

## ECO-FRIENDLY ATTITUDE AND RESPONSE BEHAVIOURS OF GREEN HOTEL GUEST IN MALAYSIA

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*Accepted date: 23-01-2019*

*Published date: 11-03-2019*

*To cite this document:* Razali, N.A.M., Shahril, A. M., Rahim, M. A., & Samengon, H. (2019). Eco-Friendly Attitude and Response Behaviours of Green Hotel Guest in Malaysia. *Journal of Tourism, Hospitality and Environment Management*, 4(13), 77-89.

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**Abstract:** *This study attempts to understand the underlying factor that lead to the green hotel consumption by Malaysian green hotel guests. There were three research objectives in this study: 1) To examine the relationship between eco-friendly attitudes with intention to stay at green hotel; 2) To examine the relationship between guests eco-friendly attitudes with willingness to pay more for green hotel; and 3) To examine the relationship between eco-friendly attitudes with engagement in positive word-of-mouth towards green hotel. An online surveyed was employed to gather data from 210 guests purposively and subsequently analyzed by using SPSS. This study demonstrates that guest eco-friendly attitude was one of the factors that influence their intention to stay, willingness to pay more and engage in positive word-of-mouth about green hotel. Besides that, age also plays a significant role in visiting green hotel where findings showed that customer aged 40 and above tend to show preferences in visiting and pay more for green hotels compared to the young generation for Malaysian context. This study contributes to the existing theory and practice by providing useful insights about the guest eco-friendly attitude that influence their intention to stay, willingness to pay more and engage in positive word-of-mouth about green hotel.*

**Keywords:** *Visit Intention, Green Hotel, Word-of- Mouth, Eco-Friendly Attitude, Response Behaviour*

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### Introduction

Nowadays, environmental sustainability has become one of the major concerns among the society. People are starting to realize the importance of sustaining the nature due to various disasters that have occurred like haze, global warming and heavy flood. As a result, eco-friendly (green) consumption had been created in the market which simultaneously influence today's

business strategies to come out with green products, green marketing, green technology and green activities (Mohamad, Arifin, Samsuri & Munir, 2014).

Since most customers have realized that their purchase behaviour has a direct impact on the ecological issues, this had led them to consider the environmentally sound product when making a purchase (Laroche, Bergeron & Forloe, 2001). Studies have shown that there is an increasing awareness on environment and preferences for green firms and their products from a large number of customers, which proves the customers willingness to purchase and pay more for environmentally friendly products and services (Manaktola & Jauhari, 2007).

As for the hospitality industry, the increasing concerned about the global warming has results people to likely decide to stay at eco-friendly hotel when travel (Han, Hsu, Lee & Sheu, 2011). Tourists expected that the hotel industry to pay attention on the environmental concerns and to operate sustainably (Manaktola & Jauhari, 2007). Therefore, hoteliers should recognize the green shifts in guests' behaviours and also the importance of promoting the environmentally friendly products/ services and proactive management, as well as implementing environmentally conscious practices so that they can improve their competitiveness in the industry (Noor, Shaari & Kumar, 2014).

There was an increasing demand for hotels that adopt green practices in Malaysia but the number of such hotel is not many (The Malay Mail Online, January 19, 2014). This statement has been supported by the study conducted by Yusof & Jamaludin (2013) where the findings showed that there are only few hoteliers claiming they are self-green operators and those hotels and resorts are actually chain affiliated in Malaysia. Therefore, becoming a green hotel can be a great marketing strategy for the industry players since the first step in marketing itself is fulfilling the customers' needs and wants (Manaktola & Jauhari, 2007).

Despite the increasing demands for the green practices hotel, many hoteliers remain hesitant to invest in green initiatives as they are not convinced such investment are financially beneficial for them (Kang et al., 2012). The hoteliers are not confident that when they invest in green practices, the customer will come to their hotel. Therefore, in order to encourage them to make investment for the green practices, a thorough understanding about guests' needs and preferences is crucially essential especially understanding the factors that influence customers' patronage these green establishments. There are lots of factors that affect guests response behaviours such as intention to stay, willingness to pay premium price and also engage in positive words of mouth towards green hotels which include hotel attributes (Millar, Mayer & Baloglu, 2012), environmental concern (Kang, Stein, Heo & Lee, 2012), green values, eco-friendly attitudes as well as green behaviours (Laroche, Bergeron & Forloe., 2001; Han et al, 2011).

Besides that, study by Azjen (1980) found that there are few determinants that influence one's behaviour and one of them is attitude. Based on a study conducted by Laroche et al. (2001), it showed that guest's attitude has a positive relationship with their willingness to pay more for green products. Furthermore, the study had been expanded by testing the relationships between guests' attitude and overall image with intention to visit, word-of-mouth intention and willingness to pay more for environmentally friendly services (Han et. al., 2009; Lita, Surya, Ma'ruf & Syahrul, 2014). To the best knowledge of researcher, research on factors influencing

guest intention to visit green hotel, willingness to pay more for it and to spread positive word-of-mouth about it as a whole is still scarce.

Most previous research that had been documented in Malaysian green hotel industry focus on the relationships between tourists intention to stay with environmental attitudes and hotel attributes (Noor et. al., 2014); environmental knowledge and concern on green purchase intention (Aman, Harun & Hussein, 2012); and personal traits and marketing strategy with intention to visit green hotel (Mohamad et al., 2014). Those study only focus the influence of environmental knowledge and concern, marketing strategy and hotel attributes on only one kind of response behaviours which is intention to stay and did not expanded more to the other response behaviours like willingness to pay more and positive word-of-mouth intention. In order to fill the knowledge gap, researcher therefore would like to focus this study on the personal traits factor which is to be exact, the environmental attitude of the guests with three response behaviours namely intention to stay, willingness to pay more and also engagement in positive word-of-mouth for green hotel.

This study is attempted to extend the previous research that were done by Han et al. (2011) to a new context which is Malaysia since the previous study had been done among the United States (US) consumers. Previous study had shown that different context like location and demographic background could influence the result (Lita et al., 2014). Thus, this result of this study will increase the generalizability of the findings. Besides that, the result will help the hoteliers to have a better understanding about the guests' attitudes and their response behaviours towards the green hotel. Thus, it will lead the organizations to design more effective and efficient programs and initiatives later on (Han et al, 2011).

## **Literature Review**

### ***Theoretical Perspective***

As for this study, Theory of Reasoned Action (TRA) is the most suitable theory used where it was proposed by Ajzen and Fishbein in the year 1975 and being revised again in the year 1980. The theory of reasoned action (TRA) is designed to predict the voluntary behavior made by the consumer (Chen, 2014). In this theory, there are two determinants of consumer behavior namely attitude which influences one' intention toward buying a product and social subjective norms which determine one's intention to purchase or not buy a product. TRA suggests that a person's behavioral intention depends on the person's attitude about the behavior and subjective norms where if a person intends to do a behavior then it is likely that the person will do it (Ajzen and Fishbein, 1980).

This model addresses how people's cognitive evaluation of consequences leads to either pursuing a certain behavior or not (Chen, 2014). As applied to this study, this theory holds that we should expect that attitudes have influence on the guest's intention behavior in consuming green products which is green hotel. Therefore, TRA was used to explain the relationship between personal traits and intention to visit, willingness to pay more and also engagement in positive word-of-mouth towards green hotel.

Attitudes refer to an individual's behavioral option appraisal make it positive or negative while subjective norms refer to others' opinions or social pressure that influence a person's behavior (Ajzen, 1991). TRA is widely used in predicting consumer's behavioral intention on environmental issues (Chen & Tung, 2014) as studied by Mohamad, Arifin, Samsuri & Munir

(2014), Ramayah, Lee & Mohamad. (2010), Memar and Ahmed (2012), and Aman, Harun, and Hussein (2012).

Unlike the previous studies, this study focusing on only one of the factor in the TRA model which is the attitudes. According to Azjen (1991), attitudes refer to positive or negative behavioral option appraisal of individual. This study focuses on the one scope of attitude which is environmentally friendly attitude in oneself in relation to his/her behavior intention towards green hotel. Most previous researchers such as Aman et al. (2012), Noor & Kumar (2014) and Mohamad et al. (2014) were focusing their studies on intention to purchase/visit only. However, this study had widened by adding up two more behavior intentions which were willingness to pay more and also engagement in positive word-of-mouth.

### ***Eco-Friendly Attitudes towards Intention to Stay***

Environmental attitude is one of personal traits that influenced intention to visit green hotel. As mentioned by Eilam and Trop (2012), it is perceived as precondition to achieve environmental behaviour. Previous study showed that attitudes have relationship with guests purchase behaviour intention where guests eco-friendly attitudes positively expressed the guests intention to stay at green hotel (Han, et. al., 2011) and significantly affects the Indian consumers' purchase behaviour (Laroche et al., 2001). According to Manaktola and Jauhari (2007) customers who are aware of a hotel's eco-friendly practices show preference to patronize a green lodging property. This finding is in line with the study conducted by Noor, Shaari and Kumar (2014), where they have confirmed the relationship between environmental attitude and intention to choose green hotel by travellers who visit Malaysia.

Based on the study conducted by Ajzen (1991), it shows that one's positive attitudes towards certain behaviour actually do strengthen his or her intention to perform that behaviour. Those who are environmentally friendly have greater intentions to patronize a green hotel and actually do so (Han et. al., 2009; Han et. al., 2011). On the other hand, Chaudhary (2018) found that environmental concern not significantly effect on the Indian's millennial purchase intention towards green product and it is in line with Khare (2015) that found the personal norms failed to explain green buying behavior of consumers from India.

However, previous studies show that the customers who have a greater environmental concern will more favourably choosing eco-friendly products or services which including visiting green hotel (Aman et al., 2012; Chen & Tung, 2014; Han et al., 2009; Kim and Han, 2010). Therefore, guests' intentions to purchase green products seem to have positive relationship with the environmental concern and environmentally friendly attitudes (Han et al., 2009; Manaktola & Jauhari, 2007).

Based on the explanation above, this study argues that environmental attitude is positively related to intention to stay at a green hotel, which leads to the first hypothesis of the study.

*Hypothesis 1: There is a positive relationship between guests' eco-friendly attitudes with their intention to stay at green hotel.*

### ***Eco-Friendly Attitudes towards Willingness to Pay More***

Guests in Europe and North America were found to more likely visit and demonstrate a strong willingness to pay more for a hotel that practicing green initiatives and it is also revealed that guests green orientation and willingness to pay more were closely influenced by their culture

and social structure (Lita, Surya, Ma'rif & Syahrul, 2014). This argument is supported when there is a contradict finding about the consumer willingness to pay more for green hotel between the United States (US) consumers and Indian consumers. US guests are more likely willing to pay more for green hotel (Kang et al., 2012) while Indian consumers showed differently where they are relatively unwilling to pay more for those initiative (Manaktola & Jauhari, 2007). The positive intentions to pay more for green products are strongly associated with customers' environmentally friendly attitudes (Han et al., 2009). But, the positive perceptions and attitudes towards the environmentally friendly do not necessarily lead to a willingness to pay more for company green initiatives (Kang et al., 2012).

Based on study, guests' actual purchase decision for a green product is depending on few factors like individual's ability, knowledge and opportunities to engage in environmental issue beyond personal concern for it (Manaktola & Jauhari, 2007). It is also found that guests are more likely to be willing to pay for green products if they faced little difficulties in getting it (Tsen et al., 2006).

Based on the above argument, it can be said that guests' willingness to pay more for a green products are vary for every person. This study argues the positive relationship between eco-friendly attitudes and their willingness to pay more for the green hotel and hence contribute to the second hypothesis development.

*Hypothesis 2: There is a positive relationship between guests' eco-friendly attitudes with their willingness to pay more for green hotel.*

#### ***Eco-Friendly Attitudes towards Engagement in Positive Word-of-Mouth***

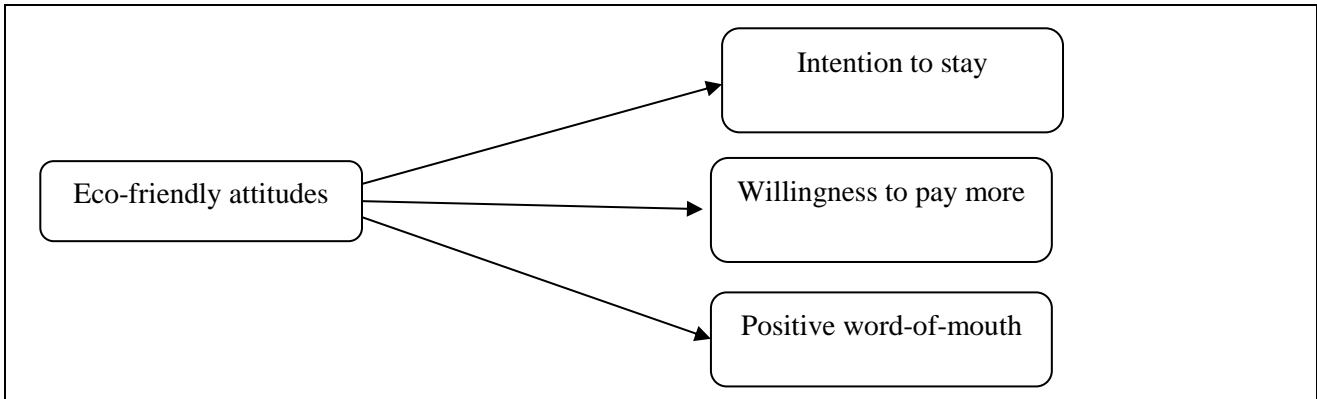
Generally, guests with green attitudes are significantly associated with their intentions to patronize a green hotel, to spread positive word-of-mouth about the green hotel and also to pay more for it (Han et. al., 2011; Lita et. al., 2014). Customer that has favorable attitudes towards the eco-friendly behaviour in the everyday life most commonly willing to stay at green hotel, to recommend and hence pay more for it (Han et. al., 2009; Han et. al., 2011; Lita et. al, 2014).

However, this statement is contradict to the study by Tih & Zainol (2012) where the results revealed that no matter how favourable a person's evaluation and belief towards the green behaviour is, it will not influence him/her to encourage others to engage in green practices. This finding showed that one's eco-friendly attitude is negatively related with intention to engage in positive word-of-mouth. Limited literature has been found indicating the relationship of eco-friendly attitudes on word-of-mouth intention. Therefore, to further examine this dubious relationship, this study tested this variable and the following hypothesis was developed:

*Hypothesis 3: There is a positive relationship between guests' eco-friendly attitudes with positive word-of-mouth about green hotel.*

#### **Conceptual Framework**

The proposed conceptual framework for this study is as shown in Figure 1. This framework was adapted from Han et al., (2011). However, the mediating variable which is the overall image is discarded from this study as the main intention is to look at the relationship between the two variables mentioned before. This is because, previous study has showed that attitude has relationship with their response behaviour, make it negative or positive related (Baker, Davis & Weaver, 2013).



**Figure 1: Conceptual Framework**

The result will show the relationship between eco-friendly attitudes on the response behaviour namely intention to stay, willingness to pay more and engagement in positive word-of-mouth among green hotel guests.

### **Methodology**

This study used quantitative method to examine the relationship among the variables as proposed in the hypotheses. Online survey method was used where questionnaire was utilized to collect the data. Data was fully collected through online and the target sample was approached through social media which is *Facebook*.

This study conducted in Malaysia and it focused on the guests of certified green hotels as the population. The researcher decided to focus on the hotels that won the ASEAN Green Hotel Awards 2014 to avoid any bias. Those hotels were selected since they had to fulfil the criterion needed to win the award. There were 10 hotel had won the awards namely Shangri-La Tanjung Aru Resort & Spa, Kota Kinabalu; Shangri-La's Rasa Ria Resort, Tuaran; Nexus Resort Karambunai; Riverside Majestic Hotel, Kuching; Miri Marriott Resort & Spa; Mandarin Oriental Hotel; The Shangri-La Kuala Lumpur; Renaissance Kuala Lumpur; The Andaman Langkawi; and last but not least is the Shangri-La's Rasa Sayang Resort & Spa, Penang (The Malay Mail Online, Jan 19, 2014).

This study utilized convenient sampling where researcher went through the hotels' web page in the Facebook. Then, guests that gave feedback about their stay on the web pages were chosen as samples. According to Roscoe's Rule of thumb, the appropriate sample size for a research should not less than 30 and should not more than 500 ( $30 < S < 500$ ). Therefore, to be fair, 40 samples were chosen from each hotel web page which comprise of 400 samples all together. Even though the samples were chosen from the ten green hotels web page, there was still screening question applied for each respondents in the questionnaire survey. The questionnaire was developed by using "google.docs" application. All those selected respondents were approached by sending questionnaire through their private message of their personal account. They were given link through their private message to answer the survey. After the collection period was over, there were 210 samples were collected.

The questionnaire used was consists of three sections all together. The first section was measured the guests' eco-friendly attitudes in their daily life (i.e.: severity of environmental problems, inconvenience of being environmentally friendly, importance of being environmentally friendly and level of responsibility of business corporation). The second

section was measured guests' response behaviours namely intention to stay, willingness to pay more and also engaging in positive word-of-mouth towards the green hotel. The last section was covered the demographic profile of the guests.

All items used were modified to suit the Malaysian consumer as well as green hotel context. All construct in the survey were measured by Likert-type scale with anchors of 1= strongly disagree to 7= strongly agree. A total of 20 items were included in the questionnaire.

## Results

The demographic information of the 210 respondents was analyzed which including gender, age, marriage status, race, income, and education level. The results are as presented in the Table 1.

**Table 1: Respondents Demographic Profile**

<b>Variable</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	103	49.0
	Female	107	51.0
<b>Age</b>	Below 20 years	1	0.5
	20-29	138	65.7
	30-39	48	22.9
	40-49	20	9.5
	50 and above	3	1.4
<b>Marriage Status</b>	Single/Widow	114	54.3
	Married	96	45.7
<b>Race</b>	Malay	174	82.9
	Chinese	20	9.5
	Indian	9	4.3
	Others	7	3.3
<b>Income</b>	RM1500 and below	43	20.5
	RM1501- RM2500	49	23.3
	RM2501- RM3500	36	17.1
	RM3501- RM4500	24	11.4
	RM4501 and above	58	27.6
	<b>Education</b>	SPM	15
Diploma		12	5.7
Degree		111	52.9
Masters		65	31.0
PhD		6	2.9
Others		1	0.5

From 210 participants, 103 of them were male and 107 were female. From the frequency table, it showed that samples from the second age category which is from 20-29 years old had the largest percentage with 65.7%. Among them, 54.3% were married while the balance were either single or widow. Malay people showed the highest response rate with 82.9% from the total samples followed by Chinese with 9.5 %, Indian with 4.3% and others with 3.3%. About 43.8% of the respondent's monthly household incomes were under RM2500; 28.5% was between RM2501- RM4500 and 27.6% was over RM4501. Majority of the respondents (52.9%) were degree holders while 31% of them had a master degree. Out of 210 respondents, only one of them had other education qualification which is professional certificate.

The data was further analyzed using linear regression to see the relationship between the variables. According to the result presented in Table 2, 3 & 4, there are positive relationship between eco-friendly attitudes with guest response behaviour namely intention to stay, willingness to pay more and engage in positive word of mouth.

**Table 2: Results Coefficient for Eco-Friendly Attitudes and Intention to Stay**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.642	.713		.022	.237	3.048
	attitude	.560	.131	.285	4.285	.000	.302

Note: Dependent Variable: ITS

The correlation coefficient between eco-friendly attitudes with the intention to stay is 0.285. Hence, there is positive relationship between eco-friendly attitudes with intention to stay. In regression analysis, the p-value in Table 2 is less than 0.001 which is less than 0.05. Hence hypothesis H1: There is positive relationship between guest's eco-friendly attitudes with their intention to stay at green hotel; is supported by the data. Based on Table 2, the regression equation is:

$$ITS = 1.642 + 0.56(\text{eco-friendly attitudes}).$$

It means, for every unit increase in eco-friendly attitudes scores, intention to stay is expected to be increased by 0.56. From Table 4.18, the R-square value is 0.081 which mean 8.1% of the variation in intention to stay is explained by the eco-friendly attitudes. As a conclusion, there is a positive relationship between eco-friendly attitudes and intention to stay. For every unit increase in eco-friendly attitudes scores, intention to stay is expected to be increased by 0.56.



**Table 3: Results Coefficient for Eco-Friendly Attitudes and Willingness to Pay More**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.544	.691				
	attitude	.332	.127	.179	2.619	.009	.082 .581

Note: Dependent Variable: WPM

The correlation coefficient (r) is 0.179; hence, there is positive relationship between eco-friendly attitudes with willingness to pay more. In regression analysis, the p-value is 0.009 which is less than 0.05. Hence, hypothesis H2: There is positive relationship between guest's eco-friendly attitudes with willingness to pay more for green hotel is supported by the data. According to Table 3, the regression equation is:

$$\text{WPM} = 2.544 + 0.332 (\text{eco-friendly attitudes})$$

It means, for every unit increase in eco-friendly attitudes scores, willingness to pay more is expected to be increased by 0.332. The R-square value = 0.179 which mean 17.9% of the variation in willingness to pay more is explained by the eco-friendly attitudes. As a conclusion, there is a positive relationship between eco-friendly attitudes and willingness to pay more whereby for every unit increase in eco-friendly attitudes scores, willingness to pay more is expected to be increased by 0.332.

**Table 4: Results Coefficient for Eco-Friendly Attitudes and Word-Of-Mouth**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.625	.671				
	attitude	.601	.123	.321	4.884	.000	.358 .844

Note: a. Dependent Variable: WOM

The correlation coefficient (r) is 0.32, which showed that there is positive relationship between eco-friendly attitudes with word-of-mouth. In regression analysis, the p-value is less than 0.001 which is less than 0.05. Therefore, hypothesis H3: There is positive relationship between guest's eco-friendly attitudes with engagement in positive word-of-mouth for green hotel; is supported by the data. According to Table 4, the regression equation is:

$$\text{WOM} = 1.625 + 0.601(\text{eco-friendly attitudes})$$

It means, for every unit increase in eco-friendly attitudes scores, engagement in positive word-of-mouth is expected to be increased by 0.601. The R-square value = 0.103 which mean 10.3% of the variation in engagement in positive word-of-mouth is explained by the eco-friendly attitudes. As a conclusion, there is a positive relationship between eco-friendly attitudes and

engagement in positive word-of-mouth where for every unit increase in eco-friendly attitudes scores, engagement in positive word-of-mouth is expected to be increased by 0.601.

## **Discussion**

Findings from the study demonstrated that guest eco-friendly attitude was one of the factors that influence their intention to stay, willingness to pay more and engage in positive word-of-mouth. This finding is in line with the previous studies (Laroche et al., 2001; Han et al., 2011; Lita et al., 2014; Manaktola & Jauhari, 2007) where eco-friendly attitude positively related to their intention to stay, willingness to pay more and also engage in positive word-of-mouth.

These findings had answered all the research questions proposed to achieve the objectives of the study. The first question is whether there is a positive relationship between guests' eco-friendly attitudes with their intention to stay at a green hotel. By referring to Table 2, the result for the p-value is less than 0.001 with standardized coefficients beta value 0.285. Since the p-value is less than 0.005, as suggested by Hair et al., (2007), therefore, it indicates that there is positive relationship between guests' eco-friendly attitude with their intention to stay at green hotel and hence supported the first hypotheses proposed earlier. This finding is in line with findings from previous studies where eco-friendly guests will be more likely to visit green hotel (Aman et al., 2012; Azila et al., 2014 & Han et al., 2011). Moreover, in line with the findings reported by Chen & Tung (2014), customers attitude towards green hotel indeed exert positive influence on their intention to visit green hotel.

This study also showed that eco-friendly attitudes were positively related to willingness to pay more for green hotel ( $p=0.009$ ) which answered the second question for the study; is there any positive relationship between guests' eco-friendly attitudes with their willingness to pay more for green hotel? Finding showed that guests with eco-friendly attitudes favourably pay more for green hotel and it is supported by previous study conducted by Chen & Tung (2014), Han et al. (2009), and Tsen et al., (2006).

The third research question was answered by the finding of the study where eco-friendly attitudes showed positive relationship with word-of-mouth (refer to Table 4). The result ( $p=0.000$ ) indicates that guests that show preferences towards the environment were more likely to spread positive word-of-mouth about green hotel. This finding is in line with previous studies done by Han et al. (2011) and Lita et al., (2014). This results also in line with the Theory of Reasoned Action where this theory suggests that a person's behavioural intention depends on the person's attitude about the behavior (Fishbein and Ajzen, 1980). This study showed that guests' response behaviour is actually related to their attitudes towards the environment.

Based on the findings revealed in this study, green hotel therefore should make known their concerns towards the environment by demonstrate the necessary practices and policies such as water and energy conservation, reduce, reuse and recycle practices, and so forth in their property so that customers are aware about it and hence will attract them to their place.

Other than that, this strategy shows to the public the importance of green hotels' commitment in acting responsibly towards the environment during daily operations. Besides that, hotel operators should initiate a plan to involve their in-house guest with their eco-friendly programs. By doing so, hoteliers not only can educate the guests about the importance behind the program but also put awareness to the guests regarding the rationality behind it.

Besides eco-friendly attitudes, age also show a significant impact on guests response behaviour towards green hotel. It found that customers age 40 years old and above tend to show preferences in visiting and pay more for green hotels compared to the young generation. However, this findings contradict with the previous studies where it indicate that younger people are more favourable towards green hotel purchasing as they are more knowledgeable about these green properties as well as the benefits stayed at those hotels (Han et al., 2011; Van Liere & Dunlap, 1981).

This finding showed differently where Malaysia citizen with age more than 40 years old show better concern towards these environmental product. One of possible reason behind this situation is that consumers from this aged group are more financially stable as compared to the younger customers. According to statistic provided by Malaysian Department of Insolvency, a total of 122 169 Malaysian citizen had been announced as bankrupt where 57 per cents of them were aged below than 45 years old (Utusan Online, April 15, 2014). This showed that younger people are still not stable in terms of their financial earnings and thus has lower purchasing power as compared to older one.

Previous researcher found that there were significant differences on guests express intentions across gender, age, education level, and income (Baker et al., 2013; Han et al., 2011). However, current study revealed that hotels customer's intention does not differ significantly across the gender, education level and monthly household income except for age. One of the possible reasons for this unexpected result is the differences in terms of consumer' purchasing behaviour for green hotels with other green products. As example, those who frequently bought recycle product not necessarily the same one that willing to visit green hotel (Han et al., 2011) as one environmental conscious act not necessarily transmit into eco-friendly purchasing behaviour (Laroche et al., 2001).

Study by Laroche et al., (2001) revealed that one specific environmental act does not necessarily directly transmit into another eco-friendly purchasing behaviour. As example, customers who practice recycle, reuse and reduce not necessarily willing to stay at green hotel. Therefore, this study revealed that demographic factors such as gender, race, marriage status, household income per month and education level less important as compared to age and eco-friendly attitudes in explaining guests' response behaviour wards the green hotel.

## **Conclusion**

Due to the climate change, natural disaster and so on, people become more concerned towards the environment. This global trend has led the hotel establishment to move towards preserving the Mother Nature by implementing green practices in their property. However, before doing so, understanding guests' needs and preferences for green hotels is critically importance for the green hotel operators. By having a better and clear understanding, they can design more effective and efficient green programs to be implemented in their property later on. As the findings suggested, eco-friendly attitudes which consists of four sub-dimensions were positively related to guests intention to stay, willingness to pay more and engage in positive word-of-mouth. However, more effort must be made by the hotel marketers to communicate the green practices to the public as well as attract them to involve and be part of the programs too. Since the demand for these green hotels has increase due to the media coverage on the environmental concern, the hotel operators should grab this opportunity to tackle these market demands for their own sake.

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