Tomas Bata University in Zlín
Faculty of Management and Economics

Doctoral Thesis

An Integrated Framework Towards Investigating Green Purchase Behaviour: Evidence from the Hotel industry

Integrovaný rámec pro zkoumání ekologicky odpovědného nakupování: Poznatky z oblasti hotelového sektoru

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ABSTRACT

The investigation aims to answer pertinent questions in the field of sustainable consumption of tourism resources. In the case of this study, the unit of analysis is known as green hotels or accommodation services that are eco-compatible. The study empirically examines individual propensities to green hotels in the context of an emerging tourist economy. It deploys the behavioral model of goal-directed behavior to capture, evaluate and predict aversive, anticipative, and reflective psycho-cognitive states of individuals when they are exposed to the concept of an eco-compatible accommodation option. A quantitative, deductive approach is adopted with a multi-modal methodological framework with a Monte-Carlo estimated sample strength of 750. Partial Least Square-Structural Equation Modeling (PLS-SEM) has been deployed for the study's deterministic and predictive processes, respectively. The study reveals stimulating patterns to understand the behavioural architecture among individuals towards green hotels. The study incorporates novel socio-cognitive variables in the research framework, which is anchored in the model of goal directed behaviour. Behavioral constructs like mindfulness and perceived greenwashing effect have yielded exciting observations that have significant implications for both industry and academia. Through this doctoral investigation, emotional factors have also been examined, which was a deficiency in mainstream scientific literature till now. It is evident from the empirical explanations that negative emotional affects exert a negative influence on the selection of eco-friendly hotel options. On the other hand, positive emotional affects have a positive role in the desire for green hotels.

The need for the study arose from the fact that the tourism industry in India generates a significant amount of carbon footprint and accommodation businesses are an important contributor to the same. Therefore, the study expedites managerial implications for green hotel operators in the country. The examination not only expands the predictive capacity of the model of goal directed behaviour but also attempts to bridge the intention and behaviour gap. A comprehensive future research agenda is given herewith. Performance metrics of the model including the R-squared, SRMR, GFI and TFI appear to be robust, the F-squared measures of the critical pathways are medium to large.

The investigation is aligned with the empiricist research doctrine that poises expanding current horizons of the sustainable tourism discipline by engaging with the field's social aspect and answering the call to action by contemporary researchers.

ABSTRAKT

Cílem práce je získat odpovědi na relevantní otázky z oblasti udržitelné spotřeby v cestovním ruchu. V případě této studie jsou zkoumanou jednotkou tzv. zelené hotely nebo ubytovací služby, které jsou ekologicky kompatibilní. Studie empiricky zkoumá individuální sklony ve vztahu k zeleným hotelům v kontextu rozvíjející se ekonomiky cestovního ruchu. Je využit behaviorální model cílově orientovaného chování k zachycení, vyhodnocení a předpovědi averzivních, anticipačních a reflexivních psychokognitivních stavů jednotlivců, když jsou vystaveni konceptu ekologicky kompatibilní možnosti ubytování. V práci je využit kvantitativní a deduktivní přístup s multimodálním metodologickým rámcem s Monte-Carlo odhadovanou sílou vzorku 750 osob. Pro deterministické a prediktivní procesy studie bylo použito modelování částečných nejmenších čtverců a strukturálních rovnic (PLS-SEM). Studie odhaluje podnětné vzorce pro pochopení struktury chování jednotlivců vůči zeleným hotelům. Ve studii jsou zahrnuty v rámci výzkumného rámce nové sociálně-kognitivní proměnné, který jsou zakotveny v modelu cílově orientovaného chování. Behaviorální konstrukty, jako je mindfulness a vnímaný efekt greenwashingu, přinesly zajímavá pozorování, která mají významné důsledky pro průmysl i akademickou sféru. Prostřednictvím tohoto doktorského šetření byly zkoumány také emoční faktory, což byl dosud v běžné vědecké literatuře nedostatek. Z empirických vysvětlení je zřejmé, že negativní emocionální afekty mají negativní vliv na výběr ekologicky šetrných hotelů. Na druhou stranu pozitivní emoční afekty hrají pozitivní roli v touze po ekologických hotelech.

Potřeba studie vyplynula ze skutečnosti, že cestovní ruch v Indii vytváří značné množství uhlíkové stopy a ubytovací podniky k ní významně přispívají. Studie proto urychluje manažerské důsledky pro provozovatele zelených hotelů v zemi. Zkoumání nejen rozšiřuje prediktivní kapacitu modelu cílově orientovaného chování, ale také se pokouší překlenout propast mezi záměrem a chováním. Tímto je uveden komplexní program budoucího výzkumu. Ukazatele výkonnosti modelu včetně R-squared, SRMR, GFI a TFI jsou robustní, míry F-squared kritických cest jsou střední až velké.

Šetření je v souladu s empirickou výzkumnou doktrínou, která si klade za cíl rozšíření současných obzorů disciplíny udržitelného cestovního ruchu tím, že se zabývá sociálním aspektem oboru a odpovídá na výzvu současných výzkumníků k akci.

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TABLE OF CONTENTS

LIST OF TABLES AND FIGURES

LIST OF SYMBOLS, ACRONYMS AND ABBREVIATIONS

TPB: Theory of Planned Behaviour
MGDB: Model of Goal Directed Behaviour
SUN: Subjective Norms
PBC: Perceived Behavioural Control
MDF: Mindfulness
GRE: Perceived Green Washing Effect
PAE: Positive Anticipated Emotions
NAE: Negative Anticipated Emotions
INT: Intention
DES: Desire
GHB: Green Hotel Behaviour
GoI: Government of India
MoI: Ministry of Tourism

PLS-SEM: Partial least squares structural equation modeling
SPSS: Statistical Package for the Social Sciences
HRA: Hierarchical Multiple Regression
FRT: Factored Regression Technique
VBN: Value Based Norm
SET: Social Exchange Theory
S-O-R: Stimulus-Organism-Response
PEB: Pro-Environmental Behaviour
SCT: Social Cognition Theory
NAM: Norm Activation Model

1. INTRODUCTION

1.1 Motivation and need for the study

The relationship between tourism and the environment is of interdependence. By its natural, cultural-historical, social climate potential, the environment represents the motivation of tourists' travels, while a clean and unaltered environment cannot exist without practicing quality tourism. The more varied and complex the natural resources (it is recommended to maintain them unaltered as much as possible, with properties as close as possible to the initial ones), the more attractive they are for tourism, the activities generated by them are more valuable and marketable (Stefănica & Butnaru, 2015). Tourism as an industry bridges the gap between developing and developed economies by transmitting income from the former to the latter. Notwithstanding its constructive role, tourism damages environmental quality and intensifies energy consumption. As a result, energy is expended directly from fossil based fuels during tourism activities, or indirectly through electricity generated by oil, gas, and coal (Danish & Wang, 2018).Tourism depends on the natural or manufactured environment, as well as the utilization of natural resources. Furthermore, the expansion of tourism activities has environmental consequences associated to resource depletion (Robaina-Alves et al., 2016). Due to their many roles that impact the environment, tourism, transportation, food, housing, and attraction management need more energy. Fossil fuels and motorized vehicles produce greenhouse gases. Global warming is partly caused by tourism. Even though tourism is closely tied to the environment, scholars have developed the notion of sustainable tourism due to its negative environmental impact. (Dogan & Aslan, 2017).

Sustainability has emerged as one of the most significant influences on the field of tourism research and scholarship (Bramwell & Lane, 1993; Ruhanen et al., 2015), and it is now commonly viewed as having a normative orientation that strives to re-direct social and cultural processes and behaviour patterns on a broad and integrated path toward sustainable growth (Bramwell et al., 2017). In recent years, sustainable tourism has also been linked to the conservation and protection of biodiversity and ecosystems the advancement of human welfare as well as intercultural and intra-cultural equity, public engagement in tourism-related decision-making, and access by all relevant parties to socio-cultural tourism outcomes; sustainability can be a policy or development objective for most types of tourism activities or environments, regardless of magnitude (Bramwell, 2015; Lane, 1994; Moscardo & Hughes, 2018; UNEP, 2015). The UNWTO's involvement in and emphasis on the promotion of sustainable tourism via initiatives such as "be a responsible traveler" and the 2017 international year for sustainable development in tourism also contribute to the expansion of academic research into sustainable tourism (UNWTO, 2017).

These developments coincide with broader societal trends that demonstrate a growing interest in and drive for sustainable development. Ratification of the Paris Agreement (accepted in 2016) and the creation of the United Nations' Sustainable Development Goals are examples of this broader societal drive (United Nations, 2016). The UN's 17 SDGs aim to balance environmental, social, and economic components of development and eradicate instead of reduce wealth inequality (United Nations, 2016). The Paris Agreement represents the first universal, legally enforceable global climate agreement that binds signatories to a threshold of warming below 2 C and establishes nationally specified contributions toward achieving this objective. The pact also includes provisions pertaining to adaptation, mitigation, and development measures (Bramwell et al., 2017).

The above study indicates that 'greensumerism' may be studied using teleological criteria and deontological evaluations. Sana (2020) described green consumers as individuals who voluntarily or proactively seek out environmentally friendly products that meet their demands. Nekmahmud & Fekete-Farkas (2020), for example, describe sustainable or "green" consumers as users who prefer to avoid goods and services that can hurt a living organism, or that involves experiments on animals or people. Recent studies have identified that the hotel industry's greening practices like eco-services provisioning corroborate tourists' environmental concerns, thus impacting their IOS (intention to stay) (Hou & Wu 2021). A study to understand the notion of "Willingness to pay more" (WLP) for eco-friendly services and products, which reflects the normative domain of tourist psychology, has been expedited by Agag et al. (2020). It is observed that millennial tourists are willing to pay more for environmentally friendly tourism and travel products. An extant investigation by P. He et al., (2018) claims that green consumption has become deep-rooted so that modern consumers are willing to pay for greener products, as they understand the trade-off effect of purchasing environmentally friendly goods and services. The supply side of green behavior in the tourism and hospitality industry has also been taken into cognizance as it plays a vital role in the green products/services delivery system, as observed through the study about green purchasing behaviours of procurement managers in hotels which indicated strong correlations among guest satisfaction and green purchase/sourcing practices of hotels (Stefanica M, Voda Ai, Chirita Mg, & Butnaru Gi, 2020). Ever since green behavior has become a central point of socio-academic debate, various theoretical interventions have been applied to capture and analyze these actions, namely, Stimulus-Organism-Response (Ye et al., 2020), Theory of Planned Behavior (De Freitas et al., 2020) and Pro-Environment Behavior (Han, Yu, et al., 2018). Therefore, it would be interesting to examine the dynamics of sustainable consumption in the context with the accommodation sector in a diverse country like India.

Earlier studies in green behavior have primarily dealt with epistemological

inquiries into comprehending consumer behavior towards procuring green hotel services through operant conditioning-based models like TPB, Stimulus-Organism-Response and Collectivism and Long-term orientation (LTO). Neo-Classical theories and Marxist philosophies have been deployed to capture and assess green behavior. According to authors like Sreen et al. (2018), the need of the hour is to add more exogenous environmental concern, consumer consciousness, consumer egoism, and personal values so as to expand the epistemological spectrum of the concept of sustainable consumption in the tourism industry. Historically, extant literature in the field has dealt with 'purchase intention' per se instead of focusing on the actual behavior, which awaits redressal from the academic community (S. Gupta & Ogden, 2009; Mishal et al., 2017). Nguyen et al. (2018) who have studied behavioural patterns among young consumers and have observed that a critical research gap may be the lack of moderate effects of socio-demographic variables of consumers. The purchase and usage decision of green products have been detected to be strongly linked to factors like perceived deterioration of environmental problems and peer influence, but how elements like gender and sexual identities affect the stimulus-action equation towards green purchase behavior remains uncontested (Mohd Suki & Mohd Suki, 2019). Groening et al. (2018) stress that "few consumers will pay more for green products and that behavior in one environmental context does not necessarily translate into comparable behavior in another context," which is thought-provoking for this research. Ghazali et al. (2018) tested a higher-order covariance-based model to study the effect of religiosity on green behavior using premises from the Beatty et al. (1988) cognitive hierarchy model. They found that there exists unobserved endogeneity in predicting the behavior which the authors attribute to lack of studies in the intrinsic facets of this behavior. Responding to this, Liobikienė et al. (2017) contemplated a cross-national study among Austrians and Lithuanians to understand green purchasing dynamics, it was found that green behavior and environmentally friendly behavior are two distinct dimensions and therefore future studies must focus on product specifics which literature still lacks as of date. According to Paul et al. (2016) green intention can be considered as a precursor and the best predictor of actual behavior. However, an individual's actual behavior is not always equivalent to his/her behavioural intention, therefore Wang, Weng Wong, et al. (2020) advice that future research should, therefore, measure a consumer's actual green behavior, which remains a grey area.

Wang, Weng Wong, et al. (2020b), in a study which involved religiosity and green accommodation selection observed positive associations among the dependent and independent constructs and have concluded that future studies must focus on enlarging the demographic spectrum to enrich the domain. Wang (2017) studied the determinants of consumer's perception towards green brands. This study found that purchase intentions predict purchase behavior. In addition, the research suggests that purchasing intents mediate the effects of perceived green quality, perceived green utility, information costs avoided, and perceived green risk on purchase behavior but fall short in explicating factor differential between green behavior and intention in

other industries like tourism. Such research gaps further motivate to investigate deeper into the veneers of green hotel behavior. Le et al. (2019) explicated the complex nature of green behavior as consumer typologies like collectivist and individualistic have different drivers towards green purchase, which further adds to the need of a tourists' value-led research study. In their work, Sniehotta et al. (2014) suggest that a primary concern with TPB or theory of planned behavior is that it does not sufficiently explain variability in behavior. To understand the precedent of any behavior or to outlay future propensities of a particular behavior, the ideal model should be capable of responding to variability in behavior by contemplating certain key factors (Finisterra do Paço et al., 2011) as determinants to study human behavior are dynamic in nature (Schill et al., 2019). Furthermore, similar studies that have been conducted to examine sustainable/eco/pro-environmental behavior in the tourism sciences have outlined the importance of installing the effect of desire in the estimation of actual behavior (Pronello & Gaborieau, 2018). It is here that the TPB and TRA have remained unsuccessful. Table 1 below provides a treatise on the operation of various behavioural models on the subject of green hotel.

Table 1 Theoretical Stances (Source: Author's own SLR)

Prominent Studies Pertaining to Green Hotels	**Theory**	**Theoretical Position**	**Theoretical Inadequacies**
1. (Nimri, Patiar, & Jin, 2020a) 2. (Y. Kim & Han, 2010) 3. (Han et al., 2010) 4. (Yadav & Pathak, 2017) 5. (V. K. Verma & Chandra, 2018) 6. (Yarimoglu & Gunay, 2020) 7. (M. F. Chen & Tung, 2014)	***TPB*** (Ajzen, 1991a)	Theory of Planned Behaviour predicts a person's intention to do a behavior at a certain time and location. The theory sought to explain all self-controllable behavior. This model's fundamental component is behavioural intent, which is influenced by the likelihood that the conduct will lead to the desired outcome and the subjective appraisal of its risks and rewards.	When selecting a green hotel, it does not take into account other elements that influence behavioural intention and motivation, such as fear, threat, temper, or prior experience. While normative influences are regarded, economic or environmental variables that could affect an individual's intention to accomplish a particular behavior are not taken into consideration (Courneya & McAuley, 1995; Taylor & Todd, 1995)

8. (Han, Olya, et al., 2018) (Agag, 2019b) 9. (Agyeiwaah, 2020) 10. (Chou, 2014) 11. (Fornara et al., 2020)	***VBN*** (Stern et al., 1999)	The value-belief-norm (VBN) paradigm of environmentalism posits that values impact pro-environmental behavior through personal convictions and norms.	There exists an implied chain of causality in the model (Van Riper & Kyle, 2014), the model represents a chain of unidirectional relationships (Fornara et al., 2016). Factors driving pro-environmental intention do not necessarily translate into actual behaviour in the case of sustainable consumption (López-Mosquera & Sánchez, 2012) (Wynveen et al., 2015)
12. (Jiang & Kim, 2015) 13. (Arasli et al., 2020) 14. (Elshaer et al., 2022)	***SET*** (Homans, 1964)	Social exchange theory is a sociological and psychological concept that examines the social behavior of two parties interacting among each other using a cost-benefit analysis to determine risks and benefits. The theory also includes economic relationships—the cost-benefit analysis takes place when one party has goods that the other party values.	The main limitation is the theory's non-exhaustive and overlapping list of constructs, which limits its interpretive capability and undermines its predictive power. Does not take into effect the aspect of anticipative states, this results in a partial explanation of people's behavior, as every social transaction cannot be measured within the boundaries of costs and benefits (K. Miller, 2002).
15. (L. L. Tan, 2022) 16.(Kwon & Boger, 2020)	***S-O-R*** (Mehrabian and Russel, 1974)	The stimulus organism response theory states that there's a stimulus that triggers a response based on the internal feelings or behavior of an organism (person).	There is a lack of clarity in choosing whether a phenomenon should be treated as a

17.(Sohaib et al., 2022)		This internal processing of the stimulus can be conscious or unconscious. It further triggers an emotion that leads to a response.	stimulus, organism, or reaction factor; a related issue is the inability to recognize or account for the reality that certain events can act as both stimuli and responses. For instance, beliefs, attitudes, intents, and pleasure, are they sensory elements of the organism? or a form of response? (Jacoby, 2002)
18. (Trang et al., 2019) 19(Nisar et al., 2021) 20. (Han et al., 2020) 21. (Yu, 2022)	***PEB*** (Kollmuss and Agyeman, 2002)	Pro-environmental behaviour is the conscious efforts an individual takes to lessen the negative influence of human actions on the environment or to enhance the environment's overall quality. According to Homburg & Stolberg (2006), pro-environmental behavior includes environmental stewardship (e.g., active participation in environmental groups), quasi-activist conduct in the public sphere (e.g., petitioning on environmental issues), personal sphere environmentalism (e.g., saving energy, obtaining recycled goods), and behavior in organizations (e.g., product design).	The model evaluates biospheric components but does not examine actual green behavioural effects (Tian & Liu, 2022; Whitmarsh & O'Neill, 2010)
22. (Chung, 2019)	***SCT*** (Bandura, 1986)	Social cognitive theory (SCT), which is utilized in education, communication and, psychology, asserts that a portion of an individual's knowledge development may be attributed to probing other individuals in the context of their social interactions, practices, and external media effects. This idea was established by Albert	The theory presupposes that changes in the environment will always result in changes in the person, which may not always be the case. It is disorganized and exclusively reliant on the dynamic

		Bandura (1970) as an expansion of their social learning theory. According to the hypothesis, when people watch a model doing a behavior and the results of that conduct, they retain the event sequence and use this information to affect their own behavior. Observing a pattern can also encourage previously taught behavior in the observer.	interaction of person, behavior, and environment. It is uncertain how much each of these elements influences real behavior and whether one is more influential than the other. In the case of green hotel purchase, it makes no mention of emotion or motive other than through references to previous experience. These aspects receive little attention (Nabi & Clark, 2008)
23. (Yan et al., 2021) 24. (Han et al., 2015) 25. (Manosuthi et al., 2020) 26. (J. S. Lee et al., 2010) 27. (Ritchie et al., 2021)	***NAM*** (Schwartz, 1977)	This theory explores the role of expected pride and shame in pro-environmental behavior. NAM describes altruistic and eco-friendly conduct. To predict pro-social behavior, the NAM suggests three types of precursors (i.e., awareness of consequences, ascription of responsibility, and personal norm). Norm activation, according to this idea, begins with an individual's knowledge of potential negative effects and acceptance of responsibility for failing to behave ecologically friendly. Individuals act in conformity with their own values due to expected feelings of pride and shame. It is interesting to note an aspect of the self-regulation of anticipated pride and guilt; anticipated emotions mediate the effects of personal norms on behavior.	The predictive capacity of the NAM is restricted, as attitudinal conceptualisations of NAM variables can only predict the investigated behaviour and no other behaviours. (Van Der Werff & Steg, 2015)

The theme of the doctoral research is based on sustainable consumption of a

tourism product, i.e., green hotel. This particular phenomenon requires detailed interrogations among a range of behavioral antecedents (Lim, 2017), which should not be confined to the realms of volition and intention. Thus, a call arises to investigate other critical aspects of human behavior that determine the selection and consumption of green accommodation options. The need to advance behavioral models and integrate appetitive/aversive emotions, self-awareness and anticipative states in tandem with (Burghardt, 2019; Dong et al., 2020; Quoquab & Mohammad, 2020; Stanszus et al., 2017). The scientific paradigms like post-positivism and constructivism advocate that scientific endeavors in vast fields like tourism should broaden the epistemological spectrum of the existing corpus of knowledge, thereby seeking solutions to real-life problems like over-tourism, lack of environmental awareness opacity in understanding tourist behavior, and resource utilization. Through the doctoral dissertation, the scholar would attempt to close the intention-behaviour gap by examining green hotel patronage behaviour through the process of goal direction.

Coming to the background of the study,what construes a green hotel? The earliest record of the concept comes from Watkins (1994) as "green hotels demonstrate an elevated level of environmental awareness that can lead to environmentally sound practices." Authors like (Kalafatis et al., 1999; Laroche et al., 2001) have maintained that green hotels are characterized as lodging facilities that engage in many eco-friendly measures, such as conserving water/energy, establishing eco-friendly buying policies, and decreasing emissions/waste, in order to conserve the natural environment and minimize operational expenses. In recent studies, Lee & Cheng (2018) have ascribed green hotels as those accommodation service providers that are concentrated on protecting natural habitats accompanied by energy-saving and carbon-reduction strategies. In India the green hotels have been qualified by the Ministry of Tourism through its Comprehensive Sustainable Tourism Criteria for India (CSTCI) program (Ministry of Tourism, 2016). Apart from being certified by any official agency like Green Rating for Integrated Habitat Assessment (GRIHA), Indian Green Building Council (IGBC) and Leadership in Energy Efficient Design (LEED) the green hotels must adhere to four measures namely; Policy, Employees, Processes and Community. With these measures come 15 corresponding objectives that green hotels must comply with to retain their status as green hotels. Additionally, the IGBC formulated four broad corresponding categories (CII, 2021) to compliment the CSTCI measures. Below table 2 provides the details of the above-mentioned criterions.

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Table 2 Green Hotel Criterions (Source: CSTCI & CII-IGBC)

Measures	Operations	IGBC Categories
Policy	1. Effective Energy Consumption 2. Eco-friendly Purchase 3. Carbon Neutrality in Core Domains 4. Green Building Administration	Sites & Facility Management
Employees	5. Green Human Resource Management 6. Educational Initiatives 7. Green Training	
Processes	8. Reuse, Reduce, Recycle 9. Garbage Sorting and Disposal 10. Gobar Gas Plant 11. Guest Amenities: towel, linen change on request 12. Green Energy Sources 13. Green Factors of Production	Water Efficiency & Energy Efficiency
Community	14. Involvement in international environmental protection programs for hospitality businesses 15. Neighbourhood engagement with students 16. Partnership with local enterprises 17. Green Outreach Programs	Innovation
Guest Services	18. Green in-room amenities 19. Green on-site activities 20. Eco-tour service 21. E-mobility	Health & Comfort

For the doctoral dissertation, India is chosen as the place for research forming the second fundamental question for the research design, why India?

India is the third-largest emitter of greenhouse gases (Emissions Gap Report 2019 | UNEP - UN Environment Programme, 2019). It is predicted to double by 2030 even after it has ratified the Paris Climate Change Agreement to cut emissions by 30-35% (Kalra, 2016), implying that the country must maintain emissions within limits recorded in 2005 (Refer Fig. 1). This is considered admissible given India's high Emission to GDP ratio, and experts believe it is a colossal task (Berger et al., 2019).

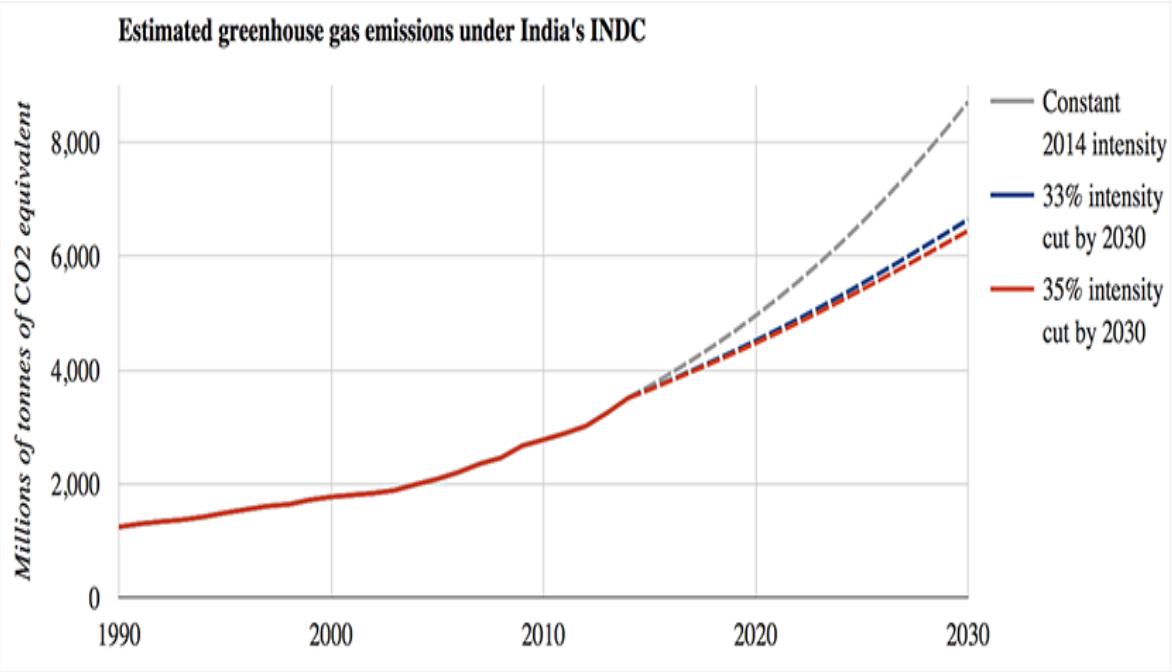

Figure 1 India's Emission Footprint (Source: CarbonBrief)

In a study by Lenzen et al. (2018) it is observed that the tourism industry in India generates the fourth-largest carbon footprint in the world. primarily due to a growing middle class and a relatively young population. Factors like market consolidation by LCC- Low-Cost Airlines, investments in accommodation capacities by domestic hotel brands and introduction of lifestyle hospitality brands, the popularity of Online Travel Agents (due to high internet penetration and affordable smartphones), coupled with expansion in air and rail corridors have simulated demand for travel and tourism. It is worthy to note that India is the 11th largest tourism economy in the world (League Table Summaries | WTTC) and to the extent, states like Rajasthan, Goa, Uttar Pradesh, Kerala, and Tamil Nadu (Fig. 3) derive a substantial share of their GDPs from tourism-related activities(India Tourism Statistics at a Glance-2020) (Ref: Fig. 2).

As the industry prepares to augment its tourism supply by adding accommodation capacities, estimates reveal that the hotel segment will grow at 3.16% CAGR from 2020-2024. What is crucial is that the green hotel segment which is expected to witness the most promising growth, from ~7.36% in FY 2018 to ~14.80% in FY 2024 (Research and Markets, 2020). In India, the green hotel scenario is dynamic as the Ministry of Tourism has amended its hotel star classification criterion to suit the evolving sustainable needs of the accommodation industry. This project is known as Comprehensive Sustainable Tourism Criteria for India (CSTCI) (Ministry of Tourism, 2016). The concept of green hotels is not new to India, and that few hotels across the length and breadth of the country have won accolades from global tourism bodies in the past (Agarwal Choudhury, 2012). Furthermore, India got its first green hotel in the year 2008 (Talreja, 2008), since then significant players in the green accommodation market are expanding not only in the tourist destinations but also in

the industrial centers of the country (Press Trust Of India, 2018). Furthermore, to this effect, traditional hotels, motels, and resorts are also turning a green leaf and the trend is expected to continue (Roy, 2020).Consequently, it has been noted by (Manaktola & Jauhari, 2007) that Indians frequent hotels that have adopted environmentally friendly techniques without sacrificing service quality. The customers would like to stay in accommodations that adhere to these standards, but they are unwilling to pay a premium for them. If they adhere to eco-friendly procedures, Indian hotels have a competitive edge over other hotel models. Concluding the discussion, Yadav et al., (2016) observed that green activities adopted by hotel operators have significant positive effect on visit/revisit intentions among Indian clientele, the study falls short in predicting consumption behavior due to its lopsided sampling procedure and not inspecting the attitude or personal norms of the tourists.

As stated above, in India, the onus of qualifying green hotels comes under the gambit of autonomous bodies like; IGBC and GRIHA. Currently, various Indian and MNC hotel conglomerates like Hyatt, Marriot, ITC and Oberoi have multiple properties located at different places in India that are certified by the above organizations (Roy, 2020). In the year 2012 alone there were 687 hotel projects under the IGBC (A. K. Verma, 2012). Given all these developments, it is apparent that India needs more green hotels to ensure a green and clean hospitality industry.

Focusing on the above premises to gauge, capture and predict consumer behavior towards an emerging domain of the tourism industry, India makes for a suitable candidate keeping in mind a sustainable future in tandem with mission 2030 of The United Nations Organizations (Fig. 2). From above arguments and precedents provided in Table 1, the existing literature is still detecting,

- The actual behavioural outcomes of individuals towards green hotels
- Contribution of anticipative emotional states, self-reflection/awareness, aversive responses and habit towards green hotel behaviour
- Role of desire toward understanding green hotel behaviour

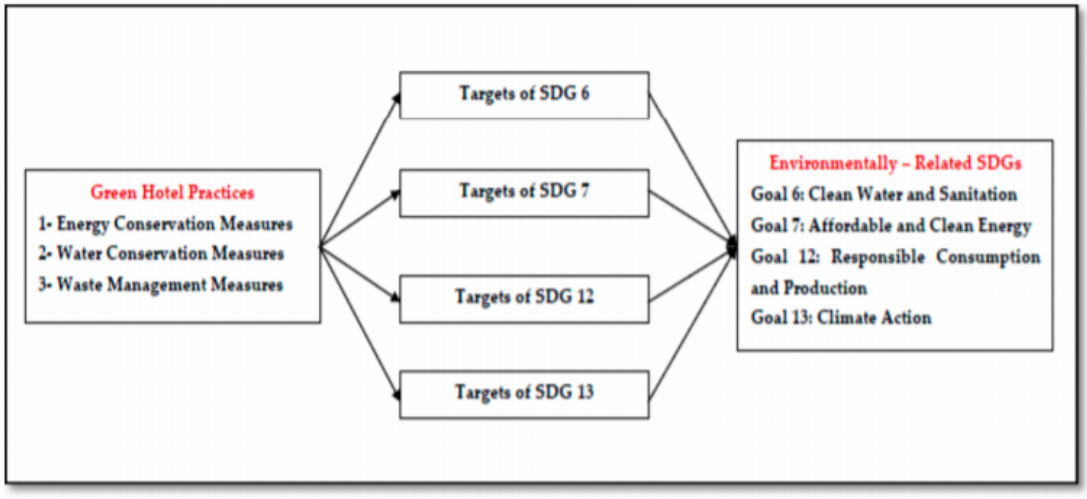

Figure 2 Research association with SDG 2030 (Source: Adapted from (Abdou et al., 2020)

Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2019

Rank	State/UT	Foreign Tourist Visits in 2019 (P)	
		Number	Percentage Share (%)
1	Tamil Nadu	6866327	21.9
2	Maharashtra #	5528704	17.6
3	Uttar Pradesh	4745181	15.1
4	Delhi #	2983436	9.5
5	West Bengal	1656145	5.3
6	Rajasthan	1605560	5.1
7	Kerala	1189771	3.8
8	Punjab	1101343	3.5
9	Bihar	1093141	3.5
10	Goa	937113	3.0
	Total of Top 10	27706721	88.2
	Others	3701945	11.8
Total		31408666	100.0

Source: State/ UT Tourism Departments.
Figure for the year 2019 has been estimated using All India growth rate
(P): Provisional

Figure 3 FTA 2019 (Source: MoI, GoI)

Consequently, **the research problem of this study is that historically, Green Hotels have been studied through behavioural models as an intention level construct. Furthermore, it is yet to be explored the emotional, attitudinal, aversive, self-awareness, and, habitual dimensions of actual behaviour towards Green Hotels.**

Therefore**, the main aim of this dissertation is to close the intention-actual behaviour gap towards Green Hotels by incorporating negative and positive anticipated emotions, perceived greenwashing effect, daily green behaviour, ecological attitude and mindfulness in the model of goal directed behaviour**

1.2 Research questions and objectives

1.2.1 Research questions

On the basis of such research gaps, following research questions should be answered to fulfill the limitations of previous works.

- RQ1: Does Anticipated Emotions influence Green Hotel Behaviour?
- RQ2: Do Daily Green Habits impact Green Hotel Behaviour?
- RQ3: Does Mindfulness play its role on Green Hotel Behaviour?
- RQ4: Can Intention mediate the relationship between Desire and Green Hotel Behavior?
- RQ5: Does Perceived Behavioural Control and Ecological Attitude have any consequence on Desire and Green Hotel Behaviour

1.2.2 Research objectives

The main objective is to identify the predictors of Green Hotel Behaviour through the lenses of Model of Goal Directed Behaviour

- RO1: To capture the influence of Negative and Positive Anticipated Emotional Effect on Desire
- RO2: To inspect the effect of Daily Green Behaviour on Green Hotel Intention and Green Hotel Behaviour
- RO3: To examine the influence of Mindfulness on Green Hotel Behaviour
- RO4: To examine the mediating effect of Intention between Desire and Green Hotel Behaviour
- RO5: To investigate the effect of Perceived Behavioural Control and Ecological Attitude on Desire and Green Hotel Behaviour

1.3 Summary of research methodology

1.3.1. Research approaches

The empiricist paradigm leads my doctoral research study. Creswell et al. (2007) suggest that researchers bring a worldview or paradigm that directs the planning and

execution of the study. The researcher's choice of paradigm depends on their basic set of beliefs and ontological and epistemological considerations that the former deems fit. The issue with agreeing upon a research paradigm deals with the debate between positivist/empiricist and constructivist/phenomenological divisions (Clough & Nutbrown, 2007; Tashakkori et al., 1998). Crotty (2010) and Flowers (2009) note that ontological and epistemological considerations converge during the tenure of the research study, and it is not easy to demarcate. Realism is an example of this dilemma, while in its core, realism purports that realities exist outside the mind, and it is often used to imply objectivism (the notion that meaning exists in objects outside the realm of consciousness). In my study, the literature about the phenomenon of green purchase behavior supports the deployment of Empiricism to acquire an understanding of what exists. Using the below proforma (Table 3), I have attempted to explain the research paradigm of my doctoral thesis and the rationale behind me choosing them:

Table 3 Rationalizing Research Paradigms (Source: Author's own)

Paradigm	**Components of Paradigm**	**Rationale for Paradigm Selection**	**Citation**
Empiricist	Ontology	Empiricism postulates that facts can only become clear by a careful observation and evaluation of the world around us.	(Henderson, 2011) (Hassard, 1993)
	Epistemology	Since tourism is an open science system, my research will be a step-in understanding reality in the most approximate terms.	
	Methodology	Principally frequency and statistics, qualitative supplementation	
	Axiology	Use of behavioural theories to derive reason	

Primarily, quantitative research methodology and deductive approach will be utilized. For the validity of the measuring instrument, personal interviews will be arranged with 10 professionals from the green hotel industry, wherein a Computer Assisted Interview or CAPI-based interaction will take place.

A questionnaire (Table 12) consisting of seven Likert scale points representing the measurements of all variables reflected in the conceptualization will serve to collect primary data.

Overview of methodology

Table 4 Overview of Research Methodology (Source: Author's own)

Research Approach	QUANT-qual	
	Qualitative	Quantitative
Research Methods	Thematic Analysis	Survey
Research Procedure	Computer Assisted Personal Interviews (CAPI)	Questionnaire
Object of analysis	Green Hotels in India	Individuals
Sample size	10	750 individuals
Analysis of Data	- The contents of the interviews were re-formatted and stored using a word processing application. - Frequency Extraction - Thematic Observation	- IBM-SPSS ver.24, R Studio, and Smart-PLS ver. 4 - Demographic profile of study participants - Measurement Assessment - Common method Bias - Central Tendency Measures and, Deviations - Indirect Effects - Direct Effects - Data visualization

1.4 Summary of research hypotheses and conceptual framework

In Table 5, I summarize herewith, the hypothetical formulations both direct and indirect as observed from the conceptual model

Table 5 Summary of Postulations (Source: Author's own)

Hypotheses	
Direct influences	
H1	*Ecological Attitude has a positive influence on Desire*
H2	*Positive Anticipated Emotions has a positive influence on Desire*
H3	*Negative Anticipated Emotions has a negative influence on Desire*
H4	*Subjective Norm has a positive influence on Desire*
H5	*Perceived Behavioural Control has a positive influence on Desire*
H6	*Perceived Behavioural Control has a positive influence on Green Hotel Behaviour*
H7	*Perceived Greenwashing Effect has a positive influence on Desire*
H8	*Daily Green Behaviour has a positive influence on Green Hotel Behaviour*
H9	*Daily Green Behaviour has a positive influence on Green Hotel Behaviour*
H10	*Mindfulness has a positive influence on Green Hotel Behaviour*
H11	*Intention has a positive influence on Green Hotel Behaviour*
H12	*Desire has a positive influence on Intention*
Indirect influences	
H13	*Intention mediates the relationship between Desire and Green Hotel Behaviour*

1.4.1 Conceptual framework

Anchored on Model of Goal Directed Behaviour and existing literature about Green Hotels this work develops a conceptual framework as follows

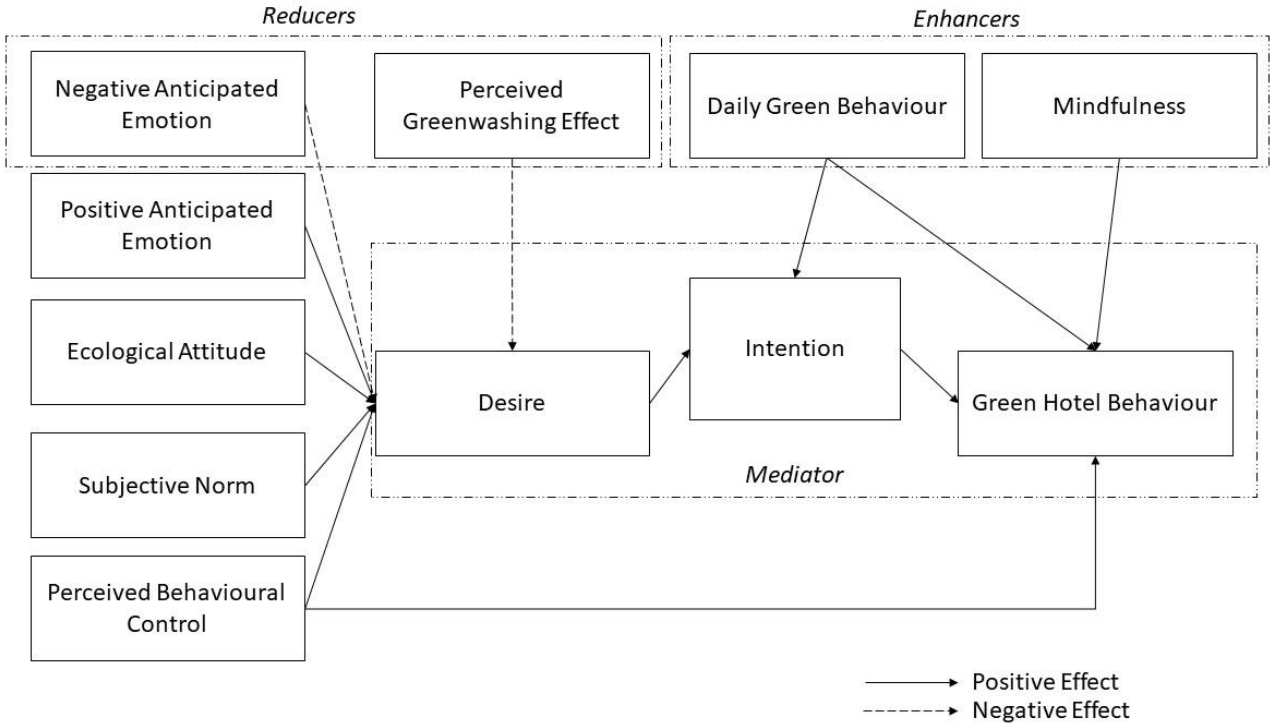

Figure 4 Conceptual framework (Source: Author's own)

1.5 Main findings

The direct influences of PAE, NAE, ATT, SUN, and PBC towards DES

The above variables form the basic antecedents to determine Desire in the MGDB. The relationship between Perceived Behavioral Control and Desire was found insignificant in the study. The insignificant relationship that has occurred between PBC and DES may be due to the fact that the respondents perceive green hotels as catering to premium customers.

The mediating influence of Intention between Desire and Green Hotel Behaviour

The results of the bootstrapping analysis reveal that the mediating capacity of intention in between Desire and Green Hotel Behaviour was significant and robust (β=0.067, t-value=3.002). In experimentational psychology, intentions are paralleled with goals defined by task related instructions.

The direct influence of DGB, PBC, INT, GRE and MDF towards GHB

The primary motivation to choose mindfulness as a potential input variable to gauge GHB was that MDF can help determine behavior by increasing self-awareness, leading to more mindful and deliberate actions

In this dissertation, MDF which is treated as the actor's state of self-awareness has been revealed as a positive and significant predictor of GHB. The study tested the reducing effect of Perceived Green Washing Effect or GRE. According to the PLS-SEM bootstrapping algorithm results, the communalities between DGB and GHB is expressed through a β=0.217 and t-value of 3.890 which is significant at $p<0.05$.

2. LITERATURE REVIEW – CONCEPTS OF ELEMENTS OF MGDB AND AVERSIVE, ANTICIPATIVE, SELF-AWARENESS & EMOTIONAL EFFECTS

2.1 Positive Anticipated Feelings and Desire

Theoretically, positive anticipated feelings emancipate from a sense of positive psychological reinforcement. In tourism academia, it has been an area of interest for the last two decades. Schneider et al. (2017) expound that prior to making an environmental decision, anticipating one's positive psychological response from green action leads to increased pro-environmental inclinations. Hwang et al. (2019) observed significant influence of positive anticipated feelings on the willingness to engage in eco-friendly food delivery services, in another study by Kim et al. (2013) underscored the importance of anticipated emotional responses in the selection of eco-friendly restaurants, similarly Venhoeven et al. (2016) tested their presumption of hedonism associated with engaging in environmentally friendly activities and it was evaluated that desire to use or participate in eco-friendly, sustainable and green products and services promote positive self-image, the authors highlight this intrinsic stimulus as a self-signal that elicits good feelings when engaging in environmentally friendly activities. In tandem with an investigation on similar lines, Gupta & Ogden (2009) through their research applied the Social Dilemma Theory to pro-environmental practices, consistent with the 'private benefit or common good' dilemma, and identified altruistic drivers (i.e., concern for the environmental effects of purchasing) as the dominant, if not special, positive environmentally friendly purchasing background.

2.2 Ecological Attitude and Desire

Consumer's ecological attitude is a significant factor in their green consumption behaviour, with more conscientious consumers exhibiting lower levels of environmentalism and higher levels of green consumption desire (Lin & Huang, 2012). Collins Marfo Agyeman (2017) conducted an exploratory study to invigorate the factors behind green purchase behaviour. They identified a robust communality behind eco-centrism based personal norms like ecological attitude and desire. In the Indian context, environmental or ecological attitude has been observed to have a positive effect on desires to engage in pro-environmental behaviours (Narendra Singh & Gupta, 2013). In the same vein, in a survey-based study among refugees in Germany, authors Haase, Rohmann and Hallmann, (2019) captured the fact that ecological attitude drives the desire to purchase green services which has been reflected by Kanchanapibul et al. (2014) in the context of millennials' desire for sustainable products. Since India is a geography that has a sizeable young population,

it will be interesting to study the dynamics between ecological attitude and desire (Dey, Ratilla, et al., 2020).

2.3 Negative Anticipated Feelings and Desire

Chen & Chang (2013) in their study regarding ambivalence of going green observed the important role of negative emotions in participating in green behavior. Similarly, Tan (2011) studied the effect of negative feelings towards the intention to use green and identified its potential impact on perceived consumer effectiveness. Barbarossa & De Pelsmacker (2016) in their study concerning the intention to purchase green products among two groups of consumers detected the effect of negative ego-centric attitudes towards the intention of buying. Chen & Chang (2012b), in their study to investigate the antecedents of green purchase intentions have explicated the negative role of perceived green risks and the overall dilemma consumers face when allowed to choose between green and non-green products. Their study further broadens the discourse of negative emotions in the formation of purchase intentions. A construct to appropriate bias and prejudice in the will or desire to select green product known as “disdainful appeal” wherein the concept of sustainable consumption doesn’t appeal at the individual level has been added to the knowledge corpus by Wang et al. (2015). Subsequently, it has been observed as a negative emotion by Antonetti & Maklan (2014) and Chen & Lee (2015).

2.4 Subjective Norm and Desire

This denotes a buyer’s perception of social pressures placed on them by others Ajzen (1991). Subjective norms are established by an individual's perceived social pressure from peers to behave in a specific way, as well as their incentive to conform to those people's beliefs (Ham et al., 2015). Ham et al. (2015) have expedited that individuals will only approve of a particular behaviour when they sense that others are participating in it, however this doesn’t immediately trigger desire. Which is why in their study about physical activity intentions, authors Gabriele Esposito, René van Bavel et al. explicate that motivational attitudes or desires among individuals towards sports and outdoor activities will only materialize into intention when individuals will perceive physical training as being a societal pressure towards keeping fit. Customers are more likely to engage in a certain action if it fits societal expectations; otherwise, consumers may refrain from engaging in the same. There are not many studies that have studied the relation between Subjective Norm and Desire in the case of Green Hotels (Acampora et al., 2022).

2.5 Perceived Behavioural Control and Desire

In Ajzen (2002) words, perceived behavioral control merely signifies a perceived degree of control over behavioural performance. The difference here is the same as that between the expectation of effectiveness (i.e. perceived ability to execute action)

and the expectation of outcome (i.e. perceived probability that action can achieve a given outcome) (Bandura, 1977). To eliminate such misunderstandings, the word "perceived behavioral influence" can be read as "perceived control over the performance of the behavior". Vantamay (2018) expedited the fact that perceived behavioral control was determined to be more robust among two major estimators of green consumption behavior. Karatu & Mat (2015) in their study of Nigerian consumers tested the effect of perceived behavioral control as a moderator and illustrated a positive relationship among the variables. Maichum et al. (2016) applied the extended model of the TPB model to understand the green intentions of Thai consumers, their study extracted the pivotal role played by perceived behavioral control in approximating green purchase desires. Similar studies focusing on other products like cosmetics and skin care products have also evaluated the role played by perceived behavioral control which shows a positive association between PBC and the intention to purchase green skin care products. Kim & Chung (2011) in their study have assessed the exploratory capacity of the PBC as both a moderating variable and a direct estimator of purchase intentions of green personal care products.

2.6 Perceived Behavioural Control and Green Hotel Behaviour

As the MGDB has been derived from the Theory of Planned Behavior, the construct of PBC has been tested as an estimator of green purchase behavior. Yadav & Pathak (2017) applied PBC to gauge actual behavior among Indian customers for green products. Chaudhary & Bisai (2018) in their hypothetical model deployed PBC to investigate green purchase behavior among Indian millennials. Maichum et al. (2016), concluded that PBC proves to be an important variable that predicts behavior to consume green products among Thais. A study to identify potential determinants of consumers' intention to consume green home fixtures, Xu *et al.* (2020) identified that PBC has a strong affinity towards molding consumers' purchase behavior.

2.7 Perceived Greenwashing Effect and Desire

Greenwashing a portmanteau term for 'white washing' is considered to be a descriptive normative cue due to its nature of activating perceptions of the marketer's deceitful aim, resulting in negative sentiments and less complacent towards green purchasing intentions (Raska et al., 2015). This study shall the construct likewise in an attempt to broaden the epistemological horizon of the MGDB. Various authors have explained green purchase behavior in different terms; authors (de Freitas Netto et al., 2020), who have developed a rigorous literature review of the topic, have divided the definition into two broad segments, green washing as selective disclosure green washing as decoupling. Delmas & Burbano (2011) describe green washing as negative environmental efficiency and positive environmental performance communication. Tateishi (2018) identifies green washing as communication that misinforms the public about an organization, service, or product's performance or

benefits to the environment by concealing negative information and disseminating fake positive information about it. Few others from the decoupling school of thought have looked at perceived greenwashing as a process of systematic symbolism and environmentalist tokenism aimed to delude the consumer from the actual scenario while maintaining a green status-quo; such practices are sometimes embedded as the corporate CSR policy (Siano et al., 2017; Walker & Wan, 2012). Chen et al. (2020) developed a serial mediator model to study the effects of greenwashing on green purchase behavior; their study ratified the assumption that greenwashing affects consumers' green purchase behavior. Rejikumar (2016), studied the concept of perceived greenwashing as a moderate to estimate green purchase among Indian consumers of retail goods. Similarly an explorative study to comprehend the predicting influence of perceived greenwashing has been studied in respect to green consumption by Akturan (2018) wherein the construct has been found to have substantial power to estimate green consumption propensities. In the current study, the green wash effect is studied as an inhibitor of green hotel desire due to the adverse impact.

2.8 Mindfulness and Green Hotel Behaviour

The construct of mindfulness is derived from Eastern philosophies, especially the dharmic faiths of Hinduism, Buddhism, and Jainism (Shapiro et al., 2006). Mindfulness has been studied profoundly as a behavioral aspect by academicians and as a nomological component by practitioners. It has been defined as “integrally a state of consciousness,” which entails paying conscious attention to one's present experience. (Levesque & Brown, 2007). This study attempts to inculcate the ethos of mindfulness as a manifestation of the notion of self-identity in conjunction with Atkins & Styles (2015). The western world’s perspective of the construct is limited to their blanched world view and thus, scholarship in this domain confines itself to psycho-cognitive inquiries into behavior. Academia must understand the fundamental nature of mindfulness, and it is the auxilium that pivots subconscious intentions to decision making mechanisms (Siegel, 2007).Yoga has been an instrument to practice mindfulness and various practice of the tantric arts (Kabat-Zinn, 2005). Historically experts in various fields of management, academia and even medicine have deployed mindfulness tactics as a method to gauge the degree of consciousness when a certain action is being contemplated by an individual (Kabat-Zinn, 2003; Nyanaponika, 1962). A study by Barbaro & Pickett (2016) elaborated the empirical impacts of mindfulness in examining the relationship between green propensities/intentions and actual pro-environmental behaviour which was subsequently agreed upon by Hwang & Lee (2019) in their study about patrons of green restaurants. As a part of the doctoral examination of the topic, mindfulness is being studied as a positive determinant of green hotel purchase behavior, aligned with extant findings by (Davis et al., 2016; Levesque & Brown, 2007).

2.9 Daily Green Behaviour and Green Hotel Behaviour

DGB has been employed to quantify regular eco-friendly actions among individuals (A. Liu et al., 2020a). Extant studies in employee behavior by Siero et al. (1996) and Y.-J. Lee et al. (1995) have notified actions like paper recycling, printing double-side and conservation of resources as precursors of daily green behavior. Norton et al. (2017) have successfully experimented with the concept of daily green behavior to anticipate green behavioral intentions among employees. But in the case of Green Hotels, there is deficiency of studies that have scrutinized its direct effect on actual behaviour. Therefore, following the antecedents set by the above-said studies, my dissertation would be a key attempt to test the relationship in question.

2.10 Daily Green Behaviour and Intention

In studies involving green consumerism, studies like (Kong et al., 2014) have elaborated upon the importance of green habits towards the formulation of intention. (M. T. Liu et al., 2020) conducted a study to extend the TPB using two simultaneous studies, Study 1 used the PLS-SEM procedure to gauge the response of 800+ Chinese individuals while Study 2 employed a single-factor with two conditions. It was revealed from Study 1, that daily green practice played a substantial and positive role in the estimation of Intention. (B. Wang et al., 2019) in their study of an emerging economy integrated the PLS-SEM and MGA methods to extract the relationship between habits and intention. The authors found a positive association between the constructs mentioned above. (Qi et al., 2020) studied the effect of influential behaviour and COVID-19 towards purchasing green food in the Chinese context. The authors here comment the influence of daily sustainable behaviour on the intention to purchase eco-friendly products. The studies laid herewith provide my dissertation with the required empirical backing to study the relationships among the above variables in light of green hotels.

2.11 Desire and Intention

Desire can be thought of motivational aspects of human behaviour, which is shaped by psycho-cognitive factors like attitude. When the individual interacts with information, their desire turns into intention (Gary L. Hunter). Through their study, authors, (Han & Yoon, 2015) aimed to study the predictors of green consumption using the extended Model of Goal Direction. It was revealed that desires translate into intentions when the respondents envisaged positive outcome of their visit to a green hotel. In extant examinations to gauge the association between desire and intention, authors, (Wu et al., 2017) observed that in the context of normative compliance, individuals' intention was positively affecting their desire to comply with emotional norms. (Ahn & Kwon, 2020) studied the effect of demographic characteristics and green consumption behaviour in the Malaysian context. It's evident from the results that pressures like perceived behavioural control shape desires which further lead to

intention to seek green products. Similarly, (L. Wang, Wong, et al., 2020) report in their study that Chinese consumers form intentions when they portray a strong desire to select green hotels. The precedents above led me to assume the presence of a positive commute between Desire and Intention.

2.12 Intentions and Green Hotel Behaviour

Consumers' intention towards green hotels in China have been studied under the lens of the extended norm activation model. A positive association between intentional propensities led its researchers (Yan et al., 2021) to recommend examining the relationships in the context of other economies. As iterated above when motivational attributes like desires are subjected to information, the former transmits into a more tangible form of behaviour called Desire, especially when studying about tourism and hospitality demand (Nicoletta & Servidio, 2012). In the same vein, (Rahman et al., 2020) who attempted to predict green hotel behaviour through the theory of environmental commitment and sacrifice testify that intentions are precursors to green hotel behaviour, this has been explained further as a cog in pre-purchase decision making process. Previous studies undertaken (L. H. Chang et al., 2014) have highlighted the proclivity of human intentions morphing into Green Hotel Behaviour. As (Nimri, Patiar, & Jin, 2020b) iterate in their study about consumer intentions towards green hotels in Australia, that lot many studies have dwelled upon the staying intentions of guests in a green hotel rather than gauging for actual behaviour of staying, future studies are required to examine these relationships and determine what causes the actual green hotel behaviour. Also, as one can see most these studies have either taken in Chinese or Malaysian settings and little can be said about India. Therefore, I believe it would be interesting to study this transmission (Intention →Green Hotel Behaviour) against the Indian setting.

2.13 Mediating Role of Intention between Desire and Green Hotel Behaviour

In green tourism research, it has been observed the lack of studies concentrating on the mediating capacity of the psycho-cognitive construct of intention. All the major the studies that record or gauge the capacity of this variable can be found from extant literature. A thorough literature review of the same from the leading scientific directories; Scopus and web of science reveals insignificant results. Nevertheless, intention as a construct will carry similar psychometric properties across similar studies involving behaviour (Ahmad et al., 2020). Given intention's pivotal role in driving actual behaviour, I stride to provide maximum antecedents for this construct's mediating role as observed in other literature to justify its candidature in my model. (Alhabash et al., 2015) in their experimental examination about liking, commenting and sharing online products, revealed that intention mediates the relationship between message evaluations and behavioral decision. (Cakici et al., 2019) in their study

regarding perceived price justice among restaurant goers have expedited that revisit intention plays an important role in determining price justice through satisfaction on loyalty. Forwarding the discussion, a study on social media marketing, (Mostafshar et al., 2018) tested the mediating acumen of intention between social marketing activities and brand loyalty. Intention did play a significant in the mediation in the said study. A moderated-mediation model with intention as the mediating vehicle was tested by (Liao et al., 2021) who comprehended that intention catalyzed the effect of e-word of mouth to predict online purchasing behaviour. The studies exemplified herewith provide my dissertation with the required literature locus to treat the construct of intention as a mediating variable.

2.14 Applied Behavioural Theory

Model of Goal Directed Behaviour

The Model of Goal-Directed Behavior was designed to cope with TPB-related elements of uncertainty and to examine the link between attitudes, intents, subjective norms, and behavior (Cheung et al., 2017). Desire is thought to mediate the relationship between antecedents and intents (Perugini & Bagozzi, 2001). In fact, humans discriminate between wishes and intents to act, which are often characterized by the verbs determine, intent and, plan (Malle & Knobe, 2001). In the development of the MGDB, the researchers distinguish between volitive and appetitive desires (Davis, 1984). It was further revealed that voluntary desires are influenced by attitude, subjective standards, and perceived control. A person forms the intention to act as a result of being aware of their want to act. On the other hand, appetitive desires have no rational foundation. Although attitude, subjective standards, and perceived control are not direct causes, they may function as catalysts to release or liberate a dormant appetitve desire. In addition, the authors added the concepts of expected feelings of success and anticipated emotions of failure in the MGDB. These constitute a form of prefectural thought or evaluation (Gleicher et al., 1995). Individuals are instructed to visualize their emotional responses to future occurrences. People plan to execute an action when they expect favorable feelings from its execution and negative emotions from its failure. Previous studies have indicated that the TRA and TPB are less effective for explicating a customer's behavioral intention than the MGDB (Bagozzi & Dholakia, 2006; Poels & Dewitte, 2008; Song et al., 2012). In summary, the MGDB adds the constructs of past behavior, predicted emotions, and desire to those of the TPB. Desire influences directly intentions and mediates all other factors' impacts on intents. (Perugini & Bagozzi, 2001).

Secondly, preceding examinations indicated the importance of commitment, anticipated feelings, desire, desire and attachment for improved comprehension of green purchase behavior of eco-friendly products (Han & Ryu, 2012; Meng & Choi, 2016; Onwezen et al., 2013).Therefore, it is of significant interest to integrate the above given theoretical concepts into one complex system to investigate, capture, process and attempt to predict behavioral propensities of green hotel users in India as

the integration of these philosophical paradigms are helping the study to answer the pertinent research questions with regards to biosphere value dynamics, anticipative, motivational and non-volitive (habits) components of tourist behavior. The two theoretical dimensions that have been provided above appear to complementing and supplementing each other.

In this research, it can be observed from the conceptual model that measures like mindfulness, ecological concern, and greenwashing effect are an attempt to understand reality through human experiences. Tourism is a vast and open field, to understand a particular social process that involves the interaction of human factors through a theoretical lens remains incomplete, as social processes are dynamic in nature. Through augmentation of such theories by introducing novel measures to capture cognitive traits, researchers can expand the epistemological spectrum of a particular theory, which is in tandem with another research paradigm of this study i.e., Post-positivism.

2.15 A review of previous studies

Table 6 Summarizing a review of previous studies (Source: Author's own)

Study	Major Findings	Place of Study	Method Used	Theory Used	Gaps Identified
(D'Souza et al., 2020)	Intentions to stay in green hotels are favourably influenced by environmental values (nature-related), voluntary minimization, tourist eco-behaviours, perceived trust, and PCE (perceived consumer effectiveness).	The EU	PLS-SEM	Theory of Value Based Norm (VBN)	Psycho-cognitive factors like affective states, prefectural dispositions are areas that require further research.
(Nimri, Patiar, Kensbock, et al., 2020)	Perceived behavioral control appears to be a robust prognosticator of green patronage intention.	Commonwealth of Australia	PLS-SEM	Theory of Planned Behavior (TPB)	Demographic differentiation poses a challenge
(Hou & Wu, 2021)	Tourists' preferences are related to the quality of green hotel services and their understanding of green buildings, which increases their intention to stay (IoS).	S.A.R Hong Kong	HMR	Theory of Planned Behavior (TPB)	Need to examine customer-centric attributes of green behaviour
(L. Wang et al., 2019)	The findings revealed that green purchasing behavior was not exhibited despite the positive attitudes in making green hotel selection.	PR China	CB-SEM	TPB	Lacking of attitudinal characteristics to determine behavior
(Eid et al., 2020)	The four major drivers to predict green hotel visitation are high attitude, corporate image, biosphere value, and green activities.	Arab Republic of Egypt	PLS-SEM	Theory of Value Based Norm (VBN) & Theory of Planned	The need to investigate motivational aspects of human behavior in green hotel selection

				Behavior (TPB)	
(Ibnou-Laaroussi et al., 2020)	The findings revealed that tourists' opinions about green tourism and their ecological concerns greatly influenced their sentiments. The findings demonstrated the subjective norms had a substantial detrimental effect on tourists' aspirations to contribute in sustainability.	Turkish Cyprus	PLS-SEM	Theory of Planned Behavior (TPB)	Study doesn't address actual behavior propensities, falls short at explaining perception
(Rahman et al., 2020)	In the context of private consumption, when status motivation is aroused and green hotels cost more or equivalent, people indicate choosing premium traditional hotels. When adjusting for price and in settings when green hotels are cheaper, purchase intentions for traditional and green hotels were similar.	Mturk/ Remote Respondents	OLS FRT	Associated Theory	Study used Mturk which is laden with deceptive and fictitious based responses. Furthermore, the study appears to focus on volitive discriminants of green behavior without acknowledging the affective capacities.
(Agag, 2019a)	The findings verified the moderating impact of guest attributes on guest's decision regarding the booking of green hotel rooms.	UK	PLS-SEM	Theory of Based Norm & Theory of Planned Behavior	The variables only relate to first world economies and should be tested in other emerging nations deploying other behavioral theory and consumer awareness related factors must be studied.

3. QUALITATIVE STUDY – PERSPECTIVES OF HOTEL MANAGERS TOWARDS GREEN PRACTICES AT GREEN HOTELS

3.1 Design of Research, object of analysis, data acquisition and analysis

Research design

Given the hotel sector's high consumption of resources, non-durable goods, water, and power, hotel management are taking proactive steps to embrace green practices (Dimara et al., 2017). According to Merli et al. (2019), the hotel and lodging segment accounted for around 20% of emissions linked to tourism. Green practices, in general, cover an extensive range of economic activities that attempt to reduce the negative environmental consequences (Park & Kim, 2017). Green practices in the hotel industry, according to Kim et al. (2017), are a value-added business approach that benefits enterprises through environmental preservation activities. Hotels that promote green practices are more likely to engage in resource conservation efforts (e.g., waste disposal, reduced water and energy consumption), procure eco-friendly products, training programs, and develop sustainability practices (Goh et al., 2017).

Previous research has shown that green practices among hoteliers have various positive results, including improved corporate image, operating efficiency, financial success, customer loyalty, and guest willingness to return (L. H. Chang et al., 2014; Grubor et al., 2019; Han, 2015, 2020). As a result, hotel operators are increasingly emphasizing the need to adopt sustainable protocols in order to gain the confidence of their guests (Moise et al., 2021). Amid rising stakeholder importance and widespread coverage of environmental issues in various media outlets, hotel managers have varying perspectives and emotional responses to the acceptance of environmentally friendly practices in their hotels; some take initiative, whereas others continue to stay indifferent and wary of its possible benefits (Alonso-Almeida et al., 2017; Best & Thapa, 2013). Furthermore, according to Upper Echelons Theory (Hambrick & Mason, 1984), senior executives' mindsets, beliefs, and perspectives impact their organization's tactical decisions. Top management has a significant impact on the organization's business culture, allocation of resources, orientation, and strategies. Using the above paradigm, I wanted to understand the point of view of managers and executive staff of green hotels on their thoughts about the implications of positive anticipated emotions, negative anticipated emotions, mindfulness, greenwashing, and, daily-green behaviour in the hospitality industry. The chosen individuals for the qualitative assessment were inquired about working in a green hotel. The main focus of this qualitative exercise was to capture and comprehend the effects of emotions, mindfulness and green habits and how it impacts managerial staff’s orientation towards work in a green hotel.

Object of analysis

I chose 4 major green properties in India which are certified by either LEEDS (Leadership in Energy and Environmental Design) and /or GRIHA (Green Rating for Integrated Habitat Assessment). LEED (Leadership in Energy and Environmental Design) is a green building certification method that is utilized all over the world. It was created by the non-profit United States Green Building Council (USGBC) and contains a set of evaluation methods for the design, construction, operation, and maintenance of green buildings, residences, and communities, with the purpose of assisting operators in being environmentally responsible and using resources effectively (Qubbaj & Signes, 2022). The GRIHA framework was established by the The Energy and Resources Institute (TERI) under the aegis of Ministry of New and Renewable Energy (MNRE) in 2005. In addition to lowering GHG emissions from commercial and private structures, GRIHA optimizes power use while maintaining comfort standards, reducing dependence on fossil fuel-based energy and natural resource stress. Minimize water and air pollution, optimized water use, and waste management are all advantages of GRIHA-rated buildings (Kochhar et al., 2022). GRIHA as a metric, is constructed on a star-based grading system, with each star rating requiring a set number of points.

I recruited 10 managers and managerial executives from green properties using personal and professional references by means of a convenience sampling method. As an eligibility criterion, it was ensured that the chosen green hotels are certified and rated by either GRIHA or LEEDS. It is to be noted that the chosen hotels are rated 5 stars by the Ministry of Tourism through its nodal body Hotel and Restaurant Association Classification Committee (HRACC). The number of participants in a qualitative interview usually depend on the extent and complication of the problem being assessed (Nelson, 2017). In order to immune against issues related to saturation, 10 participants were engaged. Usually 10-15 number of individuals succinct qualitative scholarships in social science research (Saunders & Townsend, 2016).

The hotels being studied for this qualitative endeavor are located in different parts of the country, therefore through this qualitative examination diverse views and opinions can be captured. The interviewees too represent a diverse generational cohort which is interesting for the research.

Data collection

This is an explorative qualitative research to study the implications of the novel variables being incorporated in the dissertation's conceptual model. A draft semi-structured interviewing protocol was developed considering extant literature. There was no need for translation as English is the lingua franca in the Indian hospitality industry. Based on remarks received from 3 independent hospitality professors, alterations were made and a final protocol was deployed. The study took place over

videoconferencing and stretched between January 2022 to July 2022. The participants were based in the cities of Hyderabad, Bangalore, New Delhi and Pune.

The interview schedule consisted of three major stages: preparation, development, and closing (Chan and Hawkins 2012). Firstly, a consent was taken from the interviewees to have their responses recorded. Afterwards the audio-clips were transcribed for further scrutiny. All transcripts were analyzed question by question. The interviewees were provided with information related to the interviewer and a summary of the examination. In the interview summary, the mandate regarding anonymity was underlined to the interviewee for the best interest of all. A scoping review of the interviewee's professional information (eg. Employer name, demographics and designation) was undertaken before framing the interview instrument. During this stage, the subjects were asked a diverse range of questions to inspect their broad understanding of daily green behaviour, mindfulness and anticipative states. The concluding stage concentrated on confirming and adding more information for better reporting clarity (Kallio et al., 2016). Please refer to Table 7 to browse the participant characteristics.

Table 7 Participant Characteristics (Source: Author's own)

No.	Participants (Code)	Age	Sex	Designation, Department	Experience
1	MG1	45	Male	Head of Department, Revenue	15
2	MG2	38	Male	General Manager, Administration	8
3	MG3	35	Female	Head of Department, Operations	5
4	MG4	31	Male	Manager, Guest Services	3
5	MG5	62	Male	General Manager, Administration	20
6	EX1	35	Male	Executive, F&B Service	7
7	EX2	26	Transgender	Executive, Housekeeping	5
8	EX3	24	Male	Executive, F&B Service	2
9	EX4	30	Female	Executive, Front Office & Concierge	4
10	EX5	28	Female	Executive, Sales & Marketing	6

Data Analysis

Recordings conceived from the video-conferencing were transcribed in a text processing software for further analysis. The nature of this exercise was basically CAPI or Computer Assisted Personal Interview. Computer-assisted personal interviewing (CAPI) is a qualitative probing method in which the interrogator or the interviewee utilize an electrical gadget to answer questions. It is comparable to computer-assisted telephone interviewing; however, the interview is conducted in person rather than over the phone. When the questionnaire is extensive and complex, this technique is frequently favored over a phone interview. It has been characterized as a personal interviewing style since an interviewer is typically present to play the role of host and advise the response (O'Reilly et al., 1994). After transcription, similar responses were grouped and frequencies extracted. All transcripts were eligible for the purpose of this study.

3.2 Results and Discussion

3.2.1 Results

Table 8 Perceptions about Positive Anticipated Emotions or PAE (Source: Author's own process)

Common Responses	**Managers**	**Executives**	**Frequency**
Excitement	4	6	54
Satisfaction	3	7	26
Contentment	6	4	15
Pleased interaction	8	2	5
Total		10	100

Table 9 Perceptions about Negative Anticipated Emotions or NAE (Source: Author's own process)

Common Responses	**Managers**	**Executives**	**Frequency**
Disrespectful	4	6	42
Frustration	8	2	28
Ambiguity	5	5	19
Rigidity	2	8	11
Total		10	100

Table 10 Perception about Mindfulness or MDF (Source: Author's own process)

Common Responses	**Managers**	**Executives**	**Frequency**
Awareness	2	8	52
Experience	6	4	20
Expression	5	5	18
Focus	6	4	10
Total		10	100

Table 11 Perception about Daily Green Behaviour or DGB (Source: Author's own process)

Common Responses	**Managers**	**Executives**	**Frequency**
Green living	5	5	45
Saving energy and water	6	4	27
Recycling	5	5	20
Using public transport	3	7	8
Total		10	100

3.2.2 Discussion

The qualitative analysis revealed interesting results pertaining to the perspectives of managers and executives towards emotions, daily green behaviour and mindfulness. When asked about positive anticipated emotions, most of the interviewees expedited positive feelings about working in a green hotel.

"it's quite stimulating to work in a green hotel setting, we are eco-conscious at every step of the way" (Manager, 35, Male, Hyderabad)

"I personally feel comfortable, when I know my hotel is working towards containing energy wastage" (Executive, 30, Female, Pune)

When I gauged negative anticipated emotions among the chosen sample, respondents expressed their views about what made them uncomfortable at their green hotel jobs

"sometimes it's just the guests who don't care about our green ideals, this is unnerving" (Executive, 20, Female Hyderabad)

"we have issues with new people joining the hotel, most of them are not trained in green protocols, compliance becomes the challenge" (Manager, 35, Female, Bengaluru)

"I *find it exasperating when my superiors are strict with the standard operating procedures, there is no scope of improving upon existing processes"* (Manager, 31, Male, Pune)

For the aspect of mindfulness and its role in the everyday operations of green hotels, managers and executives appeared to be using words like awareness, expression and attention to details. Here are some excerpts from the conversations.

"green attitude practiced in my hotel have made me more aware of the environment around me" (Manager, 62, Male, Hyderabad)

"having worked in this hotel for around 4 years, it is not difficult to express my thoughts about climate change amidst friends and family" (Executive, 28, Female, Pune)

"*working here has made me take a deeper perspective of small actions at home like using environment friendly devices and emphasizing turning off fans and air coolers"* (Manager, 31, Male, Bangalore)

"working here in this hotel will make one a meticulous person as attention is given to basic details of green operations" (Manager, 45, Male, New Delhi)

Concludingly, I attempted to study the effect of daily green behaviour and their work at a green hotel. It appears that the what is being practiced at work is significantly transmuted in the personal lives as well.

"an important lesson working here has taught me is to live life sustainably"

(Executive, 35, Male, Bangalore)

"recycling used plastic bottles have become preconditioned, even at home" (Executive, 24, Male, New Delhi)

"once you start to work with an eco-friendly hotel, you become habituated to the green norms imbibed at work" (Manager, 45, New Delhi)

Similarities and differences

The study reveals that among the respondents there is a significant consensus among the subjects that work-place ethos does translate into personal-space behaviour. The study went ahead and conducted a semantic analysis of the responses and studied them for the purpose of ontology. There exist dissimilarities in opinions among the age groups. The outcome of this exercise has produced certain themes that are presented in two contending Venn Diagrams to show similarities and differences among generational cohorts represented through this qualitative inspection (Ref. Fig. 5 & 6).

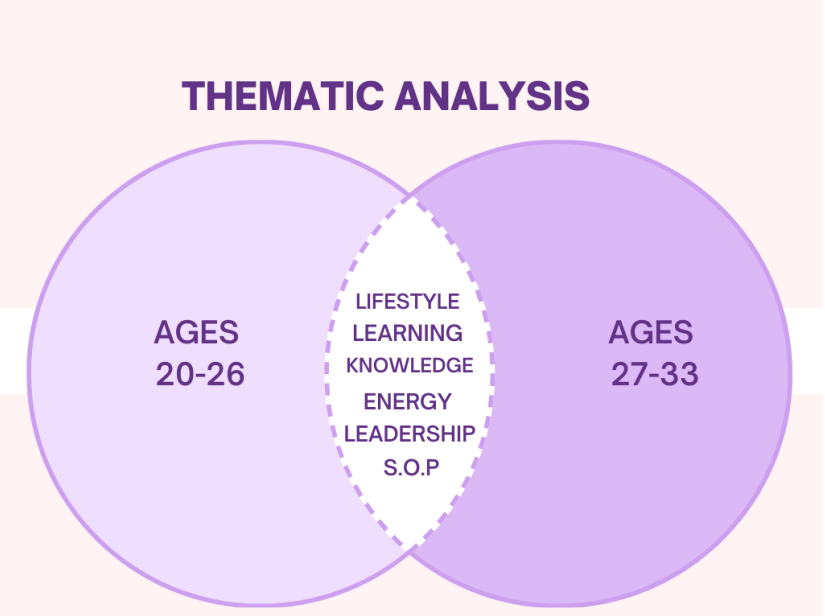

Figure 5 Thematic Analysis of Responses -Cohort 1 (Source: Author's own)

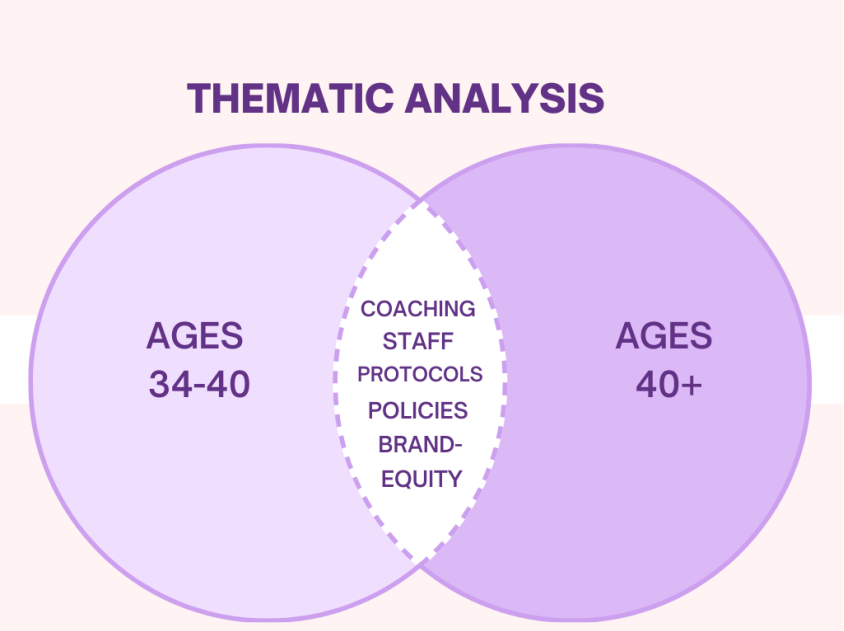

Figure 6 Thematic Analysis of Responses- Cohort 2 (Source: Author's own)

Observations

From the qualitative analysis I have observed that the aspects of positive anticipated emotions, negative anticipated emotions, mindfulness and daily green behaviour mean different for different generational cohorts. On one hand, people within the ages of 20-33 consider these notions as attributes of lifestyle, continuous learning, knowledge acquisition and standard operating procedures or S.O.P on the other hand, individuals in the age brackets of 34-40+ associate the above-given aspects as attributes of coaching, staffing and training, adherence to protocol and interestingly, they view them as brand equity measures of green hotels. It is motivating to note that the younger managerial workers relate these notions with leadership. Furthermore, during the response clustering phase, it is noticed that positive anticipated emotions include excitement (57%), Satisfaction (26%) and Contentment (15%). Moving ahead, the primary topics identified under negative anticipated emotions include Disrespect (42%) and Frustration (28%). For the notion of daily green behaviour, response clusters found that Green living (45%) and Saving energy (27%) were key identifiers. Mindfulness manifested as Awareness (52%), Experience (20%) and Expression (18%).

Concludingly, through this qualitative explorative study helped me to decipher the relative importance of the notions being studied from the viewpoint of managers of green hotels. Furthermore, it has come to light that from the thematic analysis and response grouping that working in green hotels is about a lifestyle, it involves continuous capacity building, it implies being part of a green promise and environmental consciousness. This is a complimentary endeavor to support the quantitative examination of green hotels,

4. QUANTITATIVE STUDY – METHODOLOGY AND MEASUREMENT DEVELOPMENT

4.1 Research design, data collection and analysis

Research design

The empiricist paradigm leads my doctoral research study. Creswell et al. (2007) suggest that researchers bring a worldview or paradigm that directs the planning and execution of the study. The researcher's choice of paradigm depends on their basic set of beliefs and ontological and epistemological considerations that the former deems fit. The issue with agreeing upon a research paradigm deals with the debate between positivist/empiricist and constructivist/phenomenological divisions (Clough & Nutbrown, 2007; Tashakkori et al., 1998). Crotty (2010) and Flowers (2009) note that ontological and epistemological considerations converge during the tenure of the research study, and it is not easy to demarcate. Realism is an example of this dilemma, while in its core, realism purports that realities exist outside the mind, and it is often used to imply objectivism (the notion that meaning exists in objects outside the realm of consciousness). In my study, the literature about the phenomenon of green hotel behavior supports the deployment of Empiricism to acquire an understanding of what exists. Primarily, quantitative research methodology and deductive approach will be utilized. For the validity of the measuring instrument, personal interviews of 5 experts from the hotel industry and tourism academia where made.

Data collection

Respondents were recruited with the help of three tourism consultancy service providers based in India. These not-for-profit organizations support the research and development of sustainable tourism in the SAARC region (South Asian Association of Regional Cooperation). They provide bespoke market intelligence, sustainability training and product development services to start-ups, OTAs (Online Travel Agencies) and other interested parties. Their clientele includes premier institutions like IIT and IIM and LTOs (Large Tour Operators). The services of these firms were recommended by leading scholars of tourism management associated with the Indian Institute of Tourism and Travel Management (IITTM)-Goa, Centre for Mountain Tourism & Hospitality Studies, Srinagar, and the National Institute of Tourism and Hospitality Management, Hyderabad. A survey instrument based on adopted measures was framed and developed. It was digitalized through Google Forms and the electronic link was shared with the respondents. Individuals resident in India hailing from various socio-economic backgrounds had an equal probability to be included in the survey.

Monte Carlo Simulation for Sample Size Determination

It is understood that conventional sample size determination methods are prone to certain sampling shortfalls, including lower estimations and non-representative sample sizes. Heuristics like Rule of 10, which is an extensively used minimum sample size estimation technique in PLS-SEM conceived by Ringle et al. (2013). The assumption that the sample size should be more than ten times the maximal number of inner or outer model linkages pointing at any latent variable in the model is imprecise and flawed. Researchers have been

warned against using this technique Hair et al. (2017b). In conjunction with Muthén & Muthén (2002), the Monte Carlo simulation for estimating sample size has been installed in the study. This has been found to be a robust methodology for multivariate regression analyses using least square family estimators, including PLS, which the study uses Muthén & Muthén (2002b). The RStudio IDE powered by the R program is used to execute the sample size determination. Although an a priori analysis for required sample size was done using G* Power software (α error probability: 0.05, 1-β error probability: 0.95, and medium effect size: 0.15), it returned a minimum sample size of 178, I went ahead and conducted a Monte-Carlo Simulation to determine the veracity of the G* Power results. A conservative estimate of 800 samples were considered succinct to achieve a power of 0.8. Even with an achieved sample size of 750, a power of 0.8 was still achieved (refer to Annex 7)

Data Analysis

The dissertation's numerous tests were carried out utilizing Partial Least Squares-Structural Equation Modelling (PLS-SEM) as its application does not need the dataset to be normally distributed, unlike CB-SEM, which requires, among other assumptions, the data to be distributed normally. PLS-SEM proves to be a better alternative as statistical assessments are not challenged by non-normal data; (Dey, Khan, et al., 2020; J. Hair et al., 2017a; Rai et al., 2013). The GUI based software SMART-PLS version 4 was used during the entire study. I used PLS-SEM, a method for partial least squares data analysis. The SEM statistical tool uses a variety of computer simulations and algorithms, to fit the system of constructs to the data. SEM is used as a multivariate statistical analysis method to investigate causal relations between measurement items and theoretical constructs. It can assess multitudinous and interrelated dependencies in a single statistical analysis. Due to its suitability and ability to deduce correlations between latent constructs, the method is widely used, particularly in the social sciences.

Furthermore, it is presumed that the SEM statistical technique is significant for validating and testing the structures of the items created during the design phase of the study. The model was used to create the survey, and the reliability and validity of the suppositions were tested as part of the model's evaluation process. Because of their utility in establishing the theoretical construct, investigating the structure of relationships among variables in the theoretical model, determining and evaluating the singular-dimensionality of the theoretical construct, assessing the construct validity of the scale, and eventually confirming or disproving envisaged theories, EFA, CFA, and, PLS-SEM are the statistical tests of choice (Barrett, 2007; Chin et al., 2020; J. F. Hair et al., 2019). (Ringle et al., 2020) have provided for an ideal process-flow to conduct statistical analysis with PLS-SEM which is given below through Figure 7.

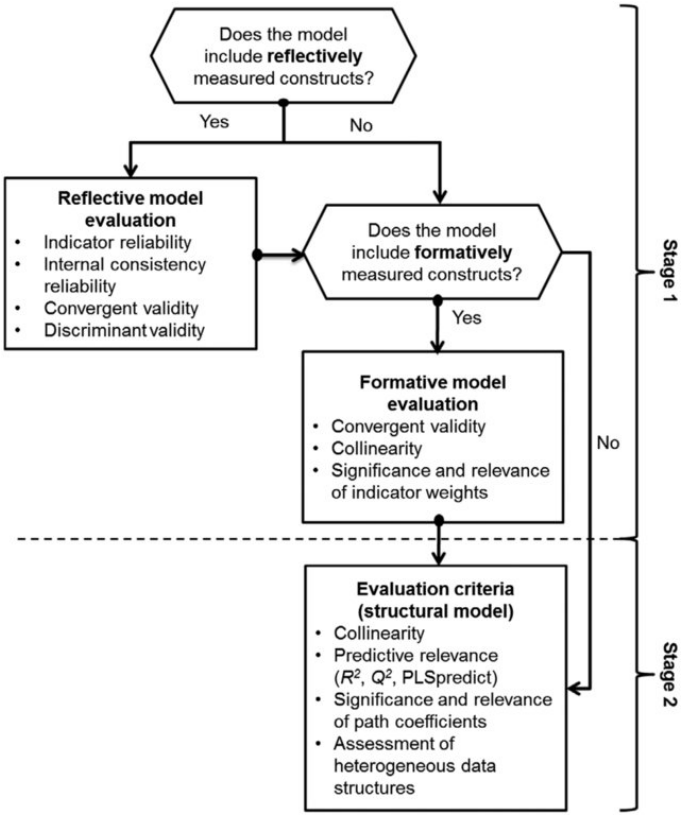

Figure 7 PLS-SEM Execution Chart (Source: Ringle et al., 2020)

4.2 Measurement development

All concepts were measured with seven-point Likert scales. These scales were adapted from journals with ABDC A*/A, ABS 4/3 ratings such as the Annals of Tourism Research, Tourism Management, Journal of Sustainable Tourism the Scandinavian Journal of Hospitality and Tourism.

The face-level validity and reliability of these adopted measures was gauged by 3 professor grade academicians from the hospitality and tourism field. When receiving their feedbacks, the author revised carefully changes to build a valid questionnaire. Herewith is provided the scale-adopted measuring items or the queries used to create the survey questionnaire (Table 12).

Table 12 Survey Instrument (Source: Author's own)

Construct	**Items**	**References**
NEGATIVE ANTICIPATED FEELINGS **(NAE)**	1. I will be frustrated to know that my choice of hotel accommodation doesn't promote environmental conservation 2. I will feel disappointed, if my choice of hotel accommodation doesn't take climate change seriously	(Perugini & Bagozzi, 2001; Riquelme & Alqallaf, 2020)

	3. I consider hotel accommodations that don't consider environmental issues important as foolishness 4. I become uncomfortable at hotels that do not respect the environment	
POSITIVE ANTICIPATED FEELINGS (**PAE)**	5. If I am able to stay at this green hotel brand, I will be excited. 6. If I can stay at a hotel accommodation that respects environmental concerns, I will be glad 7. hotel accommodations that works towards being environmentally friendly, make me happy 8. Staying at hotel accommodations with strong environmental concerns satisfy me	(Ahn & Kwon, 2020; Perugini & Bagozzi, 2001)
SUBJECTIVE NORM **(SUN)**	9. People who are significant to me believe that purchasing a stay in green hotels is a good idea. 10. People who are significant to me want me to purchase a room in a green hotel 11. Individuals whose opinions I respect would prefer that I lodge in a green hotel.	Fry et al. (2014) and Perugini & Bagozzi (2001)
PERCEIVED BEHAVIORAL CONTROL **(PBC)**	12. It is totally up to me to decide whether I will purchase eco-friendly products for private use in the following month. 13. I have total control over how many environmentally friendly things I will purchase for private use in the following month. 14. Whether or not I will purchase eco-friendly products for personal use in the coming month is completely within my control	Kautish et al. (2019), Perugini & Bagozzi (2001) and Smith & Kelly (2015)
GREEN HOTEL DESIRE **(DES)**	15. I desire to take an environmentally friendly hotel accommodation when traveling	Hwang & Lyu (2020)

	16. I want to take an environmentally friendly hotel accommodation while on tour 17. My desire of taking an environmentally friendly hotel accommodation when traveling is strong	
GREEN WASHING **(GRE)**	18. Advertorials regarding eco-friendly accommodation misinforms with words in its green features 19. Advertorials by accommodation companies misinforms with graphics or visuals in its green features 20. I feel such "green claims" are vague or seemingly un-provable 21. Advertisements regarding green concerns by companies are exaggerating 22. Advertisements that portray green behavior by accommodation businesses are a method to conceal their inefficiencies handling environmental concerns	Avlicar & Demirgunes (2016) and Chen & Chang (2013)
DAILY GREEN BEHAVIOR **(DGB)**	23. I always participate in green activities like switching off the lights, avoid single-use plastic, reuse glass bottles etc. 24. I talk with friends about problems related with environment 25. I prefer renewable energy sources in my daily life.	Liu et al. (2020) and Verplanken & Aarts (1999)
MINDFULNESS **(MDF)**	26. I judge myself for experiencing unreasonable or improper feelings. 27. I am completely focused on what I am doing. 28. When I take my shower, I pay close attention to the sensation of water on my skin. 29. I'm adept at finding ways to express my emotions.	Geiger et al. (2018)

GREEN HOTEL BEHAVIOR **(GHB)**	30. I have stayed in a green hotel in the last 12 months 31. I have at least spent INR 5000 per night to stay at a green hotel 32. I have spent more than 24 hours staying in a green hotel	Chen and Peng (2012)
ECOLOGICAL CONCERN **(ATT)**	33. One of the most significant challenges affecting society today is the environment. 34. We ought to invest a significant amount of monetary resources to protect the environment. 35. I take into consideration the major political parties' environmental policies when contemplating how to vote. 36. The current discussions on environmental issues is inflated. 37. I myself am unable to stop the environment's decline.	Bohlen et al. (1993)
GREEN HOTEL INTENTION **(INT)**	38. I am planning to lodge in a green hotel or lodge for future vacations 39. I intend to stay in a green hotel or lodge for my next vacation 40. I will try to reduce to stay in a green hotel or lodge for my next vacation	Cheung et al. (2017)

4.3 Pilot test

Even before the data collection phase started officially, it was necessary to conduct a pilot study to find faults with the survey instrument and to prevent misinterpretation of the same (Saunders et al. 2009). 97 different people (mostly post graduate students pursuing degrees in tourism and hospitality, university lecturers from fields like hospitality, business and psychology) were chosen via convenience sampling method for this exercise. In tandem with (Cozzio et al., 2018), I conducted a test of scale reliability and factor analysis to gauge the robustness and adequacy of the measures being used in the questionnaire.

Firstly, the KMO and Bartlett's Test for Sphericity was conducted, from the below given tables one can analyze the fact that the questionnaire didn't garner enough sample size as it should be >0.7 and for sphericity we can say that the assumption of sphericity was not violated. The data collected doesn't represent an identity matrix. The questionnaire does capture a structure that can be suitable for scientific detection, refer to Table 13 for the KMO-BTS output.

Next was to explore if the latent variables chosen for the study were represented in the questionnaire, for that I did a Total Variance Explained test. It is evident from the table below that 72.86% of all variances were explained by 11 latent variables selected for this doctoral thesis (refer Table 15). After checking for the Total Variance Explained, I checked for Reliability of items through the Scale Reliability with Cronbach Alpha (Ref. Table 14). It was revealed that the items are robust as both the normal Cronbach's Alpha and Cronbach's Alpha based on Standardized Items exceed 0.5 (Satici & Gocet Tekin, 2017). Concludingly, all the items had loaded onto their respective latent variables accordingly with robust values (>0.5). Given in Annex 1 is the indicator loading matrix. Therefore, it was not required to delete or remove items from the survey instrument.

Table 13 KMO & Bartlett's Test Result (Source: SPSS)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.686
Bartlett's Test of Sphericity	Approx. Chi-Square	2117.459
	df	741
Sig. <.001		

Table 14 Reliability of Items Used (Source: SPSS)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.800	37

Table 15 Principal Component Analysis (Source: SPSS)

Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**			**Rotation Sums of Squared Loadings**
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**	**Total**
1	7.361	18.875	18.875	7.361	18.875	18.875	3.956
2	4.755	12.192	31.067	4.755	12.192	31.067	3.321
3	3.392	8.698	39.765	3.392	8.698	39.765	2.651
4	2.553	6.547	46.312	2.553	6.547	46.312	2.647
5	2.095	5.373	51.685	2.095	5.373	51.685	2.633
6	1.683	4.315	56	1.683	4.315	56	2.44
7	1.559	3.997	59.997	1.559	3.997	59.997	2.434
8	1.488	3.814	63.811	1.488	3.814	63.811	2.419
9	1.379	3.537	67.348	1.379	3.537	67.348	2.405
10	1.104	2.832	70.18	1.104	2.832	70.18	2.22
11	1.051	2.696	72.876	1.051	2.696	72.876	1.295
12	0.929	2.382	75.257				
13	0.837	2.147	77.404				
14	0.732	1.876	79.28				
15	0.702	1.8	81.079				

5. QUANTITATIVE STUDY – HYPOTHESIS TESTING

5.1 Missing data and Dataset Characteristics

Missing data, outlier test and multivariate normality

Issues related to missing data, outliers and multivariate normality can hamper in the inference of statistical results. Therefore, it was important to control and inspect for such factors as stated above.

Firstly, controlling for missing data was done through a case summary on SPSS. No null values were reported. Secondly, outliers observed through boxplot graphs across the inter-quartile ranges seem low and doesn't appear to be an interference in the statistical treatment of the data. In general terms outliers are data extremities found in the datasets. Although SEM analysis based on PLS estimators have the ability to handle such scenarios (Schamberger et al., 2020), in order to maintain procedural rigor in this dissertation, I decided to report the outliers in the form of boxplots (Ref: Annex 3)

Thirdly, multivariate normality describes the extent to which a dataset contains various distributions of variables that are close to each other. In other words, it is a measure of how variable the data are (i.e; whether they vary greatly or remain consistent across the different measurements). When applied to a dataset, the normality assumption is used to determine whether certain patterns of variation are common. The normality assumption helps the research to identify the patterns that are most likely to occur in the dataset and to make predictions about the population of interest. However, there are several drawbacks to using multivariate normality as a screening tool because it cannot identify whether the patterns observed in the data are truly representative of the population, or if other factors are affecting the outcome. Despite these limitations, the normality assumption is a useful and important concept that can be applied in a variety of contexts, including research in education, sociology, medicine and marketing. It can be used to help identify patterns and trends in data that could lead to a better understanding of the underlying causal mechanisms driving a particular phenomenon. In this dissertation, which involves a PLS led SEM procedure for factorial determination and behavioural prediction, non-normality is not an issue as kurtosis is in the range between − 10 and + 10, simultaneously, skewness is between -3 and +3 (Brown, 2006). Refer Annex 2 for more details

Profile of respondents

Table 16 Respondents Demographic Profile (Source: Author's own)

Indicators		Frequency	Percentage
Domicile Region	Northern Region	245	32.66
	Western Region and Union Territory of Lakshadweep	185	24.66
	Eastern Region and Union Territory of Andaman & Nicobar Islands	178	23.73
	Southern Region and the State of Goa	142	18.93
Age Bracket	18-23	224	29.86
	24-29	240	32
	30-35	119	15.86
	36-41	85	11.33
	42-47	57	7.6
	>47	25	3.33
Gender	Male	354	47.2
	Female	396	52.8
Occupation	Student	124	16.53
	Self-Employed	264	35.20
	Employed	362	48.26
Annual Salary Per Anum	<1.2 Lakhs /anum	152	20.26
	1.21-2.5 Lakhs/anum	250	33.33
	2.51-3.5 Lakhs/anum	219	29.2
	>4 Lakhs/anum	129	17.2

5.2 Measurement and common method variance assessment

Measurement assessment

According to the results given below, the composite reliability and cronbach's alpha surpass the threshold of 0.7, thereby, signaling significant reliability (Nunally and Bernstein (1994). As per (Hair et al., 2011), convergent validity has been confirmed as all Average Variance Extracted (AVE) scores surpass the 50% threshold. Using the recommendations given by Fornell and Larcker, 1981, for each latent construct, the square root of the AVE should be larger than the highest correlation observed. In the results of the bootstrapping procedure the Fornell and Larcker Criterion has also been satisfied. Also given are the loadings and Variable Inflation Factor (VIF) for each construct. It appears that loadings are all beyond the critical threshold of 0.5 (J. Hair et al., 2017a), which signals robust item loadings for further analysis. The VIFs are all below the threshold of 3.0 (Jr. et al., 2017), which implies there exists no issue of multicollinearity in the model. Refer to Tables 17-19 for the PLS algorithm execution reports pertaining to the above-mentioned checks.

Table 17 Correlation and Discriminant validity (Source: SMARTPLS ver.4)

	ATT	**DES**	**DGB**	**GHB**	**GRE**	**INT**	**MDF**	**NAE**	**PAE**	**PBC**	**SUN**
ATT	**0.843**										
DES	0.597	**0.886**									
DGB	0.598	0.509	**0.853**								
GHB	0.697	0.581	0.599	**0.882**							
GRE	0.678	0.565	0.564	0.685	**0.818**						
INT	0.532	0.444	0.449	0.541	0.440	**0.816**					
MDF	0.657	0.438	0.534	0.596	0.601	0.375	**0.838**				
NAE	0.655	0.531	0.471	0.650	0.613	0.471	0.458	**0.858**			
PAE	0.614	0.517	0.489	0.658	0.565	0.415	0.533	0.514	**0.868**		
PBC	0.571	0.549	0.576	0.614	0.620	0.475	0.539	0.463	0.526	**0.834**	
SUN	0.576	0.557	0.475	0.637	0.661	0.346	0.483	0.650	0.474	0.495	**0.901**

Note: In the matrix's main diagonal, values for the AVE's square root are listed in bold type.

Table 18 Constructs and Measurement Model Assessment (Source: SMARTPLS ver.4)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.796	0.800	0.880	0.710
DES	0.862	0.865	0.916	0.784
DGB	0.813	0.818	0.889	0.728
GHB	0.858	0.858	0.913	0.779
GRE	0.835	0.836	0.890	0.670
INT	0.750	0.763	0.856	0.666
MDF	0.787	0.790	0.876	0.702
NAE	0.881	0.886	0.918	0.737
PAE	0.891	0.893	0.925	0.754
PBC	0.781	0.782	0.873	0.696
SUN	0.885	0.887	0.929	0.812

Table 19 Item Loading and VIF Readings (Source: SMARTPLS ver. 4)

Item<-Construct	Loadings	Item Level VIF
ATT1 <- ATT	0.868	1.815
ATT2 <- ATT	0.848	1.733
ATT3 <- ATT	0.811	1.579
DES1 <- DES	0.907	2.610
DES2 <- DES	0.904	2.574
DES3 <- DES	0.845	1.843
DGB1 <- DGB	0.850	1.821
DGB2 <- DGB	0.882	1.955
DGB3 <- DGB	0.827	1.666
GHB1 <- GHB	0.892	2.318
GHB2 <- GHB	0.891	2.303
GHB3 <- GHB	0.864	1.945
GRE1 <- GRE	0.801	1.679
GRE2 <- GRE	0.847	2.016
GRE3 <- GRE	0.817	1.827
GRE4 <- GRE	0.808	1.752
INT1 <- INT	0.787	1.380
INT2 <- INT	0.801	1.587
INT3 <- INT	0.858	1.621
MDF1 <- MDF	0.859	1.801

MDF2 <- MDF	0.818	1.498
MDF3 <- MDF	0.835	1.758
NAE1 <- NAE	0.821	1.844
NAE2 <- NAE	0.895	2.684
NAE3 <- NAE	0.867	2.467
NAE4 <- NAE	0.849	2.250
PAE1 <- PAE	0.864	2.321
PAE2 <- PAE	0.868	2.329
PAE3 <- PAE	0.886	2.625
PAE4 <- PAE	0.855	2.327
PBC1 <- PBC	0.833	1.634
PBC2 <- PBC	0.849	1.704
PBC3 <- PBC	0.820	1.552
SUN1 <- SUN	0.915	2.722
SUN2 <- SUN	0.895	2.364
SUN3 <- SUN	0.894	2.507

Common method variance assessment

This dissertation adopted a self-reporting questionnaire as the survey method. This method is prone to common method bias (CMB) as all measurement items are being gauged from the same individual. According to Chang, van Witteloostuijn and Eden (2020), CMB creates pseudo internal consistency thereby misrepresenting the outcome of the study.

Therefore, Podsakoff *et al.* (2003) maintain that not more than 50% of all variances should be caused by a single variable in the model. This is a check for the existence of CMB in the SEM. In this study, the first factor only explains 30.522% of all variances in the SEM. This is acceptable under Podsakoff *et al.* (2003) recommendations.

5.3 Hypothesis testing

Herewith I provide the extract from the PLS-SEM bootstrap process with 5000 subsamples (Table 20). This report gives the critical values to gauge the theorized relationships given in the model. The empirical outcomes of all causal pathways are given in Table 21

Table 20 PLS Bootstrapping Run Report- Causal Pathway Assessment (Source: SMARTPLS ver.4)

Construal Hypotheses	**β**	**Sample Mean**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**	**Effect Size (f^2)**
ATT -> DES	0.207	0.210	0.058	3.587	0.000*	0.213
DES -> INT	0.291	0.290	0.053	5.452	0.000*	0.188
DGB -> GHB	0.217	0.216	0.056	3.890	0.000*	0.102
DGB -> INT	0.301	0.302	0.060	5.010	0.000*	0.260
GRE -> DES	-0.256	0.072	0.057	2.883	0.002**	0.210
INT -> GHB	0.231	0.232	0.051	4.521	0.000*	0.315
MDF -> GHB	0.267	0.268	0.056	4.777	0.000*	0.170
NAE -> DES	-0.200	0.199	0.051	3.958	0.000*	0.117
PAE -> DES	0.119	0.116	0.055	2.166	0.003**	0.226
PBC -> DES	0.082	0.084	0.060	1.366	0.172	0.053
PBC -> GHB	0.236	0.232	0.053	4.426	0.000*	0.190
SUN -> DES	0.191	0.188	0.062	3.073	0.002**	0.164
DES ->INT-> GHB	0.067	0.068	0.022	3.002	0.003**	0.145

*significant at p<0.001 **significant at p<0.005

Table 21 A summary of tested hypotheses (Source: Author's own examination)

Hypotheses		**Conclusion**
H1	*Ecological Attitude has a positive effect on Desire*	Supported
H2	*Positive Anticipated Emotions has a positive effect on Desire*	Supported
H3	*Negative Anticipated Emotions has a negative effect on Desire*	Supported
H4	*Subjective Norm has a significant effect on Desire*	Supported
H5	*Perceived Behavioural Control has a positive effect on Desire*	Rejected
H6	*Perceived Behavioural Control has a positive effect on Green Hotel Behaviour*	Supported
H7	*Perceived Greenwashing Effect has a positive effect on Desire*	Supported
H8	*Daily Green Behaviour has a positive effect on Green Hotel Behaviour*	Supported
H9	*Daily Green Behaviour has a positive effect on Green Hotel Behaviour*	Supported
H10	*Mindfulness has a positive effect on Green Hotel Behaviour*	Supported
H11	*Intention has a positive effect on Green Hotel Behaviour*	Supported
H12	*Desire has a positive effect on Intention*	Supported
H13	*Intention mediates the relationship between Desire and Green Hotel Behaviour*	Supported

5.4 Discussion

The purpose of this study is to look at the statistical associations between the input constituents of PAE, NAE, SUB, PBC, DES and INT with the outcome behaviour called, Green Hotel Behaviour. The study incorporates MDF, DGB and GRE to further investigate behavioural antecedents. The following findings are emphasized and discussed in relation to the four research questions.

"*RQ1: Does Anticipated Emotions influence Green Hotel Behaviour?"*
"RQ2: Do Daily Green Habits impact Green Hotel Behaviour?"
"RQ3: Does Mindfulness play its role on Green Hotel Behaviour?"
"RQ4: Can Intention mediate the relationship between desire and Green Hotel Behavior?"
"RQ5: Does Perceived Behavioural Control and Ecological Attitude have any consequences on Desire and Green Hotel Behaviour"

The direct influences of PAE, NAE, ATT, SUN, and PBC towards DES.

The above variables form the basic antecedents to determine Desire in the MGDB. A bootstrapping exercise conducted through the SMART-PLS ver. 4 software revealed that while anticipated emotions (βNAE=0.200, t-value=3.958 & βPAE=0.119, t-value=2.166) , ecological attitude (β=0.207, t-value=3.587) and subjective norms (β=191, t-value=3.073) have significant positive and negative influences towards Desire formation among respondents, the relationship between Perceived Behavioral Control and Desire (β=0.082 and t-value=1.366) was found insignificant in the study. While the study could corroborate with the findings of Venhoeven et al. (2016),Gupta & Ogden (2009), Chen & Chang (2013), Tan (2011) , Ham et al., (2015), and Kanchanapibul et al. (2014), it couldn't share common empirical ground with Maichum et al. (2016) and Kim & Chung (2011) who articulated a positive relationship between Perceived Behavioural Control and Desire. According to (Han, Hsu and Sheu (2010), PBC maybe described as the extent to which an individual believes he or she can do a specific behavior. In other terms, perceived behavioral control is tied to a certain behavior or goal. In the words of (Hardin-Fanning & Ricks, 2017), PBC consists of two factors, controllability and availability of resources. In its essence, PBC is a unit to measure the extent of one's control over their behaviour given the availability of resources they have at their disposal. The insignificant relationship that has occurred between PBC and DES may be due to the fact that the respondents perceive green hotels as catering to premium customers (Agarwal & Kasliwal, 2017).

The mediating influence of Intention between Desire and Green Hotel Behaviour

The results of the bootstrapping analysis reveal that the mediating capacity of intention in between Desire and Green Hotel Behaviour was significant and robust

(β=0.067, t-value=3.002). It has come to my notice through systematic literature review that the construct of intention has been primarily been deployed as a moderator to facilitate the study of behavioral backgrounds in a plethora of studies concerning human behaviour (Amireault et al., 2008; Nosheena et al., 2019; Rhodes & Dickau, 2013) However, in this dissertation intention has been treated as a mediator due to the fact that it manifests as a prior conscious decision to perform a behaviour (Michael, 1999). In experimentational psychology, intentions are paralleled with goals defined by task related instructions. Intentions can be understood as a sense of direction in judgements or behaviours, irrespective if the agent is aware or unaware of its goal (Lumer, 2019). Furthermore, my dissertation absorbs epistemological relief from the Cognitive Evaluation Theory (Deci & Ryan, 1985) which posits that desires alone cannot dictate practical commitment to perform a certain behaviour. It is further argued that, intentionality contains the cognitive bearing to respond to a particular behavioral action. Therefore, in situations involving conscious evaluation of by an agent towards a certain behaviour, intention becomes an important bridge between the actor's predominant desires and behavioural response. It is to be noted that the latter argument reflects with the values represented by the Self-Referentiality Theory (Kristiansen & Bloch-Poulsen, 2016) wherein intentions are discussed as cogs that transforms desires into actions. Hence, the significance of intentional proclivities in between predisposed desires and GHB is a noteworthy finding through this dissertation and are in tandem with findings of Alhabash *et al* (2015) and Cakici, Akgunduz and Yildirim (2019).

The direct influence of DGB, PBC, INT, GRE and MDF towards GHB

According to the PLS-SEM bootstrapping algorithm results, the communalities between DGB and GHB is expressed through a β=0.217 and t-value of 3.890 which is significant at $p<0.05$. Daily Green Behaviours represent habits or non-volitional factors of decision making among agents. Extant studies have deployed variables like behavioural recency to determine GHB. In the past literature , DGB has been used to scrutinize pro-environmental behaviour or PEB, protection motivation behaviour and eco-social behaviours (Francoeur et al., 2021). Through my dissertation, I attempt to incorporate the practice of DGB to scrutinize DGB due to the variable's character as a non-planned component of GHB (A. Liu et al., 2020b). The major reason as why DGB was considered as a regressand of GHB is it can influence eco-friendly behavior in a number of ways. For example, if people are more conscious of the resources they use on a daily basis, they may be more likely to conserve them. Additionally, people who adopt DGB may be more likely to support pro-environmental policies or initiatives. Finally, DGB can help create a social norm of environmental responsibility, which can pressure others to adopt more environmentally friendly practices. The result related to DGB's significant and positive causal pathway with GHB is mirrored by Norton et al. (2017) to some extent as the context of this study is Green Hotels. The traditional factors used to define behaviour, PBC (β=0.236, t-

value=4.426) and INT (β=0.231, t-value=4.521) have proved to be positive determinants of GHB as their empirical readings is significant at $p<0.05$. Existing literature like Maichum et al. (2016), Xu et al. (2020) and Chang, Tsai and Yeh (2014) provide scholastic load to my findings related to the relationship between PBC and INT to predict GHB.

Secondly, this dissertation tested the effect of mindfulness on Green Hotel Behaviour. The primary motivation to choose mindfulness as a potential input variable to gauge GHB was that MDF can help determine behavior by increasing self-awareness, leading to more mindful and deliberate actions. Additionally, mindfulness can help regulate emotions, influencing behavioral patterns. Mindfulness as a variable finds its root in the Theory of Mindful Consumption, wherein it is defined as a process of sustaining a moment-by-moment awareness of the opinions, feelings, body sensations, and surrounding environment through a kind, nurturing lens is what mindfulness entails (Sheth, Sethia and Srinivas, 2011) . In order to consume touristic resources sustainably, the agent needs to exhibit environmental consciousness through mindful demonstration of behaviour. In this dissertation, MDF which is treated as the actor's state of self-awareness has been revealed as a positive and significant predictor of GHB (β=0.267, t-value=4.777, significant at $p<0.05$). Literature in the field of MDF (Davis et al., 2016; Levesque & Brown, 2007) are aligned with the findings of this study. This study is the first of its kind in determining the influence of agents' self-awareness in determining GHB.

Concludingly, the study tested the reducing effect of Perceived Green Washing Effect or GRE. The PLS bootstrapping result highlighted the fact that when the agent perceives potential greenwashing it reduces its GHB .GRE has been studied by authors (Baum (2012), Miller (2016) and Gupta, Dash and Mishra (2019) under different contexts ranging from sporting events to eco-labeling and tourist products. It is the first instance of GRE being inspected towards understanding GHB. As an aversive factor towards gauging GHB , the negative impact of GRE is significant from the PLS-SEM bootstrapping outcome and in-line with extant studies like Chen et al. (2020) Rejikumar (2016) and, Akturan (2018).

6. CONTRIBUTIONS, LIMITATIONS AND FURTHER STUDIES

6.1. Theoretical and practical contributions

Theoretical contributions and Novelty

The goal of this research is to create a comprehensive framework to predict green hotel behaviour by analyzing tourists' desires when given the choice between a conventional hotel and a green hotel. Although green behavioural literature can explain tourists' intentional antecedents to some extent, it is seriously lacking predictors such as descriptive norms, subjective norms, anticipated feelings, behavioural frequency, and actual green behaviour theoretically, this research contributes to knowledge in two ways. The PhD thesis advances the notion of goal-directed behaviour by using novel manifest measures to create behavioural norms used to assess green hotel conduct. Second, the thesis broadens the epistemological spectrum of the goal-directed behaviour model, allowing it to be used to predict behavioural characteristics for various green products/services in the future. There are numerous ways to expand an existing study, such as adding constructs and variables, investigating new measures and methodologies, changing the research design, and even employing new analysis tools. In the same vein, the present thesis develops a framework in order to study green hotel behaviour among individuals in the context of an economy that generates the 4th largest carbon footprint from the tourism industry. The dissertation has stemmed from a rigorous systematic literature review spanning 20 years of contemporary literature in the field of "green hotels". In almost all the major studies under surveillance, certain patterns were noticed. One of the noticeable aspects was the use of a hedonic approach towards understanding the dynamics of green hotel behaviour, it was revealed that past researchers have used constructs that enhances the propensity of individuals towards green hotel behaviour. In response to this, perceived greenwashing effect was installed in the doctoral model to capture for any reduction effect. According to conservative observations from extant literature, the doctoral thesis is the first of its kind to investigate this construct in the field of green hotels. Furthermore, the investigation has attempted to capture the effects of emotions which was till now outside the peripheries of research in the field of green hotel behaviour. Through this doctoral research, the concept of daily green behaviour is deployed to understand how current narratives like "green living" and "green lifestyle" transform into green hotel behaviour. Concludingly, this study serves as a pioneering endeavor to examine the insinuations of mindfulness on green hotel behaviour.

Therefore, while practicing extreme academic caution, I submit the above given premises as the novelty of my doctoral examination.

Practical contributions

This study is practically significant, owing to the current global condition of environmental deterioration induced by increasing economic activity. The balance between environmental sustainability and environment is critical in developing countries such as India. With a large population and a rising middle class comprised of millennial and post-millennials with better discretionary income, meeting sustainability standards may become difficult as mass tourism places pressure on current accommodation capabilities. In destinations with high tourist traffic, waste generated from tourism is 45% of all urban waste put together, it is also estimated that that municipal waste generation frequency was 0.46 (kg/cap/day) in the year 1995, and will surge to 0.7 (kg/cap/day) by 2025, which translates to 2774.92 kg emission per year (Nripendra Singh et al., 2014). Because hotels are a major source of waste production (and accumulation), it is critical to investigate their emissions and devise appropriate methods to reduce them. Moreover, according to the effect sizes extracted from the study it appears that ecological attitude has a large impact on desire for green hotels. Hotel marketers should take note that the customer base is evolving, individuals are portraying a high degree of eco-consciousness in their choice and selection of hotels. Precisely, ecological attitude is observed to be driving the desire for green hotel behaviour. The empirical output from the study further reveals that daily green behaviour has a robust effect on the intention for green hotel behaviour. Hotel operators should utilize the prowess of industry 4.0 technologies like machine intelligence to prospect potential guests. This may include targeted positioning campaigns to individuals who regularly consume green / eco-friendly products online. Prescriptive systems may also assist in the promotion of green hotels in this regard.

The investigation uncovers the fact that positive affective emotions trigger desire for green hotel behaviour among the participants of the study. Green hotel administrators should aim to provide positive reinforcements towards their green commitment through their corporate communiques. For example, green hotels can tie-up with NGOs working in the field of animal rescue and wildlife conservation to strengthen their green promise. Promotion efforts should be directed to enhance the emotional attachment of individuals with green hotels. Furthermore, hotel operators doing business in the green diagonal are cautioned against the usage of greenwashing tactics for client acquisition. The scale of the association between perceived greenwashing effect and green hotel behaviour observed from the effect size validates the argument provided herewith. Furthermore, through this doctoral work, green hotels in the medium sized category are recommended to brand themselves for market visibility. Another critical aspect of a green hotel is from the Human Resource perspective. According to the findings of the qualitative study, top level managers must deliberate upon implementing Green Human Resource Management (GHRM) practices at all levels of the organization.

6.2 Limitations and further studies

Like any other study of similar stature, there exists the problem of generalizability which may be due to the sample size, but then again, the Monte Carlo Simulation is the most precise way of determining the same as it has advantages over other heuristically methods like Hair (2017) "rule of 10". Further, the scope of Measurement Invariance has also been controlled for by conducting the MICOM analysis. Therefore, future research should look into the inculcation of more psycho-cognitive and non-operant constructs to extend the theory of MGB and add to the dimension of green hotel behaviour, especially in emerging economies.

7. CONCLUSION

Despite the fact that the issue of GHB and its roles and functions has attracted scholars, this thesis is prompted by emerging research gaps, as follows:

- The actual behavioural outcomes of individuals towards green hotels
- Contribution of anticipated emotions, self- awareness, aversive responses and habits towards green hotel behaviour
- Role of desires and intentions toward understanding green hotel behaviour

In order to bridge the above research gaps, this dissertation developed a quantitative examination anchored on a popular behavioural theory known as the MGDB. In the past themes like green hotel visitation, green hotel intention, and green hotel ambition where studied through operant conditioning models like TPB, S-O-R, VBN and PEB. There were calls from academia to study the effect of variables that represent an agent's self-awareness, emotions, it's aversive responses and habits towards green hotels. India was chosen as this study's geography as the country's tourism industry is the fourth largest carbon emitter in the world. Three tourism research related consultancies based in India were connected to recruit a sample size of 800 individuals. An *a priori* analysis by G*Power software to determine the sample size revealed only the minimum sample estimate which would cause the model to be underfit. A power analysis to determine a larger sample size that can attain a power of 0.8 was conducted using a Monte-Carlo Simulation using 10000 iterations ascertained a sample size of 800 to attain optimum multivariate responses. Queries or items used for the survey were adapted from different scales from a diversity of studies in tourism, applied psychology and consumer behaviour. The questionnaires were shared via an electronic link to the respondents. It was ensured that every respondent had equal probability to be a part of the survey. Out of the 800 questionnaires shared, 700 were found eligible for the investigation, thereby attaining a response rate of 87% which is considered robust for social science procedures. A Structural Equation Model with a Partial Least Square estimator was deployed to capture and analyze the variances and correlations existing in the latent variables of the hypothetical model. It is to be noted that a pilot study was conducted to check and control for ill-fitting measures, non-compliant latent variables and dysfunctional mediating capacities in

the theoretical model. A combination of direct and indirect pathways resulted in the formulation of 13 hypotheses with two enhancers and two reducers of GHB. Except for one particular direct causal pathway (PBC->DES), all the other hypothetical pathways were found to be successful. Through the results of the bootstrapping and PLS Algorithm, the dissertation has learnt that DGB, NAE, PAE, SUN, MDF, GRE, ATT, INT and DES had significant effects to determine GHB.

A qualitative assessment was also deployed to supplement the findings of the quantitative endeavor. Hotel executives of Green Hotels across India were subjected to a semi-structured interview to discern the implications of anticipated emotions, perceived green washing effect, daily green behaviour and mindfulness. Thematic analyses of the interviews yielded interesting patterns and confirmed the validity of items used in the quantitative examination.

The study has insinuations for both academia and industry. For the industry, it is recommended that hotel operators in the Green Hotel segment concentrate on the rise of eco-conscious hotel guests. Deliberations to curb green washing tendencies should be considered. Executives at Green Hotels should be sensitized about the anticipated negative and positive emotional states of their guests when the latter visits a green property. This may include a briefing about green practices during the check-in and it is important to note that guests need continuous reinforcement of their selected hotel's green commitment. SOPs should be developed keeping the same in mind. Hygiene measures like eco-labelling, and carbon foot print reminders would be appreciated by guests to such hotels.

For the academia, this dissertation introduces the concept of goal direction towards attaining GHB. The investigation promulgates the study of emotional states, aversion, non-volitive actions like habits and mindfulness to determine plausible causes of GHB. This study extends the predicting capacity of the MGDB and to the extent that this model can also be used to estimate actual behaviour for other green products and services.

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8. Dey, S. K., Vaculcikova, Z., & Tuckova, Z. (2021). Measuring business process innovations among tourism enterprises in the Czech Republic: a PLS-GLM approach. Marketing and Management of Innovations, 5(4), 218–229. https://doi.org/10.21272/MMI.2021.4-17

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10. Dey, S. K., Ratilla, M., Tuckova, Z., & Hung, V. V. (2020). Explaining green purchase behaviour through generational cohort theory: A conceptual study. Proceedings of the 14th International Scientific Conference INPROFORUM Business Cycles – More than Economic Phenomena, 1–4. http:/inproforum.ef.jcu.cz/INP2020
11. Dey, S. K., Hung, V. V., Hoc, H. T., & Pham, N. Q. G. (2021). Engaging virtual reality technology to determine pro-environmental behaviour traits among eco-tourists-environmental behaviour traits among eco-tourists. In E. Christou, A. Fotiadis, & K. Alexandris (Eds.), TOURMAN 2021 Restarting tourism, travel and hospitality: The day after at International Hellenic University, Zayed University and Aristotle University of Thessaloniki. International Hellenic University .
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13. Dey, S.K., Ratilla,M., Khan, K.A.,Akhter,A., (2022) Predictors of Perception towards Peer-to-Peer Accommodation Services: Evidence from an Emerging Economy. Forum Scientiae Oeconomia
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Dey, S. K., Hung, V. V., Hoc, H. T., & Pham, Q. G. N. (2022). AVR Technologies in Sustainable Tourism: A Bibliometric Review. Lecture Notes in Networks and Systems, 394, 559–570. https://doi.org/10.1007/978-981-19-0604-6_52

Co-Edited Book (Creative Output)

Eds: Zuzana Tuckova, Sandeep Kumar Dey, Sinh Duc Hoang, Hoc Hyunh Thai (2023), "Industry 4.0 and Sustainable Tourism", Emerald Publications (UK)

AUTHOR'S CURRICULUM VITAE

1. Personal information

- Full name: Sandeep Kumar Dey
- Address: Nám. T.G. Masaryka 3050, 76001 Zlín, Czech Republic.
- Sex: Male
- Nationality: Indian
- Mail: dey@utb.cz

2. Work experience

- Assistant Professor at Lovely Professional University, Punjab (India) from 2016-2019 in the School of Hospitality and Tourism Management
- Assistant Manager – Group Tours (Asia & MENA), Make My Trip, Chennai (India) from 2014-2016
- Tour Executive- Inbound and FIT, Thomas Cook, Dubai (United Arab Emirates) from 2011-2012
- Specialized Staff Trainee- Food & Beverage, JW Marriott South Beach (Singapore) from 2009-2010

3. Education

- 2019 - Ongoing: PhD candidate at Tomas Bata University in Zlín, Czech Republic.
- 2015-2017: M.Phil. -Management and Commerce, CU Shah University, Wadhwan, India
- 2012 - 2014: Master of Business Administration- Hospitality and Tourism Management, National Institute of Tourism and Hospitality Management, Hyderabad, India
- 2008 - 2011: Bachelor of Science in Hotel & Tourism Management, Temasek Polytechnic, Singapore

4. Research activities at TBU in Zlin

-Recipient of CEEPUS grant by the Slovenian Government in the year 2020
-Recipient of junior grant project by Tomas Bata University in Zlin under the aegis of EU structural funds in the year 2021-2023
-Headed 2 Projects under Internal Grant Agency from 2020-till date
-Co-researcher in 1 FSR Project

5. Research contributions

He published 10 papers in Scopus and 1 paper in web of science

6. Professional Membership

First fellow member of non-European origin to be included in the Czech Mathematical Society, Faculty of Mathematics and Physics, Charles University.

APPENDICES

Annexure 1 Item Loadings under EFA for Pilot Test (Source: ADANCO)

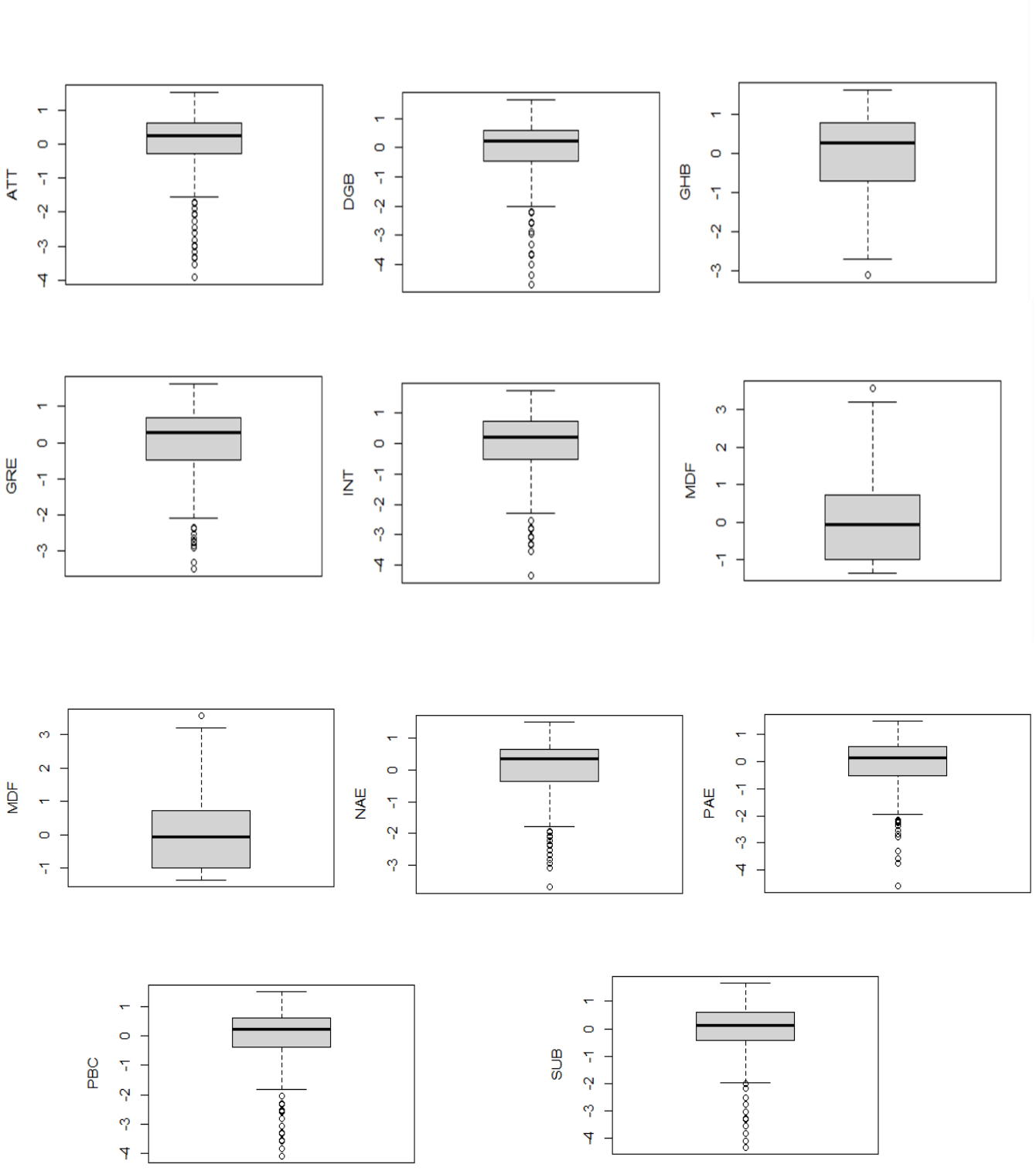
Indicator	ATT	INT	PAE	NAE	SUB	PBC	DES	GHB	GRE	DGB	MDF
ATT1	0.7372										
ATT2	0.5218										
ATT3	0.8853										
ATT4	0.7749										
INT1		0.8674									
INT2		0.8637									
INT3		0.7921									
PAE2			0.8659								
PAE3			0.7216								
PAE4			0.8041								
NAE1				0.7772							
NAE2				0.8431							
NAE3				0.7512							
NAE4				0.7076							
SUB1					0.8907						
SUB2					0.9262						
SUB3					0.8878						
PBC1						0.7830					
PBC2						0.8497					
PBC3						0.7724					
DES1							0.8597				
DES2							0.9190				
DES3							0.8333				
GRE1									0.7509		
GRE2									0.7277		
GRE3									0.6616		
GRE4									0.8533		
DGB1										0.8179	
DGB2										0.9799	
DGB3										0.8584	
MDF1											0.8081
MDF2											0.8598
MDF3											0.6362
MDF4											0.7615
GHB1								0.8141			
GHB2								0.8062			
GHB3								0.8189			
GHB4								0.7001			

Annexure 2 Normality Assumption (Source: SMARTPLS ver.4)

Item	N		Mean	SD	Skewn-ess	Kurto - sis	Mini-mum	Maxi - mum
	Valid	Missing						
ATT1	750	0	3.5909	.96794	-.412	-.063	1.00	5.00
ATT2	750	0	3.5909	1.00497	-.497	-.251	1.00	5.00
ATT3	750	0	3.4682	.95271	-.164	-.395	1.00	5.00
DES1	750	0	3.6500	.97935	-.368	-.357	1.00	5.00
DES2	750	0	3.5955	.99082	-.310	-.587	1.00	5.00
DES3	750	0	3.6636	.99567	-.320	-.465	1.00	5.00
DGB1	750	0	3.5909	.81421	-.143	.062	1.00	5.00
DGB2	750	0	3.7364	.76662	.244	-.835	2.00	5.00
DGB3	750	0	3.7045	.90103	-.213	-.718	2.00	5.00
GHB1	750	0	3.8955	.90810	-.345	-.780	2.00	5.00
GHB2	750	0	3.7227	.85498	-.141	-.647	2.00	5.00
GHB3	750	0	3.6364	.93367	-.165	-.532	1.00	5.00
GRE1	750	0	3.6318	.87371	-.079	-.688	2.00	5.00
GRE2	750	0	3.7364	.85664	-.212	-.379	1.00	5.00
GRE3	750	0	3.6227	.78713	.212	-.591	2.00	5.00
GRE4	750	0	3.5727	.89605	-.048	-.571	1.00	5.00
INT1	750	0	3.6773	.95584	-.390	-.477	1.00	5.00
INT2	750	0	3.7682	.77982	-.210	-.029	1.00	5.00
INT3	750	0	3.6273	.78640	.141	-.551	2.00	5.00
MDF1	750	0	3.6909	.82479	-.208	-.453	2.00	5.00
MDF2	750	0	3.6727	.81211	.048	-.626	2.00	5.00
MDF3	750	0	3.7318	.82533	-.055	-.652	2.00	5.00
NAE1	750	0	3.6273	.84787	.026	-.666	2.00	5.00
NAE2	750	0	3.6773	.82231	-.184	-.215	1.00	5.00
NAE3	750	0	3.6364	.76722	.053	-.448	2.00	5.00
NAE4	750	0	3.7500	.86339	-.395	-.003	1.00	5.00
PAE1	750	0	3.6182	.90136	-.339	-.117	1.00	5.00
PAE2	750	0	3.5864	.98240	-.462	-.139	1.00	5.00
PAE3	750	0	3.5864	.92494	-.448	.081	1.00	5.00
PAE4	750	0	3.6455	.87676	-.309	-.170	1.00	5.00
PBC1	750	0	3.6273	.93983	-.190	-.543	1.00	5.00
PBC2	750	0	3.6500	.87076	-.427	.142	1.00	5.00

PBC3	750	0	3.2955	1.03764	.001	-.817	1.00	5.00
PBC3	750	0	3.3318	1.11605	-.267	-.667	1.00	5.00
SUN1	750	0	3.3273	1.06079	-.176	-.726	1.00	5.00
SUN2	750	0	3.3273	1.08210	-.180	-.668	1.00	5.00
SUN3	750	0	3.3545	1.07343	-.187	-.746	1.00	5.00

Annexure 3 Boxplots for Outlier Detection (Source: R Studio)



Annexure 4 Stone-Geisser's Q² value (Source: SMARTPLS ver.4)

MV prediction summary

Manifest Variable	Q²predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
DES1	0.376	1.121	0.851	1.145	0.854
DES2	0.384	1.092	0.841	1.120	0.858
DES3	0.312	1.122	0.891	1.132	0.896
GHB1	0.406	0.920	0.727	0.870	0.705
GHB2	0.416	1.007	0.780	0.928	0.733
GHB3	0.398	0.966	0.775	0.912	0.724
INT1	0.182	1.107	0.871	1.090	0.843
INT2	0.143	1.134	0.871	1.153	0.869
INT3	0.215	1.059	0.835	1.053	0.813

LV prediction summary

Latent Variables	Q²predict	RMSE	MAE
DES	0.457	0.742	0.551
GHB	0.525	0.694	0.524
INT	0.274	0.860	0.627

Annexure 5 IPMA Analysis (Source: SMARTPLS ver. 4)

Table 22 Path Coefficients of IPMA Analysis

	ATT	DES	DGB	GHB	GRE	INT	MDF	NAE	PAE	PBC	SUN
ATT		0.207									
DES						0.291					
DGB				0.217		0.301					
GHB											
GRE		0.056									
INT				0.231							
MDF				0.267							
NAE		0.082									
PAE		0.119									
PBC		0.200		0.236							
SUN		0.191									

Table 23 Construct Load Effects (f^2)

Construct total effects

	ATT	DES	DGB	GHB	GRE	INT	MDF	NAE	PAE	PBC	SUN
ATT		0.207		0.014		0.060					
DES				0.067		0.291					
DGB				0.287		0.301					
GHB											
GRE		0.056		0.004		0.016					
INT				0.231							
MDF				0.267							
NAE		0.082		0.006		0.024					
PAE		0.119		0.008		0.035					
PBC		0.200		0.249		0.058					
SUN		0.191		0.013		0.056					

Annexure 6 Guideline for the Semi-Structured interview

Interview Protocol

Location:
Age:
Sex:
Department:
Years of Experience:

My name Sandeep Kumar Dey and I will be facilitating this interview. The goal of this project is to discover how does positive anticipated emotions, negative anticipated emotions, daily green behaviour and mindfulness impact your service with your green hotel. We want to know what works and what does not. Ultimately this study will enhance the current knowledge related to human resource in green hotels. We would like to understand the provider's perspective towards the above-mentioned notions. The information gleaned from this effort will not be shared with any external party and shall only be used for scientific purposes

Prior to the interview you were sent an introductory letter and two consent forms (one to sign and return and one to keep) prior to the session today. The interview will take approximately 60 minutes and will follow a designed interview protocol.

If there are no further questions, let's get started with the first question.

---

1. To get started, let's introduce ourselves. In your introduction please tell us who you are, the hotel where you currently work and your job description.

2. How do you like working in a green hotel?
   Probe: Is this the first green hotel you've worked for? Tell me about how do green hotels stand apart from normal hotels?
3. Describe what attracted you to work in a green hotel?
   Probe: Does it have anything to do with your education or values? Elaborate upon your motivations

4. How do you feel about this particular term 'greenwashing' ?

5. Would it be the same if you were working in a normal hotel?
   Probe: What were the emotions that you were going through when deciding to work for this hotel?

6. What was your first impression of a green hotel?
   Probe: express your feelings when you came to know that green hotels follow eco-friendly processes

7. According to you, how cumbersome are the green procedures you must adhere too?
Probe: What do you feel about complying with complex systems to deliver environmentally friendly hotel services?

8. How connected are you with the green character from your workplace?
Probe: Do you think that you emulate certain values from your workplace?
9. What are the factors that you feel are a disservice to your green hotel?
Probe: Tell me from the point of view of both internal and external factors of hotel operations

10. How would you feel if your workplace discounts on its eco-friendly model for commercial purposes?
Probe: what kind of feelings do you anticipate?

11. Do you think your corporates are doing enough to cater to environmental needs?
Probe: Tell me of your perspective of an ideal green hotel

12. Is there anything else you'd like to share about green hotels?

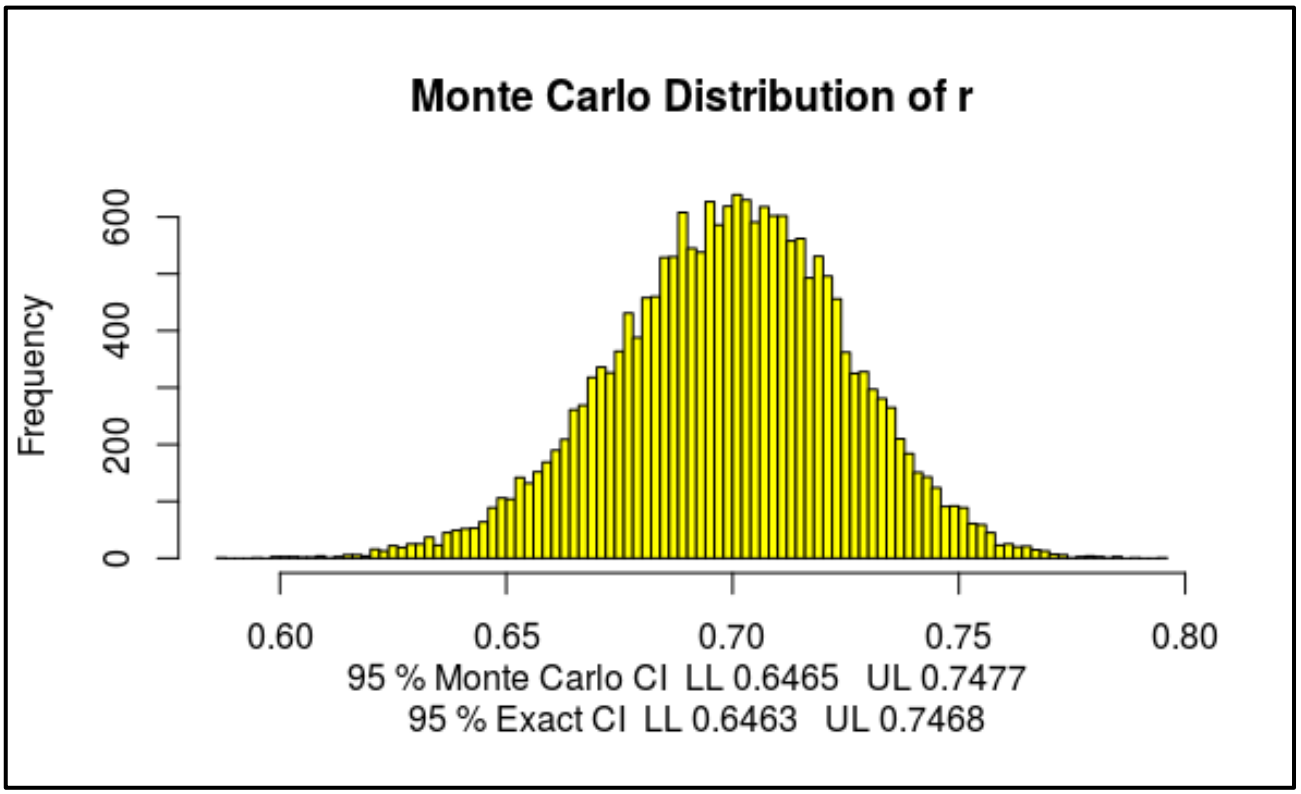
Interview Logic	Technical Details
If, Age >20 =Continue Else, Collapse If, Degree > High School =Continue Else, Collapse If, Consent = Null, Then, Collapse If, Years Exp > 2 = Continue, Else, Collapse	Total Number of Queries: 12 Total Time Allowed: 60 Mins Session Encryption: Enabled Recorded Session Encryption: Enabled Software Used/Mode: WebEx Cisco/ WIN PC Version Control: 42.8.0.23281

Annexure 7 Monte Carlo Simulation for Power Estimation for Achieved Sample Size (Source: R Studio)

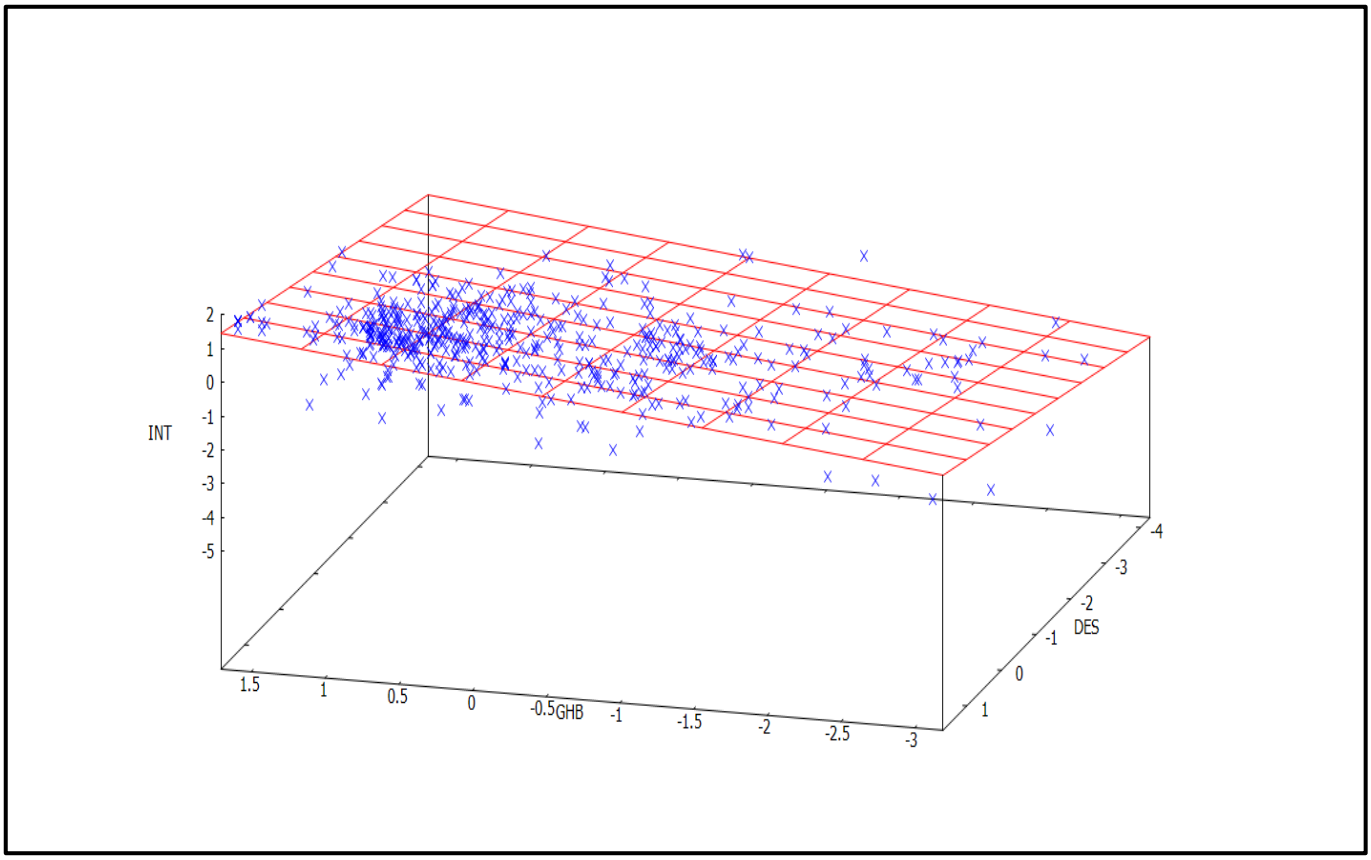
```
install.packages('simsem')
library(lavaan)
library(simsem)
pop.model3<-'
att=~0.8*att1+0.8*att2+0.8*att3+0.8*att4
sub=~0.8*sub1+0.8*sub2+0.8*sub3
pbc=~0.7*pbc1+0.7*pbc2+0.7*pbc3+0.7*pbc4+0.7*pbc5
pae=~0.7*pae1+0.7*pae2+0.7*pae3+0.7*pae4
nae=~0.7*nae1+0.7*nae2+0.7*nae3+0.7*nae4
dex=~0.6*dex1+0.6*dex2+0.6*dex3+0.6*dex4+0.6*dex5
frq=~ 0.6*frq1+0.6*frq2+0.6*frq3+0.6*frq4+0.6*frq5
int=~ 0.6*int1+0.6*int2+0.6*int3+0.6*int4
min=~0.6*min1+0.6*min2+0.6*min3+0.6*min4
'
pop.fit<-sem(pop.model3  )
summary(pop.fit)
analysis.model<-'att=~att1+att2+att3+att4
sub=~sub1+sub2+sub3
pbc=~pbc1+pbc2+pbc3+pbc4+pbc5
pae=~pae1+pae2+pae3+pae4
nae=~nae1+nae2+nae3+nae4
dex=~dex1+dex2+dex3+dex4+dex5
frq=~frq1+frq2+frq3+frq4+frq5
int=~int1+int2+int3+int4
min=~min1+min2+min3+min4
att~~1*att
int~~1*int
sub~~1*sub
pbc~~1*pbc
pae~~1*pae
nae~~1*nae
dex~~1*dex
frq~~1*frq
min~~1*min'

analysis.750<-sim(nRep = 10000,
                  model=analysis.model,n=750, auto.var=TRUE,
                  generate = pop.model3, lavaanfun = "sem",
                  seed = 1234)
summ1<-summaryParam(analysis.250, detail = TRUE, alpha = 0.05)
summ2<-summaryFit(analysis.250)
summ3<-getCutoff(analysis.250, 0.05)
plotCutoff(analysis.250,0.05)
View(summ3)
require(openxlsx)
```

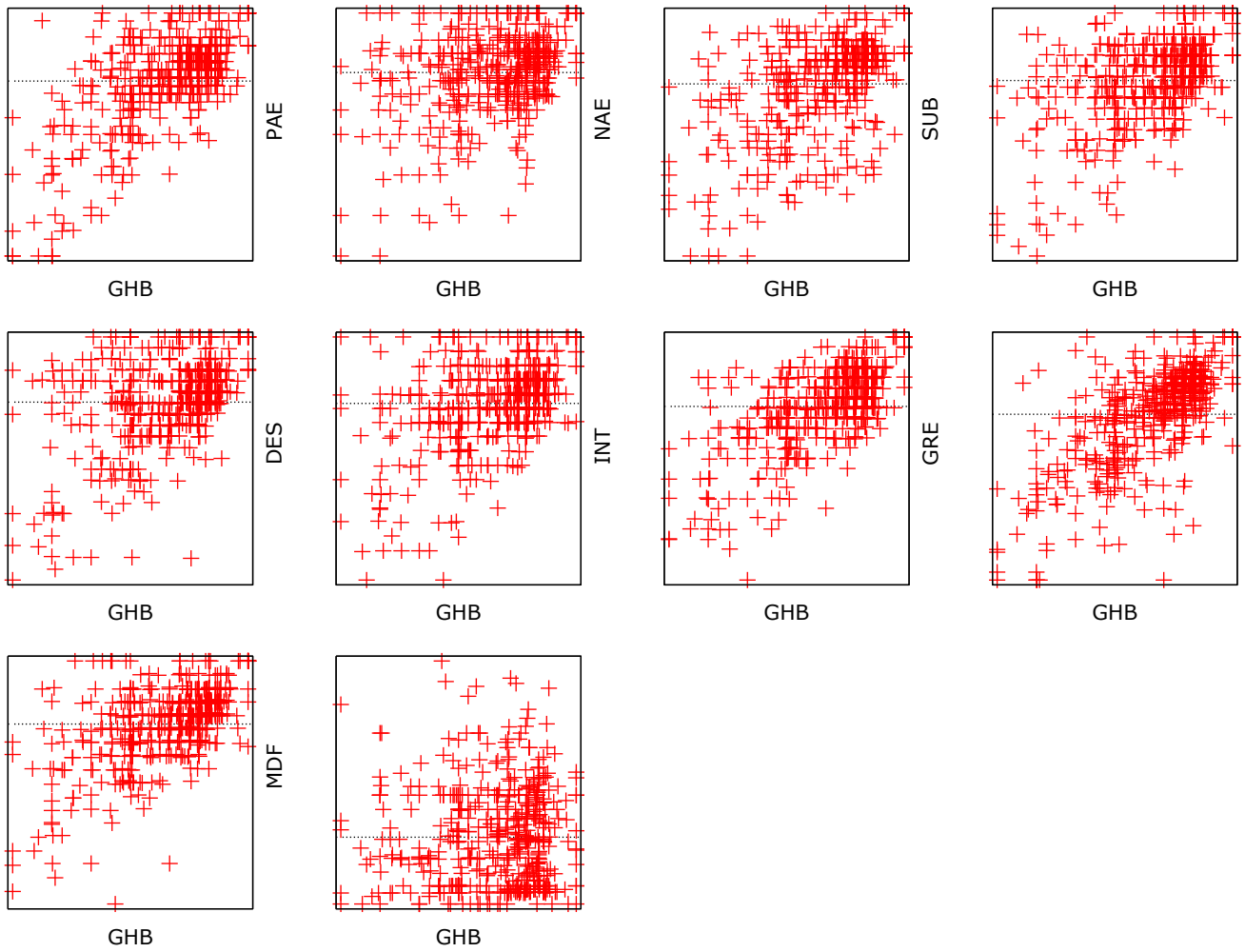
```
require(rio)
export(summ1, "anal250rep1000alpha_05.xlsx")
str(summ1)
export(summ2, "anal250rep1000fit.xlsx")
export(summ3, "anal250rep1000cutoff.xlsx")
```



Annexure 8 3D-Plot of All Observations, Where, X= GHB, Y=INT and Z= DES (Source: R Studio)



Annexure 9 Scatter Plots of Independent Variables vs. Dependent Variable, Where X= DV, Y=IV (Source: R Studio)



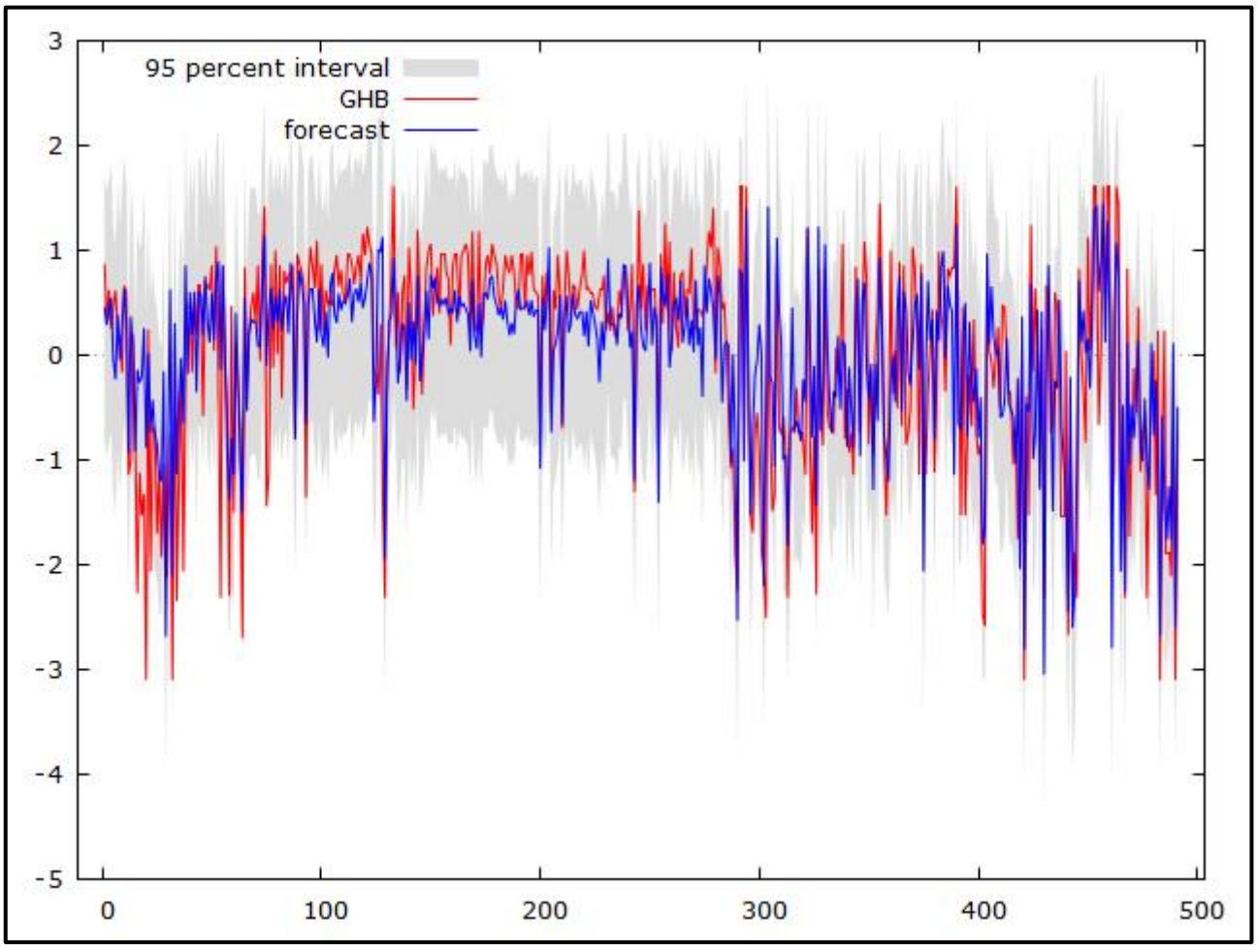
Annexure 10 High Precision OLS Based Analysis Summary (Source: R Studio)

Constructs	*Coefficient*	*Std. Error*			
	−0.000241890	0.0289221	−0.008364	0.9933	***
ATT	0.147463	0.0540861	2.726	0.0066	***
PAE	0.112118	0.0362138	−3.096	0.0021	**
NAE	-0.0994220	0.0415235	-2.394	0.0170	
SUB	0.0438217	0.0447602	0.9790	0.3281	
PBC	0.0310821	0.0409958	0.7582	0.4487	
DES	0.0122767	0.0418914	0.2931	0.7696	***
INT	0.269248	0.0472086	5.703	<0.0001	***
GRE	-0.395768	0.0433418	-6.131	<0.0001	
DGB	0.0210064	0.0514792	0.4081	0.6834	
MDF	0.0288900	0.0292253	0.9885	0.3234	***

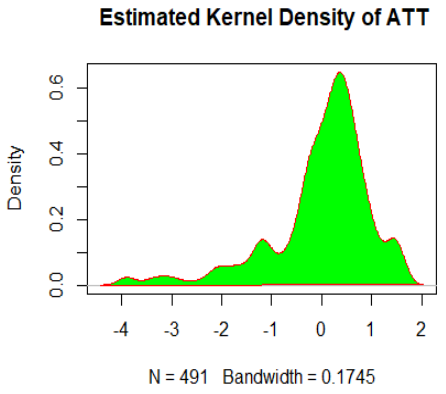
Mean dependent var	−1.018330538009703E-011
S.D. dependent var	1.001019888033533E+000
Sum squared resid	1.971297671257347E+002
S.E. of regression	6.408486676628739E-001
R-squared	5.985137125396742E-001
Adjusted R-squared	5.901494148842508E-001
F(10, 480)	7.155576441634580E+001
P-value(F)	1.421458828169844E-088
Log-likelihood	4.726599634662651E+002
Akaike criterion	9.673199269325303E+002
Schwarz criterion	1.013480812338270E+003
Hannan-Quinn	9.854473901269423E+002

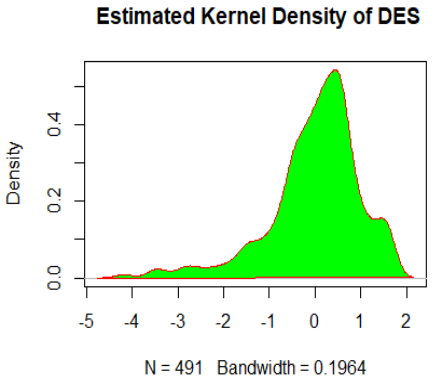
Annexure 11 High Precision OLS Estimator Based Forecasting Summary and Graph (Source: R Studio)

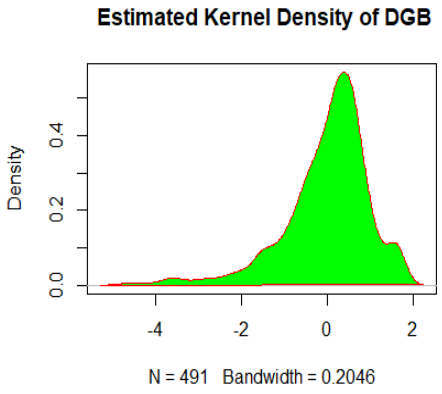
Mean Error	1.3454e-017
Root Mean Squared Error	0.63363
Mean Absolute Error	0.48299
Mean Percentage Error	33.953
Mean Absolute Percentage Error	123.34
Theil's U	0.39076
Bias proportion, UM	0
Regression proportion, UR	0
Disturbance proportion, UD	1

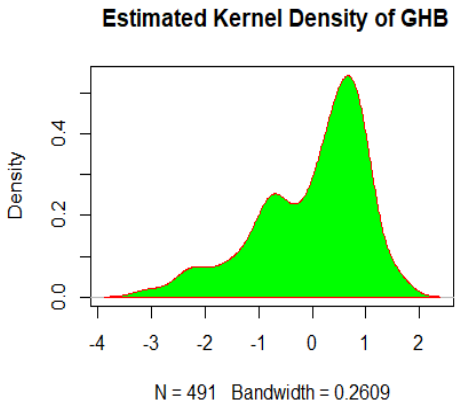


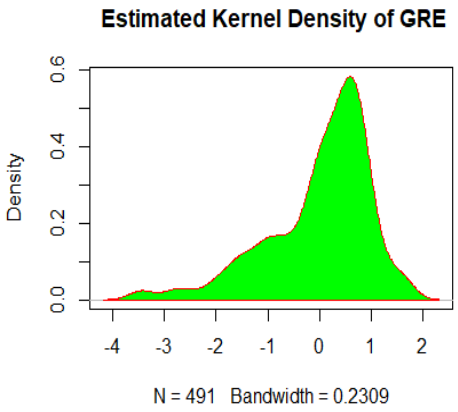
Annexure 12 Estimated Kernel Density Plot for All Latent Class Variables with N=491 (Source: R Studio)

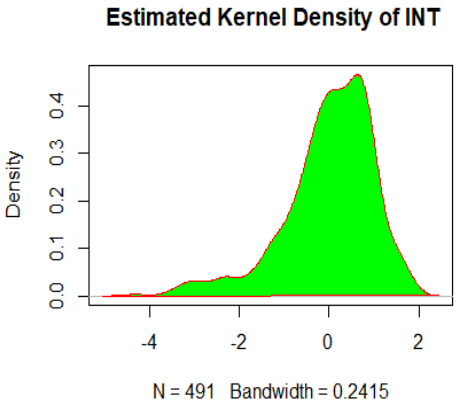


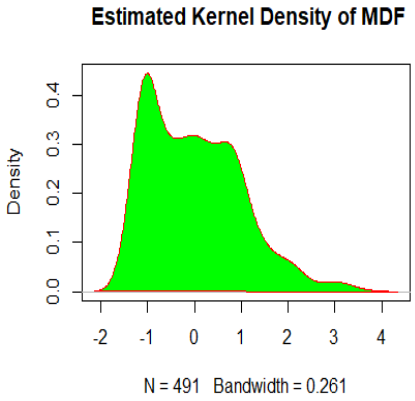


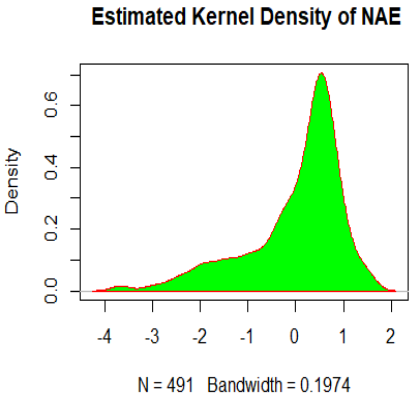


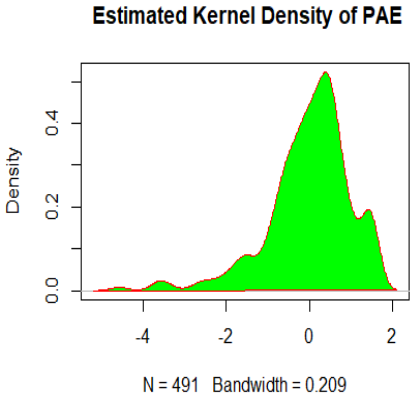


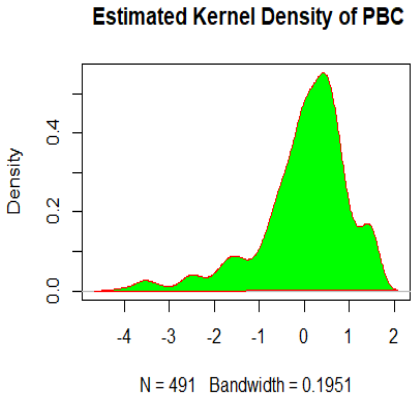


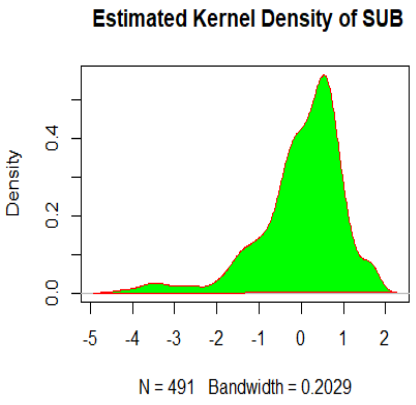




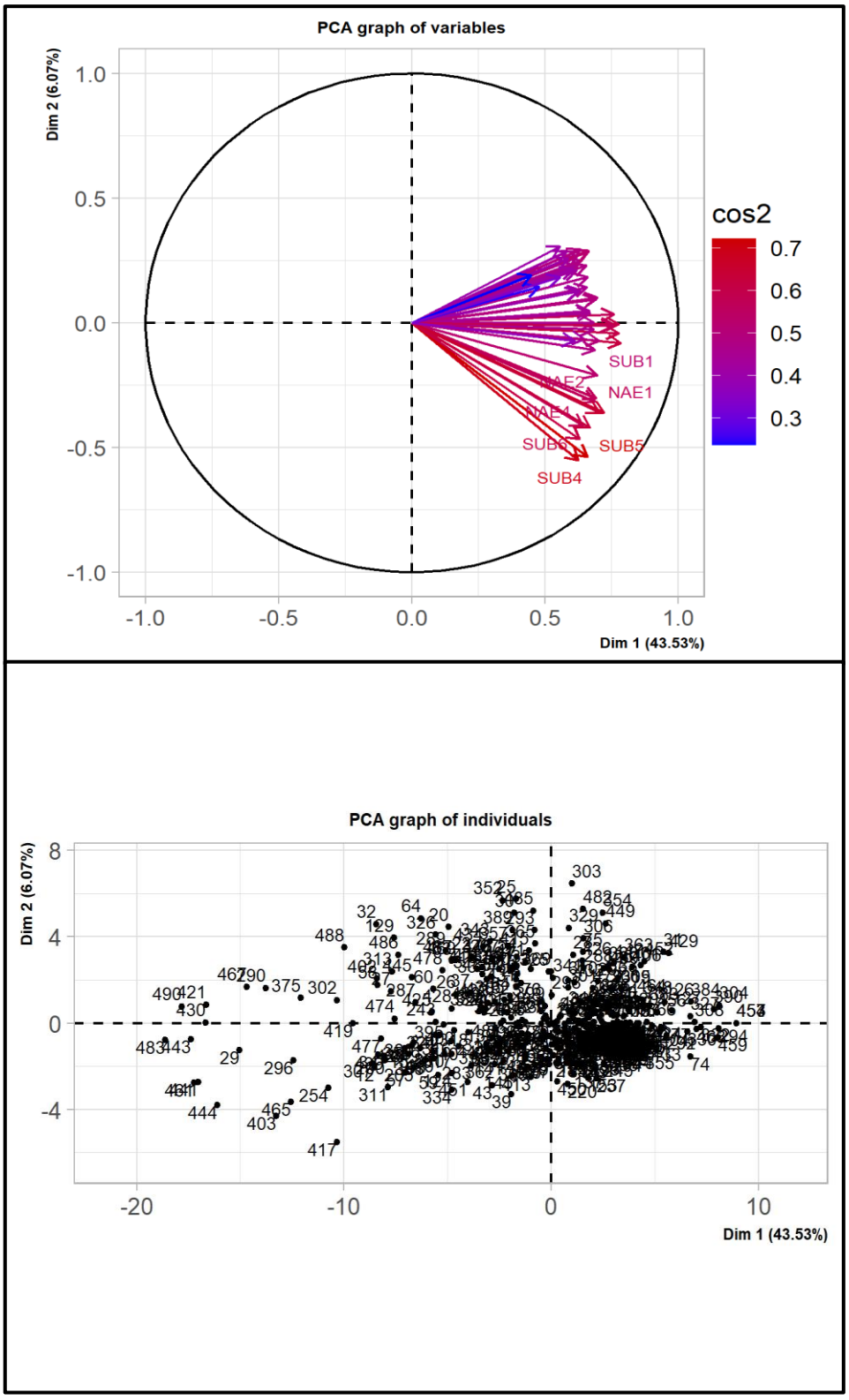






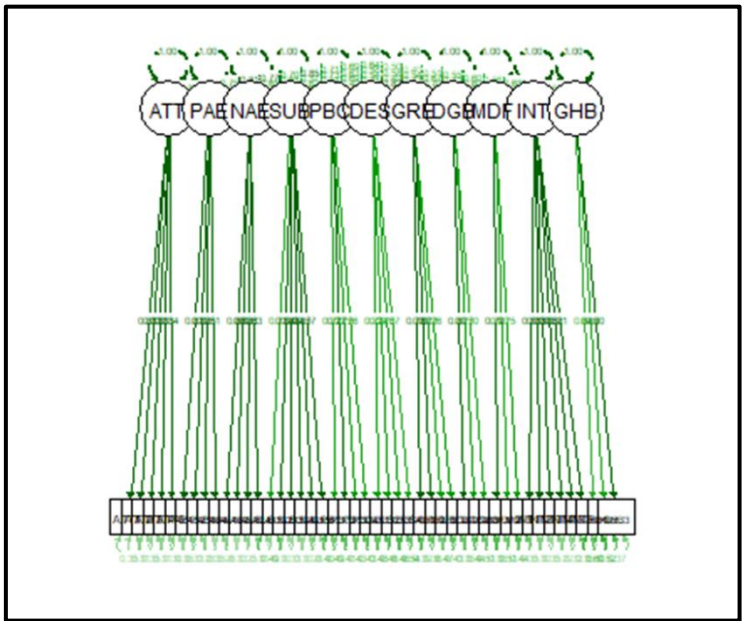


Annexure 13 Principal Component Analysis with Dimensions Graphs and Individual Observation Graph (Source: R Studio)



Annexure 14 Confirmatory Factor Analysis with Key Indicators (Source: R Studio)

Estimator	ML
Optimization method	NLMINB
Number of model parameters	147
Number of observations	750
Model Test User Model:	
Test statistic	1628.282
Degrees of freedom	1983
P-value (Chi-square)	0.000
Model Test Baseline Model:	
Test statistic	16424.592
Degrees of freedom	1035
P-value	0.000
User Model versus Baseline Model:	
Comparative Fit Index (CFI)	0.955
Tucker-Lewis Index (TLI)	0.950
Loglikelihood and Information Criteria:	
Loglikelihood user model (H0)	30285.283
Loglikelihood unrestricted model (H1)	29471.142
Akaike (AIC)	60864.566
Bayesian (BIC)	61481.443
Sample-size adjusted Bayesian (BIC)	61014.867
RMSEA	0.039
90 Percent confidence interval - lower	0.036
90 Percent confidence interval - upper	0.042
P-value RMSEA <= 0.05	1.000
SRMR	0.041



Annexure 15 Confirmatory Factor Analysis with Latent Variable Analysis and Factor Loadings (Source: R Studio)

Latent Variables				
	Estimate	**Std.Err**	**z-value**	**P(>|z|)**
ATT =~				
ATT1	0.964	0.045	21.379	0.000
ATT2	1.090	0.049	22.195	0.000
ATT3	1.006	0.047	21.399	0.000
ATT4	1.095	0.049	22.268	0.000
ATT5	1.149	0.051	22.558	0.000
PAE =~				
PAE1	1.085	0.052	20.968	0.000
PAE2	1.122	0.052	21.478	0.000
PAE3	1.131	0.050	22.601	0.000
PAE4	1.103	0.053	20.928	0.000
NAE =~				
NAE1	1.263	0.054	23.324	0.000
NAE2	1.073	0.050	21.658	0.000
NAE3	1.229	0.052	23.561	0.000
NAE4	1.333	0.060	22.047	0.000
SUB =~				
SUB1	0.873	0.049	17.821	0.000
SUB2	1.170	0.052	22.518	0.000
SUB3	1.099	0.050	21.809	0.000
SUB4	1.268	0.056	22.547	0.000
SUB5	1.347	0.059	22.869	0.000
SUB6	1.104	0.055	20.019	0.000
PBC =~				
PBC1	0.799	0.046	17.540	0.000
PBC2	0.966	0.050	19.434	0.000
PBC3	0.937	0.050	18.866	0.000
PBC4	0.928	0.049	18.916	0.000
DES =~				
DES1	0.840	0.048	17.527	0.000
DES2	0.905	0.050	17.989	0.000
DES3	0.874	0.049	17.866	0.000
DES4	0.839	0.052	15.997	0.000
GRE =~				
GRE1	0.971	0.049	19.723	0.000
GRE2	0.948	0.046	20.451	0.000
GRE3	0.830	0.047	17.693	0.000
GRE3.1	0.902	0.048	18.814	0.000
DGB =~				

DGB1	0.956	0.046	20.697	0.000
DGB2	0.815	0.043	18.797	0.000
DGB3	0.775	0.045	17.161	0.000
MDF =~				
MDF1	0.922	0.047	19.447	0.000
MDF2	0.875	0.053	16.582	0.000
MDF3	0.844	0.047	18.053	0.000
INT =~				
INT1	1.142	0.054	21.259	0.000
INT2	1.158	0.052	22.385	0.000
INT3	1.084	0.051	21.159	0.000
INT4	1.135	0.050	22.846	0.000
INT5	1.086	0.050	21.922	0.000
INT6	1.067	0.050	21.201	0.000
GHB =~				
GHB1	0.777	0.055	14.154	0.000
GHB2	0.847	0.054	15.701	0.000
GHB3	0.950	0.051	18.579	0.000

Sandeep Kumar Dey

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Doctoral Thesis

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