

Is your Hotel Green? Examining Tourists' Intention to visit Green Hotels through the Lens of Value Attitude Behavior Framework

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ABSTRACT

The current study aims to identify the influence of peer influence and word of mouth on the attitude of consumers towards green hotels. Moreover, this research also proposes to examine the impact of attitude, subjective norms, perceived behavioural control, and personal norms on the intention of tourists to visit green hotels. The research model integrates theory of planned behaviour, value belief model and value attitude behaviour framework for assessing the tourist intention to visit green hotels. The responses are collected through an online survey from a sample of 415 tourists. Structural equation modelling (SEM) is used to determine the linear relationship among factors in the theoretical model. The results from the SEM analysis reveal that word of mouth and peer influence the intention of tourists to visit green hotels positively. Also, perceived behavioural control and personal norms significantly affect tourists' visit intention towards green hotels. The findings of the study have theoretical and practical implications beneficial to both marketers and consumers.



Keywords: green hotels, intention, personal norm, word of mouth, peer influence, theory of planned behaviour



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INTRODUCTION

Hospitality often referred to as the backbone of the global tourism industry, the hospitality industry plays an important role in economic development and employment worldwide (WTTC, 2022). The industry, which includes a variety of services such as hotels, restaurants, travel agencies, event planning, and more, caters to the diverse needs of travelers and patrons looking for a variety of experiences. According to the World Travel and Tourism Council (WTTC, 2022), the hospitality industry is a major contributor to global gross domestic product, supporting millions of jobs. This reflects its economic importance not only as a source of direct employment, but also as a catalyst for industries such as transportation, entertainment and retail. Beyond this, social media has also emerged as a strong force in the hospitality sector (Minazzi, 2015) and can impact the reputation and choice-making process of prospective visitors. User feedback, recommendations and reviews such as TripAdvisor and Yelp, are highly significant to influence attitudes towards hotels, restaurants and other hospitality businesses.

Despite the industry's ability to bounce back, it continues to struggle with various challenges, including the ongoing economic uncertainty and the global crisis. Internship opportunities decreased across the board during this time, but they have decreased by 92% in the hospitality sector since the first quarter of 2020 (Stansell, 2020). But the industry's capacity to adapt and innovate to meet evolving consumers' needs has been one of the industry's key strengths. In the 21st century, sustainability and responsible tourism are becoming important factors in the hospitality industry (Jones et al., 2016). In response to climate change and social concerns, businesses are taking measures for environmental friendliness and the introduction of social responsibility.

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In the current reality, technology is a crucial component, with online booking systems and mobile applications playing a significant part in the hospitality sector ([Perna et al., 2024](#)). The need for reputation management is reinforced through social media as customers' reviews and recommendations play a huge part in deciding on future guests. The hospitality sector is more than just a set of services - it is a component of the global economy that influences patterns of tourism, employment and overall population health and wellness ([WTTC, 2022](#)). As the economic, technological and social landscape evolves, so does the industry, highlighting its adaptability and relevance in the modern world. The hospitality sector is a diverse and vibrant sector that influences the consumer experience, economic growth and travel trends around the world ([WTTC, 2022](#)).

The hotel industry has been on a transformational journey with the pervasive influence of technology having a profound impact on the entire guest experience. Recent years have seen an amazing transformation in the way hotels communicate with their guests, all the way from booking to providing services on the premises. As [Özen and Katlav \(2023\)](#) pointed out, technology's role in the hotel sector is more than just a convenience; it is a defining experience and expectation for guests. The impact of technology on the guest experience in the hospitality industry extends beyond the collection stage and permeates all aspects of the stay. According to ([Morakanyane et al., 2020](#)) and ([Vial, 2019](#)), digital transformation (DT) is an evolutionary process that uses digital capabilities and technology to produce value for business models, operational processes, and consumer experiences. Network-based digitalization is thought to be the catalyst for the remarkable transformation of people's personal and professional lives, following the revolutions in petrochemicals, steam, steel, electricity, and other technologies ([Khan, 2016](#)). In addition, the integration of artificial intelligence (AI) and chat points has become more widespread in solving guest questions and improving communication during the stay ([Sigala, 2020](#)).

AI-driven chat provides real-time assistance by ensuring guests' questions and requests are answered as quickly as possible, ultimately creating a sense of comfort and satisfaction ([Kadagidze and Ugrelidze, 2023](#)). The impact of technology on the guest experience in the hospitality industry is multi-faceted ([Yoruk et al., 2024](#)), from the pre-booking stage to on-site interaction and post-stay interaction. Embracing these technological advances not only meets the needs of today's travelers, but also keeps hotels at the forefront of innovation in a competitive environment ([Al-Hyari et al., 2023](#)). The hotel industry is undergoing a revolutionary shift towards AI-based technology to improve the guest experience ([Al-Hyari et al., 2023](#)). AI-powered chats are increasingly being used for instant and personalized guest interactions, streamlining processes and increasing responsiveness ([Sigala, 2020](#)). This virtual assistant adds to the experience by efficiently answering guests' questions and speeding up the booking process ([Chandwani et al., 2023](#)).

AI-powered facial recognition technology is revolutionizing the screening process. AI-powered biometric solutions provide guests with a secure and contactless check-in experience that eliminates the need for traditional identification methods. The role of AI in information security is important, and hotels use AI algorithms to monitor operations, detect suspicious activity, and ensure guest data is protected during online interactions. This proactive approach helps earn trust and confidence from guests and enhances security. By applying AI-powered systems in the hotel sector, it is clear that the hotel industry is striving to create a more personalized, secure and technologically advanced guest experience. This turn is opening the door for hotels to be the first to innovate and prove their dedication to satisfying today's modern travelers' expectations. ([Sigala, 2020](#))

Research Gap

Long term impact: While there is a focus in the research literature on the direct effects of technology facilities on guest satisfaction, it would be beneficial if the impact of technology facilities can be explored over a longer timeframe. The potential impact of the benefits of technology over time on loyalty and repeat visits offers a great deal of insight for hotels.

Guest expectations and personalisation: The expectations for technology amenities may change over time, particularly as technology changes so quickly. It is important for hotels to learn how to personalize their technology offerings to meet the needs of individual guests and increase satisfaction.

Environmental sustainability: The study does not consider the environmental impact, but rather satisfaction with technological facilities. Further studies in this area may focus on developing methods for the hotel industry to adopt technology to enhance its sustainability strategies without compromising on guest satisfaction.

Limitations: The study identifies the significance of technologies in enhancing guest satisfaction, but doesn't consider the actual issues and costs of implementing and sustaining these amenities. Performance studies can help the hotel managers and owners better.

Guest satisfaction: The paper talks about how enhanced customer satisfaction is needed to be done using technology advancements, but does not get back to any particular technique to measure guest satisfaction. There is a need for further research on ways to measure guest satisfaction in relation to technological developments and appropriate tools to be used.

The paper highlights the visitor perspective and the management perspective to the effects of technological innovation, but neglects the employee's perspective. Future studies might include examining how the impact of the technology might influence employee satisfaction, workloads, and the relationships with visitors.

Science and Sustainability: Although technological innovation is talked about as efficient, the paper does not consider the impact of technological innovation on the environment. There is a need for future research on the role of technology in hospitality enterprises for enhancing sustainability and minimizing their ecological footprint.

Cross-Cultural Perspective: The paper overlooks the cultural differences that could arise in the uptake and uptake of technological innovations in the hospitality industry. Further studies may explore the effects of cultural variables on guests' preference for technological facilities/services.

The study of impact of technology usage in the hotel industry has several purposes and is used to understand and improve the hotel's different aspects.

1) **Assess guest satisfaction:** This study is designed to evaluate the effects of technology, including mobile applications, AI-powered services and smart room controls, on guest satisfaction ([Al-Hyari et al., 2023](#)). Such technology has the potential to greatly enhance the overall satisfaction of guests, providing a sense of convenience and personalization.

2) **Examine the influence of online reputation:** The study explores the influence of technology in online reputation management as discussed by [Sigala \(2020\)](#) with regards to social media/social networks and online reviews/guest feedback platforms. The assessment reveals the extent of the use of technology by hotels to create a positive online reputation.

3) **Assess data security and privacy measures:** The objective is to assess how technology can help secure data and protect visitors' privacy in online transactions and technology integration ([Sigala, 2020](#)). These values are critical in fostering and sustaining guest trust.

Objective

The impact of technology is multifaceted on the guest experience in the hospitality industry, with advances such as keyless entry systems, mobile check-in options and AI-based personalization, and their impact on increasing efficiency, security and satisfaction for today's travelers. The aim of this study is to examine how emerging technology is impacting the way guests interact with the hospitality industry from when they arrive to the hotel until they depart, as well as to find out what strategies can be used to best use technological innovation to meet new guest expectations and stay competitive in the marketplace.

In today's technologically advanced world, the incorporation of modern solutions has transformed the way people communicate with hotels. Guests are now offered a personalized service through AI chat and virtual concierge to make them feel special, as they attended their place. In addition, the adoption of smart room features such as automatic temperature control and voice-activated assistants not only enhances the guest experience, but also demonstrates the industry's commitment to sustainability and environmental friendliness.

Incorporating contactless payment methods and digital loyalty programs not only makes transaction more convenient for guests but also fosters brand loyalty and repeat business, ultimately paving the way for the long-term sustainability and success of the hospitality industry. Technology's evolution is continuing to ramp up, and hospitality professionals need to keep evolving to make the most of new technology and meet guest expectations. With proactive steps and strategic investments, the industry can address these obstacles and tap into the transformative potential of technology to deliver unprecedented guest experiences that will have a lasting impact.

LITERATURE REVIEW

Green hotel and Purchase intention

A green hotel is characterized as environmentally friendly, with management dedicated to implementing programs that conserve water, reduce energy consumption, and minimize solid waste, thereby contributing to environmental protection. [Conner and Norman \(2022\)](#) and [Nimri et al. \(2020\)](#) define intention as the likelihood that an individual will perform a specific behavior and the motivation to exert the necessary effort. Similarly, an individual's desire to make green purchases reflects their willingness and capacity to participate in pro-environmental activities, such as choosing to stay at green hotels ([Eid et al., 2021](#)). Intention is considered one of the most reliable predictors of behavior ([Saleem, 2021](#)). Research indicates that green purchasing intention moderates the relationships among behavior, attitude, social norms, perceived behavioral control, and other antecedent variables, and serves as a predictor of pro-environmental behavior ([Sultana et al., 2022](#); [Wibowo et al., 2022](#)). [Badia et al. \(2024\)](#) examined industrial tourism with respect to corporate reputation and sustainability, while [Ferreira et al. \(2023\)](#) demonstrated the positive influence of green practices on customers' intentions to visit hotels.

The Theory of Planned Behavior

Over the past decade, many studies have begun to understand the green purchase intentions of customers since the increasing importance of environmental issues in the hotel industry. This study investigates customers' intentions to visit a green hotel using the theory of planned behavior. The purpose of this study is to analyze the effects of the extended theory of planned behavior (attitude to green hotels, subjective norms, perceived control, environmentally friendly activities, and overall image) on the intention to visit and to predict the effects of the intention to visit, satisfaction and loyalty.

The TPB model provides a theoretical framework with attitudes, subjective norms, and behavioral control as key components often used to predict consumer buying intentions behavior for green hotels. Recently, TPB also finds application in the context of green hotels. ([Fauzi et al., 2024](#); [Nimri et al., 2020](#)) In this study, we aim to investigate the use of TPB framework in predicting purchase intention of older customers Green hotel.

The Value Belief Norm Model

The value-belief-norm theory of environmentalism (VBN) is an alternative emerging theory applied by academics to explore and understand consumer pro-environmental behavior ([Sharma and Gupta, 2020](#)). Value-belief theory is an extended version of the activation model ([Megeirhi et al., 2020](#)). Value's orientation and ecological view are linked to a standard activation framework. It is based on the ability to perform pro-environmental behavior instead of focusing on costs and shows that stronger individuals subscribe to higher values than self-interest, i.e. self-transcendence (for example, altruistic versus self-enhancing) and biospheric values (i.e. egoistic values). Value-belief-norm theory is a consistent model in which pro-environmental behavior is activated by value orientation through a chain of relationships, an ecological worldview, negative consequences for valued objects ([Sharma and Gupta, 2020](#)).

However, the individual's ecological worldview only reflects public concerns and issues related to environmental protection, so it is known as implicit attitudes ([Wang et al., 2023b](#)), but it can also be expressed by expressing some positive/negative attitudes. In particular, pro-environmental behavior ([Nimri et al., 2020](#)) which expresses an open attitude. Several studies have attempted to gain a deeper understanding of individual environmental attitudes (for example, openness and openness) that influence consumers' green hotel choices ([Patwary et al., 2022](#)).

The Value attitude behavior Model

Value attitude behavior model theory states that behavior results from the combination of attitudinal variables and contextual factors ([Guagnano et al., 1995](#)). This theory does not have specific variables but assumes both external and psychological conditions influence behavior. This study extends existing knowledge by assessing the roles of biospheric value, green trust, biosphere importance, and green beliefs as contextual factors in predicting the intention to visit green hotels. Some studies have shown their effectiveness in predicting this intention. Therefore, a combination of psychological and contextual factors may contribute to a better understanding of customers' decisions when choosing a green hotel.

Attitude and green hotel

[Ajzen \(1991\)](#) defines attitude as “the degree to which an individual has a favourable or unfavourable evaluation or appraisal of a given behavior”. Many studies have analysed consumers' behavioural intentions in the environment from various perspectives, especially considering factors such as environmental value, consumer trust and green marketing ([Tan, 2023](#)). Specifically related to green hotels, most studies have focused the hotel's green practices ([Patwary et al., 2022](#)) the hotel's green image, customers' environmental value and customer satisfaction ([Wang et al., 2022](#)) with the intention of WOM. Also, several studies have confirmed that the green hotel visit attitude has a positive effect on visit intention. But studies focusing on the impact of attitude on intention to visit green hotel is still limited. Attitude towards green products remains the most influential determinant of consumer intention to act. To reduce this gap, we hypothesize:

H1. Attitude positively influences consumers' purchase intention towards green hotel.

Subjective Norm

The Subjective Norm is a person's opinion of what other people believe they ought to do in a particular circumstance. According to ([Wang et al., 2023a](#)), it depicts the social pressure experienced to live up to the perceived standards of important people such as family, friends, coworkers, or even society at large.

According to ([Fauzi et al., 2024](#)), people who have a strong subjective norm towards sustainability and eco-friendly practises are more likely to feel pressured to select green hotels in order to live up to others' expectations. Their social networks give them positive social validation for selecting eco-friendly hotels ([Clark et al., 2023](#)). Individuals internalise the practice of selecting eco-friendly lodgings as a means of exhibiting their personal dedication to sustainability and social accountability ([Lagun, 2023](#)).

Green hotels can leverage subjective norm by showcasing the achievements, they can reinforce the perception of being socially responsible choices in the minds of potential guests ([Galati et al., 2023](#)). Additionally, partnering with influencers who are focused on sustainability can amplify their message and reach wider audiences who prioritize environmental considerations ([Kuldilok and Satitsamitpong, 2023](#)). Moreover, they can use technology-driven social proof in which green hotels can utilize features like guest reviews, social media integration, and loyalty programs to create a sense of community and shared values around sustainability within the guest experience ([Agarwal et al., 2021](#)).

H2: Subjective norm positively influences consumers' visit intention towards green hotels.

Perceived behavioural control (PBC)

PBC, according to [Ajzen \(1991\)](#), is a person's confidence in their capacity to carry out a particular behaviour. It is more likely that visitors will feel comfortable making sustainable decisions if they are aware of the hotel's attempts to lessen its environmental effect ([Sharma et al., 2023](#)).

According to earlier research by ([Aslan, 2023](#)), PBC directly affects consumers' intentions to visit green hotels. According to [Fauzi et al. \(2024\)](#), there is a considerable impact of PBC on consumers' inclination to visit eco-friendly hotels. According to [Nimri et al. \(2020\)](#), PBC positively affects consumers' intentions to acquire green hotels. In the study from ([Ferreira et al., 2025](#)), the influence of perceived behavioral control on intentions to visit green hotels stands out from the remaining variables.

Interactive digital platforms, like mobile apps or tablets in rooms, can be very helpful in giving visitors clear information, with these platforms, visitors can access extensive manuals on the hotel's sustainable practices, get detailed instructions on how to practise environmentally friendly behaviour, and get real-time feedback on the effects of their decisions ([Galati et al., 2023](#)). The integration of smart room features enables green hotels to implement automated systems for energy and water conservation by adjusting room temperature and lighting preferences to managing water usage, guests can actively contribute to sustainability efforts while enjoying a comfortable stay ([Akel and Noyan, 2024](#)).

H3: PBC positively influences consumers visit intention towards green hotel.

Personal Norm

Personal norm refers to an individual's sense of moral duty toward engaging in a particular behavior ([Schwartz, 1977](#)). Researchers have reported that pro-environmental behavior occurs as an act of altruism in promoting human welfare. Previous studies have found this identity norms play an important role in the formation of specific behaviour intention to visit a green hotel. In addition, studies have shown that personal regulation a important tool in protecting the special environment. The results of the study show that personal norms are a significant mediator between advertising information and the intention to recycle e-waste apparel. ([Harland, 2007](#)) is mediated the effect of personal norms between environmental personality and environmental protection. Previous studies have confirmed mediation the impact of private practices on environmental protection. Therefore we hypothesized:

H4: Personal norms will positively influence customers' intention to visit green hotels.

Peer Influence

Peer influence is the effect that others who are similar to us—friends, family, coworkers, and even online communities—have on our beliefs, attitudes, and actions ([Sorjonen et al., 2023](#)). Guest perceptions of greenhotels are significantly shaped by peer influence through a variety of ways which can create good associations and increase the perceived value of green hotels by witnessing or hearing about their delightful stays and ecologically friendly actions ([Clark, 2023](#)). There might be social pressure to fit in and support these ideals if one's peers actively select eco-friendly lodging and place a high priority on sustainability. It's common for friends and family to contribute their insights, advice, and experiences about eco-friendly travel choices ([Wang et al., 2022](#)). In order to foster positive guest attitudes towards sustainability and effectively harness the power of positive peer influence, green hotels can use technology. One important tactic is to create online communities through specialised platforms or forums where visitors can interact with others who share their interests. Furthermore, green hotels can promote social sharing by adding elements that ask visitors to post about their experiences on different social media networks ([Clark et al. 2023](#)). Moreover, partnering with sustainability-focused social media influencers or bloggers presents a valuable opportunity for green hotels to reach wider audiences and foster positive peer influence.

H5: Peer interactions offer valuable information about green hotels, influencing guest attitudes based on perceived benefits and drawbacks.

Word of Mouth

Word-of-mouth (WOM) is the term used to describe informal conversations between people regarding a good or service, usually sharing recommendations, experiences, and personal opinions ([Ribeiro and Kalro, 2023](#)).

Positive word-of-mouth (WOM) about eco-friendly hotels has the power to dramatically affect visitors' perceptions in a variety of ways. Word of Mouth promotes favourable connections with green hotels and cultivates the idea that they are attractive and desirable travel locations ([Lin et al., 2023](#)). Second, by functioning as a type of social proof from reliable sources, word-of-mouth (WOM) helps to lower the uncertainty that comes with selecting green hotels. Furthermore, a lot of positive word-of-mouth can help change societal norms by normalising the choice of green hotels as the desired or anticipated behaviour ([Galati et al., 2023](#)). Positive word-of-mouth (WOM) about environmentally friendly hotels has a significant impact on tourists' opinions by

presenting green hotels as desirable and enticing travel destinations, such WOM helps to create positive associations with them. Second, WOM reduces the uncertainty that comes with choosing green hotels by serving as a type of social proof from reliable sources (Wang et al., 2022). Furthermore, the spread of positive word-of-mouth influences the normalisation of selecting environmentally friendly hotels as the standard behaviour, which changes society norms (Lin et al., 2023).

H6- Positive Word of Mouth can contribute to shifting social norms towards green hotels.

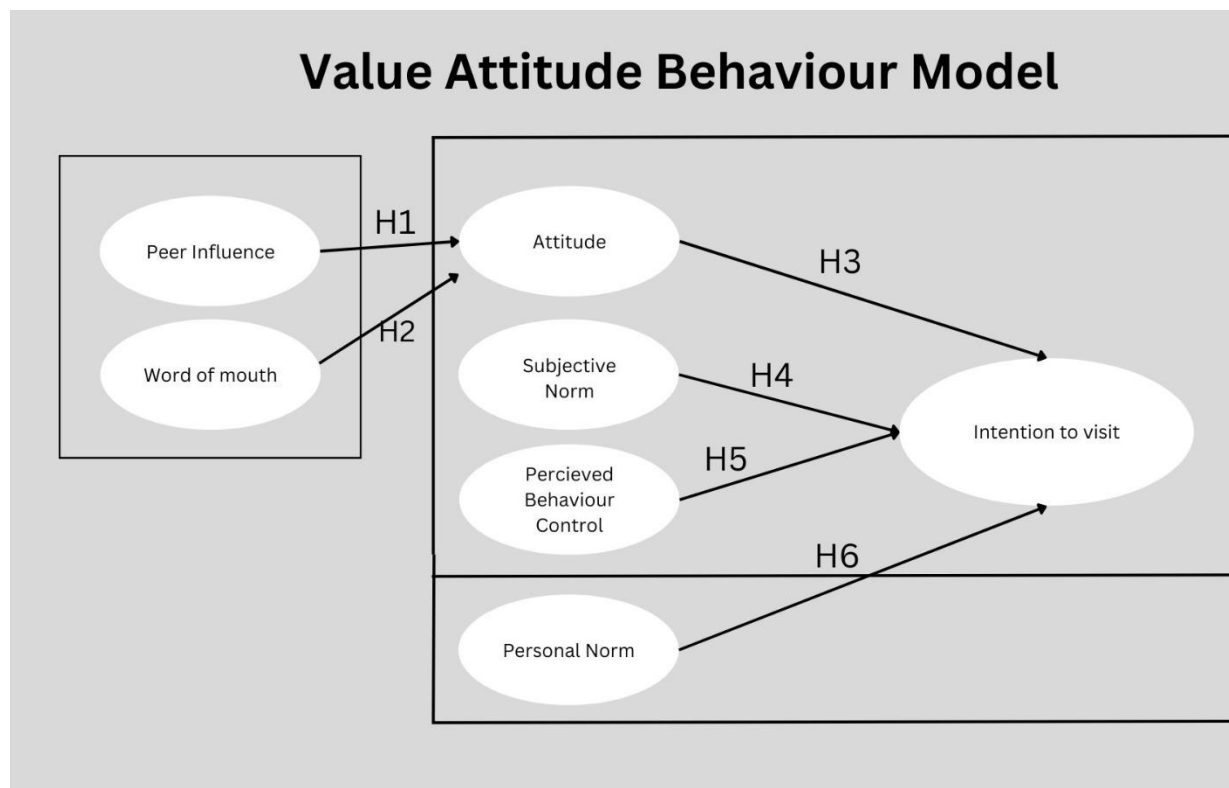


Figure 1: Conceptual Framework

METHODOLOGY

Questionnaire Development:

A structure closed ended questionnaire was created from the existing literature. Questionnaire included demographic details and constructs details. Seven constructs were assessed on the basis of the 33 measurement items taken from pre-validated scales. The scales were modified according to the requirement of the study. Table 1 shows the constructs name, measurement items and its sources. The five items of Attitude and perceived behavioral control were taken from Wu and Chen (2014) and Paul et al. (2016) respectively. Four items of Subjective norm, WOM, Peer Influence and Intention to visit were taken from Yazdanpanah and Forouzani (2015), Wang et al. (2018), Suki and Suki (2019), and Ghazali et al. (2017); Wang et al. (2023b) respectively.

Table 1: Constructs and Measurement Items

S.No.	Constructs	Measurement Items	Source
1.	Attitude	"I think visiting green hotel is righteous" "I think visiting green hotel is valuable" "I think visiting green hotel is delightful" "I think it's wise to visit green hotel"	Wu and Chen (2014)

		"I choose green hotels because I have strong social responsibility"	
2.	Subjective Norm	"My family feels that I should go into green hotel instead of conventional hotel" "Most of people would prefer green hotel and not conventional hotel". "Those who mean are worth their value, think I should visit green hotel" "My close friends, whose opinions regarding tourism are important to me, think that I should visit green hotel"	Yazdanpanah and Forouzani (2015)
3.	Perceived Behavioral Control	"I believe I have the ability to visit green hotel " "If it were only my personal choice, I'm certain that I would visit the green hotel" "Believes that he/she can visit a green hotel in the future" "I have resources, time and willingness to visit green hotel" "There are likely to be plenty of opportunities for me to visit green hotel"	Paul et al. (2016)
4.	Personal Norm	Staying at a green hotel and using environment friendly products/services would make me a better person The option of staying at green hotel instead of the conventional hotel will make me feel as a morally obliged person. Firstly, saving environment should be the top most priority of a person like me. Regardless of what other people do, I feel staying at green hotels as a moral obligation I have a personal duty to conserve all energy that can be saved.	Bashir et al. (2019)
5.	WOM	I will promote the use of a green hotel among my friends and family when traveling. Will come up with positive comments on an "eco hotel. I will speak favorably about the green hotels to others. I'm happy to endorse green hotels to others.	Wang et al. (2018)
6.	Peer Influence	"Perceiving peers endorsements of environmental sustainability practices, such as embracing the green agenda, in shaping your intention to support green initiatives, particularly in the context of visiting green hotels" "Peer influence including that of friends, family, co-workers, and opinion leaders, affects intention to visit green hotels" "Individuals with a heightened concern for environmental sustainability are more likely	Suki and Suki (2019)

		to be influenced by their peers' attitudes and behaviors when considering visiting green hotels"	
		"Role of peer influence promotes awareness of environmental issues and encouraging individuals to recognize the importance of supporting green initiatives such as visiting green hotels"	
7.	Intention to Visit	"I intend to visit green hotel in the future"	Ghazali et al. (2017) ; Wang et al. (2023b)
		"I predict that I will visit green hotel in the future"	
		"I am willing to book a green hotel for my next vacation"	
		"The probability I would visit environmentally friendly hotel is very high"	

Collection of Data

Pre-test and pilot-testing was conducted before the collection of the data. Questionnaire was reviewed and analysed by six experts from the same area. Modifications were made on the basis of their suggestions on the order of the questions. After this, pilot study was done in which the questionnaire was sent to 50 participants for further evaluation. Finally, the questionnaire was used for the final data collection. Data was collected from tourists from Ghaziabad, Noida and Delhi. Data was collected online through WhatsApp. Convenience Sampling was used to get in touch with the participants from January 2024 to March 2024. The purpose of the study was explained to the participant. It was confirmed that the information shared will be kept confidential and will be used only for the educational purpose. The link to the questionnaire was sent to 505 respondents but collected 425 responses with a response rate of 84.15%. After the elimination of incomplete responses, 415 were used for the study. According to studies, the SEM sample size should be in the ratio of 10:1 i.e. 10 responses per item. There had to 330 responses for 33 measurement items. The sample size is accurate for the SEM. Table 2 displays the frequency distribution of demographic data and the question connected to the variables.

Table 2: Demographic Characteristics

<i>Items</i>	<i>Dimension</i>	<i>Total Population (N = 415)</i>	<i>%</i>
Gender	"Male"	203	48.92
	"Female"	212	51.08
Age	"Up to 20 years"	144	34.69
	"21 - 30 years"	198	47.71
	"31 – 40 Years"	46	11.08
	"41 – 60 Years"	22	5.30
	"61 – 80 Years"	05	1.20
Marital Status	"Married"	189	45.54
	"Unmarried"	226	54.46
Education	"High School"	03	0.72
	"Intermediate"	15	3.61
	"Graduate"	205	48.67
	"Post Graduate"	181	43.61
	"Others"	11	2.65
Occupation	"Student"	199	47.95

Monthly Income	“Government employee”	62	14.94
	“Private employee”	105	25.30
	“Business”	43	10.36
	“Other”	06	1.44
	“Less than 20000”	12	2.89
	“20000 - 40000”	89	21.45
	“40000 - 60000”	85	20.48
	“60000 - 80000”	204	49.16
	“More than 80000”	25	6.02

Data Analysis

In order to analyze the data, SPSS 20 and AMOS 22 were used. Structural Equation Modelling was used to find the goodness of the fit and for testing the hypothesis. For analyzing the theoretical framework, a two-step evaluation process was employed i.e. measurement model and structural model ([Anderson and Gerbing, 1988](#)).

Measurement Model

Confirmatory factor analysis (CFA) was conducted to evaluate the efficacy of the measurement model. The results indicated an excellent model fit: $\chi^2 = 1431.913$, $\chi^2/df = 3.021$, CFI = 0.921, RMSEA = 0.07, and SRMR = 0.037 ([Hu and Bentler, 1999](#)). The reliability, convergent validity, and discriminant validity of the constructs were assessed. Internal consistency was evaluated using Cronbach's alpha, which exceeded the recommended threshold of 0.70, as presented in Table 3. Convergent validity was established by composite reliability (CR) values greater than 0.70 and average variance extracted (AVE) values exceeding 0.50, as shown in Table 3. Discriminant validity was also confirmed, as indicated in Table 4, since “the square root of the average variance extracted for each construct was greater than the square of the inter-construct correlations” ([Fornell and Larcker, 1981](#)).

Table 3: Reliability and Convergent Validity

S.No.	Constructs		Factor Loading	Cronbach Alpha	CR	AVE
1.	Attitude	ATT1	.701	0.903	0.874	0.583
		ATT2	.781			
		ATT3	.805			
		ATT4	.766			
		ATT5	.762			
2.	Subjective Norm	SN1	.832	0.895	0.914	0.728
		SN2	.874			
		SN3	.857			
		SN4	.850			
3.	Perceived Behavioral Control	PBC1	.719	0.930	0.879	0.594
		PBC2	.758			
		PBC3	.786			
		PBC4	.794			
		PBC5	.796			
4.	Personal Norm	PN1	.773	0.949	0.916	0.612
		PN2	.779			
		PN3	.793			
		PN4	.778			
		PN5	.807			
		PN6	.811			
		PN7	.736			

5.	WOM	WOM1	.757	0.894	0.862	0.661
		WOM2	.794			
		WOM3	.771			
		WOM4	.803			
6.	Peer Influence	PI1	.718	0.927	0.849	0.585
		PI2	.803			
		PI3	.759			
		PI4	.777			
7.	Intention to Visit	IV1	.773	0.925	0.886	0.661
		IV2	.830			
		IV3	.823			
		IV4	.827			

Table 4: Discriminant Validity

Correlations							
	ATT	PBC	SN	IV	WOM	PI	PN
ATT	0.763						
PBC	.600**	0.771					
SN	.287**	.270**	0.853				
IV	.380**	.476**	.244**	0.813			
WOM	.572**	.544**	.205**	.358**	0.781		
PI	.386**	.444**	.293**	.580**	.405**	0.764	
PN	.449**	.559**	.227**	.568**	.461**	.679**	0.782

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

Also, we used Harman's Single Factor to check common method variance which was found as 29.28% which is less than 50%. There was no problem of common method bias. We also used common latent factor method to check method bias. The difference between standardized factor loading (with and without CLF) was less than 0.2 which confirms the absence of method bias. Additionally, the four assumptions for multivariate analysis namely, "linearity of relationships, normality of distribution, multicollinearity, and homoscedasticity" were established. Skewness and Kurtosis indices were used to check the deviation from normality which was within the acceptable range i.e. ± 3 and ± 10 respectively. The curve estimation technique in SPSS 23 of linearity shows that the associations were significantly linear. There was no problem of multi-collinearity as the VIF value was less than 3. Lastly, through the standard residuals scatter plot, it was found that the homoscedasticity is established.

Structural Model

The relationships between independent variable and dependent variable were investigated using structural model. The result showed excellent fit - $\chi^2 = 1518.26$, $\chi^2/df = 3.021$, CFI = 0.921, RMSEA = 0.07, SRMR = 0.037 (Hu and Bentler, 1999).

Two hypotheses were formed to examine the attitude of tourists towards green hotels. As depicted in Table 5, the impact of word of mouth (" $\beta = 0.565$, $t = 10.477$, $p < .001$ ") and peer influence (" $\beta = 0.181$, $t = 3.476$, $p < .001$ ") on attitude is significant. So, H01 and H02 are accepted. Also, impact of perceived behavioural control (" $\beta = 0.175$, $t = 3.467$, $p < .001$ ") and personal norm (" $\beta = 0.434$, $t = 8.091$, $p < .001$ ") on tourists intention to visit green hotels. Therefore, H05 and H06 are accepted.

Table 5: Hypothesis Testing

			β	t	p	Outcome
ATTD	<---	PEI	0.181	3.476	***	Accept
ATTD	<---	WORM	0.565	10.477	***	Accept
ITV	<---	ATTD	0.038	0.826	0.409	Reject
ITV	<---	PBHC	0.175	3.467	***	Accept
ITV	<---	SNO	0.114	1.896	0.058	Reject
ITV	<---	PNO	0.434	8.091	***	Accept

DISCUSSION

From the analysis out of 6, 5 variables are accepted. This paper gives a structure surveying the antecedents of consumers' intention to visit green hotels. In addition, the framework also investigated the mediating role of consumers' attitudes and perceived behavioural control in affecting green hotel visiting intention.

Based on the findings of the study, Peer Influence (H1) is supported as the influence of attitude on intention towards green hotel is significant. Peer influence plays an important role in shaping consumer attitudes toward green hotels, A 2020 study has shown the profound impact of social networks, peer interactions, and public perceptions and behaviors regarding sustainability and environmentally friendly practices in the hospitality industry. According to (Fatoki, 2023), peer recommendations and social influence greatly influence consumers' decisions to choose green hotels. Positive word-of-mouth from friends, family members, or online communities can increase customers' perceptions of the value and reliability of green hotels, making it easier to patronize. Furthermore, (Patwary, 2023) found that social norms and group dynamics play a significant role in consumer attitudes towards sustainable tourism. Others can influence people, and having the green practice around them can positively impact by encouraging people to follow the others. Moreover, social media platforms serve as effective platforms for information, experience and recommendation about green hotels, so that peer influence is seen to increase the impact on consumer attitudes (Clark et al, 2024). Hence, if the mechanism of peer influence is understood, and the effective use of social networks in the promotion and application of sustainable practices, this will enhance the promotion and implementation of sustainable practices in the hospitality sector. Peer-to-peer influence also shows potential as a tool to promote green hotels to prospective and existing environmentally conscious consumers, thereby supporting the development of sustainable tourism in general.

Word of Mouth (H2) on consumer attitudes towards green hotels is one of the key factors in the development of sustainable tourism. Attractive reviews of a new study in 2020 indicate that word of mouth plays a role in the decision making process of the hospitality industry. This study, conducted by (Wang et al., 2022) highlights peer recommendation and personal experience as two important factors influencing customers' attitudes towards green hotels. Positive feedback from friends, family and online communities can be an effective influence in shaping people's attitudes and intentions toward environmentally friendly housing. Furthermore, it has been found by (Patwary et al., 2022) that electronic word of mouth (eWOM) can influence consumer attitude towards sustainable tourism. Social media sites, reviews websites, or online forums enable visitors to communicate, voice their opinion and ask for ideas on green hotels, boosting the impact and impact of WOM communication. Moreover, according to the study by (Fatoki, 2023), the credibility and trust of the source of the recommendation is important for word-of-mouth recommendations, as consumers trust and believe recommendations from reliable and trusted sources. Hence, the dynamics of word of mouth and its persuasive power can contribute to consumer attitudes towards green hotels, raise the demand for accommodation and environmental experiences in the hospitality industry. Green hotels can boost their reputation and draw in eco-friendly travelers by fostering and enabling positive dialogue, while also playing a role in the creation of sustainable tourism programs around the globe.

The influence of Subjective Norm (H3) on consumers' intentions to visit green hotels is of great importance for tourism and hospitality management. Recent research shows the central role of social influence and community expectations in shaping people's attitudes and behavior towards environmentally friendly housing. According to

a study by ([Wang et al., 2023a](#)) subjective norms, which reflect individual attitudes towards what others should do, significantly affect consumers' intentions to choose green hotels. This finding highlights the importance of social conformity and willingness to meet perceived social expectations in consumers' decisions about sustainable tourism experiences. In addition, the study of ([Fauzi et al., 2024](#)) confirms the importance of subjective norms in predicting consumer attitudes to visit green hotels, because individuals often compare their behavior with the preferences of social networks and reference groups. Positive affirmations with peers, family, and cultural influences can increase individual willingness to support environmentally friendly initiatives, including patronage of green hotels. In addition, findings by ([Kuldilok and Satitsamitpong, 2023](#)) show the influence of social norms on the formation of consumer attitudes towards environmentally friendly housing, and individuals seeking to conform to society's expectations of environmental responsibility. By understanding and capitalizing on the influence of subjective norms, hospitality stakeholders can apply targeted strategies to promote sustainable tourism behavior and promote green hotel experiences among tourists. Through concerted efforts to promote sustainability and social responsibility, green hotels can effectively attract consumers, increase competitive advantage, and contribute to the conservation of natural resources and the promotion of responsible tourism practices worldwide.

The effect of Perceived Behavioral Control (H4) on consumers' intention to visit a green hotel is an important determinant in understanding sustainable tourism behavior. Recent research shows the importance of people's ability to control their behavior and overcome obstacles in influencing their attitudes and behavior towards environmentally friendly housing. According to the research of ([Sharma et al., 2023](#)), the basic construct of the theory of planned behavior plays an important role in the formation of consumer intention to choose a green hotel. This research shows the importance of individual confidence in accessing and protecting environmentally responsible housing, even in the face of constraints such as cost or location. In addition, findings by ([Souza et al., 2023](#)) emphasize the effect of perceived behavioral control on consumer decision-making, including predicting sustainable tourism behavior. choose a green hotel. Consumers who consider themselves capable of environmentally friendly choices actively seek out and support environmentally friendly accommodation, contributing to the development of sustainable tourism initiatives. In addition, research by ([Aslan, 2023](#)) shows the importance of self-efficacy in influencing consumer attitudes towards sustainable tourism, with individual confidence in the ability to visit and participate in green hotels positively affecting their intention to visit. By monitoring and understanding perceived consumer behavior, hospitality stakeholders can implement strategies aimed at reducing barriers, increasing access, and encouraging people to make environmentally responsible decisions, ultimately leading to the growth of sustainable tourism and green hotel experiences worldwide.

The effect of Personal Norm (H5) on consumer intentions to visit a green hotel is an important aspect in understanding the motivation of sustainable tourism behavior. The personal values, beliefs and moral obligations of individuals have been found to play an important role in their attitudes towards environmentally friendly housing in recent research. A study conducted by [Schwartz \(1977\)](#) showed that personal norms, which are the internal standards of conduct of consumers, is the reason for their intention to select green hotels. The results of this research demonstrate that people with an environmental value are more inclined to look after and advocate for houses that are environmentally friendly, reflecting an obligation to make decisions based on ethical considerations. Furthermore, the results of ([Fauzi et al., 2024](#)) revealed that the personal norms play a significant role in explaining sustainable tourism consumer behavior, as personal intrinsic motivation and moral-based factors have a significant influence on personal intention to ensure the green hotels. People who are committed to environmental protection express their personal responsibility to a better environment by making their choice of transport and preferring an environmentally friendly lodging. In addition, ([Wang et al., 2023a](#)) found that personal norms have an impact on the consumer decision-making process, with a focus on how personal values and moral obligations can promote sustainability and environmentally responsible purchasing actions. Knowing how personal values affect the demand for hospitality products and services, hospitality stakeholders can develop target marketing strategies and initiatives to help attract environmentally conscious customers, encourage positive attitudes towards green hotels and promote sustainable tourism experiences around the world.

IMPLICATIONS

Theoretical Implications:

The above research findings have implications for theory; building an understanding of how the discourse of the adoption of green technology in the hospitality industry, particularly in hotels, is changing is important. This study adds to the process of the systematic organization of knowledge in the field, by categorizing the research topics and identifying dominant discourses, which provide gaps and directions for further analysis. Moreover, the analysis of articles, countries and institutions in this study reveals that this discussion is global and that it is formed through collaboration. The interrelations of research topics are further unveiled in a social network map, which highlights the formation of certain clusters that show the changing nature of research. These theories will serve as a basis for further studies, highlighting key gaps and future research needs in the field of using green technology in the hotel industry.

Practical Implications:

Practically, the findings of this study indicate that the hotel companies need to be environmentally responsible and adopt green technology practices. The results offer important advice for marketing managers who wish to increase the number of visitors to green hotels. We found that the perception of the level of innovation of the hotel's eco-friendly actions is a significant factor that affects the intention to visit the hotel, and also affects the level of eco-friendly behavior of the population. This involves highlighting a few aspects such as how beneficial the eco-friendly characteristics are, how easy they are to grasp and understand, how they are communicated and how much they are visible. The overall appeal of a green hotel's eco-friendliness can be a great asset to a retailer to develop and market unique features from a manager's point of view. All the smaller elements that we explored are part of this greater theme of eco-innovation, so managers must pay attention to the sum of its parts when implementing green practices. When making a decision to visit a green hotel, people tend to consider all of the hospitality they offer rather than a few specific features (Clark et al., 2023).

The results suggest that hotel managers can shape their green marketing efforts to highlight the unique technologies and features of their property. Since consumers often feel uncertain about the claims made by green hotels, it's important for managers to focus on making their communication and advertisements more honest and trustworthy. This could involve being transparent about their eco-friendly practices and ensuring that their marketing messages are credible (Eid et al., 2021).

Research findings further emphasise how crucial it is that employees understand sustainability from an environmental perspective. It has been noted in earlier studies that visitors may not always be completely aware of their own negative environmental impact. In order to protect the environment, lodging operators should urge visitors to lessen their impact and work with them as friendly allies. The effect that corporate social responsibility programmes have on a hotel's long-term reputation is another significant managerial outcome. Marketing managers may publicise their social and community initiatives to boost visitation and intentions for green consumption, as consumers value the social impact of green hotels.

CONCLUSION

This study was based on two theories: the Theory of Planned Behaviour (TPB) and a sustainability perspective on behaviour, as these theories were seen as applicable to the study's research question concerning the determinants of consumer intentions to visit green hotels. The findings show that the attitude, subjective norms, perceived behavioural control and personal norms are all important determinants in consumer selection of environmentally responsible accommodation. People who were positively disposed to green hotels, who felt they had positive social support from their important reference groups, who thought they could make sustainable choices and who felt moral responsibility to protect the environment were more likely to intend to stay in a green hotel.

The study concluded that sustainability is a significant topic in the decision-making process of the hospitality industry today. Green hotel actions (environmentally responsible operations, resource conservation practices, responsible business practices) are shown to have a positive impact on consumer perceptions and improve the behavioural intention. Moreover, the results show that psychological and social aspects can be integrated by designing sustainable tourism behaviour, in that individual values and external factors influence each other. For the management, more efforts should be made to improve their green marketing and achieve its transparency and

reliability by making their green projects more transparent and reliable. Purchasing sustainable products and services, educating staff on the environment and the implementation of CSR initiatives can help to increase consumer confidence and foster the adoption of green hotels. Also, digital technologies and social media channels can help hotels to effectively communicate their sustainability efforts and build better relationships with 'green' guests.

This work has contributed, but there are a few limitations that remain such as the choice of the behavioural variables and the exclusion of long-term behaviour change, technological innovation, cultural differences, etc., and interaction with environmental sustainability. Future research could further utilise these dimensions, and the connections between emerging technologies, customer experience, sustainability practices and green hotel adoption by context could be explored. In overall, the study is a valuable addition to the body of knowledge of sustainable hospitality as it offers a better understanding of the drivers to the consumers' willingness to visit green hotels. The results offer valuable knowledge and information for both the academic and practice communities working in the fields of developing and implementing environmental responsibility in tourism, and sustaining the hospitality sector over the long-term.

AUTHOR DECLARATIONS

CRedit author statement / Author contributions

Kashish Dua: Conceptualization; Writing – Original Draft; Methodology Software; Validation; Investigation.

Disha Bagga: Conceptualization; Writing; Writing — review & editing

Satyam Ranjan: Methodology; Analysis; Visualization; Formal Analysis.

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