental management”. In *Facility management: Theory and practice*, Edited by: Alexander, K. 111–119. London: Spon Press.
- Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158-174.
- D’Souza, C. (2000). Bridging the communication gap: dolphin-safe “ecolabels”. *Corporate Communications: An International Journal*.

- D'Souza, C., & Yiridoe, E. K. (2019). Producer's self-declared wind energy ECO-labeling consequences on the market: a Canadian case study. *Sustainability*, *11*(5), 1218.
- Daily, G. C. (1997). Introduction: what are ecosystem services. *Nature's services: Societal dependence on natural ecosystems*, *1*(1).
- Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner production*, *165*, 1263-1279.
- Day, G. S., & Wensley, R. (1988). Assessing advantage: a framework for diagnosing competitive superiority. *Journal of marketing*, *52*(2), 1-20.
- Del Chiappa, G., Grappi, S., & Romani, S. (2016). Attitudes toward responsible tourism and behavioral change to practice it: A demand-side perspective in the context of Italy. *Journal of Quality Assurance in Hospitality & Tourism*, *17*(2), 191-208.
- Delafrooz, N., Taleghani, M., & Nouri, B. (2014). Effect of green marketing on consumer purchase behavior. *QScience Connect*, *2014*(1), 5.
- Delmas, M. A., & Grant, L. E. (2008). Eco-labeling strategies: the eco-premium puzzle in the wine industry.
- Dhirasasna, N., Becken, S., & Sahin, O. (2020). A systems approach to examining the drivers and barriers of renewable energy technology adoption in the hotel sector

in Queensland, Australia. *Journal of Hospitality and Tourism Management*, 42, 153-172.

Dief, M. E., & Font, X. (2012). Determinants of environmental management in the Red Sea Hotels: personal and organizational values and contextual variables. *Journal of Hospitality & Tourism Research*, 36(1), 115-137.

Digital Advertising Report (2020). "Digital Advertising Report 2020"
<https://www.statista.com/study/42540/digital-advertising-report/>.

Dodds, R., & Holmes, M. (2016). Is there a benefit from being green? Assessing benefits from marketing sustainability by North American hotels. *J. Hotel Bus. Manag*, 5(145), 2169-0286.

Dörnyei, Z. (2007). *Research methods in applied linguistics*. Oxford university press.

Douglas, S. P., & Craig, C. S. (2007). Collaborative and iterative translation: An alternative approach to back translation. *Journal of International Marketing*, 15(1), 30–43.

D'Souza, C. (2004). Ecolabel programmes: a stakeholder (consumer) perspective. *Corporate Communications: An International Journal*.

D'Souza, C., Taghian, M., & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. *Corporate communications: an international journal*.

- Duffett, R., Edu, T., Haydam, N., Negricea, I. C., & Zaharia, R. (2018). A multi-dimensional approach of green marketing competitive advantage: a perspective of small medium and micro enterprises from Western Cape, South Africa. *Sustainability*, 10(10), 3764.
- Edu, T., & Negricea, I. C. (2017). CSR Market Positioning Constructs: From Planning to Action. Evidence from Romanian Internet Service Providers. In *the Dynamics of Corporate Social Responsibility* (pp. 117-137). Springer, Cham.
- El-Adly, M. I. (2018). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 1–34.
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322-332.
- Environmental Performance Index (2018). Environmental performance index results. Accessed: 10.09.2019. <https://epi.envirocenter.yale.edu/2018/report/category/hlt>
- Erdogan, N., & Baris, E. (2007). Environmental protection programs and conservation practices of hotels in Ankara, Turkey. *Tourism Management*, 28(2), 604-614.

- Etikan, I., Musa, S. A., and Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American journal of theoretical and applied statistics*, 5(1), pp.1-4.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- Font, X., Tapper, R., Schwartz, K., & Kornilaki, M. (2008). Sustainable supply chain management in tourism. *Business strategy and the environment*, 17(4), 260-271.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: nature, purpose, and findings. *Journal of Marketing*, 60(4), 7–18.
- Fournier, S., & Yao, J. L. (1997). Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships. *International Journal of research in Marketing*, 14(5), 451-472.
- Fuentes-Moraleda, L., Lafuente-Ibáñez, C., Muñoz-Mazón, A., & Villacé-Molinero, T. (2019). Willingness to pay more to stay at a boutique hotel with an environmental management system. A preliminary study in Spain. *Sustainability*, 11(18), 5134.

- Gan, C., Wee, H. Y., Ozanne, L., & Kao, T. (2008). Consumers' purchasing behavior towards green products in New Zealand. *Innovative Marketing*, 4(1), 93-102.
- Gan, J. E., & Nuli, S. (2018). Millennials' environmental awareness, price sensitivity and willingness to pay for Green Hotels. *Journal of Tourism, Hospitality and Culinary Arts*, 10(2), 47-62.
- García-Rosell, J. C., & Moisander, J. (2007). Ethical dimensions of sustainable marketing: A consumer policy perspective. *ACR European Advances*.
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, 30(4), 2061-2076.
- Ginsberg, J. M., & Bloom, P. N. (2004). Choosing the right green marketing strategy. *MIT Sloan management review*, 46(1), 79-84.
- Giridhar, T. R. (1998). Eco-labelling: A comparative analysis. *Chemical Business*, 12(7), 95-98.
- Gössling, S., & Buckley, R. (2016). Carbon labels in tourism: persuasive communication? *Journal of Cleaner Production*, 111, 358-369.
- Gracia Royo, A., & de-Magistris, T. (2007). Organic food product purchase behaviour: a pilot study for urban consumers in the South of Italy.

- Green Key (2019). Unlocking sustainability in the hospitality industry. Accessed: 06.09.2019. <https://www.greenkey.global/>
- Green Traveler Guides (2015). “Certified green: what’s that?” <http://greentravelerguides.com/tips/green-certifiers/> (retrieved on May 31, 2021).
- Hair, J. F. Jr., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis*. New Jersey: Pearson.
- Ham, S., & Choi, Y. K. (2012). Effect of cause-related marketing for green practices in the hotel industry. *Journal of Global Scholars of Marketing Science*, 22(3), 249-259.
- Ham, S., & Han, H. (2013). Role of perceived fit with hotels’ green practices in the formation of customer loyalty: Impact of environmental concerns. *Asia Pacific Journal of Tourism Research*, 18(7), 731-748.
- Hameed, I., Zaman, U., Waris, I., & Shafique, O. (2021). A serial-mediation model to link entrepreneurship education and green entrepreneurial behavior: application of resource-based view and flow theory. *International journal of environmental research and public health*, 18(2), 550.
- Han, H. (2015). Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior. *Tourism Management*, 47, 164–177.

- Han, H. (2020). Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products. *Business Strategy and the Environment*, 29(6), 2815-2828.
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29 (4), 659–668.
- Han, H., & Yoon, H. J. (2015). Hotel customers' environmentally responsible behavioral intention: Impact of key constructs on decision in green consumerism. *International Journal of Hospitality Management*, 45, 22–33.
- Han, H., Hsu, L. T. J., & Lee, J. S. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal of Hospitality Management*, 28(4), 519–528.
- Han, H., Hsu, L. T. J., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmentally friendly activities. *Tourism Management*, 31(3), 325–334.
- Han, H., Hsu, L. T. J., Lee, J. S., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International journal of hospitality management*, 30(2), 345-355.

- Han, H., Lee, J. S., Trang, H. L. T., & Kim, W. (2018). Water conservation and waste reduction management for increasing guest loyalty and green hotel practices. *International Journal of Hospitality Management*, 75, 58-66.
- Han, H., Yu, J., & Hyun, S. S. (2020). Effects of nature-based solutions (NBS) on eco-friendly hotel guests' mental health perceptions, satisfaction, switching barriers, and revisit intentions. *Journal of Hospitality Marketing & Management*, 29(5), 592-611.
- Han, H., Yu, J., & Kim, W. (2019). Environmental corporate social responsibility and the strategy to boost the airline's image and customer loyalty intentions. *Journal of Travel & Tourism Marketing*, 36(3), 371-383.
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of business Research*, 65(9), 1254-1263.
- Hassan, Y., & Nor, M. N. A. M. (2013, April). Understanding consumer decision making towards green electronic products. In *Proceedings of the Kuala Lumpur International Business, Economics and Law Conference, Kuala Lumpur, Malaysia* (Vol. 31).
- Hayes, D. (1990). "The green decade", *The Amicus Journal*, No. 12, 24-29.
- Henion, K. E., & Kinnear, T. C. (1976). A guide to ecological marketing. *Ecological Marketing*. Columbus, Ohio: American Marketing Association.

- Hinnen, G., Hille, S. L., & Wittmer, A. (2017). Willingness to pay for green products in air travel: Ready for take-off? *Business Strategy and the Environment*, 26(2), 197–208.
- Hinton, P. R., Brownlow, C., McMurray, I., & Cozens, B. (2004). *SPSS explained*. London: Routledge.
- Hsiao, T. Y., Chuang, C. M., & Huang, L. (2018). The contents, determinants, and strategic procedure for implementing suitable green activities in star hotels. *International Journal of Hospitality Management*, 69, 1-13.
- Hsiao, T. Y., Chuang, C. M., Kuo, N. W., & Yu, S. M. F. (2014). Establishing attributes of an environmental management system for green hotel evaluation. *International Journal of Hospitality Management*, 36, 197-208.
- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34, 145–152.
- Hussain, I., Mu, S., Mohiuddin, M., Danish, R. Q., & Sair, S. A. (2020). Effects of sustainable brand equity and marketing innovation on market performance in hospitality industry: mediating effects of sustainable competitive advantage. *Sustainability*, 12(7), 2939.

- Hwang, J., & Kim, H. (2021). Examining the Importance of Green Food in the Restaurant Industry: Focusing on Behavioral Intentions to Eat Insects. *International Journal of Environmental Research and Public Health*, 18(4), 1905.
- Isac, F. L., & Rusu, S. (2014). Theories of consumer's satisfaction and the operationalization of the expectation disconfirmation paradigm. *Annals of the "Constantin Brâncuși" University of TârguJiu, Economy Series*, (2), 82-88.
- Italian National Agency for the Protection of the Environment and for Technical Services (APAT). "Tourist accommodation EU eco-label award scheme–Final Report." (2002).
- Iwanowski, K., & Rushmore, C. (1994). Introducing the Eco-Friendly Hotel: There are lots of reasons to pay attention to eco-tourism and, let's face it, the main ones have to do with money. *Cornell hotel and restaurant administration quarterly*, 35(1), 34-38.
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60-69.
- Janet, G. S., & Bibiyana, D. J. (2021). A study on consumers satisfaction and service quality towards hotel industry in Tirunelveli City. *Annals of the Romanian Society for Cell Biology*, 17808-17811.

- Jansson, J., & Dorrepaal, E. (2015). Personal norms for dealing with climate change: Results from a survey using moral foundations theory. *Sustainable Development, 23*(6), 381–395.
- Jansson, J., Marell, A., & Nordlund, A. (2011). Exploring consumer adoption of a high involvement eco-innovation using value-belief-norm theory. *Journal of Consumer Behaviour, 10*(1), 51–60.
- Jansson, J., Nilsson, J., Modig, F., & Hed Vall, G. (2017). Commitment to sustainability in small and medium-sized enterprises: The influence of strategic orientations and management values. *Business Strategy and the Environment, 26*(1), 69–83.
- Jensen, J. M., & Hansen, T. (2006). An empirical examination of brand loyalty. *Journal of Product & Brand Management.*
- Jhally, S. (2000). Advertising at the edge of the apocalypse. *Critical studies in media commercialism, 27-39.*
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic management review, 3*(1-2), 128-143.
- Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: A cross-market examination. *Journal of Consumer Marketing, 16*(5), 441–460.

- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: The role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346–351.
- Kang, E. Y., & Atkinson, L. (2021). Effects of message objectivity and focus on green CSR communication: The strategy development for a hotel's green CSR message. *Journal of Marketing Communications*, 27(3), 229-249.
- Kang, S., & Hur, W. M. (2012). Investigating the antecedents of green brand equity: a sustainable development perspective. *Corporate Social Responsibility and Environmental Management*, 19(5), 306-316.
- Kang, S., & Nicholls, S. (2021). Determinants of willingness to pay to stay at a green lodging facility. *International Journal of Hospitality Management*, 94, 102834.
- Kasim, A. (2007). Towards a wider adoption of environmental responsibility in the hotel sector. *International journal of hospitality & tourism administration*, 8(2), 25-49.
- Kassinis, G. I., & Soteriou, A. C. (2003). Greening the service profit chain: The impact of environmental management practices. *Production and operations Management*, 12(3), 386-403.
- Keleş, H. N. (2007). İş tatmininin örgütsel bağlılık üzerindeki etkisine ilişkin ilaç üretim ve dağıtım firmalarında yapılan bir araştırma. *Selçuk Üniversitesi İktisadi ve İdari Bilimler Fakültesi Sosyal ve Ekonomik Araştırmalar Dergisi*, 7(13), 243-263.

- Keshavarz, Y., Aziz, Y. A., Jamshidi, D., & Ansari, Z. (2019). A comparative study of outcome quality, perceived value, and loyalty in four-star and five-star hotels. *International Journal of Tourism Cities*.
- Khan, M. S., & Rafat, A. (2015). Conventional Marketing v/s Green Marketing: Myth and Reality. *International Journal of Pure and Applied Researches*, 1(1), p99.
- Khan, S. A. R., Sharif, A., Golpîra, H., & Kumar, A. (2019). A green ideology in Asian emerging economies: From environmental policy and sustainable development. *Sustainable Development*, 27(6), 1063-1075.
- Khan, S. A. R., Zhang, Y., Anees, M., Golpîra, H., Lahmar, A., & Qianli, D. (2018). Green supply chain management, economic growth and environment: A GMM based evidence. *Journal of Cleaner Production*, 185, 588-599.
- Khatter, A., McGrath, M., Pyke, J., White, L., & Lockstone-Binney, L. (2019). Analysis of hotels' environmentally sustainable policies and practices: Sustainability and corporate social responsibility in hospitality and tourism. *International Journal of Contemporary Hospitality Management*.
- Kim, M. J., & Hall, C. M. (2020). Can sustainable restaurant practices enhance customer loyalty? The roles of value theory and environmental concerns. *Journal of Hospitality and Tourism Management*, 43, 127-138.
- Kim, M. J., & Han, S. (2016). A Content Analysis of Green Advertising Claims in Korea. *Indian Journal of Science and Technology*, 9(29), 1-7.

- Kim, Y. J., Njite, D., & Hancer, M. (2013). Anticipated emotion in consumers' intentions to select eco-friendly restaurants: Augmenting the theory of planned behavior. *International Journal of Hospitality Management*, 34, 255–262.
- Kim, Y., & Han, H. (2010). Intention to pay conventional-hotel prices at a green hotel—A modification of the theory of planned behavior. *Journal of Sustainable Tourism*, 18(8), 997–1014.
- Kirk, D. (1995). Environmental management in hotels. *International journal of contemporary hospitality management*.
- Kirkpatrick, D. (1990). Environmentalism-the new crusade. *Fortune*, 121(4), 44.
- Konuk, F. A. (2019). Consumers' willingness to buy and willingness to pay for fair trade food: The influence of consciousness for fair consumption, environmental concern, trust and innovativeness. *Food research international*, 120, 141-147.
- Kotler, P., Bowen, J. and Makens, J. 1999. *Marketing for hospitality and tourism*, 2nd ed, UK: Prentice-Hall.
- Kumar, G. A. (2021). Framing a model for green buying behavior of Indian consumers: From the lenses of the theory of planned behavior. *Journal of Cleaner Production*, 295, 126487.
- Lam, T., & Hsu, C. H. (2004). Theory of planned behavior: Potential travelers from China. *Journal of Hospitality and Tourism Research*, 28(4), 463–482.

- Lam, T., & Hsu, C. H. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management, 27*(4), 589–599.
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of consumer marketing.*
- Lavuri, R., & Susandy, G. (2020). Green Products: Factors Exploring the Green Purchasing Behavior of South Indian Shoppers. *Indonesian Journal of Sustainability Accounting and Management, 4*(2), 174-191.
- Lee, J. S., Hsu, L. T., Han, H., & Kim, Y. (2010). Understanding how consumers view green hotels: How a hotel's green image can influence behavioural intentions. *Journal of Sustainable Tourism, 18*(7), 901–914.
- Lee, M. J., & Back, K. J. (2008). Association meeting participation: A test of competing models. *Journal of Travel Research, 46*(3), 300–310.
- Lee, S., Sun, K. A., Wu, L., & Xiao, Q. (2018). A moderating role of green practices on the relationship between service quality and customer satisfaction: Chinese hotel context. *Journal of China Tourism Research, 14*(1), 42-60.
- Liat, C. B., Mansori, S., & Huei, C. T. (2014). The associations between service quality, corporate image, customer satisfaction, and loyalty: Evidence from the Malaysian hotel industry. *Journal of hospitality marketing & management, 23*(3), 314-326.

- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: A field study. *Journal of Marketing Research*, 30(2), 234–245.
- Lin, P. C., & Huang, Y. H. (2012). The influence factors on choice behavior regarding green products based on the theory of consumption values. *Journal of Cleaner production*, 22(1), 11-18.
- Liobikienė, G., Mandravickaitė, J., & Bernatienė, J. (2016). Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study. *Ecological Economics*, 125, 38-46.
- Loureiro, M. L., & Lotade, J. (2005). Do fair trade and eco-labels in coffee wake up the consumer conscience? *Ecological Economics*, 53(1), 129–138.
- Lu, Q. S., & Miller, R. (2019). How social media communications combine with customer loyalty management to boost green retail sales. *Journal of Interactive Marketing*, 46, 87-100.
- Lupu, N., Tanase, M. O., & Tontoroiu, R. A. (2013). A straightforward x-ray on applying The Ecolabel to the hotel business area. *Amfiteatru Economic Journal*, 15(Special No. 7), 634-644.
- MacInnis, D. J., & Price, L. L. (1987). The role of imagery in information processing: Review and extensions. *Journal of consumer research*, 13(4), 473-491.

- Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and Social Psychology Bulletin*, 18(1), 3–9.
- Mainieri, T., Barnett, E. G., Valdero, T. R., Unipan, J. B., & Oskamp, S. (1997). Green buying: The influence of environmental concern on consumer behavior. *The Journal of social psychology*, 137(2), 189-204.
- Manaktola, K., & Jauhari, V. (2007). Exploring consumer attitude and behaviour towards green practices in the lodging industry in India. *International journal of contemporary hospitality management*.
- Martinez Garcia de Leaniz, P., Herrero Crespo, A., & Gómez López, R. (2018). Customer responses to environmentally certified hotels: The moderating effect of environmental consciousness on the formation of behavioral intentions. *Journal of Sustainable Tourism*, 26(7), 1160–1177.
- Martinez, P. (2015). Customer loyalty: exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), 896–917.
- Martinez, P., & del Bosque, I. R. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*, 35, 89–99.

- Masau, P., & Prideaux, B. (2003). Sustainable tourism: A role for Kenya's hotel industry. *Current Issues in Tourism*, 6(3), 197-208.
- Mbasera, M., Du Plessis, E., Saayman, M., & Kruger, M. (2016). Environmentally-friendly practices in hotels. *Acta Commercii*, 16(1), 1-8.
- McGorry, S. Y. (2000). Measurement in a cross-cultural environment: survey translation issues. *Qualitative Market Research: An International Journal*.
- Meng, B., & Choi, K. (2018). An investigation on customer revisit intention to theme restaurants: The role of servicescape and authentic perception. *International Journal of Contemporary Hospitality Management*.
- Meng, N. K. (2011). The potential of hotel's green products in Penang: An empirical study. In *2nd International Conference on business and economic research proceeding*.
- Mercade Mele, P., Molina Gomez, J., & Garay, L. (2019). To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry. *Sustainability*, 11(17), 4623.
- Merli, R., Preziosi, M., Acampora, A., Lucchetti, M. C., & Ali, F. (2019). The impact of green practices in coastal tourism: An empirical investigation on an eco-labelled beach club. *International Journal of Hospitality Management*, 77, 471-482.

- Middleton, V. T., & Hawkins, R. (1998). *Sustainable tourism: A marketing perspective*. Routledge.
- Mihalic, T. (2016). Sustainable-responsible tourism discourse—Towards ‘responsustable’ tourism. *Journal of cleaner production*, *111*, 461-470.
- Miller, Z. D. (2017). The enduring use of the theory of planned behavior. *Human Dimensions of Wildlife*, *22*(6), 583–590.
- Mishra, P., Jain, T., & Motiani, M. (2017). Have green, pay more: an empirical investigation of consumer’s attitude towards green packaging in an emerging economy. In *Essays on Sustainability and Management* (pp. 125-150). Springer, Singapore.
- Modica, P. D., Altinay, L., Farmaki, A., Gursoy, D., & Zenga, M. (2020). Consumer perceptions towards sustainable supply chain practices in the hospitality industry. *Current Issues in Tourism*, *23*(3), 358-375.
- Mohammed, A., & Rashid, B. (2018). A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry. *Kasetsart Journal of social sciences*, *39*(2), 358-364.
- Mohd Noor, N. A., & Kumar M, D. (2014). ECO friendly ‘activities’ VS ECO friendly ‘attitude’: Travelers intention to choose green hotels in Malaysia. *World Applied Sciences Journal*, *30*(4), 506-513.

- Moise, M., Gil-Saura, I., & Ruiz-Molina, M. E. (2018). Effects of green practices on guest satisfaction and loyalty. *European Journal of Tourism Research*, 20(20), 92-104.
- Molina-Azorín, J. F., Tari, J. J., Pereira-Moliner, J., Lopez-Gamero, M. D., & Pertusa-Ortega, E. M. (2015). The effects of quality and environmental management on competitive advantage: A mixed methods study in the hotel industry. *Tourism Management*, 50, 41-54.
- Moon, S. J. (2021). Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age. *International Journal of Hospitality Management*, 92, 102727.
- Nadia, E. N., Beatrice, C. D., & Atour, T. (2020). Luxury Hotels' Eco-Friendly Activities & Customers' Preferences and Willingness to Pay for Green Hotels. *Journal of Advanced Management Science Vol*, 8(1).
- Nam, H. V., Lo, A., Yeung, P., & Hatter, R. (2020). Hotel ICON: towards a role-model hotel pioneering sustainable solutions. *Asia Pacific Journal of Tourism Research*, 25(5), 572-582.
- Nasifoglu Elidemir, S., Ozturen, A., and Bayighomog, S. W. (2020). Innovative behaviors, employee creativity, and sustainable competitive advantage: A moderated mediation. *Sustainability*, 12(8), 3295.

- Nawaz, N., & Usman, A. (2011). What makes customers brand loyal: A study on the telecommunication sector of Pakistan. *International Journal of Business and Social Science*, 14, 213–221.
- Nelson, K. M., Partelow, S., Stabler, M., Graci, S., & Fujitani, M. (2021). Tourist willingness to pay for local green hotel certification. *Plos one*, 16(2), e0245953.
- Novacka, L., Pıcha, K., Navratil, J., Topaloglu, C., & Švec, R. (2019). Adopting environmentally friendly mechanisms in the hotel industry. *International Journal of Contemporary Hospitality Management*.
- Ofla, B. S., & Gocer, A. (2015). Gen Tuketicilerin Algılanan evresel Bilgi Duzeyleri Ve Eko-Etiketli runlere Karşı Yaklaşimleri zerine Bir alıřma. *Gazi niversitesi İktisadi ve İdari Bilimler Fakltesi Dergisi*, 17(2), 216-228.
- Ogbeide, G. C. (2012). Perception of green hotels in the 21st century. *Journal of Tourism Insights*, 3(1), 1.
- Oh, H., & Hsu, C. H. (2001). Volitional degrees of gambling behaviors. *Annals of Tourism research*, 28(3), 618-637.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer*. Routledge.

- Onditi, A. (2016). Green marketing and consumer satisfaction. *Journal of Marketing and Consumer Research*, 2(29), 37-38.
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment: science and policy for sustainable development*, 48(5), 22-36.
- Ottman, J.A. (1993), *Green Marketing: Challenges and Opportunities for the New Marketing Age*, NTC Business Books, Lincolnwood
- Park, J., & Kim, H. J. (2014). Environmental proactivity of hotel operations: Antecedents and the moderating effect of ownership type. *International Journal of Hospitality Management*, 37, 1-10.
- Patwary, A. K., Omar, H., & Tahir, S. (2020). A conceptual model of what influences consumers when visiting green hotels in Malaysia. *International Journal of Innovation, Creativity and Change*, 11(11), 11-25.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134.
- Peiró-Signes, A., Segarra-Oña, M. D. V., Verma, R., Mondéjar-Jiménez, J., & Vargas-Vargas, M. (2014). The impact of environmental certification on hotel guest ratings. *Cornell Hospitality Quarterly*, 55(1), 40-51.

- Perugini, M., & Bagozzi, R. P. (2001). The role of desires and anticipated emotions in goal-directed behaviours: Broadening and deepening the theory of planned behaviour. *British journal of social psychology*, 40(1), 79-98.
- Pizam, A. (2009). Green hotels: A fad, ploy or fact of life? *International Journal of Hospitality Management*, 1(28), 1.
- Podsakoff, P. M., MacKenzie, S. B., and Podsakoff, N. P. (2012). Sources of method bias in social science research and recommendations on how to control it. *Annual review of psychology*, 63, pp.539-569.
- Polonsky, M. J. (Ed.). (1999). *Greener marketing: A responsible approach to business*. Greenleaf Publishing.
- Ponnappureddy, S., Priskin, J., Ohnmacht, T., Vinzenz, F., & Wirth, W. (2017). The influence of trust perceptions on German tourists' intention to book a sustainable hotel: A new approach to analysing marketing information. *Journal of Sustainable Tourism*, 25(7), 970-988.
- Porter, M. E. and Kramer, M. R. (2006), Strategy and Society: The Link between Competitive Advantage and Corporate Social Responsibility, *Harvard Business Review*, Vol. 84, Issue 12, PP. 78-92
- Prakash, G., Choudhary, S., Kumar, A., Garza-Reyes, J. A., Khan, S. A. R., & Panda, T. K. (2019). Do altruistic and egoistic values influence consumers' attitudes and

purchase intentions towards eco-friendly packaged products? An empirical investigation. *Journal of Retailing and Consumer Services*, 50, 163-169.

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*, 56(1), 41–54.

Proto, M., Malandrino, O., & Supino, S. (2007). Eco-labels: a sustainability performance in benchmarking? *Management of Environmental Quality: An International Journal*.

Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business strategy series*.

Rahman, I. (2018). The interplay of product involvement and sustainable consumption: An empirical analysis of behavioral intentions related to green hotels, organic wines and green cars. *Sustainable Development*, 26(4), 399-414.

Rahman, I., & Reynolds, D. (2016). Predicting green hotel behavioral intentions using a theory of environmental commitment and sacrifice for the environment. *International journal of hospitality management*, 52, 107-116.

Rather, R. A., & Rajendran, R. (2014). A Study on Consumer Awareness of green products and its Impact on Green Buying Behavior. *International Journal of Research*, 1(8).

- Rauyruen, P. Y., & Miller, K. (2007). Service quality and its contribution to price premium though service loyalty: a B2B perspective. In *the IMP Conference*. Manchester Business School.
- Rawashdeh, A. A., & Al-Ababneh, M. (2021). Hotel Guests' Perceptions of Environmentally Friendly Practices in Jordan. *Journal of Environmental Management & Tourism*, 12(1), 107-120.
- Rex, E., & Baumann, H. (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. *Journal of cleaner production*, 15(6), 567-576.
- Rezvani, Z., Jansson, J., & Bengtsson, M. (2017). Cause I'll feel good! An investigation into the effects of anticipated emotions and personal moral norms on consumer pro-environmental behavior. *Journal of Pro-motion Management*, 23(1), 163–183.
- Ridwan, A. F., Maulina, E., & Chan, A. (2017). Comparisons of Factors that Influence Male Consumer Behavior in Purchasing Skin Care Products (Case Study: Men from Suwon City, South Korea and Bandung, Indonesia). *Review of Integrative Business and Economics Research*, 6, 176.
- Ries, A., & Trout, J. (2001). *Positioning: The battle for your mind*. McGraw Hill.
- Ritter, Á. M., Borchardt, M., Vaccaro, G. L., Pereira, G. M., & Almeida, F. (2015). Motivations for promoting the consumption of green products in an emerging

- country: exploring attitudes of Brazilian consumers. *Journal of Cleaner Production*, 106, 507-520.
- Rivera-Camino, J. (2007). Re-evaluating green marketing strategy: a stakeholder perspective. *European Journal of marketing*.
- Roberts, J. A. (1996). Green consumers in the 1990s: Profile and implications for advertising. *Journal of Business Research*, 36(3), 217–231.
- Roberts, J. A., & Bacon, D. R. (1997). Exploring the subtle relationships between environmental concern and ecologically conscious consumer behavior. *Journal of Business Research*, 40(1), 79–89.
- Rundle-Thiele, S., & Bennett, R. (2001). A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets. *Journal of Product & Brand Management*.
- Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International journal of contemporary hospitality management*.
- Sahin, S., Baloglu, S., & Topcuoglu, E. (2020). The influence of green message types on advertising effectiveness for luxury and budget hotel segments. *Cornell Hospitality Quarterly*, 61(4), 443-460.

- Saleem, F. (2021). Antecedents of the Green Behavioral Intentions of Hotel Guests: A Developing Country Perspective. *Sustainability*, 13(8), 4427.
- Schäfer, M., Jaeger-Erben, M., & Dos Santos, A. (2011). Leapfrogging to sustainable consumption? An explorative survey of consumption habits and orientations in Southern Brazil. *Journal of Consumer Policy*, 34(1), 175-196.
- Schlegelmilch, B. B., Bohlen, G. M., & Diamantopoulos, A. (1996). The link between green purchasing decisions and measures of environmental consciousness. *European journal of marketing*.
- Schumacker, R. E., & Lomax, R. G. (2016). *A Beginner's guide to structural equation modeling*. New York: Routledge.
- Scott, D., Peeters, P., & Gössling, S. (2010). Can tourism deliver its “aspirational” greenhouse gas emission reduction targets? *Journal of Sustainable Tourism*, 18(3), 393-408.
- Shabbir, M. S., & Wisdom, O. (2020). The relationship between corporate social responsibility, environmental investments and financial performance: Evidence from manufacturing companies. *Environmental Science and Pollution Research*, 1-12.
- Shao, J., & Ünal, E. (2019). What do consumers value more in green purchasing? Assessing the sustainability practices from demand side of business. *Journal of Cleaner Production*, 209, 1473-1483.

- Sharma, N., Saha, R., Sreedharan, V. R., & Paul, J. (2020). Relating the role of green self-concepts and identity on green purchasing behaviour: An empirical analysis. *Business Strategy and the Environment*, 29(8), 3203-3219.
- Shen, L., Qian, J., & Chen, S. C. (2020). Effective communication strategies of sustainable hospitality: A qualitative exploration. *Sustainability*, 12(17), 6920.
- Sigala, M. (2014). Customer involvement in sustainable supply chain management: A research framework and implications in tourism. *Cornell Hospitality Quarterly*, 55(1), 76-88.
- Sima, V. (2013). B2B Green Marketing in Romania. *Economic Insights-Trends & Challenges*, 65(1).
- Singh, P. B., & Pandey, K. K. (2012). Green marketing: policies and practices for sustainable development. *Integral Review*, 5(1), 22-30.
- Singh, S., Vrontis, D., & Thrassou, A. (2011). Green marketing and consumer behavior: The case of gasoline products. *Journal of Transnational Management*, 16(2), 84-106.
- Sniehotta, F. F., Presseau, J., & Araújo-Soares, V. (2014). Time to retire the theory of planned behaviour. *Health Psychology Review*, 8(1), 1-7.
<https://doi.org/10.1080/17437199.2013.869710>

- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41, 177–189.
- Statista (2017). Hotels Turkey. Accessed: 06.09.2019. <https://www.statista.com/outlook/267/113/hotels/turkey#market-age>
- Stern, P. C. (2000). New environmental theories: toward a coherent theory of environmentally significant behavior. *Journal of Social Issues*, 56(3), 407–424.
- Stern, P. C., & Dietz, T. (1994). The value basis of environmental concern. *Journal of Social Issues*, 50(3), 65–84.
- Suki, N. M., & Suki, N. M. (2016). Mediating role of social responsibility on the relationship between consumer awareness of green marketing and purchase intentions. *International Journal of Economics and Management Engineering*, 9(8), 2996-2999.
- Sumrin, S., Gupta, S., Asaad, Y., Wang, Y., Bhattacharya, S., & Foroudi, P. (2021). Eco-innovation for environment and waste prevention. *Journal of Business Research*, 122, 627-639.
- Sun, Y., & Wang, S. (2019). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*.

- Swarbrooke, J. (1999). *Sustainable tourism management*. Cabi.
- Tabaku, E., & Kruja, D. (2019). An integrated framework for customer loyalty in the hotel sector. *Serbian Journal of Management*, 14(1), 205-221.
- Tan, B. C. (2011). The roles of knowledge, threat, and PCE on green purchase behaviour. *International Journal of Business and Management*, 6(12), 14-27.
- Tanford, S., & Malek, K. (2015). Segmentation of reward program members to increase customer loyalty: The role of attitudes towards green hotel practices. *Journal of Hospitality Marketing & Management*, 24(3), 314-343.
- Tanford, S., Kim, M., & Kim, E. J. (2020). Priming social media and framing cause-related marketing to promote sustainable hotel choice. *Journal of Sustainable Tourism*, 28(11), 1762-1781.
- Tanner, C., & Wölfing Kast, S. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychology & Marketing*, 20(10), 883-902.
- Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International Journal of Research in Marketing*, 12(2), 137-155.

- 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.
- Teng, Y. M., & Wu, K. S. (2019). Sustainability development in hospitality: The effect of perceived value on customers' green restaurant behavioral intention. *Sustainability*, 11(7), 1987.
- Teng, Y. M., Wu, K. S., & Liu, H. H. (2015). Integrating altruism and the theory of planned behavior to predict patronage intention of a green hotel. *Journal of Hospitality and Tourism Research*, 39(3), 299–315.
- Tierney, P., Hunt, M., & Latkova, P. (2011). Do travelers support green practices and sustainable development. *Journal of Tourism Insights*, 2(2), 5.
- Tovmasyan, G. (2019). Assessing some indicators of tourism sustainability: case study from Armenia.
- Trang, H. L. T., Lee, J. S., & Han, H. (2019). How do green attributes elicit pro-environmental behaviors in guests? The case of green hotels in Vietnam. *Journal of Travel & Tourism Marketing*, 36(1), 14-28.
- Trivedi, R. H., Patel, J. D., & Acharya, N. (2018). Causality analysis of media influence on environmental attitude, intention and behaviors leading to green purchasing. *Journal of cleaner production*, 196, 11-22.

- Tseng, S. C., & Hung, S. W. (2013). A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of cleaner production*, 59, 174-184.
- Turcev (2019). Numbers of green key hotels based on years. Accessed: 06.09.2019. http://www.turcev.org.tr/V2/icerikDetay.aspx?icerik_id=31
- Um, J., & Yoon, S. (2021). Evaluating the relationship between perceived value regarding tourism gentrification experience, attitude, and responsible tourism intention. *Journal of Tourism and Cultural Change*, 19(3), 345-361.
- Verma, A. S. (2014). Sustainable supply chain management practices: Selective case studies from Indian hospitality industry. *International Management Review*, 10(2), 13-23.
- Verma, V. K., & Chandra, B. (2018). An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention. *Journal of cleaner production*, 172, 1152-1162.
- Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer “attitude–behavioral intention” gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169–194.
- Vernekar, S. S., & Wadhwa, P. (2011). Green consumption an empirical study of consumers attitudes and perception regarding eco-friendly FMCG products, with special reference to Delhi and NCR region abstract.

- Vlosky, R. P., Ozanne, L. K., & Fontenot, R. J. (1999). A conceptual model of US consumer willingness-to-pay for environmentally certified wood products. *Journal of Consumer Marketing*.
- Wang, C., Harris, J., & Patterson, P. G. (2012). Customer choice of self- service technology: The roles of situational influences and past experience. *Journal of Service Management*, 23(1), 54–78.
- Wang, J. N., Du, J., Chiu, Y. L., & Li, J. (2018). Dynamic effects of customer experience levels on durable product satisfaction: Price and popularity moderation. *Electronic Commerce Research and Applications*, 28, 16–29.
- Wang, J., Wang, S., Wang, Y., Li, J., & Zhao, D. (2018). Extending the theory of planned behavior to understand consumers' intentions to visit green hotels in the Chinese context. *International Journal of Contemporary Hospitality Management*, 30(8), 2810–2825.
- Wang, L., & Wong, P. P. W. (2020). Marketing of environmentally friendly hotels in China through religious segmentation: a theory of planned behaviour approach. *Tourism Review*.
- Wang, L., Wong, P. P. W., Narayanan Alagas, E., & Chee, W. M. (2019). Green hotel selection of Chinese consumers: A planned behavior perspective. *Journal of China Tourism Research*, 15(2), 192-212.

- Wang, W., Liu, Y., Zhang, L., Ran, L., Xiong, S., & Tan, X. (2021). Associations between Indoor Environmental Quality and Infectious Diseases Knowledge, Beliefs and Practices of Hotel Workers in Wuhan, China. *International Journal of Environmental Research and Public Health*, 18(12), 6367.
- Webster Jr, F. E. (1975). Determining the characteristics of the socially conscious consumer. *Journal of consumer research*, 2(3), 188-196.
- Welsch, H., & Kühling, J. (2011). Are pro-environmental consumption choices utility-maximizing? Evidence from subjective well-being data. *Ecological Economics*, 72, 75-87.
- Whitla, P., Walters, P. G., & Davies, H. (2007). Global strategies in the international hotel industry. *International Journal of Hospitality Management*, 26(4), 777-792.
- Wiederhold, M., & Martinez, L. F. (2018). Ethical consumer behavior in Germany: The attitude-behavior gap in the green apparel industry. *International Journal of Consumer Studies*, 42(4), 419–429.
- Wier, M., Jensen, K. O. D., Andersen, L. M., & Millock, K. (2008). The character of demand in mature organic food markets: Great Britain and Denmark compared. *Food Policy*, 33(5), 406-421.
- Williams, P., & Soutar, G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of tourism research*, 36(3), 413-438.

- Wolfe, K. L., & Shanklin, C. W. (2001). Environmental practices and management concerns of conference center administrators. *Journal of Hospitality & Tourism Research*, 25(2), 209-216.
- Wu, G. C. (2017). Effects of socially responsible supplier development and sustainability-oriented innovation on sustainable development: Empirical evidence from SMEs. *Corporate Social Responsibility and Environmental Management*, 24(6), 661-675.
- Wu, H. C., & Mohi, Z. (2015). Assessment of service quality in the fast-food restaurant. *Journal of Foodservice Business Research*, 18(4), 358-388.
- Wu, H., Li, Y., Hao, Y., Ren, S., & Zhang, P. (2020). Environmental decentralization, local government competition, and regional green development: Evidence from China. *Science of The Total Environment*, 708, 135085.
- Wu, J. (2014). Urban ecology and sustainability: The state-of-the-science and future directions. *Landscape and urban planning*, 125, 209-221.
- 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.
- Wyngaard, A. T., & De Lange, R. (2013). The effectiveness of implementing eco initiatives to recycle water and food waste in selected Cape Town hotels. *International Journal of Hospitality Management*, 34, 309-316.

- Xi, D. and Heung, V.C.S. (2012), “The effects of brand relationship quality on responses to service failure of hotel consumers”, *International Journal of Hospitality Management*, Vol. 31 No. 3, pp. 735-744.
- Xu, X., & Gursoy, D. (2015). Influence of sustainable hospitality supply chain management on customers’ attitudes and behaviors. *International journal of hospitality management*, 49, 105-116.
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739.
- Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological Economics*, 134, 114–122.
- Yarimoglu, E., & Gunay, T. (2020). The extended theory of planned behavior in Turkish customers' intentions to visit green hotels. *Business Strategy and the Environment*, 29(3), 1097-1108.
- Yeh, S. S., Guan, X., Chiang, T. Y., Ho, J. L., & Huan, T. C. T. (2021). Reinterpreting the theory of planned behavior and its application to green hotel consumption intention. *International Journal of Hospitality Management*, 94, 102827.
- Yılmaz, Y., Üngüren, E., & Kaçmaz, Y. Y. (2019). Determination of Managers’ Attitudes Towards Eco-Labeling Applied in the Context of Sustainable Tourism

- and Evaluation of the Effects of Eco-Labeling on Accommodation Enterprises. *Sustainability*, 11(18), 5069.
- Yoon, D., Kim, Y. K., & Fu, R. J. (2020). How can hotels' green advertising be persuasive to consumers? An information processing perspective. *Journal of Hospitality and Tourism Management*, 45, 511-519.
- Yu, W., Chavez, R., Feng, M., Wong, C. Y., & Fynes, B. (2020). Green human resource management and environmental cooperation: An ability-motivation-opportunity and contingency perspective. *International Journal of Production Economics*, 219, 224-235.
- Yu, X., Gao, Z., & Zeng, Y. (2014). Willingness to pay for the "Green Food" in China. *Food policy*, 45, 80-87.
- Yücel, M., & Ekmekçiler, Ü. S. (2008). Çevre dostu ürün kavramına bütünsel yaklaşım; temiz üretim sistemi, eko-etiket, yeşil pazarlama. *Elektronik Sosyal Bilimler Dergisi*, 7(26), 320-333.
- Yusof, Y., Awang, Z., Jusoff, K., & Ibrahim, Y. (2017). The influence of green practices by non-green hotels on customer satisfaction and loyalty in hotel and tourism industry. *International Journal of Green Economics*, 11(1), 1-14.
- Zaman, A. U., Miliutenko, S., & Nagapetan, V. (2010). Green marketing or green wash? A comparative study of consumers' behavior on selected Eco and Fair-trade

labeling in Sweden. *Journal of Ecology and the Natural Environment*, 2(6), 104-111.

Zeydan, İ., & Gürbüz, A. (2021). Turizmde Yeşil Pazarlama Uygulamaları: Mavi Bayrak Ve Yeşil Yıldızın Turistlerin Konaklama Tercihlerine Etkisi. *Uluslararası Yönetim İktisat ve İşletme Dergisi*, 17(1), 224-235.

Zhang, D., Sogn-Grundvåg, G., Asche, F., & Young, J. A. (2018). Eco-labeling and retailer pricing strategies: The UK haddock market. *Sustainability*, 10(5), 1522.

Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of destination marketing & management*, 8, 326-336.

Zhao, R., & Zhong, S. (2015). Carbon labelling influences on consumers' behaviour: A system dynamics approach. *Ecological indicators*, 51, 98-106.

Zhu, Q., & Sarkis, J. (2016). Green marketing and consumerism as social change in China: Analyzing the literature. *International Journal of Production Economics*, 181, 289-302.

Zhu, Y. (2013). A review of job satisfaction. *Asian Social Science*, 9(1), 293.

Zhuping, L., & Qiang, Q. (2009). Research of consumer cognition about green hotel in China. *IEEE Journals*, 4244-4639.

APPENDIX

Survey

Dear participant,

As a participant you are kindly requested to participate in this pretest research study by completing this questionnaire. Please fill up this questionnaire, if you have experience at least one night in a green hotel setting. Your response will remain confidential and used for only academic purposes.

Yours truly,

1: Strongly Disagree 2: Disagree 3: Neither agree not disagree
4: Agree 5: Strongly Agree

		1	2	3	4	5
ATT1	Staying at a green hotel when traveling would enable me to protect.					
ATT2	Staying at a green hotel when traveling would enable me to be					
ATT3	Staying at a green hotel when traveling would enable me to experience a healthy environmentally friendly guestroom.					
ATT4	Staying at a green hotel when traveling would enable me to perform environmentally friendly practices.					
ATT5	Staying at a green hotel when traveling would enable me to enjoy.					
SN6	My family (or relatives) thinks I should stay at a green hotel when traveling.					
SN7	My friends think I should stay at a green hotel when traveling.					
SN8	My colleagues (or co-workers) think I should stay at a green hotel when traveling.					
PC9	Staying at a green hotel is expensive.					
PC10	Finding a green hotel when traveling takes time and effort.					
EFA11	I frequently use the bags for recycling.					
EFA12	When buying something wrapped, I often check whether it is wrapped in recyclable material					
OI13	Overall image for staying in a green hotel is					
OI14	Overall image I have about a green hotel is					
OI15	Overall, I have a good image about a green hotel to spend a night(s).					
RVI16	I am willing to stay at a green hotel when traveling.					
RVI17	I plan to stay at a green hotel when traveling.					

WP18	It is acceptable to pay more for a hotel that engages in green practices.					
WP19	I am willing to pay more for a green hotel.					
WP20	I am willing to spend extra in order to stay at an environmentally friendly hotel.					
S21	I am generally satisfied by the green hotel.					
S22	The services offered by the green hotel were better than I expected.					
S23	Green hotels were very close to my ideal hotel concept.					
L24	I do most of my accommodations in the green hotels.					
L25	I recommend green hotels to my friends, relatives, and colleagues.					
L26	I will spend a night in the green hotels at the very next time.					

2. Demographic Questions:

Gender: Female Male

Marital Status: Married Single

Age: 23-28 29-34 35-40 41 and +

Education: Middle school and under High School Undergraduate Graduate

Salary: 1.301-2.600 TL 2.601-3.900 TL 3.901-5.200 TL 5.201-6.500 TL
6.501-7.800 TL 7.801-9.100 TL

Occupation: Private Sector Public Sector Self- Employed Student
Housewife Retired

Thank you for completing this survey.