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

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Doctoral Thesis Summary

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

This doctoral dissertation is in pursuit of partial fulfillment of the doctorate in philosophy.

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 the 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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LIST OF ABBREVIATIONS USED

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

Tourism depends on the environment. The environment motivates visitors to go because to its natural, cultural-historical, and social climatic possibilities, however excellent tourism cannot exist without a clean environment. The more diverse and complex the natural resources, the more appealing they are for tourism and the more valuable and marketable the activities created by them (Stefănica & Butnaru, 2015). Tourism transfers income from poor to developed economies. Tourism pollutes and uses more energy, despite its benefits. Thus, tourism uses fossil fuels directly or indirectly through power from oil, gas, and coal (Danish & Wang, 2018). Tourism relies on the environment and natural resources. Tourism growth also depletes natural resources (Robaina-Alves et al., 2016). Tourism, transportation, food, accommodation, and attraction management require additional energy due to their environmental impacts. Fossil fuels and cars emit greenhouse gases. Tourism contributes to global warming. Due of its environmental impact, experts have proposed sustainable tourism. (UNWTO, 2017).

Sustainability has become one of the most important factors in tourism research and scholarship (Bramwell & Lane, 1993; Ruhanen et al., 2015). It is now seen as having a normative focus that tries to re-direct social and cultural processes and behavior 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 improvement of human welfare, intercultural and intra-cultural equity, public participation in tourism-related decision-making, and access by all relevant parties to socio-cultural tourism outcomes. Sustainability can be a policy or development goal for most types of tourism activities or environments, no matter how big or small they are (Bramwell, 2015; Lane, 1994; Moscardo & Hughes, 2018; UNEP, 2015). The UNWTO's efforts to promote sustainable tourism through programs like "Be a Responsible Traveler" and the "2017 International Year for Sustainable Development in Tourism" help to increase academic research into sustainable tourism (UNWTO, 2017).

The aforementioned study demonstrates that 'greensumerism' may be examined using teleological criteria and deontological judgments. Sana (2020) defined green customers as those who actively or freely seek for ecologically friendly items that fulfill their needs. For instance, Nekmahmud & Fekete-Farkas (2020) define sustainable or "green" customers as those who choose to avoid products and services that are harmful to living organisms or entail animal or human experimentation. Recent research indicates that the hotel industry's greening activities, such as the provision of eco-services, validate visitors' environmental concerns, hence influencing their IOS (intent to remain) (Hou & Wu 2021). Agag et al. have accelerated a study to comprehend the concept of "Willingness to pay more" (WLP) for eco-friendly services and goods, which reflects the normative domain of tourist

psychology (2020). Observations indicate that millennial travelers are prepared to pay a premium for environmentally responsible tourism and travel items. Current research by P. He et al. (2018) indicates that green consumerism has become so ingrained that current customers are prepared to pay more for greener items because they recognize the trade-off impact of purchasing environmentally friendly products and services. The supply side of green behavior in the tourism and hospitality industry has also been taken into account, as it plays a crucial role in the green products/services delivery system, as demonstrated by the study of green purchasing behaviors of procurement managers in hotels, which revealed strong correlations between guest satisfaction and green purchasing/sourcing practices of hotels (Stefanica M, Voda Ai, Chirita Mg, & Butnaru Gi, 2020). Since green behavior has become a focal point of socio-academic debate, a number of theoretical interventions have been applied to capture and analyze these actions, including the Stimulus-Organism-Response (Ye et al., 2020), Theory of Planned Behavior (De Freitas et al., 2020), and Pro-Environment Behavior models (Han, Yu, et al., 2018). Therefore, it would be fascinating to investigate the dynamics of sustainable consumption in the context of the lodging industry in a nation as varied as India.

Previous studies on green behavior have focused mostly on epistemological investigations into understanding customer behavior toward acquiring green hotel services using operant conditioning-based models such as TPB, Stimulus-Organism-Response and Collectivism and Long-term orientation (LTO). Green behavior has been captured and evaluated using Neoclassical and Marxist ideas and ideologies. According to authors such as Sreen et al. (2018), it is urgent to include more exogenous variables such as environmental concern, self-identity, consumers' egoistic values, and personal value in order to broaden the epistemological spectral range of the concept of sustainable consumption in the tourism industry. Historically, existing research in the topic has focused with 'buy intention' per se rather than focusing on actual conduct, which requires correction from the academic community (Gupta & Ogden, 2009; Mishal et al., 2017). According to Nguyen et al. (2018), an important study gap may be the absence of moderate impacts of socio-demographic characteristics on consumers. The purchase and usage decisions of green items have been found to be substantially influenced by factors such as perceived environmental deterioration and peer pressure, but the role of gender and sexual identities on the stimulus-action equation for green buying behavior remains disputed (Mohd Suki & Mohd Suki, 2019). This research is inspired by Groening et al(2018) .'s assertion that "few customers will pay more for green items and that conduct in one environmental setting does not always transfer to equivalent behavior in another context." Using premises from the Beatty et al. (1988) cognitive hierarchy model, Ghazali et al. (2018) evaluated a higher-order covariance-based model to examine the impact of religiosity on green behavior. They discovered undetected endogeneity in predicting behavior, which the authors ascribe to a dearth of research on the intrinsic aspects of this behavior. Responding to this, Liobikien et al. (2017) envisaged an inter study among Austrians and Lithuanians to understand green purchasing dynamics. It was

discovered that green behavior and environmentally friendly behavior are two distinct dimensions; therefore, future studies must concentrate on product specifics, which the current literature lacks. According to Paul et al. (2016), green intent is a forerunner and the most accurate predictor of actual conduct. However, a person's actual action is not necessarily the same as his or her behavioural intention; Wang, Weng Wong, et al. (2020) suggest that future study should quantify a consumer's real green behavior, that remains a gray area.

Wang, Weng Wong, et al. (2020b), in a study involving religiosity and green accommodation selection, observed positive associations between the dependent and independent constructs and concluded that future research must concentrate on broadening the demographic spectrum in order to enrich the domain. Wang (2017) investigated the factors that influence consumers' perceptions of green brands. The findings of this study indicate a correlation between purchasing intentions and purchase behavior. In addition, the study demonstrates that purchase intentions mediate the effects of green perceived quality, green perceived value, information costs saved, and green perceived risk on purchase behavior, but falls short in elucidating the factor differences between green behavior and intention in other industries, such as tourism. Such study gaps encourage more investigation beneath the surface of green hotel behavior. Le et al. (2019) elucidated the complexity of green behavior due to the fact that consumer typologies such as collectivist and individualistic have distinct motivations for green buying, which increases the necessity for a tourists' value-driven research study. According to Sniehotta et al. (2014), a key problem with TPB or theory of planned behavior is that it does not adequately explain behavioral variability. To understand the precedent of any behavior or to predict the future propensities of a specific behavior, the ideal model should be able to respond to variability in behavior by taking into account certain key factors (Finisterra do Paco et al., 2011), as the factors used to research human behavior are dynamic in character (Schill et al., 2019). Additionally, comparable research examining pro - environmental behaviour in the tourism sciences have highlighted the relevance of including the role of desire in the evaluation of real behavior (Pronello & Gaborieau, 2018). The TPB and TRA have remain ineffectual in this regard. Table 1 offers a summary of the operation of many behavioral models pertaining to green hotels.

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

Prominent Studies Pertaining to Green Hotels	Theory	Theoretical Position	Theoretical Inadequacies
1. (Nimri et al., 2020) 2. (Y. Kim & Han, 2010) 3. (Han et al., 2010) 4. (Yadav & Pathak, 2017) 5. (Verma & Chandra, 2018) 6. (Yarimoglu & Gunay, 2020) 7. (M. F. Chen & Tung, 2014)	*TPB* (Ajzen, 1991)	TPB can tell if a person plans to do something at a certain time and place. The hypothesis explains behavior that people can control on their own. The most important part of this model is behavioral intent, which is based on how likely it is that the action will lead to the expected outcome and how the person feels about the risks and benefits of that outcome.	When picking a green hotel, you don't have to think about things like fear, threat, mood, or past experiences. Economic or environmental factors that could make a person less likely to do something are not taken into account.(Courneya & McAuley, 1995; Taylor & Todd, 1995)
8. (Han, Olya, et al., 2018) (Agag, 2019) 9. (Agyeiwaah, 2020) 10. (Chou, 2014) 11. (Fornara et al., 2020)	*VBN* (Stern et al., 1999)	The value-belief-norm (VBN) theory of environmentalism posits that values impact pro-environmental behavior through pro-environmental personal convictions and norms. This theory was developed to explain how values influence pro-environmental behavior.	There is an implication of a chain of causation in the framework (and the model itself depicts a chain of interactions that flow in only one direction The factors that drive environmentally friendly intentions may not necessarily convert into real behavior in the instance of sustainable

			consumption. (Wynveen et al., 2015)
12. (Jiang & Kim, 2015) 13. (Arasli et al., 2020) 14. (Elshaer et al., 2022)	*SET* (Homans, 1964)	The social exchange exchange is a sociological and psychological notion that analyzes the socioeconomic conduct of two stakeholders communicating with each other using a cost-benefit assessment to identify risks and benefits. The concept was developed to study how people behave socially when they are in close proximity to one another. The cost-benefit analysis occurs when one party possesses items that the opposite party values, and this aspect of the theory pertains to the economic connections as well.	The theory's ability to explain and make predictions is limited by the fact that its ideas are not all-inclusive and sometimes overlap. People's actions are only partially explained when anticipatory states aren't taken into account, because every social transaction can't be measured by costs and advantages (Miller, 2002).
15. (L. L. Tan, 2022) 16.(Kwon & Boger, 2020) 17.(Sohaib et al., 2022)	*S-O-R* (Mehrabian and Russel, 1974)	There is a lack of clarity in choosing whether a phenomenon should be represented as a stimulus, organism, or reaction factor. Relatedly, some phenomena cannot be both stimuli and responses. (Jacoby, 2002)	Determining whether a phenomena should be portrayed as a stimuli, organism, or response component lacks clarity. Some phenomena cannot function as both stimuli and reactions.
18. (Trang et al., 2019) 19(Nisar et al., 2021) 20. (Han et al., 2020) 21. (Yu, 2022)	*PEB* (Kollmuss and Agyeman, 2002)	Reducing or enhancing the positive impact of human actions on the environment is pro-environmental behavior. According to Homburg and Stolberg, pro-environmental behavior includes environmentalism	The model examines biospheric components but not real green behavior impacts.

		(e.g., engagement in environmental organizations), non-activist public sphere behavior (e.g., actively lobbying on environmental concerns), private circle environmentalism (e.g., saving energy, purchasing recycled goods), and organizational behavior (e.g., product design).	
22. (Chung, 2019)	*SCT* (Bandura, 1986)	In psychology, academia, and communication, social cognitive theory (SCT) is employed to describe how people learn through seeing the interpersonal relationships, experiences, and media impacts of others. This was added to Albert Bandura's social learning theory. The theory states that when individuals observe a model's activity and its consequences, they recall the pattern and employ it to influence their future behavior. Observing a pattern can also induce the development of learnt behavior.	It is possible that the assumption that changes in the environment always result in human changes is incorrect. Disorganized and depending on individual and environmental factors. It is uncertain to what extent each factor impacts behavior and which factors are more influential.
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 pride and shame in pro-environmental behavior. NAM describes charitable and eco-friendly conduct. NAM proposes three preconditions for prosocial behavior (i.e., awareness of consequences, ascription of responsibility, and personal norm). An individual's	The predictive value of the NAM is restricted because behaviour-specific conceptualizations of NAM variables predict only the investigated behaviour and not

	awareness of negative impacts and acceptance of guilt for failing to act ecologically friendly are the first steps towards norm activation. Owing of pride and sorrow, individuals adhere to own customs. Our research demonstrated that pride and guilt govern behavior by moderating the influence of personal standards.	other, related behaviours.

Focusing on the aforementioned principles to measure, capture, and anticipate consumer behavior in a rising sector of the tourist industry, India is a good choice in consideration of a sustainable future in line with the United Nations Organization's goal 2030. (Fig. 2). From the arguments and examples shown in Table 1, the available literature has much to learn.

— The real behavioral effects of green hotels on persons

— Role of anticipatory emotional states, self-reflection/awareness, unpleasant responses, and habit in green hotel behavior

— Importance of desire toward comprehending green hotel behaviour

Research Questions

Based on research gaps, the study addresses following research questions to fulfil the research gap in the current literature.

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.   Research Problems and Objectives

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.

1.3.   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

2.   THEORETICAL FRAMEWORK

2.1.   Negative and Positive Emotional Affects

The theory says that positive feelings that are expected are freed from a context of positive psychological reinforcement. It's been a subject of study in the tourism field for the past 20 years. Schneider et al. (2017) say that people are more likely to want to help the environment if they think that doing so will make them feel good in the future. Hwang and Lee (2019) found that positive emotions people expect to feel have a big effect on their willingness to use eco-friendly delivery services, whilst, Kim et al. (2013) showed how important emotions are when choosing eco-friendly restaurants. Venhoeven et al. (2016) looked at their assumption that doing things that are good for the environment are hedonistic. They found that wanting to utilize or engage in enviromentally, sustainable, and green services and products makes people feel better about themselves. The authors talk about this innate external stimulus as an identity that makes people feel good when they do things that are good for the environment. Gupta and Ogden (2009) implemented the Social Dilemma Theory to practices that are good for the environment. This is in line with the "personal purposes or common good" dilemma, and they found that altruism drivers (i.e. concern for how purchasing affects the environment) are the most common, if not the only, positive background for purchasing that is good for the environment. In their 2013 study on the ambiguity of going green, Chen and Chang discovered that negative emotions are

a key part of taking green action. In a similar way, Tan (2011) looked into the impact of negative feelings toward the specific intent to use green and how that might affect the way people see how effective they are as consumers. Barbarossa and De Pelsmacker (2016) discovered that negative ego-centered attitudes make it less likely for two types of consumers to want to buy green products. Chen and Chang (2013) looked into what makes people want to buy green products. They found that perceived green hazards have a negative effect and that consumers have a hard time choosing among green and non-green products. Their research adds to what is already known about how negative emotions affect the decision to buy something. Wang et al. (2015) added the idea of "disdainful appeal" to the body of knowledge to explain prejudice and bias in the will or willingness to choose a green goods, in which the idea of sustainable consumption doesn't appeal to the individual. Antonetti and Maklan (2014) and Chen and Lee (2015) have found that it is a bad feeling as a result.

2.2.   Greenwashing and Mindfulness

Greenwashing, which is a portmanteau word for "white washing," is seen as a normative descriptive cue because it makes people think that the advertiser is trying to trick them, which makes them feel bad and less likely to buy green products (Raska et al., 2015). This research will do the same thing to try to expand what the MGDB knows. Green purchasing behavior has been defined in different ways by different authors. Authors (de Freitas Netto et al., 2020), who did a thorough literature review on the topic, put the idea into two main groups: green washing as selective disclosure and green washing as disaggregating. Green washing is described by Delmas and Burbano as "poor environmental performance and favorable talk about environmental performance" (2011). Baum (2012) said that green washing is "the act of misleading consumers about the environmental practices of a company or the benefits that a product or service." Tateishi (2018) says that "green washing" is "communication that misleads people about an organization, service, or product's environmental performance or benefits by revealing negative information and releasing positive information." Few people from the decoupling school of thought have looked into greenwashing, which is seen as a method of systematic symbolism and environmentalist tokenism meant to trick consumers while keeping the green status quo. These methods are sometimes built into corporate CSR policy (Siano et al., 2017; Walker & Wan, 2012). Chen et al. (2020) used a sequential mediator model to study how greenwashing affects customers' decisions to buy green products. Their results supported the idea that greenwashing affects customers' decisions to buy green products. Rejikumar (2016) looked into the idea of "greenwashing" as a way to measure "green buying" among Indian consumers of retail goods. In a similar way, Akturan (2018) did an exploratory study to find out how perceived greenwashing affects green consumption. The construct was found to have a lot of power to predict how likely people are to buy green products. The current study looks into how the negative effects of the green wash effect make people less likely to want to stay in a

green hotel.

Mindfulness is an idea that comes from Eastern religions and philosophies, especially the dharmic religions of Hinduism, Buddhism, and Traditional religions (Shapiro et al., 2006). Mindfulness has been studied a lot by academics in terms of how it affects behavior, while practitioners have looked at it from a nomological point of view. It has been called a "innately conscious state" that involves paying attention to what is happening right now (Levesque & Brown, 2007). Together with Atkins and Styles (2015), the goal of this study is to teach the idea of mindfulness as a way to express the idea of self-identity (2015). Because the contemporary culture's view of the construct is based on a whitewashed version of the world, research on this subject is limited to psycho-cognitive studies of behavior. Academics need to understand what mindfulness is really about, and the auxilium is the link between subconscious intentions and decision-making systems (Siegel, 2007). Mindfulness and other tantric arts practices have been done with yoga (Kabat-Zinn, 2005). In the past, experts in management, education, and even medicine (Kabat-Zinn, 2003; Nyanaponika, 1962) have used mindfulness techniques to measure a person's level of awareness when thinking about a certain task. In their study of green restaurant customers, Hwang and Lee (2019) confirmed what Barbaro and Pickett (2016) had found about the effects of mindfulness on the relationship between green intentions and actions that help the environment. As component of the doctoral research, mindfulness is being looked at as a good predictor of buying green hotels, which is in line with what has been found in the past.

3. THE SCOPE OF THE STUDY AND CONCEPTUAL FRAMEWORK

3.1   Theoretical underpinnings of the research

The thesis lays its grounds on the model of goal directed behaviour.

Model of Goal-Directed Behavior was made to deal with TPB's parts of uncertainty and investigate the connection between sentiments, subjective norms, intentions, and behavior (Cheung et al., 2017). The MGDB included the idea of desire, which is thought to be a link between causes and goals (Perugini & Bagozzi, 2001). In fact, people usually make a distinction between wants and plans to act. Want, wish, and hope are all examples of wants, while decide, plan, and intend are examples of plans to act (Malle & Knobe, 2001). The authors of the MGDB make a distinction between two kinds of desires: volitive desires and instinctual desires (Davis, 1984). Voluntary desires involve reasons to act, which are based on attitude, subjective norms, and how much control someone thinks they have.

When a person knows they want to act, they make the decision to act. On the other hand, there are no logical reasons for wanting to eat. Even though behaviour, subjective norms, and perceived control are not direct causes, they can be triggers that make a latent or hidden desire for food come out. The authors also added the ideas of expected feelings of success and expected feelings of failure to the MGDB. These show a kind of prefectural cognition or evaluation (Gleicher et al., 1995). People are asked to think about how they will feel about things that will happen in the future. People want to do something and plan to do it when they think it will make them feel good and think it won't make them feel good if they don't do it. Studies have shown that the TRA and TPB are less useful than the MGDB for figuring out what a customer plans to do (Bagozzi & Dholakia, 2006; Poels & Dewitte, 2008; Song et al., 2012). To sum up, the MGDB adds to the constructs in the TPB things like past behavior, expected emotions, and desire. Desire is a direct predictor of intentions and a mediator of all the other factors that affect intentions (Perugini & Bagozzi, 2001).

Second, past research has shown that expected feelings, commitment, desire, and attachment are important for a better understanding of how to buy green products (Han & Ryu, 2012; Meng & Choi, 2016; Onwezen et al., 2013).So, it's important to combine the above philosophical paradigms into a single complex system to study, record, analyze, and try to predict the behavior of green hotel users in India. This is because combining these philosophical paradigms is helping the study answer important research questions about biosphere value dynamics, anticipative, motivational, and non-volatile (habitual) components of tourist behavior. The two theoretical dimensions listed above seem to work well together.

In this study, the conceptual model shows that measures like mindfulness, concern for the environment, and the greenwashing effect are an attempt to learn about reality by

looking at how people act. Tourism is a big and open field. Because social processes are always changing, you can't fully understand a social process that involves the interaction of human factors through a theoretical lens. By adding new ways to measure cognitive traits to these theories, researchers can broaden the epistemological range of a theory, which is in line with some other research approach of this study called "Post-positivism."
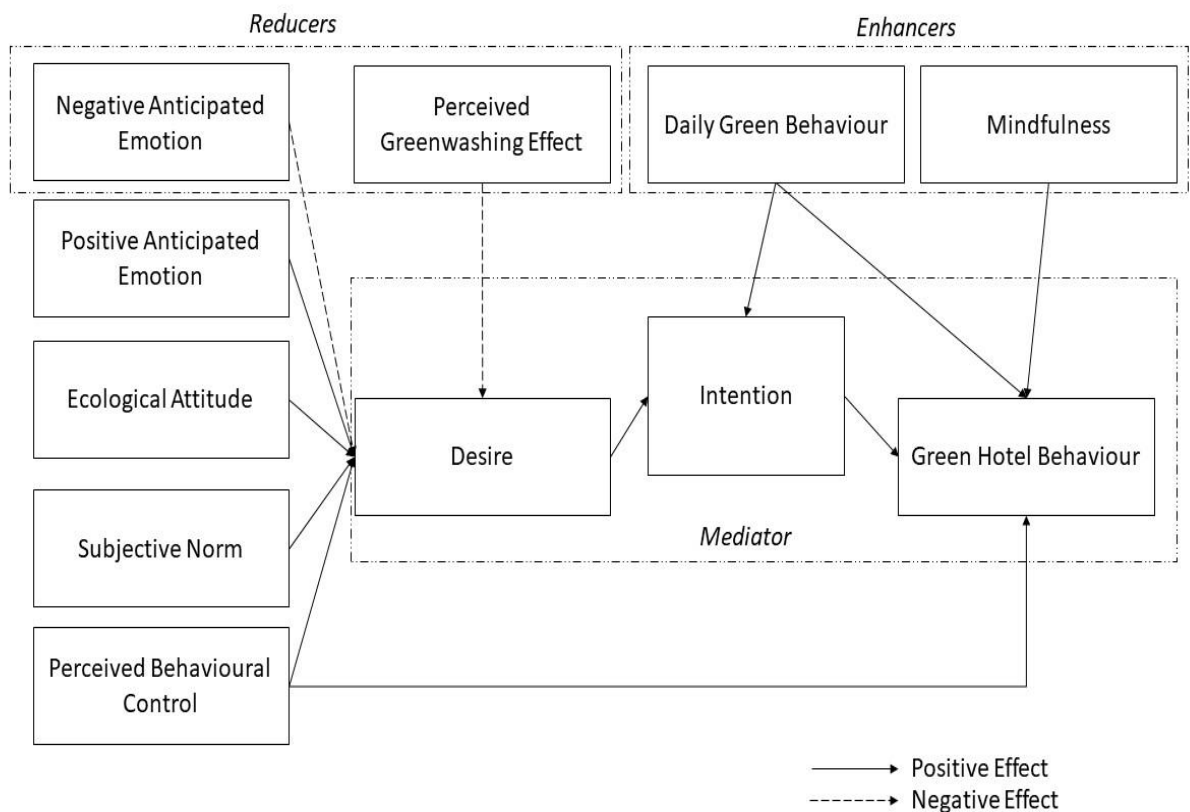
3.2. Conceptual Framework

Figure 1: Conceptual Framework (Source: Author's own)

3.3. Definition of constructs and literature sourced

Table 1: Definitions and summary of constructs (Source: author's own)

Construct	Definition
Green Hotels	An eco-hotel, also called a green hotel, is a hotel that is good for the environment and has made important changes to its building, delivery methods, and operating procedures to reduce its impact on the natural environment. (Han, 2017; Shipra et al. 2019; Wu, 2021; Xing & Chan, 2013)
Appetitive Emotions	From the point of view of applied psychology, the way people set goals is related to their feelings of hunger. In existing literature, these feelings lead to a wide range of perceptions (Zahra, 2016; Redd, 2018; Cheng 2010)
Aversive Emotions	Applied behavior also has another important part. Aversive motivation is a big part of what makes people try to control their thoughts. These feelings are the opposite of hedonistic desires (Redd, 2018; Baggozi et al. 2001)
Anticipated Emotions	People don't feel anticipated (or anticipated) emotions right away. Instead, they have an idea of how they will feel when they get or lose something because of their decision. A lot of research has been done on the risk/return spectrum, which is something that most decisions take into account. (Ken, 2018; Zahra, 2016).
Ecological Attitude	In psychoanalytic theory, an attitude is a group of feelings, thoughts, and actions toward an individual, thing, or incident. It is a value in the biosphere that has to do with caring about the environment. It has been used a lot as a reason to act in a way that is good for the environment (Félonneau, 2008; Adamczyk, 2019; Blankenberg, 2019).
Greenwashing	Greenwashing is when a company gives the wrong impression or gives inaccurate information about how its products are better for the environment (Junior, 2019; Szabo; 2020)
Daily Green Behaviour	People's habits can tell a lot about their choices and actions (e.g., Allan, 2019; Verhoeven et al., 2012). DGBs are the result of repeated actions that are meant to lead to a certain behavior.

Mindfulness	A condition of self-reflection or conscious awareness in which individuals are intuitively aware of the context and substance of ecological information and understanding for sustainability (Greiger, 2018)

4. METHODOLOGY

4.1. Research Design

Theory on "the influence of affective emotions, behavioral frequency, perceived greenwashing, awareness, and desire on real green hotel behavior" is first explored. The study strategy dictates the implementation of the conceptual framework established in the prior literature (see Figure 1). Using the suggested research design's methodological technique, the researcher carries out the study's aims. The theoretical basis of the suggested model is found in the reviewed literature. The study's goals have been met through the use of a multi-pronged strategy.

Following a "Quant qual" methodology, this research experimentally investigates the function of intention as a mediator between goal orientation and actual green behavior across individuals. Next, qualitative methods, including as in-depth interviews with professionals in the field, are used to provide context for the quantitative approach's findings.

4.2. Sample, Demographics, Data Collection, and Analytic Technique

Table 2 Overview of Research Methodology

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	- IBM-SPSS ver.24, R Studio, and Smart-PLS ver. 4 - Demographic profile of study participants - Measurement Assessment

	- Thematic Observation	- Common method Bias
		- Central Tendency Measures and, Deviations
		- Indirect Effects
		- Direct Effects
		- Data visualization

4.1. Measures of Variables

Table 3 Measures of Variables

Construct	References
NEGATIVE ANTICIPATED FEELINGS (**NAE**)	4 items adapted from (Perugini & Bagozzi, 2001; Riquelme & Alqallaf, 2020)
POSITIVE ANTICIPATED FEELINGS (**PAE)**	4 items adapted from (Ahn & Kwon, 2020; Perugini & Bagozzi, 2001)
SUBJECTIVE NORM (**SUN**)	3 items adapted from Fry et al. (2014) and Perugini & Bagozzi (2001)
PERCEIVED BEHAVIORAL CONTROL (**PBC)**	3 items adapted from Kautish et al. (2019), Perugini & Bagozzi (2001) and Smith & Kelly (2015)
GREEN HOTEL DESIRE (**DES)**	3 items adapted from Hwang & Lyu (2020)
GREEN WASHING (**GRE)**	5 items adapted from Avlicar & Demirgunes (2016) and Chen & Chang (2013)
DAILY GREEN BEHAVIOR (**DGB)**	3 items adapted from Liu et al. (2020) and Verplanken & Aarts (1999)
MINDFULNESS (**MDF)**	4 items adapted from Geiger et al. (2018)
GREEN HOTEL BEHAVIOR (**GHB)**	3 items adapted from Chen and Peng (2012)
ECOLOGICAL CONCERN (**ATT)**	5 items adapted from Bohlen et al. (1993)
GREEN HOTEL INTENTION (**INT)**	3 items adapted from Cheung et al. (2017)

5. QUANTITATIVE STUDY – Results

Both the cronbach's alpha and composite reliability are over 0.7, indicating high levels of trustworthiness (Nunally and Bernstein) (1994). All Average Variance Extracted (AVE) scores are greater than 50%, confirming convergent validity, as reported by Hair et al. (2017b). Fornell and Larcker (1981) suggest that for each latent construct, the square root of the AVE should be higher than the greatest observed association. The bootstrapping approach produced findings that also satisfied the Fornell and Larcker Criterion. Loadings and the Variable Inflation Factor (VIF) are also provided for each build. All item loadings appear to be above the cutoff value of 0.5 (Hair et al., 2017a), indicating high reliability for future investigation. There is no problem of multicollinearity in the model because all VIFs are less than 3.0 (Jr. et al., 2017). The results of the aforementioned tests may be seen in Tables 17–19, which detail the execution of the PLS algorithm.Table 4 Correlation and Discriminant validity.

Table 4 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**

5.1. Construct reliability and validity

Table 5 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 6 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

5.2. Path analysis and hypothesis testing

The aforementioned factors are the MGDB's foundational antecedents for identifying Desire. According to the results of a bootstrapping procedure performed in SMART-PLS ver. 4, the association between Perceived Behavioral Control and Desire (=0.082 and t-value=1.366) was found to be insignificant, while Anticipated Emotions (=0.200, t-value=3.958 & PAE=0.119, t-value=2.166), Ecological Attitude (=0.207, t-value=3.587), and Although the study found agreement with previous research (Venhoeven et al. 2016; Gupta & Ogden 2009; Chen & Chang 2013; Tan 2011; Ham et al., 2015; Kanchanapibul et al. 2014), it did not find agreement with Maichum et al. (2016) and Kim & Chung (2011), who both found a positive relationship between PBC and satiety. Perceived behavioural control (PBC) is the extent to which an individual feels he or she is able to do a certain conduct (Han, Hsu, & Sheu, 2010). The term "perceived behavioral control" describes a person's confidence in his or her capacity to carry out the activity in question. In other words, one's sense of agency over their actions depends on their commitment to a certain course of action or outcome. According to (Hardin-Fanning & Ricks, 2017), PBC is made up of two components: the capacity to exert control and the availability of resources. Simply said, personal behavioral control (PBC) is a metric for assessing how much power an individual has over their actions in relation to the resources at their disposal. It's possible that the fact that respondents view green hotels as appealing to affluent clientele is to blame for the fact that PBC and DES haven't correlated much (Agarwal & Kasliwal, 2017).

Table 7 Path analysis and hypothesis testing (Source: SMART PLS)

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

Note: ** represents p < 0.05 and *** represents p < 0.001

6. QUALITATIVE STUDY – validation and explanation of results

The research uses qualitative technique to confirm and explain the results of the quantitative research. To adhere to the strategy, semi-structured interviews are undertaken with the industry's foremost authorities. Following is a description of the findings in further depth.

6.1. Qualitative Observations

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)

7. DISCUSSION
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 $p<0.05$.

7.1. Academic contribution to theory and knowledge
This study aims to establish a broad framework for anticipating green hotel behavior

by examining guests' preferences when given the option between a traditional hotel and a green hotel. Although green behavioral research can somewhat explain visitors' purposeful antecedents, it severely lacks predictors like descriptive norms, subjective norms, expected sentiments, behavioural frequency, and actual green behavior. This research adds to our understanding in two theoretical ways. The dissertation enhances the concept of goal-directed behavior by employing innovative manifest measurements to develop behavioral standards for assessing green hotel conduct. Second, the thesis expands the epistemic scope of the goal-directed behavior model, allowing it to be utilized in the future to forecast the behavioral features of a variety of green products/services. There are several ways to broaden an existing study, including the addition of constructs and variables, the investigation of new measurements and procedures, the modification of the research design, and the use of new analysis tools. In a similar manner, the present thesis offers a framework to research green hotel behavior amongst people in the backdrop of an economy with the fourth-largest carbon footprint generated by the tourist sector. The dissertation is based on a comprehensive systematic evaluation of 20 years' worth of recent literature in the topic of "green hotels." Certain trends were observed in nearly all of the main studies under observation. In addition to the use of a hedonic technique to comprehend the mechanisms of green hotel behavior, it was discovered that earlier researchers have employed constructs that increase individuals' tendency to engage in green hotel behavior. In response, perceived greenwashing impact was included to the PhD model in order to account for any reduced effect. The dissertation is the first of its kind type to study this concept in the domain of green hotels, based on conservative findings gleaned from existing literature. In addition, the study tried to capture the impacts of emotions, which were previously unexplored green hotel behavior research. This dissertation employs the notion of everyday green behavior to comprehend how contemporary storylines such as "green living" and "green lifestyle" turn into green hotel behavior. This study is a pioneering effort to investigate the effects of mindfulness on eco-friendly hotel behavior.

Therefore, with utmost academic prudence, I propose the aforementioned premises as the originality of my doctorate examination.

7.2. Contribution to practice

Due of economic activity-induced environmental degradation worldwide, this study is practical. Developing nations like India must balance environmental sustainability and environment. Mass tourism puts pressure on present lodging capacity, making it harder to achieve environmental criteria. In areas with strong tourist traffic, tourism trash accounts for 45% of urban garbage. Solid waste emission frequency was 0.46 (kg/cap/day) in 1995 and would rise to 0.7 by 2025, resulting in 2774.92 kg emissions each year (Nripendra Singh et al., 2014). Hotels produce a lot of garbage, thus it's important to study and limit their emissions. According to the study's effect sizes, ecological mindset strongly influences green hotel preference. Hotel marketers should realize that customers are becoming eco-conscious in their hotel selections. Ecology

drives green hotel behavior. The study found that everyday green behavior strongly affects hotel green behavior intention. Industry 4.0 technology like machine intelligence can help hotels attract tourists. This may involve targeting green/eco-friendly goods consumers online. Prescriptive systems can help promote green hotels. Positive affective feelings make research participants want green hotel behavior. Corporate communications should encourage green hotel managers. Green hotels may partner with animal rescue and conservation NGOs to improve their green promise. Green hotel promotion should increase emotional attachment. Hoteliers in the green diagonal should also avoid greenwashing to attract customers. The impact size shows that perceived greenwashing affects green hotel behavior. This PhD thesis suggests branding medium-sized green hotels for market presence. A green hotel's HR is also important. The qualitative analysis found that senior managers must consider integrating Green Human Resource Management (GHRM) across the firm.

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

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— 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
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— 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
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— Co-researcher in 1 FSR Project

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

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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