

Influence of Eco friendly attitude

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Chapter 3

The Influence of Eco-friendly Attitudes on Tourists' Intention Toward Green Hotels

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Abstract The increasing awareness in environmental issue drives companies to implement green practice in the business. Therefore, some hotels name themselves as green hotels in order to attract potential customers. This study examines tourists' eco-friendly attitudes and the effect on their intention toward green hotels. The eco-friendly attitudes were measured by tourists' perception based on the attributes, such as, severity of environmental problems, inconvenience of being environmental friendly, importance of being environmental friendly, and level of responsibility of business corporations. Therefore, tourists were asked about their intentions to visit, to engage in word-of-mouth behaviors, and to pay more for a green hotel. Questionnaires were distributed to the domestic and international tourists in Juanda International Airport Surabaya using convenience sampling technique. The study shows that tourists have positive responses in environmental issues; however, they tend not to separate piles of garbage for recycling reason. The result reveals that tourists' eco-friendly attitudes significantly influence their intention to visit, to engage in word-of-mouth behaviors, and to pay more for green hotels. Partially, attitudes in being environmental friendly make the largest unique contribution in intention to visit while perception of environmental problem contributes the most in word-of-mouth intention. In addition, intention to pay more is highly affected by tourists' inconvenience of being environmental friendly.

Keywords Eco-friendly attitude • Intention to visit • Intention to pay more • Intention to spread word-of-mouth • Green hotels

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5 Introduction

The increasing awareness in environmental issue drives companies to implement green practice in the business. Most of the companies make this environmental issue as a part of their social responsibility (Lee 2009).

Lodging industry is one of the main industries that creates environmental problems. The industries consume lots of water, energy, and unrecyclable products that in the end endanger the environment. Therefore, some hotels start to implement innovative methods and name themselves as green hotels in order to attract potential customer, especially customers who have eco-friendly intention toward hotels that operate in a green way (Han et al, 2011). The green behavior of customers could be affected by knowledge, awareness, and attitudes to the environment (Aman et al. 2012).

In Indonesia, there are some hotels that have green hotel labels, such as Borobudur Hotel Jakarta, St. Regis Resort Bali, Grand Melia Hotel Jakarta, Nusa Dua Beach Hotel Bali, and others (Indonesia Official Tourism Website, 2013). However, there are not too many researches in Indonesia that have been conducted on the study of the correlations between hotel guests' eco-friendly attitudes in everyday lives and their eco-friendly intentions to stay, to talk about, and to pay extra for a green hotel.

This study helps hotel management to grasp current and potential customers' green purchasing behavior. This study tries to answer some research questions:

1. Does eco-friendly attitude influence tourists' eco-friendly intention toward green hotel?
2. Which eco-friendly attitude has the most influence to eco-friendly intention of tourists?

Literature Review

Green Hotel

The hotel industry has the purpose of providing comfortable service or supplies, such as hot and cold water, food and drinks, towels, lighting, air-conditioning, etc. In providing these services, hotels obviously use lots of water, energy, unrecyclable products, and natural resources that can bring negative impact for the environment. As environmental awareness of individual increases, people are increasingly trying to find eco-friendly hotels. Consequently, many hotels are starting to apply some innovative ways to escalate green operations (Han et al 2011).

3 Wolfe and Shanklin (2001) define green as the action to preserve the environment. Green hotel is an eco-friendly hotel operation that performs or follows various environmentally friendly practices or programs such as saving water and energy,

using eco-friendly purchasing policies, and reducing waste disposals to protect the natural environment and reduce operational costs (Green Hotel Association 2008). Green hotel follows environmentally friendly guidance and implements environmental management actively² and green hotel is committed to protect the environment by having eco-labels. Implementing green practice in hotel not only does the responsibility to the environment, but also enables to bring a huge impact to the operational cost (Han et al 2011).

Companies who sell green products can attract more customers. 67 % of American people are willing to pay around 5–10 % higher for green products (Han et al 2011). Mensah (2004) states 90 % of hotel customers choose to stay the night at green hotel. It is supported by Bulter (2008) that 16 % customers of Kimpton Hotel and Restaurant like to stay there because of the implementation of green practice; for example, the use of nontoxic cleaning agents and the availability of dust bin in the room.

Eco-friendly Attitudes and Intention

The increasing awareness in environmental problems creates positive attitude toward green activities and more involvement in daily eco-friendly behavior. This attitude is called eco-friendly attitude that consists of four (4) dimensions: (1) perceived severity of environmental problems, (2) inconvenience of being environmental friendly, (3) importance of being environmental friendly, and (4) level of responsibility of business corporations. In other words, individuals who have eco-friendly attitudes generally notice the seriousness of ecological problems, argue the statement that being environmentally friendly is inconvenient, realize the importance of being ecologically friendly, and strongly believe that hospitality operations should be responsible for the environment (Han et al. 2011).

Eco-friendly intention is the intention of customers to visit green hotel, to take part in positive word-of-mouth and to pay extra for green hotel (Han et al. 2009). It is supported by Manaktola and Jauhari (2007) who state that the customers having awareness to environment choose to visit green hotel; 22 % customers always search information about green hotel before they stay in a hotel, but positive attitude to green practices does not direct the customers to pay more for green hotel. There are only 15 % customers approving to pay more, and other customers state that hotel should be responsible for the cost. Furthermore, 40 % customers are willing to pay 4–6 % higher to stay at green hotel.

Research Methods

The type of the research is causal quantitative aiming to identify the influence of eco-friendly attitude to eco-friendly intention of tourists toward green hotel.

The population of the research is domestic and international tourists at the age of 17–60 years and they have the experience of staying in a hotel. The sampling method is convenience sampling technique, and 240 questionnaires were distributed at Juanda International Airport Surabaya. Hair et al (1998) mention that the number of sample used in multiple regression analysis varies from 20 to 1000 respondents depending on the number of independent variables. The questionnaire used was 7-point Likert-type scale ranging from strongly disagree to strongly agree. The methods used for the data analysis were descriptive statistics (mean), multiple linear regression, and *t*-test.

The questionnaire consists of four parts. The first part is definition of green hotel to help participants know what green hotel is. The second part is about demographic information of participants, such as age, gender, knowledge about green hotel, and previous experience with a green hotel. The third part is about eco-friendly attitudes in their everyday life, and the fourth section consists of questions about eco-friendly intentions to visit, to spread word-of-mouth, and to pay more for a green hotel.

Findings

240 questionnaires were distributed, and 207 questionnaires could be used for further analysis. Thus, the response rate was 86.25 %. The majority of respondents in this research were men (55.1 %), at the age of 17–35 years (58.9 %), coming from Indonesia (50.7 %) and Asia, such as China, Hong Kong, Thailand, India, etc (41.1 %), having undergraduate study (42.7 %), and working as students, entrepreneurs and private sector employees (73.5 %). Most of the tourists doubted whether they have knowledge about green hotel (37.7 %) and they did not know whether they have ever stayed at green hotel (44.9 %).

Multiple linear regressions were employed to examine the influence of attitude components on intentions to stay at a green hotel, to say positive word-of-mouth and to pay extra. Standardized coefficients and *t*-values were applied to determine which component of attitudes has dominant impact to intention toward green hotel.

The Mean of Attitudes and Intentions

Based on Table 1, it can be seen that tourists have good environmentally friendly attitudes. The tourists strongly disagree (mean = 2.12) that people do not have to worry about conservation of electricity, water, and trees; and disagree (mean = 2.24) that people do not have to worry about the earth's present condition. The tourists realize that severity of environmental problems is a serious matter. Moreover, the tourists disagree (mean = 3.00) doing recycle and separating waste bring too much

Table 1 Mean of eco-friendly attitude

Variable	Measurement items	Mean
Eco-friendly attitudes	Severity of environments problems (SEP)	
	1. The earth has enough electricity, water, and trees that we do not have to worry about conservation	2.12
	2. The earth is a closed system where everything eventually returns to normal, so I see no need to worry about its present state	2.24
	Mean of SEP	2.18
	Inconvenience of being environmentally friendly (INEF)	
	1. Recycling is too much trouble	2.83
	2. Keeping separate piles of garbage for recycling is too much trouble	3.17
	Mean of INEF	3.00
	Importance of being environmentally friendly (IMEF)	
	1. Recycling will reduce pollution	4.78
	2. Recycling is important to save natural resources	5.48
	Mean of IMEF	5.13
	Level of responsibility of business corporations (LRBC)	
	1. Hospitality operations (e.g., hotels and restaurants) are concerned about the environment	5.48
	2. Packaged food or paper companies are concerned about the environment	5.55
	Mean of LRBC	5.52

difficulty. They agree (mean = 5.13) that recycle is really important to save natural resources and reduce pollution. The tourists aware that environmental problems are not only individual's responsibility, but also the responsibility of hospitality operations (hotel and restaurant), and industries that support hospitality operations such as packaged food and paper companies. These industries should concern about the environment (mean = 5.52).

The intentions of tourists toward green hotel can be seen in Table 2. It shows that tourists have the intention to visit green hotel (mean = 5.03). Tourists will stay, always try to stay and have the willingness to stay the night at a green hotel while traveling. Furthermore, tourists have the intention to talk about green hotel (mean = 5.08). Tourists will recommend and suggest friends and families to stay at green hotel while traveling, and also tourists will say positive things about environmentally friendly hotel. In addition, tourists have intention to pay additional charge for a green hotel (mean = 4.86). Tourists will spend more money to stay the night at a green hotel, and it is acceptable if they have to pay more and would like to have additional charge for a green hotel. The highest intention of tourists toward green hotel is intention to say positive things about, and the lowest is intention to pay more for a green hotel.

Table 2 Mean of Eco-Friendly Intention

Variable	Measurement items	Mean
Intention to visit (IV)	1. I will stay at a green hotel when traveling	4.90
	2. I will make an effort to stay at a green hotel when traveling	4.94
	3. I am willing to stay at a green hotel when traveling	5.24
	Total mean	5.03
Intention to spread word-of-mouth (ISWOM)	1. I will encourage my friends and relatives to stay at a green hotel when traveling	5.01
	2. If someone is looking for a hotel, I will suggest to him/ her to stay at a green hotel	4.98
	3. I will say positive things about an environmentally friendly hotel	5.26
	Total mean	5.08
Intention to pay more (IPM)	1. I will spend extra in order to stay at an environmentally friendly hotel	4.87
	2. It is acceptable to pay more for a hotel that engages in green practices	4.87
	3. I am willing to pay more for a green hotel	4.85
	Total mean	4.86

Table 3 Determination of eco-friendly intentions

Eco-friendly attitudes	Intention to visit		Intention to spread WOM		Intention to pay more	
	Beta	t-values	Beta	t-values	Beta	t-values
Severity of environmental problems	-0.107	-1.362	-0.234**	-3.046	-0.151	-1.947
Inconvenience of being environmentally friendly	0.084	1.058	0.196*	2.546	0.313**	4.025
Importance of being environmentally friendly	0.209**	2.945	0.112	1.620	-0.061	-0.875
Level of responsibility of business corporations	0.055	0.745	0.152*	2.135	0.115	1.596
Adjusted R2						
Intention to visit	0.052					
Intention to spread WOM	0.102					
Intention to pay more	0.083					

* significant at 0.05
** significant at 0.01

The Impact of Eco-friendly Attitudes

The findings of multiple regression analysis are presented in Table 3. It is shown that components of eco-friendly attitudes in most cases are related with eco-friendly

intentions toward green hotel. Severity of environmental problems (SEP) was significantly correlates only with intention to spread word-of-mouth ($\beta_{SEP \rightarrow IV} = -0.107$, $t = -1.362$; $\beta_{SEP \rightarrow ISWOM} = -0.234$, $t = -3.046$; $\beta_{SEP \rightarrow IPM} = -0.151$, $t = -1.947$). Inconvenience of being environmentally friendly (INEF) significantly strengthened tourists' intentions to have positive word-of-mouth and to pay extra charge for a green hotel ($\beta_{INEF \rightarrow IV} = 0.084$, $t = 1.058$; $\beta_{INEF \rightarrow ISWOM} = 0.196$, $t = 2.546$; $\beta_{INEF \rightarrow IPM} = 0.313$, $t = 4.025$). Importance of being environmentally friendly (IMEF) was significantly correlates with intention to visit a green hotel ($\beta_{IMEF \rightarrow IV} = 0.209$, $t = 2.945$; $\beta_{IMEF \rightarrow ISWOM} = 0.112$, $t = 1.620$; $\beta_{IMEF \rightarrow IPM} = -0.061$, $t = -0.875$), and level of responsibility of business corporations (LRBC) was significantly related to intention to talk about green hotel ($\beta_{LRBC \rightarrow IV} = 0.055$, $t = 0.745$; $\beta_{LRBC \rightarrow ISWOM} = 0.152$, $t = 2.135$; $\beta_{LRBC \rightarrow IPM} = 0.115$, $t = 1.596$).

Individuals see that severity of environmental problems is not likely to induce tourists' willingness to visit a green hotel or to pay more for a green hotel. Inconvenience of being ecologically friendly is not likely to create tourists' willingness to visit a green hotel. The perceived importance of being environmentally friendly does not cause the willingness to talk about green hotel or to pay extra charge for a green hotel. Moreover, individual's perceived level of responsibility of business corporations is not likely to induce the willingness to visit a green hotel or to pay more for a green hotel.

Furthermore, the results of the comparisons among the beta coefficients along with t -values reveal that severity of environmental problem **4** is a greater impact on intentions to spread word-of-mouth, inconvenience of being environmentally friendly has a greater impact on intention to pay more, and importance of being environmentally friendly has a greater impact on interest to visit green hotel. The four dimensions of eco-friendly attitudes clarifies approximately 5.2 % of the total variance in the intention to visit, 10.2 % in the intention to spread word-of-mouth, and 8.3 % in the intention to pay more.

Discussion

The findings, in general, show that hotel customers' eco-friendly attitudes positively affect tourists' intention to visit green hotel, to spread word-of-mouth, and to pay more for a green hotel. However, partially, it is only some dimensions that significantly affect the intention. The multiple regression analysis states that the importance of being environmentally friendly best clarifies tourists' interest to visit green hotel. These results are in line with the previous findings by Han et al (2011). The findings suggest that among the four (4) dimensions of attitudes, the perceived importance of being environmentally friendly is the best way to encourage intentions to visit a green hotel. Hence, green hotel management should educate guests through environmental campaigns or informal education, such as brochures, seminars or exhibitions. If the individuals have knowledge for environmentally

friendly, individuals can perform eco-friendly practices or being environmentally friendly in everyday life.

In addition, inconvenience of being environmentally friendly has the greatest impact on the intention to pay more for a green hotel. This result is supported by the mean of inconvenience of environmentally friendly that tourists support the recycling and separate piles of garbage. Even though tourists tend to be unwilling to separate piles of garbage, they still realize that it is important. Moreover, severity of environmental problems has the largest contribution on the intention to spread word-of-mouth. Based on these two dimensions, it shows that tourists need action that can be recognized to inspire them to have the intention toward green hotel, to pay more and to spread favorable word-of-mouth. Tourists will appreciate if hotels have done the recycling and separating garbage program, and reduced the use of electricity, water and energy. It generates green hotels to apply their environmental commitment in their facilities and makes the guests know the hotels' concerns for being environmentally friendly.

In addition, the four dimensions of eco-friendly attitudes could define approximately 5.2 % of the total variance in intention to stay the night, 10.2 % in intention to have positive word-of-mouth, and 8.3 % in intention to pay additional charge. These dimensions merely have small contribution to the intention. This result is supported by Han et al (2011) who mention that tourists' behavior or intentions are strongly correlated with tourist's previous experience or knowledge. In this study, 35.7 % of the participants did not have knowledge about green hotel, and 37.7 % of the participants were not sure if they have knowledge of green hotel. In addition, 41.5 % of the respondents never stayed at a green hotel, and 44.9 % said that they were not sure whether they had ever stayed at green hotel. Given this fact, it can be considered that many tourists do not have knowledge about green hotels and do not even know the presence of green hotels that in the end affect their intention toward green hotels. Obviously, green hotel management has to be more active in notifying current and potential customers of hotel's eco-friendly facilities, programs and practices by using eco-labels or green hotel labels. Another reason for small contribution to the intention itself is the lack of environmental awareness. It is related to the fact that majority of respondents for this study were Indonesian (50.7 %) and Asian (41.1 %). They do understand the eco-friendly attitudes but they do not implement it properly because of the personal inconvenience and additional cost, for example, they still use unrecyclable products and have difficulties in separating piles of garbage. Environmental awareness instills a positive attitude toward eco-friendly activities, encourages people to engage more in eco-friendly behavior in everyday lives, and in the end, encourages eco-friendly intention (Han et al. 2011). It is also explained by Manaktola and Jauhari (2007) that guests who are conscious of hotel's green programs show their preference to visit a green hotel.

Conclusion

Based on the findings, tourists' eco-friendly attitudes influence their intention to visit, to engage in word-of-mouth behaviors, and to pay more for green hotels. Partially, attitudes in being environmental friendly make the largest unique contribution in intention to visit while perception of environmental problem contributes the most in word-of-mouth intention. In addition, intention to pay more is highly affected by tourist's inconvenience of being environmental friendly. There were some limitations which need to be addressed for the future research. The first limitation is related to the sample composition, in which the majority respondents were Indonesian and Asian. Hence, further research on western travelers should be conducted to give broader view. Furthermore, this study only used quantitative approach which does not reveal the reason behind the answer. Therefore, it is suggested that future studies should focus on investigating the reasons for the eco-friendly attitude and intention toward green hotels using qualitative approach for better result and understanding.

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