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How psychological and contextual factors contribute to travelers' propensity to choose green hotels?

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ABSTRACT

Despite the growing popularity of green hotels, there remains a dearth of research examining travelers' intentions to choose green hotels. The study addresses this research gap by developing and testing an integrated model of green hotel behavior in an emerging market of India. We use a sequential approach of SEM and fuzzy set qualitative comparative analysis on 347 responses collected from Indian travelers to gain a more in-depth understanding of the role of biospheric value, green trust, willingness to pay premium, attitude, subjective norms, and perceived behavioral control in determining green hotel intentions. The findings show that presence of green trust is a significant and necessary condition for green hotel choice. Additionally, absence of willingness to pay premium, biospheric value, attitude, and subjective norm were found to deter travelers from choosing green hotels. These findings offer unique insights for managers in developing marketing strategies to enhance travelers' green hotel adoption.

1. Introduction

Over the past decade, the hospitality and tourism sector has become increasingly concerned about its impact on the environment (Han et al., 2010; Choi et al., 2015; Goncalves et al., 2016). Green practices have attracted much attraction among the hotel operators because of the increased awareness and interest among the travelers to purchase environmentally friendly products and services. Specifically, many hotels are investing substantial resources in environmental-friendly practices such as reducing waste, minimizing energy consumption, low-flow faucets and shower heads, choosing green suppliers, and adopting recycling practices. For example, Hilton Hotels pledged to preserve the environment through efficient operations and partnerships across the entire value chain (Hilton Worldwide, 2016). Similarly, the Ritz-Carlton resort has a unique and innovative green program in which guests are offered hybrid vehicles as well as access to a chemical-free pool (Heckel, 2015). Despite increasing evidence of the adoption of green practices in the hotel sector, researchers have paid little attention to identifying the determinants of green hotels choice among travelers.

Myung, McClaren, and Li (2012) argue that there is a lack of studies seeking to understand deeper aspects of green consumption behavior in the tourism industry. Similarly, Choi, Jang, and Kandampully (2015)

state that limited attention has been paid to the identification of factors influencing green purchase decisions. A plausible reason for this limited interest may be due to the contradictory findings concerning the impact of environmental practices on consumers' green decisions. While some researchers have shown that consumers might be concerned about environmental issues (Teng and Chang, 2014), others have suggested that consumers are skeptical about environmental practices and believe that it is not necessary to stay or pay more for green hotels (Chen and Chang, 2013; Gao and Mattila, 2016). Another explanation is that a majority of studies have heavily relied on rational choice theories such as Ajzen's (1991) Theory of Planned Behavior (TPB) to predict consumers' environmental behaviors (Choi et al., 2015). As environmental behaviors such as green hotel choice may not always be driven by rational self-interest, there is a need to integrate novel theories or theoretical perspectives in systematically explaining travelers' intentions to stay or choose green hotels (Rahman and Reynolds, 2016).

Against this background, we propose and test an integrated model of travelers' green hotel choice. Based on the TPB (Ajzen, 1991) and Attitude-Behavior-Context Theory (ABC) (Guagnano et al., 1995), we propose that green hotel choice depends on both psychological and contextual factors. The advantage of integrating these theories is that while TPB assumes that consumer attitudes are relatively stable and

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determined by psychological factors (Ajzen, 2001), ABC theory states that contextual factors may affect the customer beliefs and attitudes assigned to behaviors. Thus, an integration of psychological and contextual factors may explain the inconsistencies noted in hospitality and tourism literature on green hotel choice. Also, very few studies have explored the intricate associations and interactions among the contextual and psychological factors in determining the green hotel behaviors (Myung et al., 2012). Consequently, this study aims to examine the role of psychological (subjective norms, perceived behavioral control and attitude) and contextual factors (biosphere value, green trust and willingness to pay premium) in determining the travelers' intentions to stay in green hotels.

This study makes three important contributions to the hospitality management literature. First, this study extends the prior literature on green hotel choices which have offered contradictory findings (Teng and Chang, 2014; Gao and Mattila, 2016). Second, by integrating the TPB and the ABC theory, this study offers a more comprehensive understanding of the factors that determine travelers' choice of green hotels. This study adds to this literature by examining the role of green trust, biospheric value, and willingness to pay premium (WPP) as key contextual factors in predicting green hotel adoption. This is surprising given that these factors have been individually suggested to play a critical role in determining the green hotel brand equity and loyalty (Chen and Chang, 2013; Nguyen et al., 2016). Third, this study responds to recent research calls for gaining new insights and developing a deeper understanding of the success or failure of green hotels (Myung et al., 2012).

The remaining of the paper is structured as follows. We first offer a brief overview of the TPB and ABC theories followed by hypothesis development. We present the method and results of AMOS and fsQCA analyses. The discussion, implications, and future research directions are presented in the last section.

2. Theoretical framework

2.1. Theory of planned behavior

The Theory of Planned Behavior (TPB; Ajzen, 1991) is widely used in explaining and predicting an individual's volitional and non-volitional behaviors across various domains. Central to the TPB model is the concept of behavioral intentions, which is defined as an individual's likelihood to engage in a specific behavior. Owing to the high predictive power of behavioral intentions on the actual behavior of an individual, it is widely studied in consumer psychology domains (Cronin et al., 2000). According to the TPB model, behavioral intentions are a function of three psychological factors: attitude, subjective norms, and perceived behavioral control (PBC). Attitude refers to the general feeling of favorableness of a particular behavior. Subjective norms are the perceived opinion of significant others who have a major influence on an individual's decision-making process (Ajzen, 1991). PBC refers to whether a person has the available opportunity and means to engage in a specific behavior (Ajzen, 1991).

The TPB is considered to have a great applicability in the field of environmental psychology and is regarded as a dominant framework in explaining consumers' green or pro-environmental behaviors. Past researchers have used TPB in a wide range of pro-environmental activities and behaviors such as recycling, organic products consumption, energy efficient products, green housing, and green restaurants (Han et al., 2010; Yadav and Pathak, 2016). In the context of green hotels, many researchers have used TPB to explore and explain consumer intentions (Chen and Tung, 2014; Han, 2015) and demonstrated the importance and applicability of TPB in predicting consumers' intentions to adopt green hotels in various countries.

2.2. Attitude-Behavior-Context (ABC) Theory and contextual factors

The ABC theory (Guagnano et al., 1995) states that behavior (B) results from a combination of attitudinal variables (A) and contextual factors (C). This theory suggests that, for behaviors that are expensive/time-consuming such as green hotel adoption, attitudinal factors may have a weaker effect, as such behaviors are strongly favored by context (Guagnano et al., 1995). In other words, a combination of attitudinal and contextual factors may assist managers to gain a better understanding of travelers' decisions to choose green hotels.

Contextual factors refer to situation/domain-specific factors which make a scenario unique. These factors enhance the ability to explain and understand a person's behavioral acts (Belk, 1975). Contextual factors include interpersonal influences, personal values and feelings, personal capabilities, advertising, community expectations, physical environment, institutional factors, and temporal perspectives (Belk, 1975; Gutman, 1982). These contextual factors can prime product attributes, influence motivations and dispositions towards objects, and affect interpretation of information and evaluation of behaviors (Schultz et al., 1995; Shalley and Gilson, 2004).

Recognizing the importance of contextual factors, some scholars in environmental management have advocated the need to consider them in analyzing customers' pro-environmental behaviors. For example, Grimmer et al. (2016) suggest that purchase situation can influence the pro-environmental consumer behavior. Similarly, Ertz, Karakas, and Sarigöllü (2016) argue that customers' pro-environmental behaviors are heterogeneous and that subjective perceptions made by consumers may affect the perception and attitude towards environmental behaviors. Steg and Vlek (2009) suggest that combination of contextual and personal factors is a more fruitful approach to understanding pro-environmental behaviors. These studies indicate that the consumers' pro-environmental behaviors may depend on various contextual factors, such as social and structural variables, personal values, and personal capabilities.

As an examination of contextual factors can enhance the ability to explain and understand a person's behavioral acts (Belk, 1975), this study expands the TPB model by including three contextual factors namely biospheric value, green trust, and willingness to pay premium in explaining travelers' intentions to stay in green hotels with support from the past literature. Biospheric value represents travelers' personal values and feelings towards environment (Lee, 2011). Numerous studies have demonstrated that environmental values affect consumer beliefs which lead to pro-environmental behaviors. Trust is a contextual factor that captures the degree to which a traveler expects a stable and certain relationship with the hotel (Chen and Chang, 2013). We considered trust, a key variable in any social exchange, as it influences consumers' beliefs or expectations about green hotels. Willingness to pay premium represents the ability of travelers to pay for the green hotel (Namkung and Jang, 2014).

Considering TPB and contextual variables together offers valuable insights into green hotel adoption as the exclusive focus on attitudinal factors over-emphasizes the role of consumers at the expense of the environmental factors, and examination of contextual factors alone increases the importance of environment at the expense of intrapersonal factors (Ertz et al., 2016). Thus, it is reasonable to argue that an integrated model of contextual factors together with TPB factors may help better understand the travelers' green hotels adoption. Fig. 1 presents the conceptual framework of the study.

3. Hypothesis development

3.1. Biospheric value

Values act as a belief or concept that sets criteria for evaluating the

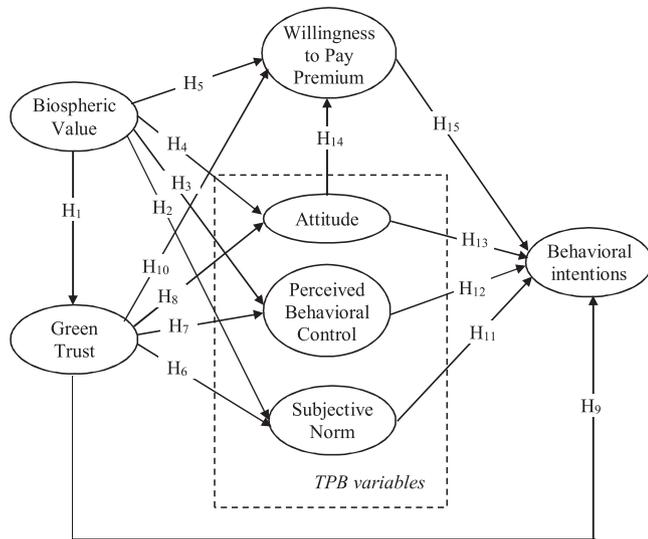


Fig. 1. Conceptual framework.

actions, events and people (Schwartz and Bilsky, 1990). Values are distinct from attitudes as they function as guiding principles in life that influence an individual's attitude and behaviors. Various nomenclatures of personal values have been offered in the literature including the Theory of Basic Human Value by Schwartz (1992) and Value-basis Theory by Stern et al. (1999). The basic human values theory states that a person's behaviors can be predicted by their values. The value-basis theory contends that three value orientations namely altruistic value, egoistic value, and biospheric value governs a person's attitude. Altruistic value is concerned with the welfare of others, egoistic value with the personal benefits, and lastly, biospheric value is concerned with the benefits of nature and biosphere (De Groot and Steg, 2007).

Past studies have reported that personal values influence purchase and consumption of environmental friendly products as consumers believe that such behaviors contribute to the social good and create social capital (Han, 2015). Despite the significance of personal value, the literature is not clear as to which value orientation plays a determining role in different types of environmental behaviors (Nguyen et al., 2016). Steg and De Groot (2012) suggest that biospheric values can be more effective in explaining pro-environmental behaviors. It is argued that people who strongly endorse biospheric value are likely to emphasize human-nature harmony and possess positive attitudes toward environment protection. This influences their intentions to engage in pro-environmental actions and behaviors. Following this, the present research considers biospheric value orientation and examine its role in behavioral intentions towards green hotels.

3.1.1. Biospheric value and trust

Butt et al. (2016) argue that customers are likely to develop trust towards environmental friendly organizations due to their ability to satisfy their personal values. Consumers with high environmental values tend to be more aware and knowledgeable of the pro-environmental behaviors and more likely to gather information regarding the pro-environmental initiatives of the hotels (Tortosa-Edo et al., 2014). As a result, high environmental value consumers tend to evaluate the pro-environmental initiatives of the hotels, which might reduce their risk perception of hotel's green initiatives and enhances their trust in hotel's capacity to mitigate environmental hazards. For example, Ojala (2005) reported that subgroup having a high degree of concern for the environment, i.e. biospheric value and a high level of wellbeing had more trust in the environmental organization in comparison to subgroup having a low degree of environmental concern. Similarly, Belanche et al. (2012) showed that environmental values drive trust in e-governance adoption. More recently, Perlaviciute and Steg (2015)

demonstrated that consumers with a strong biospheric value ignore negatively-perceived consequences, such as price and extra effort while choosing renewable energy. This shows that people with strong biospheric value orientation are more likely to trust green hotels given that they are less likely to consider the negative consequences associated with choosing them.

H1. Biospheric value positively influences travelers' trust towards green hotels.

3.1.2. Biospheric value and TPB constructs

Few studies have shown the positive influence of biospheric value on consumers' attitude and intentions towards eco-friendly behaviors. For example, Nguyen, Lobo, and Greenland (2016) revealed that biospheric values significantly influence consumer intention to buy energy efficient products indirectly through consumer attitude, subjective norms, and perceived inconvenience. Similarly, Butt et al. (2016) demonstrated that consumers' environmental concern value indirectly affects green trust through attitude and green brand image. Soyez (2012) also reported a significant positive impact of eco-centric orientation (biospheric orientation) on consumers' attitude and subjective norms associated with organic food purchase intention. Steg and de Groot (2012) have stated that consumers with strong biospheric value emphasis more on the environmental quality and they will generally engage in eco-friendly purchase behavior despite perceived barriers. Thus, the following hypotheses were proposed:

H2. Biospheric value positively influences travelers' subjective norms associated with green hotels.

H3. Biospheric value positively influences travelers' perceived behavioral control associated with green hotels.

H4. Biospheric value positively influences travelers' attitude towards green hotels.

3.1.3. Biospheric value and willingness to pay premium

Previous studies provide some indication that consumers with strong environmental orientation values are more likely to pay premium for eco-friendly products. For example, Van der Werff et al. (2013) showed that individuals with strong biospheric values often choose eco-friendly products and services even though these products are more expensive. Furthermore, Perlaviciute and Steg (2014; 2015) demonstrated that consumers with high levels of biospheric values are likely to ignore negative perceived consequences such as price and efforts when choosing renewable energy. Thus, it is reasonable to expect that travelers with strong biospheric value are more willing to pay premium to choose green hotels.

H5. Biospheric value positively influences travelers' willingness to pay premium for green hotels.

3.2. Green trust

Green trust is defined as "a willingness to depend on a product or service based on the belief or expectations resulting from its credibility, benevolence and ability about environmental performance" (Chen and Chang, 2013, p. 492). Trust is especially crucial in situations in which the degree of uncertainty/risk is high (Morgan and Hunt, 1994). Thus, trust can be important for consumers who may prefer green hotels instead of conventional hotels, as they must be assured that the green hotel they have selected actively participates and engages in environmental activities. When consumer develop trust towards the eco-friendly activities of hotels it leads to a favorable attitude, which in turn, can influence their intention to patronage green hotels (Choi et al., 2015).

While the hotel industry is increasingly embracing green initiatives,

consumers often cannot verify the credibility of such environmental practices. A recent report reveals that 44 percent of the American consumers do not trust a firm's green claims (Cone Communications, 2012). Prud'homme and Raymond (2013) stated that not all hotel managers have taken green issues seriously. While some managers have considered green practices seriously, others have adopted these practices unthinkingly. Besides, some hotels exaggerate their green claims to promote their environmental value. In such instances of greenwashing, customers might feel uncertain/skeptical towards the environmental claims (Goh and Balaji, 2016). Thus, providing right claims and information about the firm's environmental practices is important, as trustworthy information may increase customer intentions to use green products.

3.3. Green Trust and TPB constructs

Despite the significance of green trust, there is limited empirical evidence focusing on the role of green trust in shaping consumers' green hotel behaviors. Few researchers that exist have focused primarily on the role of green trust in building green brand equity (Chen, 2010; Butt et al., 2016). Chen and Chang (2013) and Choi, Jang and Kandampully (2015) empirically show that green trust directly influences purchase intentions. However, in the present study we postulate that green trust influences TPB variables and willingness to pay premium in determining customer intentions towards green hotels. Thus, we rely on literature in other areas such as online shopping, organic products, and online tax filing where consumers experience a moderate to high degree of uncertainty and distrust, similar as in the case of the present study.

Wu and Chen (2005) showed that trust in online tax returns significantly influences attitude, subjective norms, and PBC, which further, influenced their intention to filing online taxes. Pavlou and Fygenon (2006) reported that consumers' trust in electronic commerce positively influences their intention directly/indirectly through attitude and PBC. Fang et al. (2009) examined the effect of trust on web survey participation. The findings show the positive impact of trust on consumer attitude as well as intention to participate in a web survey. Trust among consumers leads to greater perceived control by reducing their social uncertainty. Kim (2012) demonstrated that trust towards e-vendor indirectly affects purchase intentions through usage attitude of online shopping. The above findings reveal that green trust facilitates the formation of impression towards the green hotels, which in turn, may influence psychological factors. Thus, we propose that:

H6. Green trust positively influences travelers' subjective norms associated with green hotels.

H7. Green trust positively influences travelers' perceived behavioral control associated with green hotels.

H8. Green trust positively influences travelers' attitude towards green hotels.

H9. Green trust positively influences travelers' behavioral intentions towards green hotels.

3.3.1. Trust and Willingness to pay premium

Few studies have examined the relationship between green trust and willingness to pay premium in the green hotel context. However, the relation between trust and willingness to pay premium is evident in other areas. For example, Nocella et al. (2014) showed that consumer trust in food information influences them to pay more for food products. Roosen et al. (2015) highlighted the importance of consumers' trust in nanotechnology food. The findings reported that consumers' willingness to pay more for new food characteristics increases with increased trust. Similarly, Anderson (2015) stated that trust in government plays an important role in paying taxes in transition countries.

These findings suggest that higher the trust in green hotels, higher the travelers' willingness to pay premium for green hotels.

H10. Green trust positively influences travelers' willingness to pay premium for green hotels.

3.4. Relationship among TPB variables

Previous studies provide empirical support for the positive effects of attitude, subjective norms, and PBC on behavioral intentions, indicating the significance of TPB variables in explaining the consumer decision process. In particular, in the context of green lodging context, Han (2015) shows that attitude, subjective norms and PBC significantly influence behavioral intentions. Chen and Tung's (2014) empirical findings in the green hotel context provide further support for the relationship between TPB variables and behavioral intentions. Furthermore, consumers' favorable evaluation of green hotels may signal their willingness to pay premium for green hotels. For example, in the context of ecotourism, Hultman et al. (2015) show that favorable attitudes positively influence willingness to pay premium for ecotourism. Thus, we propose that:

H11. Subjective norms positively influences travelers' behavioral intentions towards green hotels.

H12. Perceived behavioral control positively influences travelers' behavioral intentions towards green hotels.

H13. Attitude positively influences behavioral intentions towards green hotels.

H14. Attitude positively influences willingness to pay premium.

3.5. Willingness to pay premium

Price is always considered as one of the crucial determinants of the consumer decision-making process. Eco-friendly products/services are priced higher in comparison to their traditional counterparts, as firms incur a high cost at every step. The intention and decision to adopt pro-environmental behavior is also determined by people's economic circumstances and financial resources available to them (Ertz et al., 2016). The high price of green food has been found to be the main obstacle in its purchase (Hughner et al., 2007).

Choi and Parsa (2007) reported that most of the consumers are hesitant to pay premium prices for green products/services. Similarly, Manaktola and Jauhari (2007) showed that while most of the consumers stated that they have concern for the environment and would like to stay in eco-friendly hotels but not willing to pay higher prices for it. Ling (2013) reported a significant positive impact of willingness to pay premium on consumers' intention to purchase green personal care products. Tung et al. (2012) showed a positive association between willingness to pay premium and intention to purchase green food products.

Understanding consumers' willingness to pay premium is important for the green hotels as price is the most important barriers to green consumption (Gleim et al., 2013). Researchers in the past, such as Shen (2012) in case of eco-friendly appliances and furniture and Kang et al. (2012) in case of green hotels have reported that consumers' willingness to pay premium positively influence their intention to participate in eco-friendly behavior. On the basis of this discussion, it can be concluded that willingness to pay premium significantly influences consumers' intention to visit green hotels.

H15. Willingness to pay premium positively influences travelers' behavioral intentions towards green hotels.

Table 1
Measurement model result.

Construct and items	Factor loading	Cronbach's alpha	Composite reliability	Average variable extracted
Biospheric value (BV)				
BV1. Respecting the Earth	0.84	0.87	0.87	0.61
BV2. Unity with Nature	0.77			
BV3. Protecting the Environment	0.79			
BV4. Preventing Pollution	0.72			
Green trust (GT)				
GT1. I feel that green hotels' environmental commitments are generally reliable.	0.82	0.75	0.74	0.50
GT2. I feel that green hotels' environmental performances are generally dependable.	0.63			
GT3. I feel that green hotels environmental arguments are trustworthy	d			
GT4. I feel that green hotels keep the environmental promises and commitment they make.	0.65			
Subjective norm (SN)				
SN1. People important to me, think that I should stay at a green hotel.	0.86	0.87	0.87	0.68
SN2. Most people who are important to me would want me to choose green hotels while travelling.	0.83			
SN3. People whose opinion I value would want me to stay at green hotels.	0.79			
Perceived Behavioral Control (PBC)				
PBC1. To stay or not to stay at a green hotel while travelling is completely up to me.	0.71	0.71	0.72	0.56
PBC2. I am confident that, if I want, I can stay at green hotels.	0.79			
PBC3. I don't have resources, time, and opportunity to stay at green hotels while traveling	d			
Attitude (ATT)				
For me staying at a green hotel while travelling is				
ATT1. Extremely Bad/ Extremely Good	0.81	0.90	0.90	0.65
ATT2. Extremely Undesirable/ Extremely Desirable	0.76			
ATT3. Extremely Unpleasant/ Extremely Pleasant	0.85			
ATT4. Extremely Foolish/ Extremely Wise	0.77			
ATT5. Extremely Unfavorable/ Extremely Favorable	0.85			
Willingness to pay Premium (WPP)				
WPP1. It is not acceptable for me to pay more for a green hotel	0.74	0.75	0.75	0.60
WPP2. I am willing to pay more for a green hotel				
WPP3. I am willing to spend an extra amount of money in order to stay at a green hotel	0.81			
Behavioral Intention (BIN)				
I am willing to stay at a green hotel while travelling	0.79	0.84	0.82	0.61
I will make an effort to stay at a green hotel when travelling	0.80			
I plan to stay at a green hotel for my next vacation	0.75			

Model fit statistics. $\chi^2 = 406.30$, $df = 184$, $\chi^2/df = 2.208$, CFI = 0.950, IFI = 0.950, TLI = 0.937, RMSEA = 0.059.

d – Dropped from further analysis because of low factor loading.

4. Methodology

4.1. Measurement instrument

The study constructs were measured using previously validated scales. However, these scales were modified to suit the green hotel context, where appropriate. The five items measuring attitudes towards green hotel (ATT), three items operationalizing subjective norms (SN), three items operationalizing perceived behavioral control (PBC), and three items operationalizing behavioral intention to stay in green hotels (BI) were obtained from Han et al. (2010) and Chen and Tung (2014). The measures of green trust (GT) included four items adapted from Choi et al. (2015). Three items taken from Rahman and Reynolds (2016) were used to measure willingness to pay premium (WPP). Four items measuring biospheric values (BV) were adapted from De Groot and Steg (2007) and Rahman and Reynolds (2016). Green trust, perceived behavioral control, subjective norms, willingness to pay premium, and behavioral intention to stay in green hotels were measured using a 7-point Likert scale ranging from '1- strongly disagree' to '7- strongly agree'. Biospheric value was measured using a 7-point scale anchored on '1- not all important' to '7 - extremely important'. Attitude was measured on a 7-point semantic differential scale. The items measuring all the constructs are listed in Table 1.

The initial version of the survey questionnaire was pretested, and amendments were made based on the feedback provided by 40 University students. The final questionnaire consisted of three sections. Four screening questions (e.g., people older than 18 years, traveled in the last six months, stayed at a hotel in the last six months, and involved in hotel decision) were included in the first section. The second section

contains study constructs and the final section collected demographic information.

4.2. Data collection process and sample

For this study Amazon Mechanical Turk (MTurk), a crowdsourcing website, was used for data collection. The online survey questionnaire created on Qualtrics platform was hosted on MTurk where respondents completed the survey questionnaire in exchange of small incentive. MTurk has become a very popular channel through which behavioral researchers collect data as it is cost effective, fast, and easily accessible to a wide range of participant demographics (Casler et al., 2013). Many studies have reported that data collected via MTurk is reliable and comparable to those obtained through traditional subject pool sample (Kim and Fesenmaier, 2015; Rouse, 2015). To ensure quality of respondents, along with the four screening questions, approval rate (> 90%), attention check question (if attentive select – 'somewhat disagree'), and time taken in completing each section were used. Furthermore, quote-based sampling is used across gender, age, and education to obtain a representative sample. All responses were checked to ensure that no respondent completed the survey more than once.

The survey was made available only for respondents in India. Indian travelers were chosen as a study context for three specific reasons. First, among the service sectors, the tourism industry has emerged as a key driver of growth, contributing approximately 7.5% to Indian GDP. Second, recent reports indicate that consumers in emerging countries, especially India (95% of the surveyed respondents) are more likely to switch to environmental products. Finally, the majority of prior studies on environmental behaviors have been conducted in developed

countries (Myung et al., 2012; Han, 2015), and less work had been done to systematically understand the factors driving environmental behaviors in emerging countries (Manaktola and Jauhari, 2007).

The data collection process was terminated after 24 h with 405 completed the survey. Of these 371 respondents met the study requirements and 24 responses were further dropped due to missing data and straight lining issue. Finally, a total of 347 usable responses were used for hypotheses testing. Most respondents were males (62.2%), between 26–39 years of age (60.8%), and had completed a bachelor's degree (51%). The majority were married (61%) and almost half (49%) had visited a full-service hotel in the last three months. More than half (55%) of the respondents stayed on average between three-four nights during each travel encounter. The sample profile represents the distribution of Indian travelers, which is characterized by males, the young, and the employed (Frost and Sullivan, 2013).

4.3. Common method bias

The common method bias was controlled using both procedural and statistical methods (Podsakoff et al., 2003). Respondents were assured of their anonymity and emphasized that there are no right or wrong answers. Furthermore, the scale items were refined after pretest and different scale formats were used (Podsakoff et al., 2003). Concerning statistical remedies, Harman's single-factor test was performed, and it was found that no single factor accounted exceed the threshold of more than 50% of the total variance. Similarly, common latent factor tests showed that only a small amount of variance was due to common method variance. These results validate that data is relatively robust against common method bias.

4.4. Data analysis

Data was analyzed using structural equation modeling (SEM, AMOS 22) and fuzzy set qualitative comparative analysis (fsQCA). As recommended by Anderson and Gerbing (1988), a two-step procedure was carried out for SEM. Along with SEM, fsQCA is used to complement the quantitative analysis. fsQCA is a configurational approach that explores how causal conditions jointly as configurations can link to the outcome (Fiss, 2011). fsQCA considers complex causal patterns among the independent variables and allows for more in-depth insights into factors that may facilitate or inhibit behavioral intentions towards green hotels (Eng and Woodside, 2012). Based on Vis (2012) recommendation, we followed a sequential approach of SEM followed by fsQCA.

5. Results

5.1. Measurement model

The measurement model was estimated using the confirmatory factor analysis with a maximum likelihood estimation method. Initially, the measurement model did not show a good fit to the data ($\chi^2 = 792.161$, $df = 254$, $\chi^2/df = 3.119$, $CFI = 0.836$, $IFI = 0.886$, $TLI = 0.865$, $RMSEA = 0.078$). Examination of the estimates revealed that three items (PBC3, GT3, and WPP1) had a low factor loading. Dropping these items revealed that the measurement model had a good fit with the data ($\chi^2 = 406.30$, $df = 184$, $\chi^2/df = 2.208$, $CFI = 0.950$, $IFI = 0.950$, $TLI = 0.937$, $RMSEA = 0.059$).

The factor loadings are presented in Table 1. Internal consistency of the measurements was evaluated using a composite reliability test. The composite reliability values ranged from 0.72 to 0.90, well above the recommended threshold level of 0.60 (Hair et al., 1998). Similarly, Cronbach's alpha for all constructs was well above the suggested cutoff of 0.70 (Hair et al., 1998). Next, all average variance extracted (AVE) values ranged from 0.50 and 0.68, exceeding the threshold value of 0.50 (Fornell and Larcker, 1981). These results provide support for the

Table 2
Correlation analysis and discriminant validity.

Constructs	1	2	3	4	5	6	7
1. Biospheric value	0.78						
2. Green trust	0.53	0.71					
3. Subjective norm	0.37	0.50	0.82				
4. Perceived behavioral control	0.51	0.54	0.37	0.75			
5. Attitude	0.58	0.50	0.36	0.44	0.81		
6. Willingness to pay premium	0.23	0.32	0.46	0.32	0.27	0.77	
7. Behavioral intentions	0.59	0.65	0.56	0.61	0.60	0.47	0.78
Mean	6.47	5.59	5.23	5.75	6.09	5.15	5.81
Standard deviation	0.76	0.84	1.15	0.95	0.91	1.13	0.84

Note: All correlations are significant at $p < 0.05$. Values in diagonal are square-root of average variance extracted of the constructs.

construct validity of the measures. Also, as shown in Table 2, the square root of AVE for each construct was greater than the correlations between a pair of constructs, providing evidence of discriminant validity (Fornell and Larcker, 1981). These results indicate satisfactory psychometric properties of the measurement scales.

5.2. Structural model

A structural model was assessed using maximum likelihood estimation method. Gender, age group, occupation, and education were used as control variables. Goodness-of-fit statistics revealed that the proposed research model satisfactorily fits the data ($\chi^2 = 525.38$, $df = 269$, $\chi^2/df = 1.953$, $CFI = 0.943$, $IFI = 0.944$, $TLI = 0.931$, $RMSEA = 0.052$).

Table 3 summarizes the findings of the structural analysis. First, the effects of biospheric value on green trust, TPB variables, and willingness to pay premium were assessed (H_1 – H_5). Findings indicated that biospheric value had a significant impact on green trust ($\beta = 0.72$, $p < 0.01$), perceived behavioral control ($\beta = 0.25$, $p < 0.01$), and attitude towards green hotels ($\beta = 0.46$, $p < 0.01$). These findings

Table 3
Structural model results.

Hypothesized Paths	Path Coefficients	t-value	p-value	Inference
<i>Control variables</i>				
Age → BIN	−0.04	−1.14	0.25	
Gen → BIN	−0.05	−1.34	0.18	
Edu → BIN	−0.08	−2.11	< 0.05	
Inc → BIN	0.02	0.54	0.59	
Inc → WPP	0.04	0.79	0.43	
<i>Hypothesis</i>				
H ₁ BV → GT	0.72	10.76	< 0.01	Supported
H ₂ BV → SN	−0.12	−1.31	0.19	Not supported
H ₃ BV → PBC	0.25	2.65	< 0.01	Supported
H ₄ BV → ATT	0.46	5.33	< 0.01	Supported
H ₅ BV → WPP	−0.22	−1.89	0.06	Not supported
H ₆ GT → SN	0.78	7.34	< 0.01	Supported
H ₇ GT → PBC	0.58	5.55	< 0.01	Supported
H ₈ GT → ATT	0.30	3.54	< 0.01	Supported
H ₉ GT → WPP	0.66	5.09	< 0.01	Supported
H ₁₀ GT → BIN	0.47	3.47	< 0.01	Supported
H ₁₁ SN → BIN	0.06	0.97	0.40	Not supported
H ₁₂ PBC → BIN	0.31	3.39	< 0.01	Supported
H ₁₃ ATT → BIN	0.19	3.42	< 0.01	Supported
H ₁₄ ATT → WPP	0.04	0.50	0.62	Not supported
H ₁₅ WPP → BIN	0.14	2.72	< 0.01	Supported

Note: BV – biospheric value, GT – green trust, SN – subjective norm, PBC – perceived behavioral control, ATT – attitude, WPP – willingness to pay premium, BIN – behavioral intentions.

$\chi^2 = 525.38$, $df = 269$, $\chi^2/df = 1.953$, $CFI = 0.943$, $IFI = 0.944$, $TLI = 0.931$, $RMSEA = 0.052$.

provide support for H₁, H₃, and H₄. The effects of biospheric value on subjective norms (H₂: β = -0.12, p = 0.91) and willingness to pay premium (H₅: β = -0.22, p = 0.06) were not supported.

The hypothesized effects of green trust on TPB variables, willingness to pay, and behavioral intentions (H₆-H₁₀) were evaluated. As expected, the relationships were all significant (green trust → subjective norms: β = 0.78, p < 0.01; green trust → perceived behavioral control: β = 0.58, p < 0.01; green trust → attitude: β = 0.30, p < 0.01; green trust → willingness to pay premium: β = 0.66, p < 0.01; green trust → behavioral intentions: β = 0.47, p < 0.01). Thus, H₆-H₁₀ were supported. Also, relationships among the TPB variables (H₁₁ - H₁₃) were tested. Only perceived behavioral control (β = 0.31, p < 0.01) and attitude (β = 0.19, p < 0.01) were found to significantly influence behavioral intentions. This offered support to H₁₂ and H₁₃. The hypothesis H₁₄, which predicted the relationship between attitude and willingness to pay premium was not supported (β = 0.04, p = 0.62). Finally, H₁₅ was supported as a willingness to pay premium has a significant influence on behavioral intentions towards green hotels (β = 0.14, p < 0.01).

Biospheric value explained 51% of the variance in green trust. Biospheric value and green trust explained about 51% of the variance in attitude. About 30% of the variance in willingness to pay premium was explained by the green trust. Green trust and biospheric value explained 61% and 48% of the variance in perceived behavioral control and subjective norms respectively. All variables accounted for 91% of the variance in behavioral intentions towards green hotels.

To increase confidence in the results for the hypothesized model, we tested an alternative model adding a path from biospheric value to behavioral intentions and from subjective norms to attitude. However, the model fit statistics of the research model did not improve with these additional paths (Δχ² = 1.212, Δdf = 2, p = 0.46). Moreover, the two additional paths were not significant (biospheric value → behavioral intentions: β = 0.09, p = 0.26; subjective norms → attitude: β = 0.01, p = 0.86). This provides additional support for the research model.

Post-hoc mediation analysis using the Preacher and Hayes (2008) PROCESS approach reveals that TPB variables, green trust, and willingness to pay premium fully mediate the relationship between biospheric value and behavioral intentions. Finally, and in line with Woodside (2013), the sample was randomly split into two sub-samples (with 50% in each sample) to test the predictive validity of the findings. Specifically, sub-sample model coefficients were used to predict intentions to adopt green hotels among the hold-out sample. The correlation between the predicted scores and actual scores was 0.63, suggesting that the original model had acceptable predictive validity.

5.3. fsQCA analysis results

This study uses fsQCA 2.5 software to analyze the conditions that lead to the outcome of behavioral intentions towards green hotels. Fig. 2 illustrates the fsQCA research framework. For the fsQCA analysis,

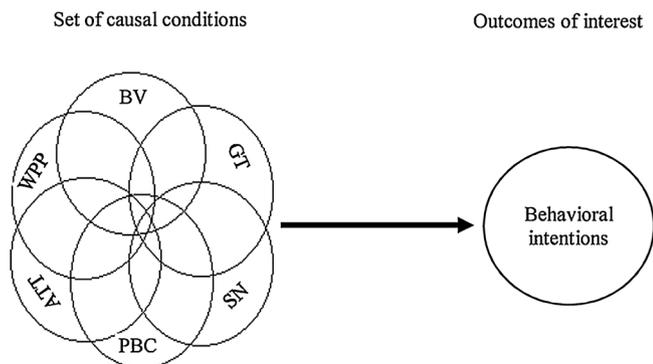


Fig. 2. fsQCA research framework.

Table 4
Necessity analysis results.

Condition	Behavioral intentions			
	Presence (high)		Absence (low)	
	Consistency	Coverage	Consistency	Coverage
BV	0.62	0.82	0.37	0.43
~BV	0.56	0.50	0.84	0.66
GT	0.80	0.85	0.48	0.46
~GT	0.50	0.52	0.85	0.79
SN	0.77	0.82	0.49	0.46
~SN	0.49	0.52	0.80	0.76
PBC	0.79	0.80	0.54	0.48
~PBC	0.49	0.55	0.78	0.77
ATT	0.73	0.85	0.42	0.43
~ATT	0.51	0.50	0.85	0.73
WPP	0.59	0.56	0.46	0.50
~WPP	0.59	0.56	0.82	0.68

Note: The symbol “~” stands for “absence of”.

the original values (mean scores) of the seven variables (biospheric value, green trust, subjective norms, perceived behavioral control, attitude, willingness to pay premium, and behavioral intentions) were transformed into a set of three membership scores to define full membership, null membership, and a cross-over point. To decide on the degree of membership in fuzzy set we follow the procedure of Ragin (2008) and use three qualitative anchors as follows: threshold for full membership (fuzzy score = 0.95), threshold for full non-membership (fuzzy score = 0.05), and the cross-over point (fuzzy score = 0.05). Since this study uses a 7-point Likert scale, we reviewed the relevant literature to determine the corresponding values of Likert scale to convert into fuzzy set (Ordanini et al., 2014). In the present study, we used the anchor values of 6.0 (agree), 4.0 (neither agree nor disagree), and 2.0 (disagree) as full membership, cross-over point, and full non-membership respectively (Ordanini et al., 2014).

Following this, analysis of necessary condition was tested to identify if any of the causal conditions can be considered as necessary for the presence or absence of the outcome (behavioral intentions). A condition is considered as ‘always almost necessary’ if the consistency score exceeds the threshold value of 0.80 (Ragin, 2008). As shown in Table 4, green trust (consistency = 0.80) is a necessary condition for high levels of behavioral intentions towards green hotels. Similarly, for absence of behavioral intentions, the results indicate that the absence of biospheric value (consistency = 0.84), green trust (consistency = 0.85), subjective norm (consistency = 0.80), attitude (consistency = 0.85), and willingness to pay premium (consistency = 0.82) are necessary conditions. This suggests that while the presence of green trust is necessary for high levels of behavioral intentions, the absence of green trust, biospheric value, willingness to pay, and attitude results in lower behavioral intentions.

Next, analysis of sufficient conditions was carried to detect the different causal configurations that lead to high or low levels of behavioral intentions towards green hotels. The fuzzy set algorithm was used to produce a truth table from the calibrated values. The consistency threshold was set at 0.80 and frequency cutoff at 1 to extract the intermediate and parsimonious solutions for presence and absence of behavioral intentions. Table 5 presents the results of the sufficient analysis.

As shown in Table 5, the intermediate solution for behavioral intentions is informative as consistency and coverage values exceed the threshold values recommended by Woodside (2013). The intermediate solution for high levels of behavioral intention produces five configurations. A closer examination of the intermediate solution reveals that the causal factors willingness to pay premium (consistency = 0.81) and attitude (consistency = 0.85) by themselves result in high behavioral intentions. Further, a combination of perceived behavioral intentions,

Table 5
Sufficiency analysis.

High Levels of behavioral intentions			
<i>Intermediate solution (ATT)</i>			
Model: BIN = f(BV, GT, SN, PBC, ATT, WPP)			
Causal configuration	Row cov.	Uni cov.	cons
WPP	0.66	0.04	0.81
ATT	0.73	0.05	0.85
PBC*SN	0.65	0.01	0.92
PBC*GT	0.68	0.02	0.92
SN*GT	0.68	0.01	0.92
Solution coverage: 0.942			
Solution consistency: 0.758			
<i>Parsimonious solution (ATT)</i>			
GT	0.79	0.04	0.86
ATT	0.73	0.04	0.85
WPP	0.66	0.04	0.81
SN*PBC	0.65	0.01	0.92
Solution coverage: 0.951			
Solution consistency: 0.746			
Low Levels of behavioral intentions			
<i>Intermediate solution (~ATT)</i>			
Model: ~ATT = f(BV, GT, SN, PBC, ATT, WPP)			
Causal configuration	Row cov.	Uni cov.	Cons
~PBC*~BV	0.69	0.11	0.84
~WPP*~GT	0.76	0.08	0.86
~WPP*~ATT*PBC	0.42	0.01	0.86
~WPP*~ATT*SN	0.36	0.00	0.83
WPP*~SN*GT*BV	0.18	0.00	0.75
WPP*ATT*PBC*~SN*BV	0.19	0.00	0.78
Solution coverage: 0.911			
Solution consistency: 0.751			
<i>Parsimonious solution (~ATT)</i>			
~ATT*~WPP	0.72	0.04	0.84
~GT*~WPP	0.76	0.03	0.85
~BV*~PBC	0.69	0.06	0.84
~SN*WPP	0.36	0.03	0.76
Solution coverage: 0.941			
Solution consistency: 0.735			

Note: The symbol “~” stands for “absence of”. Row cov. - Raw coverage, Uni Cov.- unique coverage, cons – consistency.

green trust, and subjective norms achieve sufficiency of the outcome. The configurations with highest coverage (0.68) and highest consistency (0.92) are PBC*GT and SN*GT. This suggests that a combination of green trust with perceived behavioral intentions or subjective norms are sufficient conditions for high levels of behavioral intentions towards green hotels. Similarly, a causal combination of TPB variables perceived behavioral control and subjective norms (consistency = 0.92) resulted in high levels of behavioral intentions.

With reference to the absence of outcome (behavioral intentions), a comparable frequency and consistency threshold process led to different patterns of configurational outcomes. The intermediate solution for low levels of behavioral intentions reveals that six configurations. While no single causal factor resulted in the low outcome, a combination of causal factors resulted in the absence of behavioral intentions towards green hotels. The configuration with highest coverage (0.76) and highest consistency (0.86) is the absence of green trust and absence of willingness to pay premium (~GT*~WPP). A closer examination reveals that a combination of willingness to pay premium, green trust, biospheric value, and TPB variables (~WPP*~ATT*PBC: consistency = 0.86; ~WPP*~ATT*SN: consistency = 0.83; WPP*~SN*GT*BV: consistency = 0.75; WPP*ATT*PBC*~SN*BV: consistency = 0.78) resulted

in low levels of behavioral intentions. Similarly, a causal combination of perceived behavioral control with biospheric value and other TPB variables resulted in low levels of behavioral intentions (WPP*ATT*PBC*~SN*BV).

6. General discussion

This study explored the role of psychological and contextual factors to gain an in-depth understanding of travelers’ intentions to adopt green hotels in the context of an emerging country of India. The SEM analysis showed that attitude, perceived behavioral control, biospheric value, green trust, and willingness to pay premium either directly or indirectly influence travelers’ behavioral intentions towards green hotels. The results regarding TPB variables show that while perceived behavioral control and attitude directly influence behavioral intentions, subjective norms do not influence behavioral intentions. These findings are consistent with prior research studies (Chen and Tung, 2014; Han, 2015). Regarding the role of contextual factors, the biospheric value was found to have an indirect impact on behavioral intentions. However, green trust and willingness to pay premium had a direct influence on behavioral intentions. These findings are consistent with prior studies that highlight the role of contextual factors in environmental behaviors (Kang et al., 2012; Butt et al., 2016).

Results of fsQCA offer additional interesting insights into the asymmetric combinations of contextual and TPB factors in predicting presence or absence of behavioral intentions towards green hotels. The necessary analysis reveals that the presence of green trust alone is a necessary condition for the travelers’ intentions to adopt green hotels. Similarly, the absence of biospheric value, green trust, subjective norms, attitude, and willingness to pay premium hinder travelers from choosing green hotels. The sufficiency analysis further shows that green trust in causal combination with TPB constructs leads to high levels of behavioral intentions. Similarly, willingness to pay premium and attitude were found to be sufficient conditions leading to high levels of behavioral intentions. On the contrary, causal combinations of the absence of TPB variables and absence of contextual variables lead to low behavioral intentions. These findings underscore the process by which contextual factors and TPB variables combine to influence behavioral intentions toward green hotels.

In summary, the SEM and fsQCA results suggest that green trust is the most significant and necessary condition for travelers’ choice of green hotels. Other factors such as willingness to pay premium, attitude, subjective norms, and attitude are only sufficient conditions for high levels of behavioral intentions. On the contrary, absence or low levels of green trust, willingness to pay premium, subjective norm, attitude, and biospheric value result in travelers less likely to opt for green hotels.

7. Conclusion

7.1. Theoretical implications

This study makes important contributions to the hospitality management literature. Prior literature suggests that contextual factors should be considered while investigating customers’ pro-environmental behaviors (Steg and Vlek, 2009; Han, 2015; Ertz et al., 2016). Accordingly, in the present study we developed an integrated framework that included contextual factors and psychological factors for assessing green hotel acceptance. Contrasting with previous studies that have exclusively used either TPB factors (Han et al., 2010) or contextual factors (Chen and Chang, 2013; Namkung and Jang, 2014), this study argues that a combination of these two sets of factors offers valuable insights into travelers’ adoption of green hotels. Thus, an integrated and simultaneous consideration of both contextual and psychological factors in the present study extends our understanding of the green hotel

acceptance. This has been further supported by the empirical findings. The TPB variables explained 70% of the variance in behavioral intentions towards green hotels. However, the inclusion of contextual factors along with TPB variables explained 91% of the variance, increasing the predictive power of the model. Furthermore, the fsQCA results reveal that a causal combination of contextual and psychological factors determines the customers' behavioral intentions towards green hotels.

Second, the findings of this study show that biospheric value indirectly influences behavioral intentions through contextual and TPB variables. This provides empirical support for the role of personal values in shaping environmental behaviors (Stern et al., 1999). The indirect effect of biospheric value extends the environmental management literature, as it provides evidence for the relationship linking personal values, psychological factors, and pro-environmental behaviors. Third, given the increasing greenwashing practices, previous studies have proposed that trust might play a critical role in determining the customers' pro-environmental behaviors (Chen and Chang, 2013; Leonidou and Skarmneas, 2015). This study adds to this stream of literature by providing empirical evidence for the significance of green trust. The findings of SEM and fsQCA analyses reveal that green trust individually and in combination with TPB and contextual variables is a necessary condition for green hotel behaviors.

Finally, prior research offers ambivalent and sometimes contradictory findings regarding customer willingness to pay premium for green hotels (Kang et al., 2012; Baker et al., 2014). Given these ambiguous findings, the present study demonstrates that willingness to pay premium is a necessary factor determining customers' behavioral intentions towards green hotels. Moreover, fsQCA shows that absence of willingness to pay premium result in lower levels of behavioral intentions. Regarding its antecedent, the study findings show that while green trust positively influences willingness to pay premium, biospheric values do not have a significant impact.

7.2. Managerial implications

The study findings have important practical implications for hotel managers. Based on the findings, green hotels intending to increase customers' base should develop their green offering based on the consumers' values, trust, willingness to pay premium, and intrapersonal factors. This study offers empirical evidence that consumers' biospheric value is an important antecedent of green trust, perceived behavioral control, and attitude towards green hotels. Thus, green hotels should develop a promotional campaign that communicates their commitment to green practices and strengthen consumers concern for environment and attitude towards environmental practices and green hotels. This can be done through tools such as green option matrix (Dangelico and Pontrandolfo, 2015) evaluating competitors' green offering and practices in developing an effective promotional strategy to communicate specific green practices to its stakeholders. Additionally, green hotels can communicate the environmental threats posed by conventional hotels and educate consumers on protecting the environment.

To improve the credibility of their green offerings, green hotels can develop a customer-centric approach in its communication strategy by explicitly assuring consumers about their green practices, how they do it, and how it benefits the environment, hotel, and customers. This approach will enhance customers' biospheric value, reduce skepticism, and increase trust, thereby increasing behavioral intentions. Moreover, as biospheric value is a personal factor, green hotels can use the segmentation approach to potentially identify people who have high environmental concern and who prefer to stay in green hotels. Focusing on this group of consumers, green hotels can offer packages that would offer an opportunity to participate in several environmental activities (e.g., eco-tours) during their stay.

Concerning green trust, this study provides new insights into how much green trust is important in determining the consumers' behavioral intentions. Thus, lack of green trust may lead to uncertainty and result

in unfavorable evaluation, which causes obstacles for positive behavioral intentions toward green hotels. Accordingly, green hotels should focus on establishing effective communication channels to communicate clear and consistent communication of the green practices for fostering consumer trust in green hotels. Green hotels may consider establishing an environmental management reporting system where they distribute information about their environmental practices and activities to potential and actual customers. Other strategies could be using consumer testimonials about green practices of the hotel in the promotional campaigns of green hotels or subscription to ISO 9000 and environmental partnerships that could influence a consumer's intentions to stay at green hotels. These strategies may promote trust and foster long-term consumer-hotel relationships.

The study findings show that high or low levels of consumers' willingness to pay premium significantly affect behavioral intentions towards green hotels. The implication is that green hotels should invest in environmental practices while keeping in mind the costs that may accrue to the hotels. Thus, communication strategies that enhance trustworthiness and make an emotional connection with the customers lead to greater willingness to pay premium for green hotels.

7.3. Limitations and future research directions

The results should be interpreted while considering the limitations of this study. First, for the sake of parsimony, this study considered only three contextual factors. Even though contextual factors and TPB variables explained 91% of the variance in behavioral intentions, there are more contextual factors worth investigation. For example, institutional factors, socio-economic characteristics, and communication strategy have been proposed by past researchers to influence green hotel intentions. Second, this study relies on cross-sectional data analysis to investigate behavioral intentions. To test the causality or long-term effects of the psychological and contextual factors, future studies should consider a longitudinal study that might yield additional insights into the mechanism by which these variables influence behavioral intentions.

Third, this study uses MTurk to collect a non-random sample, which limits generalizability of the study findings. However, there is growing evidence that data obtained through MTurk is as reliable as personal or face-to-face data collection methods. We carefully followed the measures/ steps recommended to ensure the quality and reliability of the data collection procedure using MTurk (Hauser and Schwarz, 2016; Rouse, 2015). However, future researchers should employ different data collection mechanism, such as face-to-face survey administration with hotel guests or market research panel data to validate the study findings. Finally, this study was conducted in India, a developing country with an interdependent culture. Future research may be conducted across multiple countries and cultures to enable a comparison of cultural influence with contextual factors and psychological variables on behavioral intentions.

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