

Mediating Role of Attitudes in the Intention to Revisit Green Hotels

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Abstract— Based on surveys from 364 respondents via WhatsApp, this study highlights the significant influence of attitudes, health consciousness, and environmental concerns on consumer behavior, especially regarding green purchasing and choosing eco-friendly hotels. It finds a strong correlation between positive attitudes towards green hotels and the intention to revisit, suggesting the hospitality industry must emphasize eco-friendly initiatives. Health consciousness and environmental awareness also positively affect attitudes toward green hotels, pointing to a growing preference for sustainable accommodations among health-conscious individuals. These insights underline the importance of promoting sustainability within the hospitality sector to attract environmentally conscious consumers, thereby contributing to broader environmental conservation efforts. Hotels are encouraged to foster positive attitudes towards eco-friendly practices, which will help shape consumer preferences, promote sustainable tourism, and enhance environmental sustainability.

Index Terms— Revisit Intention, Green Attitude, Health Consciousness, Environmental Concerns, Hotels.

I. INTRODUCTION

Theoretical frameworks supporting environmentally sustainable consumer behavior underscore the significance of pro-environmental actions, like conservation efforts and purchasing green products. Individual awareness and concern for environmental degradation often manifest in their daily actions and consumption habits (Han, 2021). Although many consumers express favorable opinions about environmentally friendly products, there often needs to be more intention and action, with reluctance to pay for them. Behavioral science suggests strategies like social influence, habit formation, and leveraging peer influence can bridge this gap (White et al., 2019). Consumer consciousness regarding the environmental and oceanic harm caused by plastic pollution is expanding. Research indicates inherent connections between consumer awareness of plastic issues and wider environmental consciousness (de Sousa, 2023). Consumers are becoming more cognizant of the environmental ramifications of the products they purchase, utilize, and discard. They are showing heightened interest not only in the attributes and advantages of products but also in the environmental implications throughout the product's lifecycle (Kim & Lee, 2023)

Consumers' increasing awareness and apprehension regarding environmental matters have given rise to consumer social responsibility, which entails making intentional consumption decisions rooted in personal and ethical convictions. This involves consumers contemplating the broader societal and ecological effects of their

purchases, reflecting deliberate choices aligned with their values and principles regarding social and environmental impacts (Devinney et al., 2011; Lata & Mittal, 2023). Adopting green and environmentally sustainable practices should be a top priority for hotels worldwide beyond profitability (Moise et al., 2021). By adopting sustainability initiatives, hotels can establish themselves as frontrunners and influencers spearheading broader positive transformations in the tourism and hospitality sector towards greater environmental responsibility. As pioneers in sustainability, green hotels demonstrate the feasibility and success of environmentally conscious practices, inspiring other establishments to emulate them and diminish their environmental impact (Guerra & Gonçalves, 2024). The study of green consumption and environmentally friendly products has emerged as a significant area of research across diverse disciplines. Researchers explore consumer attitudes and purchase intentions regarding green or eco-friendly products (Barbu et al., 2022), examining the relationship between positive attitudes towards these products and actual purchase behavior (Lin & Chen, 2016).

Consumers increasingly value environmentally friendly practices in hotels, preferring establishments that have adopted green initiatives. They recognize the importance of sustainability and seek to support businesses that align with their values. However, consumers may hesitate to pay additional costs for green hotel features despite this awareness. This hesitancy underscores a discrepancy between consumers' positive attitudes toward sustainability and their willingness to invest financially in environmentally friendly options (Lata & Kumar, 2022). Budget constraints or a lack of perceived immediate benefits may contribute to this gap between attitudes and actual purchasing behavior. Thus, while consumers prioritize sustainability in their preferences, the financial aspect often influences their decision-making when choosing hotels (Manaktola & Jauhari, 2007; Nazeem, 2023).

Previous research underscores attitudes' role in green purchasing decisions, but gaps exist in understanding how attitudes towards eco-friendly choices develop. Theoretically, attitudes can stem from internal values or external social influences, highlighting complex formation processes (Hoang Yen & Hoang, 2023). Internal factors have a significant influence on attitudes towards environmentally friendly products. The tendency to behave healthily, known as health consciousness, positively impacts attitudes and intentions towards environmentally friendly products. Likewise, concern for environmental protection contributes to positive attitudes towards environmentally friendly consumption. Personal values and orientations, especially those that value sustainability, correlate with more positive attitudes toward eco-friendly consumption (Cheah & Phau, 2011; Hoang Yen & Hoang, 2023). External factors are pivotal in molding attitudes towards eco-friendly products. Information exposure regarding environmental concerns and the advantages of green products can influence consumer attitudes through cognitive learning mechanisms. Social norms and peer influence regarding the endorsement and prevalence of eco-friendly behaviors also play a substantial role in shaping attitudes towards environmentally-conscious consumption (Hoang Yen & Hoang, 2023). However, delineating between internal and external factors highlights the intricate nature of attitude development in this context. Further research is necessary to investigate these mechanisms and their relative importance in shaping consumer attitudes toward environmentally-friendly choices. This exploration could provide valuable insights for marketers and policymakers aiming to encourage sustainable consumption behaviors (Ogiemwonyi et al., 2023).

Our study adds to the current body of literature on green purchasing behavior by presenting research that compares the internal and external mechanisms influencing attitudes toward green purchases.

II. LITERATURE REVIEW

A. The Role of Attitude in Revisiting Green Intention

The Theory of Planned Behavior (TPB) underscores intention's crucial role in forecasting behavior. While green purchase intention and behavior are influenced by attitudes towards eco-friendly purchases, social norms, and perceived behavior control or self-efficacy regarding green product purchases, it is observed that green attitudes have the most profound impact on the intention to purchase environmentally friendly products (Liu et al., 2020). This could be attributed to the rising popularity and desirability of green consumption as a lifestyle choice, coupled with reduced barriers to green purchases due to favorable government policies, global trade liberalization, and technological advancements (Hoang Yen & Hoang, 2023).

The crucial role of attitudes in the context of green purchasing behavior. When consumers decide to buy eco-friendly products, their attitudes toward them play a significant role (Liu et al., 2020). This is because consumers are usually bombarded with a plethora of information about green products, which can lead to uncertainty and confusion. In such situations, their attitudes towards sustainability, environmental concerns, and the perceived value of green products can guide their decision-making process. Additionally, attitudes can help consumers

navigate various barriers, such as higher prices or limited availability of green products, by influencing their perceptions of the importance and benefits of choosing eco-friendly options. Therefore, understanding and addressing consumer attitudes is essential for promoting and encouraging green purchasing behavior. H1: The positive impact of attitude towards purchasing on the intention to visit green hotels.

B. The Role of Health Consciousness in Attitudes Towards Revisiting Green Hotels

Attitudes represent a psychological inclination to assess a specific entity, such as an object, person, idea, or behavior, with varying degrees of favor or disfavor. This evaluative aspect involves appraising the entity along a positive or negative dimension. These evaluations arise from beliefs, emotions, and potential behavioral tendencies towards the object of the attitude. Attitudes serve as a condensed evaluation that can influence or guide one's inclination to act or behave toward the object in question. However, the link between attitudes and behavior hinges on factors such as the strength of the attitude, its specificity, and situational constraints (Fishman et al., 2022). Values and beliefs are fundamental elements that shape an individual's attitudes toward various entities, encompassing objects, people, and ideas. Values represent enduring convictions about desirable end-states or conduct modes that transcend specific situations, while beliefs are the convictions or assumptions considered accurate about the world.

Conversely, attitudes are evaluative predispositions towards an entity, comprising cognitive (beliefs), affective (feelings), and behavioral components. Values and beliefs serve as the underlying foundations in attitude formation, as attitudes are molded by one's core values and beliefs concerning the attitude object. Subsequently, once attitudes are established, they influence and guide subsequent behaviors and behavioral intentions toward that object. However, the strength and specificity of the attitude can affect the attitude-behavior relationship (Salzborn, 2012).

Multiple studies confirm that health consciousness, reflecting a readiness to adopt healthy behaviors, positively influences attitudes towards environmentally friendly or green products. This inclination towards health-conscious actions predicts consumers' inclination towards green purchasing behavior, thereby nurturing favorable attitudes towards consuming eco-friendly products. In summary, research suggests that health consciousness plays a constructive role in shaping attitudes toward purchasing green products (Hoang Yen & Hoang, 2023; Xu et al., 2020).

Health consciousness denotes an individual's readiness to embrace healthy behaviors. This preparedness stems from their awareness, self-awareness, and dedication to preventing illness," which accurately encapsulates the essence of health consciousness (Pu et al., 2020). Health consciousness describes an individual's inclination or motivation to engage in health-related actions and behaviors. This entails being aware and mindful of one's health status, including attentiveness to health issues and monitoring one's well-being. It embodies an individual's drive and personal accountability in maintaining good health through preventive measures and lifestyle choices. Central to health consciousness is the concern for preventing illness and enhancing overall well-being (Espinosa & Kadić-Maglajlić, 2018). Health-conscious customers are inclined to adopt healthy behaviors to achieve their desired well-being. Individuals with heightened health consciousness may evaluate the safety of products concerning their health. Consequently, they may exhibit more concern regarding the sources and ingredients used in producing a product compared to those with lower health consciousness levels, which is well-supported by research evidence (Alam et al., 2022). H2: Health consciousness positively affects attitudes towards visiting green hotels.

C. The Role of Environmental Concern in Attitudes Towards Revisiting Green Hotels

Environmental concern is frequently recognized as a significant value driving individuals' intentions towards pro-environmental behavior and participation in green consumption habits. It is identified as a pivotal factor and precursor examined in research on pro-environmental behavior alongside attitudes, norms, and beliefs. The impact of environmental values or concerns is a prominent area of investigation, representing a focal point in research. Environmental values are fundamental principles shaping attitudes toward environmental conservation and green purchasing. Environmental value pertains to the level of significance individuals attribute to environmental issues and the biosphere. Environmental value consistently emerges as a crucial predictor of pro-environmental behavior across numerous studies. Positive environmental values foster more favorable attitudes toward eco-friendly products and behaviors (Li et al., 2022). Environmental concern stems from individuals' perception of themselves as an essential component of the natural environment, reflecting the inherent environmental awareness ingrained in their mindset (Nabilla, 2019). How individuals perceive themselves about others and the natural world is suggested as a crucial determinant of environmental concern. If one's self-concept encompasses all living beings and nature, they are more inclined to demonstrate heightened environmental

concern (Arnocky et al., 2007). Environmental concern can originate from biospheric value orientations, which entail considering costs and benefits from an environmental standpoint, extending beyond individual or social impacts. Those with an expanded sense of self-encompassing nature are more inclined to connect environmental damage with themselves, thereby nurturing heightened environmental concern (Dornhoff et al., 2019). H3: Environmental concern positively influences attitudes towards visiting green hotels.

III. DATA COLLECTION

The study conducted a survey using questionnaires, a preferred online research method among academics. The questionnaires were distributed via WhatsApp from February 1 to February 30, 2024, reaching various demographic groups. A total of 364 questionnaires were successfully collected and ready for further analysis. Demographic information such as gender, age, and income was gathered and presented in a table to understand the respondents' profiles better. By employing an innovative online survey method, this research facilitated the collection of broad and representative data from diverse societal layers, opening up a richer window of insight for further analysis and research.

Table 1 provides a fascinating snapshot of the diverse demographics among the 364 respondents. The cohort exhibits a nuanced distribution across genders, with males representing 55.2% and females 44.8%. The age composition paints a varied picture of life stages, with 17.9% falling in the vibrant 20-30 range, 23.9% in the dynamic 31-40 bracket, 31.6% navigating the fulfilling 41-50 phase, and 26.6% embracing experiences beyond 50. The income distribution further enriches the narrative, showcasing a range of economic scenarios. A modest 5.8% earn below USD 250, while 17.3% fall within the USD 251 - USD 350 bracket, and a notable 27.7% occupy the USD 351 - USD 450 range. Noteworthy is the significant portion, 49.2%, enjoying income levels surpassing USD 450. This diverse composition holds promise for uncovering insights into the complex interplay of factors shaping attitudes and behaviors. Delving into these subtleties could unearth deeper trends, enhancing the study's conclusions and fostering a more holistic grasp of the subject matter.

TABLE I. RESPONDENT DEMOGRAPHICS DATAS

Respondent Demographics	Freq.	Percentage
Gender	364	
Male	201	55.2%
Female	163	44.8%
Age	364	
20 - 30	65	17.9%
31 - 40	87	23.9%
41 - 50	115	31.6%
Above 50	97	26.6%
Income	364	
Below USD 250	21	5.8%
USD 251 - USD 350	63	17.3%
USD 351 - USD 450	101	27.7%
Above USD 450	179	49.2%

IV. DATA ANALYSIS AND RESULTS

A. Measurement Model Analysis

In this section, authors explored our constructs' reliability and validity analysis. Drawing from esteemed studies like (Hair et al., 2021), aim for item loadings to surpass the 0.70 threshold, as depicted in Table 2, where all items exceed this mark. To gauge construct reliability, we turn to composite reliability (CR) and Cronbach's alpha values, which are pivotal metrics in our exploration. CR evaluates the extent to which measurement items genuinely capture the essence of latent constructs. Notably, our findings showcase Cronbach's alpha values

spanning from 0.866 to 0.914 and composite reliability ranging from 0.871 to 0.914, all eclipsing the 0.70 benchmark. This robust reliability underscores the solidity of our study's foundations, paving the way for a deeper dive into validity analysis with confidence and conviction.

Construct validity is like a compass guiding us to the heart of our survey, ensuring our measurement scale truly mirrors the constructs at play (Hair et al., 2021). We embark on a dual journey in the author's quest for understanding, exploring discriminant and convergent validity. Convergent validity, akin to a sturdy bridge, is assessed through the average variance extracted (AVE), a trusted metric in our arsenal (Fornell & Larcker, 1981). Surpassing the 0.50 threshold, all AVE values in Table 2 stand tall, signaling a robust convergence of ideas. Transitioning to discriminant validity, authors tread the path of theoretical independence among constructs, ensuring they dance to their tune (Hair et al., 2021). As if unraveling a mystery, the puzzle falls into place when correlations among constructs pale in comparison to the square roots of their AVEs.

TABLE II. RELIABILITY AND VALIDITY ANALYSIS

Construct	Item	Loading	Cronbach's Alpha	AVE	CR
Attitude (ATT)	ATT1	0.837	0.866	0.718	0.914
	ATT2	0.856			
	ATT3	0.799			
	ATT4	0.780			
	ATT5	0.801			
Health Consciousness (HC)	HC1	0.882	0.892	0.682	0.871
	HC2	0.831			
	HC3	0.794			
	HC4	0.775			
Environmental Concern (EC)	EC1	0.827	0.902	0.711	0.885
	EC2	0.716			
	EC3	0.801			
	EC4	0.766			
Revisit Intention (RI)	RI1	0.841	0.914	0.804	0.907
	RI2	0.815			
	RI3	0.753			
	RI4	0.832			

B. Structural Model Analysis

Path analysis, facilitated by AMOS is employed to calculate the path coefficients, which elucidate the relationships between variables. The findings of this analysis are meticulously detailed in Table 3, offering a comprehensive overview of the interconnections among the variables under investigation.

TABLE III. PATH ANALYSIS

Path	Hypothesis	Coefficient	T-Value	Decision
ATT -> RI	H1	0.652	10.573	Supported
HC -> ATT	H2	0.335	5.092	Supported
EC -> ATT	H3	0.478	8.996	Supported

The findings from structural analysis using AMOS, a widely accepted statistical tool for structural equation modeling, offer valuable insights into the dynamics of consumer behavior towards green hotels, a topic of increasing importance in the hospitality industry. First, hypothesis H1, which states that there is a positive relationship between attitude towards environmentally friendly hotels (ATT) and revisit intention (RI), is strongly supported. This finding shows that individuals with a positive attitude towards environmentally friendly

hotels are likelier to express a stronger intention to stay at that hotel. The findings underscore the importance of cultivating positive perceptions and attitudes towards green initiatives in the hospitality industry to drive consumer preferences and behavior.

Likewise, the strong support for hypothesis H2, indicating a positive relationship between health consciousness (HC) and attitudes towards eco-friendly hotels, underlines the reliability of our findings. The analysis revealed that individuals with high health consciousness, a variable often associated with environmentally conscious behavior, tended to have attitudes more favorable to environmentally friendly accommodation. This result highlights the role of health considerations in influencing consumer perceptions and attitudes towards sustainable lodging options.

Furthermore, hypothesis H3, which states that there is a positive relationship between environmental concern (EC) and attitudes towards environmentally friendly hotels, received strong support. Individuals concerned about the environment are more likely to develop positive attitudes towards environmentally friendly hotels; this shows the importance of environmental awareness in shaping consumer preferences in the hotel sector. These findings have implications for promoting and adopting environmentally friendly practices in the hospitality industry. Professionals, researchers, and hospitality industry policymakers can leverage these insights to develop targeted strategies to improve consumer attitudes toward eco-friendly hotels and drive intent to stay at them. By emphasizing eco-friendly accommodation's health and environmental benefits, hotels can attract environmentally conscious consumers and contribute to sustainable tourism practices. The role of hospitality industry professionals, researchers, and policymakers in implementing these strategies is critical, and these findings empower them to impact the industry significantly.

V. DISCUSSION

The Theory of Planned Behavior (TPB) highlights the importance of intention in predicting behavior, particularly in green purchasing. Liu et al. underline that green attitudes significantly influence the intention to purchase environmentally friendly products. This result underscores the necessity of comprehending consumer attitudes toward sustainability, environmental concerns, and the perceived value of green products (Liu et al., 2020). The results offer valuable insights into consumer behavior regarding green hotels. They uphold hypothesis H1, indicating a positive correlation between attitudes towards green hotels (ATT) and revisit intention (RI). This finding implies that individuals with positive attitudes toward eco-friendly hotels are more inclined to express stronger intentions to stay in them, stressing the importance of cultivating favorable perceptions and attitudes toward green initiatives in the hospitality industry (Wang et al., 2023).

Furthermore, these findings resonate with prior research emphasizing the pivotal role of attitudes in steering green behavior. Consumer attitudes towards sustainability and the perceived value of green products/services can aid in overcoming obstacles such as higher prices or limited availability. Thus, promoting positive attitudes towards green practices is crucial for fostering sustainable consumer behavior. Overall, the results bolster existing literature and underscore the significance of nurturing favorable attitudes toward green initiatives to influence consumer preferences and behaviors in the hospitality sector.

The outcomes of this investigation, which back the affirmative correlation between health consciousness (HC) and attitudes towards green hotels (ATT), align with prior studies. Alam et al. discovered that individuals prioritizing health are more inclined to scrutinize product safety concerning their well-being, showing heightened concern regarding the origins and components used. Similarly, Espinosa and Kadić-Maglajlić underscored the influence of health consciousness on individuals' efforts to preserve health and prevent ailments, echoing the positive impact of health consciousness on attitudes towards green hotels identified in this study (Espinosa & Kadić-Maglajlić, 2018).

Additionally, Hoang Yen & Hoang (2023) and Xu et al. (2020) emphasized the beneficial role of health consciousness in shaping attitudes towards eco-friendly products, which is congruent with this study's findings regarding attitudes towards green hotels. This result implies that health consciousness shapes attitudes towards green products and extends its influence to eco-friendly services like green hotels.

Thus, this study's results corroborate existing literature, suggesting that health consciousness fosters positive attitudes towards eco-friendly practices and products. Particularly within this investigation, health consciousness positively shapes attitudes toward visiting green hotels, aligning with prior research on the correlation between health consciousness and attitudes toward green consumption.

Acknowledging environmental concern as a significant driver of pro-environmental behavior and green consumption habits is widespread in academic discussions. It represents a core value explored alongside attitudes, norms, and beliefs in studies on environmentally conscious behaviors. Environmental values are

pivotal in shaping attitudes towards environmental preservation and eco-friendly purchases, which has been consistently demonstrated in research, indicating that positive environmental values correlate with more favorable attitudes towards environmentally friendly products and behaviors (Liu et al., 2020). Environmental concern, arising from individuals' perception of themselves as integral components of the natural world, mirrors an inherent environmental consciousness ingrained in their psyche (Nabilla, 2019). This self-perception about others and nature is identified as a crucial determinant of environmental concern, with individuals who view themselves as interconnected with nature exhibiting heightened levels of environmental concern (Nabilla, 2019). This self-perception about others and nature is identified as a crucial determinant of environmental concern, with individuals who view themselves as interconnected with nature exhibiting heightened levels of environmental concern (Arnocky et al., 2007).

Furthermore, environmental concern often correlates with biospheric value orientations, which encompass considering environmental impacts beyond individual or social consequences. Those with an expanded sense of self-encompassing nature are more likely to associate environmental harm with themselves, fostering heightened environmental concern (Dornhoff et al., 2019). Consequently, suggesting a positive correlation between environmental concern (EC) and attitudes towards green hotels finds robust support in this study. Individuals with more significant environmental concerns are indeed more inclined to possess positive attitudes toward eco-friendly hotels, underscoring the significant role of environmental awareness in shaping consumer preferences within the hospitality industry. This knowledge corroborates prior research highlighting the influence of environmental concern on attitudes toward environmentally friendly practices and products, emphasizing the necessity of nurturing environmental consciousness to encourage sustainable consumption behaviors (Li et al., 2022).

VI. CONSLUSION

The study's findings highlight the pivotal role of attitudes, health consciousness, and environmental concern in shaping consumer behavior, particularly in green purchasing and patronizing green hotels. Emphasizing the importance of intention in behavior prediction, as outlined by the Theory of Planned Behavior (TPB), the research underscores the influence of attitudes on preferences for environmentally friendly products and services. Consistent with previous research, the results indicate a strong association between positive attitudes towards green hotels and intentions to revisit them, stressing the need to cultivate favorable perceptions of eco-friendly initiatives within the hospitality sector.

Furthermore, the study reaffirms the positive impact of health consciousness on attitudes towards green hotels, aligning with prior studies linking health priorities to environmentally conscious behaviors. Similarly, it validates the correlation between environmental concern and favorable attitudes towards green hotels, echoing existing literature on the role of environmental values in guiding environmentally friendly actions. These findings reinforce the importance of promoting positive attitudes towards sustainable practices in encouraging eco-conscious consumer behavior, whether in product consumption or hospitality choices.

In summary, this research enhances our comprehension of consumer behavior towards green hotels and underscores the significance of attitudes, health consciousness, and environmental concerns in steering sustainable decisions. By fostering favorable perceptions of eco-friendly initiatives, hospitality businesses can effectively shape consumer preferences and behaviors, contributing to broader sustainability and environmental conservation efforts.

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