

Impact of Sustainable practices at Indian Hotels in Northern India on Consumer Behaviour

¹ Ms. Shikha Sharma

Assistant Professor, Amity College of Commerce, Amity University, Haryana

² Dr. Anupapma Mahajan

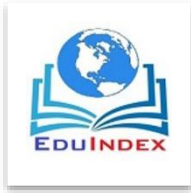
Associate Professor

Bharati College, Department of Commerce, University of Delhi

Abstract

The hospitality sector is one of the fast growing and dynamic sectors in India. Of late not only has there been a change in demand and supply trends, but consumer preferences and desires are also changing, which has led to an eruption of innovative management practices. One of the critical issues facing this industry today is that of sustainability. Therefore, many hotel chains, particularly five-star hotels, have incorporated a number of green practices to reduce their carbon footprint, including within their restaurants. This in turn has a considerable effect on consumers' willingness to pay for their services.

This study aimed to explore the factors of consumer awareness, consumer attitude and willingness to pay premium that impact choice of sustainable 5-star hotelrestaurants of Northern India. Based on the study aim, a quantitative research was conducted using survey of 447customers or visitors of the chosen hotel-restaurants. The questionnaire pertained to elements crucial for this research, such as sustainability, awareness of green practices of hotels, their attitude and response towards these practices and how it is affecting their preference for the hotel chains. Data was gathered using a close-ended questionnaire from the customers of these hotel restaurants. The structural equation method was applied to identify the most significant factors of consumer awareness; consumer attitude and willingness to pay premium that impact their choice of the sustainable 5 star hotelrestaurants of Northern India.



Think India Journal

ISSN: 0971-1260 Vol-22, Special Issue-20

National Conference on

“Role of Technology in Business Sustainability and Market Transformation”

sponsored by
Lexicon Management Institute of Leadership & Excellence , Pune
on Saturday 21st December 2019

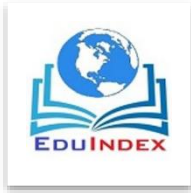


The results showed that 7 factors for consumer awareness, 13 factors for consumer attitude and 10 factors for willingness to pay premium were the most significant aspects that impact the choice of sustainable hotel-restaurants in India. These are the use locally grown food, natural source used for light, plantation of trees, smoke free zones, refillable amenities, paper straws and rain water harvesting. As regards customer attitudes, the results indicate that the consumers choose the five-star hotels based on green certification, based on the recommendations of the family members and friends. Further, the consumers give more preference to the hotels on the basis of geographical location, reputed brands and information. Finally, the aspect of willingness to pay extra for services in a hotel implementing green practices and the intention to visit was analysed, wherein it was found that elements like environmental concern, moral reflectiveness, overall image perception of the service provider, conscientiousness significantly affected the people willingness.

Keywords: *consumer attitude, consumer awareness, willingness to pay, Hotels, sustainability.*

Introduction

India is a large market for tourism for both domestic as well as international tourists, with northern India at the helm of this phenomenon (Hall et al., 2019; Mohsin & Lockyer, 2010). In 1987, a definition of sustainability was created by the Brundtland Commission as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” In 1994, Viederman defined sustainability as “a vision of the future that provides us with a road map and helps us focus our attention on a set of values and ethical and moral principles by which to guide our actions.” Both the Brundtland Commission and Viederman introduced concepts of engaging development and strategies to enhance the present while preserving the future. Thus sustainability includes engaging Development, moreover Strategies to Enhance the Present and also to preserve the Future. Although not much literature is there which provides a basis on the linkage between sustainable and green practices as they have consider both as the same as Myung *et al.* (2012, p. 1264) claimed that “going green” implies “minimizing the impact on the environment by applying environmentally preferred practices to reduce waste and to use sustainable resources and supplies” this requires knowledge of green practices.



Think India Journal

ISSN: 0971-1260 Vol-22, Special Issue-20

National Conference on

“Role of Technology in Business Sustainability and Market Transformation”

sponsored by
Lexicon Management Institute of Leadership & Excellence , Pune
on Saturday 21st December 2019



The hotel industry is being continuously criticized for overconsumption and promotion of luxury goods and services which leave a much larger environmental and carbon footprint. In hotels the main sustainability issues include energy as age (e.g. heating, air conditioners, hot, hot water, lighting, electrical lifts) followed by water(primarily laundry, shower and bathing facilities, swimming pools) and waste management (food, plastics, paper), which are the key areas of environmental impact.

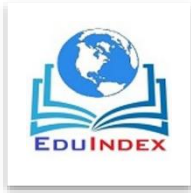
The main aim of the study is to explore the factors driving the choice of green hotels or adopting sustainable practices in the hotel-restaurant industry of Northern India, based on the factors of consumer awareness, consumer attitude and willingness to pay premium.

Literature review

Consumer Attitude

Consumer attitude talks about the perspective of the consumer regarding sustainability- the environmental policies and practices of 5-star hotels in North India (Hall et al., 2016). Consumers' act of purchasing a good or not, their decisions of selecting a particular brand, the psychology of the consumer is thus described by consumer behavior (Ajzen, Amherst, & Amherst, 2014). Since a business can grow only by satisfying its customers', it is important to study consumer attitude and behavior towards the business, their policies, new implementations and work according to their needs and wants (Manaktola & Jauhari, 2007). Sustainability refers to “the development that meets the need of the present without compromising the ability of the future generation to meet their needs” (Ritchie, 2002). Sustainable tourism is growing attention as to attract tourist, the resources needs to be used efficiently. For the long run attraction of the tourist places, it needs to be clean and sustainable. Since, the expansion of tourism activities in unsustainable way can bring its own destruction; there arises the need to use sustainable measures in tourism.

(Levy and Duverger, 2010) discussed that consumers' awareness and attitudes towards sustainable practices of hotels can be assessed in the forms of word of mouth spread by the consumers, retention with the particular hotel, level of consumer satisfaction, and willingness to pay premium prices. These are the ways through which an explicit notion of consumers'



Think India Journal

ISSN: 0971-1260 Vol-22, Special Issue-20

National Conference on

“Role of Technology in Business Sustainability and Market Transformation”

sponsored by
Lexicon Management Institute of Leadership & Excellence , Pune
on Saturday 21st December 2019



awareness of the hotels’ sustainability practices and the consumers’ attitude towards such practices can be obtained.

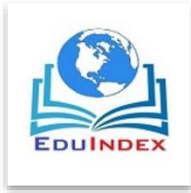
Consumer Awareness

Consumers must be aware about the pollution, harm, greenhouse gas emissions and destruction caused by the hotels to the environment(Punitha et al., 2016). People are becoming more aware of the damages caused by hotels and restaurants on the environment. This awareness is being generated through radio stations, internet advertisements, television advertisements, social media sites, magazines and many more. As a result, more guests have started looking for hotels following practices to protect the environment. Creating more awareness can become a great marketing strategy for the green hotels. This can help the hotels to position it distinctively in the market and earn higher profits (Manaktola & Jauhari, 2007). But still the limitation of green marketing is lack of standards or public consensus about what constitutes green (Punitha et al., 2016). Hence, there needs to be more research as well as the awareness regarding the sustainable tourism, its standards and the best policies to protect the environment. There are various factors that affect the extent of consumer awareness. Education level is one such factor(Manaktola & Jauhari, 2007). Green advertising is an important source of creating awareness among people(Punitha et al., 2016).

Willingness to Pay

Willingness to pay refers to the consumer’s wish to pay premium for accommodating in green hotels. Premium is the extra payment charged by hotels for use of renewable source of energy. Ethical consumer behavior can be seen through their willingness(Hall et al., 2016). Their concern for the environment along with various other factors can affect an individual’s willingness to pay. It is an important aspect to research upon after researching about the behavior and attitude of the consumers as this aspect will help the green hotels to earn profit as well as improve and become more sustainable(Han, Hsu, & Lee, 2009; Hedlund, 2011).

There are various factors that affects consumer’s willingness to pay for renewable source of energy in hotels (Kostakis & Sardianou, 2012). Middle-aged people and men will prefer paying a premium for lodging in a green hotel. Experience, environmental awareness, intentions and overall image of the hotel also affects the consumer’s willingness to pay for renewable sources. If policies are implemented by the government for use of sustainable



Think India Journal

ISSN: 0971-1260 Vol-22, Special Issue-20

National Conference on

“Role of Technology in Business Sustainability and Market Transformation”

sponsored by
Lexicon Management Institute of Leadership & Excellence , Pune
on Saturday 21st December 2019



practices, this can increase consumer’s acceptance towards green hotels and lead to adoption of sustainable lifestyle in general. People with high incomes prefer green hotels over lower income groups (Birdir, Ünal, Birdir, & Williams, 2013). Thus, demographic factors, economic variables, information disseminations and experience are major factors regarding a consumer’s willingness to pay a premium for sustainable hotels along with their positive attitude and responsibility of protecting the environment.

Research Methodology

Research design

This study aims to conduct a factor analysis of the relatively unexplored consumer side of the sustainability/green issue in the 5 star hotel restaurants for the identified factors of consumer awareness, their attitude, willingness to pay and intention to visit green restaurants. Based on the empirical design of the study, a deductive approach was adopted, that resorted to hypothesis testing. A closed-ended structured quantitative questionnaire was developed. The target participants were asked about their perspectives on factors of consumer awareness, consumer attitude, willingness and intention to visit 5 star hotel restaurants regarding sustainable practices. The data was therefore collected using a survey strategy where the survey was of quantitative nature.

Data collection and sample size

For the current study, the population was the customers of 5 star hotel restaurants situated in the northern India. For this purpose, the researcher personally reached out to the consumers by travelling to a few of the 5 star hotels located in Delhi NCR and gathered a data of 500 consumers who visited these hotels for the factor analysis. A purposive sampling technique was used to constitute the sample so that only a specific section of the customers visiting and dining in the targeted restaurants would be selected in the sample. A closed-ended and structured questionnaire was developed for the study purpose. Each questionnaire was divided into four sections. In the first section, questions were framed to gather data on the demographic profile of the respondents. The second section consisted questions on the general background of the survey participants and their frequency to visit and dine in 5 star hotel restaurants. The third and fourth sections of the questionnaire comprised Likert scale



Think India Journal

ISSN: 0971-1260 Vol-22, Special Issue-20

National Conference on

“Role of Technology in Business Sustainability and Market Transformation”

sponsored by
Lexicon Management Institute of Leadership & Excellence , Pune
on Saturday 21st December 2019



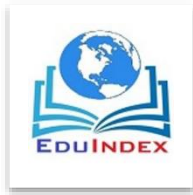
questions which were developed to collect data needed to test the relationship between the dependent and the independent variables of the study, or in other words, for hypothesis testing. These Likert scale questions asked the respondents to inform their choices on a 5 point scale (strongly disagree (SD) =1, disagree (D) =2, Neither agree nor Disagree (N) =3, agree (A) =4, strongly agree (SA) =5) about various factors that affect their awareness, attitude, willingness to pay and intention to visit these restaurants and the sustainable practices followed by these restaurants.

Data analysis methods and tools

Descriptive analysis included frequency analysis and measures of central tendency such as mean and standard deviations. The inferential analysis helped to draw inferences from statistical tests of the data collected from the respondents and deductions about the set of population comprised of SEM analysis. The SEM analysis helped to access the latent constructs. Further the unidimensionality and the convergent validity of the data was analysed using the standardized regression weights which was further supported by the AVE test. Next in order to check the internal reliability the Cronbach alpha was used. This was followed by the assessment of convergent validity and normality of the data collected. In order to test the hypothesis testing the P value was analysed.

Data Analysis

This section of the study presents the results of the data analysis in order to examine the consumer attitude, awareness and the willingness to pay for the sustainable practices in the five-star hotels in Northern India. The data for the variables were collected through personal surveys and Google forms collected from 447 respondents. The information was extracted using a set of 114 closed-ended questions. The study uses exploratory factor analysis method in order to examine the relationship among the variables. Initially the study presents the descriptive statistics of demographic profile and the descriptive statistics of the chosen factors by presenting their mean, standard error, t statistics, p-value and the frequency distribution. Following this, the study presents the results of the structural equation modelling method which was used for the measuring the unobservable latent construct. Subsequently, the researcher highlighted the results convergent validity, internal reliability and the normality.



Descriptive Analysis

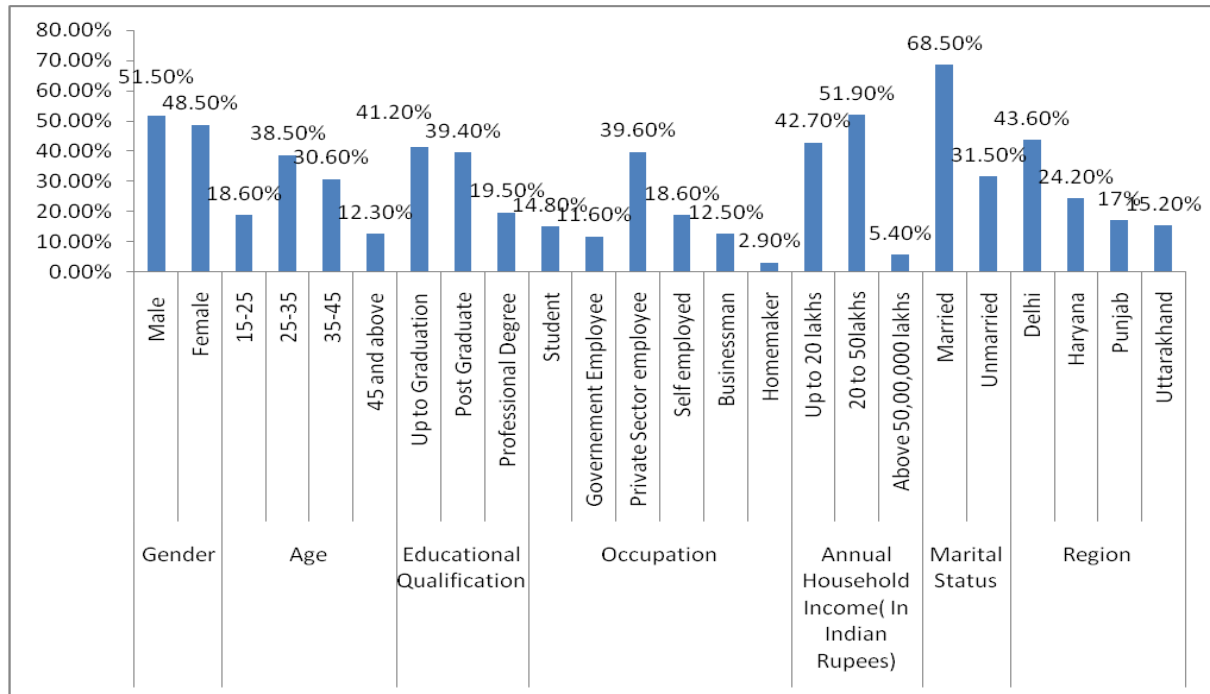
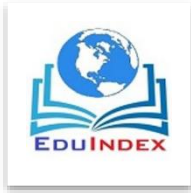


Figure 1: Demographic Profile

The above figure highlights the demographic profile of the respondents. The figure clearly indicates that out of 447 respondents, about 51% are males and the rest are females. In terms of age distribution, majorly about 39% of respondents belonged to the age group of 25-35 years. In terms of educational qualification, about 42% of respondents were graduated. In addition to this, in terms of occupation, about 40% of respondents were the private sector employees. In terms of annual household income, about 52% of respondents had an annual household income between 20 lakh to 50 lakhs. Further, about 69% of respondents are married and about 44% belonged to the Delhi region. Overall, it can be said that most of the respondents were young, graduated and worked as a private sector employee. Further, most of the respondents were married and belonged to the Delhi region.



Inferential analysis

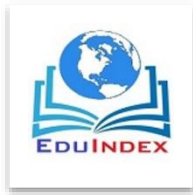
The following section focuses on the structural equation modelling which is used here in order to access the unobservable latent constructs. The unobservable latent constructs involved in the present study are consumer awareness, consumer attitude and consumer willingness towards the sustainable five-star hotel restaurants in northern India. This will further invoke a measurement model that will be used to define the latent variables. The structural equation modelling is used because of its ability to impute the relationship between the unobserved constructs from the observable variables. Based on the factor analysis results the variables that had higher factor loadings and had significant impact on the consumer awareness, attitude and willingness have been considered for the further study.

Unidimensional and convergent validity

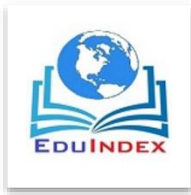
First, in order to ensure the convergent validity and the unidimensionality of the measurement model, the factor loading of the variable must be greater than the significance value of 0.5. The convergent validity will be used to measure the extent to which the scale correlates positively with the other measures such as consumer awareness, consumer attitude and the consumer willingness to pay for the sustainable five-star hotels. The standardized regression weights will be used in order to indicate the variables that are closely related with the factors and to check the unidimensionality. The results are presented in the table 1. As shown in the table below all the variables have the estimates greater than the significance value of 0.5. Thus, it can be concluded that the required level was achieved further this also indicates that variables were closely associated with the factors.

Table 1: Standardized regression weights

Factors	Variables	Estimates
Consumer awareness	Use of solar panels	.836
	Use of locally grown food	.836
	Use of natural lights as much as possible	.883
	Plantation of several types of trees and plants around the hotel	.902
	Smoke free zones	.830
	Use of refillable amenities	.807



	Use of paper straws instead of plastic straws	.762
Consumer attitude	I want to contribute in saving my planet earth	.766
	Over non sustainable/green 5-star hotel restaurants.	.737
	If I have enough information about them, which confirms their sustainability/greenness	.797
	My friends and colleagues visit to the same	.727
	I want to protect my family members from serious ailments	.822
	My family members also visit the same	.796
	They are located near to me	.732
	I want to be the part of green movement	.793
	Of the brands which I rely on	.781
	I seek the help of employees and staff to explain me information regarding benefits of sustainable restaurants	.782
	While choosing sustainable/ green hotel restaurant I thoroughly read the information on the websites of the 5-star hotel restaurant for their efforts for the sake of environment	.796
	I strongly consider the responses and opinion of people about the performance of the sustainable five-star hotels	.807
	I rely on 5-star hotels that have environmental certification	.813
Consumer willingness	Green hotel restaurants depend on green behaviors	.822
	Depends on environmental concern	.873
	Depends on moral reflectiveness.	.899
	Depends on conscientiousness.	.899
	Depends on the overall image perception of the service provider	.838
	Depends on the sustainable/ green practices of the 5star hotel restaurant	.860
	A tight budget prevents me from engaging in “green” behaviors	.679
	Selecting green/sustainable 5-star hotel restaurant will be more expensive for me	.668
	Sustainable/ Green 5-star hotel restaurant must provide services at subsidized prices so that more customers can avail services of sustainable/ green hotel restaurants	.769
	Price of sustainable /green 5-star hotel restaurant is the first thing I look into before taking decision to choosing a 5-star hotel restaurant	.671



--	--	--

Next in order to check the convergent validity which works towards determining the constructs that are expected to be related to each other. The construct validity is verified using the average variance extracted (AVE). The average variance extracted measures the level of variance that can be captured by the construct verses the level which is due to the measurement error. The values above the threshold level of 0.7 are very good whereas the level of acceptance is 0.5. The results of the AVE are presented in table 2.

Table 2: AVE test

FACTORS	AVE
Consumer awareness	0.669023
Consumer attitude	0.536218
Consumer willingness	0.597125

As shown in the above table the convergent validity was achieved since the measurement value for all the variables i.e. for consumer awareness, consumer attitude and consumer willingness came out to be greater than the threshold value of 0.5. This indicated that the following factors are related to each other.

Internal reliability

Next in order to determine the internal consistency of each one of the constructs used in the study the reliability test was carried out using the Cronbach’s alpha. Where internal consistency is used to describe the extent to which all the items in the test works towards measuring the same concept or the construct and hence shows the interrelatedness of the items. It is usually determined before the test could be applied to ensure the validity (Tavakol & Dennick, 2011). The acceptance value of the Cronbach’s alpha is greater than 0.6. The reliability results are presented in the table 3.

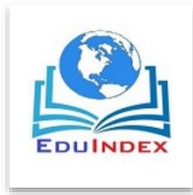


Table 3: Internal reliability test

Factors	Cronbach's alpha	No. of items
Consumer awareness	.942	7
Consumer attitude	.953	13
Consumer willingness	.947	10

The results show that all the three latent constructs, which are consumer awareness, consumer attitude and consumer willingness have quite high reliability consistency as indicated by Cronbach's alpha scores having value above 0.9 which is greater than the threshold value of 0.6.

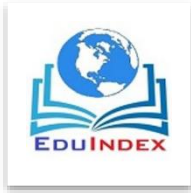
Construct reliability

The results of construct reliability (CR) for the present study is shown in the table 4. The construct reliability is also another important measure of internal reliability. The acceptance level for the construct reliability is greater than value of 0.6.

Table 4: Construct reliability test

Factors	Construct reliability
Consumer awareness	0.74526
Consumer attitude	0.63524
Consumer willingness	0.79633

As evident from the above table the construct reliability of all the factors i.e. of consumer awareness, consumer attitude and consumer willingness are greater than the threshold level of 0.6. Hence it can be concluded that all the measures have strong and the adequate reliability and validity.



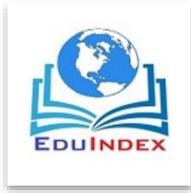
National Conference on
“Role of Technology in Business Sustainability and Market Transformation” sponsored by
Lexicon Management Institute of Leadership & Excellence , Pune
on Saturday 21st December 2019

Assessment of normality

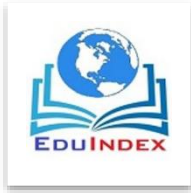
The next step involved in the SEM analysis is the assessment of normality, that is whether the populations from which the samples are taken is distributed normally or not. However according to the study conducted by (Bolt, 1997) any deviations from the normality may or may not significantly affect the results of the analysis. The departure from the normality that might be big enough may still be small enough to be harmful. The reason behind this could be that only the significance of the relationship between the variable is important and no inferences about the actual population is required. Hence these minor departures may not pose significant threat. The results of the normality test for the present study is shown in table 5. As evident from the above table the data has been distributed normally since the skewness values falls for almost all the variables within the range of -1.0 to 1.0 except my friends and colleagues visit the same place, Depends onconscientiousness, a tight budget prevents me from engaging in “green” behaviors, Selecting green/sustainable 5-star hotel restaurant will be more expensive for me have the value which is not within the range of -1.0 to 1.0. However, the kurtosis values for all the variable falls within the range of -7 to 7 thus it can be concluded that the distribution was normal.

Table 5: Assessment of normality

Factors	Variables	Skew	Kurtosis
Consumer awareness	Use of solar panels	-.793	.376
	Use of locally grown food	-.935	1.061
	Use of natural lights as much as possible	-.953	1.090
	Plantation of several types of trees and plants around the hotel	-.876	1.000
	Smoke free zones	-.841	.847
	Use of refillable amenities	-.881	.871
	Use of paper straws instead of plastic straws	-.517	.020
Consumer attitude	I want to contribute in saving my planet earth	-.333	-.299
	Over non sustainable/green 5-star hotel restaurants.	-.793	.457
	If I have enough information about them, which confirms their sustainability/greenness	-.444	-.150



	My friends and colleagues visit to the same	-1.248	1.432
	I want to protect my family members from serious ailments	-.855	.546
	My family members also visit the same	-.807	.485
	They are located near to me	-.447	-.144
	I want to be the part of green movement	-.904	.552
	Of the brands which I rely on	-.621	.054
	I seek the help of employees and staff to explain me information regarding benefits of sustainable restaurants	-.717	.260
	While choosing sustainable/ green hotel restaurant I thoroughly read the information on the websites of the 5-star hotel restaurant for their efforts for the sake of environment	-.908	.905
	I strongly consider the responses and opinion of people about the performance of the sustainable five-star hotels	-.667	.497
	I rely on 5-star hotels that have environmental certification	-.614	.274
Consumer willingness	Green hotel restaurants depend on green behaviors	-.734	.296
	Depends on environmental concern	-.865	.792
	Depends on moral reflectiveness.	-.875	.654
	Depends on conscientiousness.	-1.172	.771
	Depends on the overall image perception of the service provider	-.790	.031
	Depends on the sustainable/ green practices of the 5star hotel restaurant	-.945	.306
	A tight budget prevents me from engaging in “green” behaviors	-1.107	.543
	Selecting green/sustainable 5-star hotel restaurant will be more expensive for me	-1.058	.498
	Sustainable/ Green 5-star hotel restaurant must provide services at subsidized prices so that more customers can avail services of sustainable/ green hotel restaurants	-.783	-.007
	Price of sustainable /green 5-star hotel restaurant is the first thing I look into before taking decision to choosing a 5-star hotel restaurant	-.813	.104

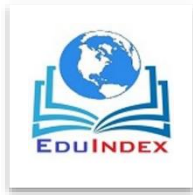


Construct validity

The construct validity is used to find the degree to which a test measures what it claims to measure, or it is supposed to measure. The constructs referred here are the abstractions that are deliberately created by the researchers in order to conceptualize the latent variables which in the present study is consumer awareness, consumer attitude and consumer willingness (Krishnan & Ramasamy, 2011). The table 6 shows the summary of the model fit index of the structural model of consumer attitude, awareness and willingness to pay for sustainable five-star hotel restaurants in northern India.

Table 6: Construct validity

Name of category	Name of index	Index value	Adequate fit	Comments
Absolute fit measure	GFI	.788	Greater than 0.90	The required level is not achieved
	ASFI	.755	Greater than 0.90	The required level is not achieved
	RMSEA	.078	Less than 0.10	The required level is achieved
Incremental fit measure	NFI	.876	Greater than 0.90	The required level is not achieved
	CFI	.906	Greater than 0.90	The required level is achieved
	TLI	.898	Greater than 0.90	The required level is not achieved
	IFI	.906	Greater than 0.90	The required level is achieved
Parsimonious fit measure	CMIN/DF	3.735	Less than 5	The required level is achieved
	PGFI	.837	Greater than 0.50	The required level is achieved
	PHFI	.809	Greater than 0.50	The required level is achieved



For the absolute measure fit, the results show that goodness of fit (GFI) value was .788 and the value of the adjusted goodness of fit was (AGFI) was .755. In both these cases the required level was not achieved as the index value for both the measures came out to be less than the threshold value of 0.90. however, the root mean square error of approximation (RMSEA) came out to be 0.078 which was less than the 0.10 here the required level was achieved. Since at least one of the measures fall in the range this suggest that the absolute fit was achieved.

For the incremental fit measure, the results show that the value of normed fit index (NFI) and the value of tucker Lewis index (TLI) came out to be .876 and .898 respectively which was less than the 0.9 value. Thus, both these measures did not achieve the required level. However other index included in incremental fir measure such as comparative fit index (CFI) and incremental fit index (IFI) had the value greater than 0.9 level thus the threshold was achieved in both these cases which indicated that the incremental fit was achieved.

For the parsimonious fir measure, the results show that the value for CMIN/DF came out to be 3.734, the value of parsimony goodness of fit (PGFI) was .837 and the value of parsimony of normed fit index (PNFI) was .809. Since the values for PGFI and PNFI were more than 0.5 level thus this shows that the test was acceptable. The value for the CMIN was 3.735 which fell within the suggested threshold value of less than 5. Hence it can be concluded that the construct validity was achieved as from each category at one index fits the criteria.

Hypothesis testing

In this study using the structural equations modeling the researcher explained the relationship between the consumer awareness, Consumer attitude, consumer willingness and the consumer decision of choosing the sustainable five-star hotel. The next step involved in the process is the hypothesis testing. The results of which is presented in the table 7 and is represented with the help of the SEM diagram.

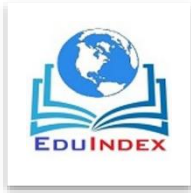
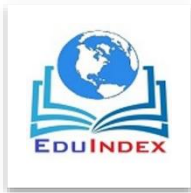


Table 7: Hypothesis test

Factors	Variables	S. E	P Value
Consumer awareness	Use of solar panels	.059	.000
	Use of locally grown food	.060	.000
	Use of natural lights as much as possible	.058	.000
	Plantation of several types of trees and plants around the hotel	.059	.000
	Smoke free zones	.060	.000
	Use of refillable amenities	.060	.000
	Use of paper straws instead of plastic straws	.060	.000
Consumer attitude	I want to contribute in saving my planet earth	.050	.000
	Over non sustainable/green 5-star hotel restaurants.	.052	.000
	If I have enough information about them, which confirms their sustainability/greenness	.048	.000
	My friends and colleagues visit to the same	.051	.000
	I want to protect my family members from serious ailments	.051	.000
	My family members also visit the same	.051	.000
	They are located near to me	.051	.000
	I want to be the part of green movement	.048	.000
	Of the brands which I rely on	.048	.000
	I seek the help of employees and staff to explain me information regarding benefits of sustainable restaurants	.050	.000
	While choosing sustainable/ green hotel restaurant I thoroughly read the information on the websites of the 5-star hotel restaurant for their efforts for the sake of environment	.050	.000
	I strongly consider the responses and opinion of people about the performance of the sustainable five-star hotels	.048	.000
	I rely on 5-star hotels that have environmental certification	.050	.000
Consumer willingness	Green hotel restaurants depend on green behaviors	.077	.000
	Depends on environmental concern	.070	.000
	Depends on moral reflectiveness.	.073	.000
	Depends on conscientiousness.	.072	.000
	Depends on the overall image perception of the service provider	.072	.000



	Depends on the sustainable/ green practices of the 5star hotel restaurant	.070	.000
	A tight budget prevents me from engaging in “green” behaviors	.073	.000
	Selecting green/sustainable 5-star hotel restaurant will be more expensive for me	.072	.000
	Sustainable/ Green 5-star hotel restaurant must provide services at subsidized prices so that more customers can avail services of sustainable/ green hotel restaurants	.077	.000
	Price of sustainable /green 5-star hotel restaurant is the first thing I look into before taking decision to choosing a 5-star hotel restaurant	.077	.000

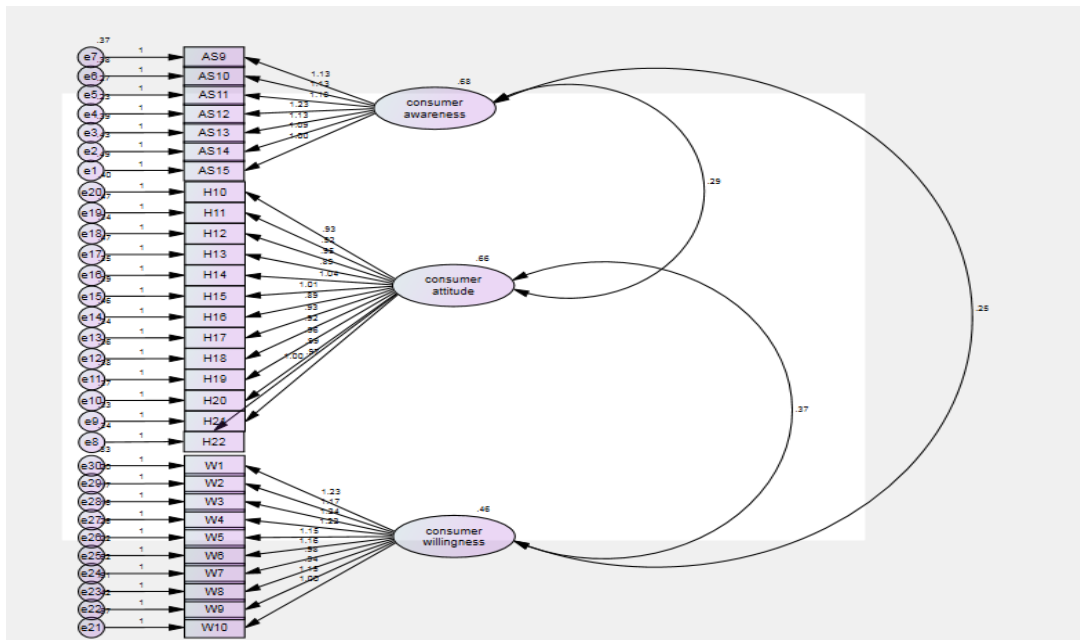
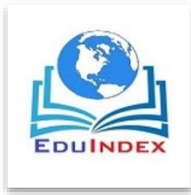


Figure 1: Covariance of factors

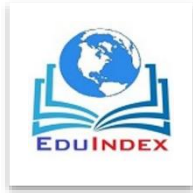


As shown above the p value for all the variables under each factor that is within the consumer awareness, consumer attitude and consumer willingness came out to be .000 which is less than the significance value of 0.05. Thus, the hypothesis that consumer awareness, consumer attitude and consumer willingness have impact on the consumer decision regarding the choice of five-star hotel was accepted. The SEM diagram represents the factors which has the highest factor leadings on the factors. (J. S. Lee, Hsu, Han, & Kim, 2010) showed that public is now increasingly becoming more concerned and aware regarding the environmental issues green management and this has become the basic tool used by the hotels to enhance their competitive advantage. The study showed that the consumer aviation regarding green management is growing as a greater number of people are willing to purchase and choose the environmental friendly products. This environmental concern and awareness among the consumers are now used by the hotel management that aims at mitigating the environmental effect.

Conclusion

With the increase in public awareness and understanding towards the global warming and the climate change. The public, stakeholders as well expects the hotels to act upon this. Due to this, the five-star hotels have also started adopting sustainability practices in order to make the wide impact on the perception of the consumers. The consumers in the modern era are more aware of the sustainability issues. These consumers are more concerned towards the air and water quality. The adoption of sustainable practices by the five-star hotels can improve their reputation which can in turn improve the financial performance of the firm. The hotel industry can also play a major role in creating awareness among the consumers using different sources. This includes the use of symbols, low flow restrictors, motion detectors, treated cycled water, recyclable takeout's, waste recycling policy, carbon footprints, solar panels, locally grown food, natural source used for light, plantation of trees, smoke free zones, refillable amenities, paper straws and rain water harvesting.

The researcher also examined the consumer attitude towards the sustainable hotel restaurants in Northern India. In this context, the present study examined the consumer's perception towards the different advantages of adopting green practices by the five-star hotels. The results indicate that the consumers choose the five-star hotels based on the recommendations



Think India Journal

ISSN: 0971-1260 Vol-22, Special Issue-20

National Conference on

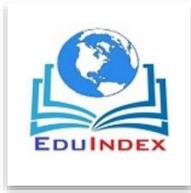
“Role of Technology in Business Sustainability and Market Transformation”

sponsored by
Lexicon Management Institute of Leadership & Excellence , Pune
on Saturday 21st December 2019



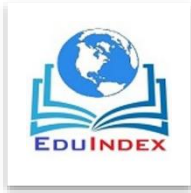
of the family members and friends. Further, the consumers give more preference to the hotels near to their geographical location, or if they want to be the part of the green moment.

The willingness to pay extra also impacts the consumer’s perspective to choose the sustainable hotel restaurants in Northern India. In the current study, the aspect of willingness to pay extra for services in a hotel implementing green practices has been analysed on the basis of elements like energy savings techniques used in the rooms, organically grown food used in preparing food for the guests, towel reuse programme, refillable shampoo containers in rooms etc.

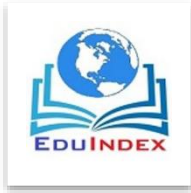


References

- Aggarwal, N. (2015). GREEN PRACTICES IN THE HOSPITALITY INDUSTRY: CASE STUDY OF DEHRADUN AND MUSSOORIE. *Scholarly Research Journal for Interdisciplinary Studies*, 3(18), 230–239.
- Ajzen, I., Amherst, M., & Amherst, U. (2014). *Consumer attitudes and behavior*.
- Amir, A. F., Ghapar, A. A., Jamal, S. A., & Ahmad, K. N. (2015). Sustainable Tourism Development: A Study on Community Resilience for Rural Tourism in Malaysia. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2014.10.217>
- Angelkova, T., Koteski, C., Jakovlev, Z., & Mitrevska, E. (2012). Sustainability and Competitiveness of Tourism. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2012.05.023>
- Birdir, S., Ünal, Ö., Birdir, K., & Williams, A. T. (2013). Willingness to pay as an economic instrument for coastal tourism management: Cases from Mersin, Turkey. *Tourism Management*, 36, 279–283. <https://doi.org/10.1016/j.tourman.2012.10.020>
- Bolt, M. a. (1997). *Data Analysis in SEM*.
- Choi, H. S. C., & Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2005.05.018>
- Doganer, S. (2017). Architectural design studio on sustainable tourism alternatives in the San Antonio Missions Historic District. *Tourism and Hospitality Research*. <https://doi.org/10.1177/1467358415602955>
- Fraj, E., & Martinez, E. (2007). Ecological consumer behaviour: An empirical analysis. *International Journal of Consumer Studies*, 31(1), 26–33. <https://doi.org/10.1111/j.1470-6431.2006.00565.x>
- Hall, C. M., Dayal, N., Majstorovic, D., Mills, H., Andrews, L. P., Wallace, C., & Truong, V. D. (2019). Accommodation Consumers and Providers' Attitudes, Behaviours and Practices for Sustainability: A Systematic Review. *Indian Brand Equity Foundation (IBEF)*, 1–5.
- Hall, C. M., Dayal, N., Majstorović, D., Mills, H., Paul-Andrews, L., Wallace, C., & Truong, V. D. (2016). Accommodation consumers and providers' attitudes, behaviours and practices for sustainability: A systematic review. *Sustainability (Switzerland)*, 8(7), 1–30. <https://doi.org/10.3390/su8070625>
- Han, H., Hsu, L. T. (Jane), & 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. <https://doi.org/10.1016/j.ijhm.2009.02.004>
- Hedlund, T. (2011). The impact of values, environmental concern, and willingness to accept economic sacrifices to protect the environment on tourists’ intentions to buy ecologically sustainable tourism alternatives. *Tourism and Hospitality Research*, 11(4), 278–288. <https://doi.org/10.1177/1467358411423330>
- IHCL. (2019). Responsibility.
- ITC. (2012). ITC celebrates 2nd Anniversary of the “National Recycling Day” For a cleaner and greener Chennai.
- Janusz, G. K., & Bajdor, P. (2013). Towards to Sustainable Tourism – Framework, Activities and Dimensions. *Procedia Economics and Finance*. [https://doi.org/10.1016/s2212-5671\(13\)00170-6](https://doi.org/10.1016/s2212-5671(13)00170-6)
- Kostakis, I., & Sardianou, E. (2012). Which factors affect the willingness of tourists to pay for renewable energy? *Renewable Energy*, 38(1), 169–172. <https://doi.org/10.1016/j.renene.2011.07.022>
- Krishnan, A., & Ramasamy, R. (2011). Accessing the Construct and Content Validity of Uncertainty Business Using Sem Approach- An Exploratory Study of Manufacturing Firms. *Global Journal of Management and Business Research*, 11(12), 1–9.
- 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. <https://doi.org/10.1080/09669581003777747>
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2012.03.007>
- Manaktola, K., & Jauhari, V. (2007). Exploring consumer attitude and behaviour towards green practices in the lodging industry in India. In *International Journal of Contemporary Hospitality Management* (Vol. 19). <https://doi.org/10.1108/09596110710757534>
- Miller, G., Rathouse, K., Scarles, C., Holmes, K., & Tribe, J. (2010). Public understanding of sustainable tourism. *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2009.12.002>
- Mittal, S., & Dhar, R. L. (2016). Effect of green transformational leadership on green creativity: A study of tourist hotels. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2016.05.007>
- Mohsin, A., & Lockyer, T. (2010). Customer perceptions of service quality in luxury hotels in New Delhi, India: An exploratory study. *International Journal of Contemporary*



Think India Journal

ISSN: 0971-1260 Vol-22, Special Issue-20

National Conference on

“Role of Technology in Business Sustainability and Market Transformation”

sponsored by
Lexicon Management Institute of Leadership & Excellence , Pune
on Saturday 21st December 2019



- Hospitality Management*, 22(2), 160–173. <https://doi.org/10.1108/09596111011018160>
- Punitha, S., Abdul Aziz, Y., & Abd Rahman, A. (2016). Consumers’ perceptions of green marketing in the hotel industry. *Asian Social Science*, 12(1), 1–16. <https://doi.org/10.5539/ass.v12n1p1>
- Ritchie, B. (2002). Tourism, development and growth: the challenge of sustainability. *Tourism Management*. [https://doi.org/10.1016/s0261-5177\(01\)00082-6](https://doi.org/10.1016/s0261-5177(01)00082-6)
- Ritchie, B., & Crouch, G. I. (2013). The competitive destination: a sustainable tourism perspective. *Choice Reviews Online*. <https://doi.org/10.5860/choice.41-6012>
- Singhal, S., Deepak, A., & Marwaha, V. (2018). Green Initiatives Practices in Indian Hotels. *IOSR Journal of Business and Management* . <https://doi.org/10.9790/487X-2008031013>
- Sutawa, G. K. (2012). Issues on Bali Tourism Development and Community Empowerment to Support Sustainable Tourism Development. *Procedia Economics and Finance*. [https://doi.org/10.1016/s2212-5671\(12\)00356-5](https://doi.org/10.1016/s2212-5671(12)00356-5)
- Szmigin, I., Carrigan, M., & McEachern, M. G. (2009). The conscious consumer: Taking a flexible approach to ethical behaviour. *International Journal of Consumer Studies*, 33(2), 224–231. <https://doi.org/10.1111/j.1470-6431.2009.00750.x>
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach’s alpha. *International Journal of Medical Education*, 2, 53–55.
- UNESCO. (2009). Sustainable Tourism Development in UNESCO Designated Sites in South-Eastern Europe. *Ecological Tourism in Europe (ETE)*.
- United Nations. (2017). The Sustainable Development Goals Report. *United Nations Publications*. <https://doi.org/10.18356/3405d09f-en>