CHAPTER II
LITERATURE REVIEW

The following review of various studies suggests that there has been a tremendous growth in green consumerism that can be seen broadly among consumers as well as hoteliers. Review of literature has given an insight to bring a new light for future study. Various past studies have been conducted on green services, green consumers, consumer attitude and behavior, green marketing and consumer perception. By reviewing those previous studies, the current study has explored the research gap which established new area to study for future research. Following past studies are related with the awareness of consumers, consumer perception, consumers’ preference, willingness to pay and consumer green purchase behavior. The researcher has considered past studies from the year 2000 as “Green Marketing” has gained huge importance in recent years. Green Marketing has gained its momentum and making a comeback due to drastic increase in the environmental concern globally.

In the study of Laroche et al., (2001), had identified the consumer profile of American city that is going to spend more for those products which are environment friendly. The results had concluded that 57% of the women would spend more for products which are eco friendly as compared to men. The study showed that married women with children had shown concern towards environment and were likely to spend more to save environment. Also the study concluded that there was an association between attitudes and consumers’ willingness to pay extra for those products which were favorable to environment. Consumers were ready to spend more because they were aware and concerned about the ecological problems. For them buying green products were not inconvenient but those consumers who were not ready to spend extra, they found it inconvenient and they did not consider environmental issues when taking purchase decisions.

A Survey by Muñoz & Rivera (2002), where the main motive of this study was to “examine the attitudes of tourists destinations in Mexico towards the environmental performance of their hotels, and the benefits of a national certification scheme.” They interviewed randomly chosen sample of 565 tourists and identified the tourists’ willingness to pay for enhanced ecological
execution of their hotels. Some of the key findings were that in Mexico, 53% of the tourist assessed conservation of water and decreasing water pollution as the most important topic and around 2/5 of the tourists would be ready to spend an extra amount to stay at an eco friendly hotel. It was also seen that tourists preferred those hotels which were environmentally certified than those hotels which were not, and also ready to accept less luxury or comfort amenities.

Kasim(2004), studied about tourists to Penang Island, Malaysia and findings of this study suggested that tourists were well informed and concerned about the environment but they did not observe the environment strategy followed by hotels as a basis for their choice of hotel. They did not consider a hotel’s environmental strategy as a foundation for their hotel choice. The study concluded that tourists approved those room attributes that were environment friendly and were ready to accept rooms with “water saving features, recycling bins, fire-safety features, energy saving features, and information on local ecotourism attractions” but did not consider as a single reason of staying in a hotel.

Tzschentke, Kirk & Lynch (2004), focussed on exploring the reasons for adopting, involvement and participation in environmental practices and schemes. The results suggested that reducing costs by increasing levels of operational efficiency was a primary motive behind adopting of environmental practices. The promotion by trade associations and the government of financial benefits associated with the adoption of environmental management programmes have contributed in the adoption of environmental practices. “The analysis also suggested that the decision of hotels to join the ‘Green Tourism Business Scheme’ was just for the commercial benefits, knowledge that joining required little to current practices, gaining marketing benefits and competitive advantage were key deciding factor to adopt this scheme.

Kasim(2006), conducted study on “The need for business environmental and social responsibility in the tourism industry” where on the basis of secondary data, the major findings of this study were to analyse the relationship between tourism and the physical & social environments. The study found out after reviewing past studies that there is a link between tourism activity with both physical and social environment. Hotel sector is the major part of tourism. The key areas of hotels were energy consumption, solid wastes and polluted water which had a greater influence
on the environment. These areas were to be prioritized and to be considered for sustainability of the hotel industry.

The study by Manaktola & Jauhari (2007), conducted study in NCR Delhi, India with sample size of 66 respondents, which explored “consumer attitude and behavior towards the green practices in lodging industry”. For this study, to explore consumers’ attitude and behavior, convenience sampling techniques had been used. The study had identified that only 22% of the respondents seek information and use it while taking decision regarding hotels. Also 55% pay attention towards the environmental initiatives and 23% do not bother about the any information related to eco friendly practices. But willingness to pay for eco friendly practices was very less among consumers. It showed that only 15% of the consumers were ready to pay for initiatives taken for the environment and 33% of the consumers felt that the costs incurred on the environment should be shared by both consumers and hotels. This can be analysed that Indian consumers are not ready to spend extra amount for the green services.

A study on “sustainable tourist behavior – a discussion of opportunities for change” by Budeanu(2007), has discussed that in spite of positive attitudes towards sustainable tourism, only few of the tourists showed their positive behavior in buying tourism product. The development towards sustainable tourism is lacking behind due to the less response from consumers which is one of the major barriers. After reviewing various studies, this paper have concluded that the people have inherent cause for not acting in a responsible manner like habits of consumers, convenience, personal preferences etc. It has been also analyzed that informative tools are the important factor for creating a shift from non sustainable tourist to sustainable tourist behavior but they only have an impact on their attitude towards the environment, will not identify any obstacles that stops tourist to act according to their attitude.

A study on “Gender differences in Egyptian consumers’ green purchase behavior: the effects of environmental knowledge, concern and attitude” by Mostafa (2007). This study was conducted on 1093 respondents across Egypt which identified the impact of three cognitive and attitudinal factors on gender differences in green purchase behavior. By using multivariate analysis of variance (MANOVA), it was confirmed that “there was influence of consumers’ ecological knowledge, concern and attitude on gender differences in green purchase behavior.” The result
of the study examined that females were found to be less aware of eco friendly issues as compared to males. It implied that, towards green purchase males have higher levels of perceived environmental knowledge, concern and attitudes than females. This result showed that men had more positive attitudes and showed more concern towards green purchase than women. It was seen from the previous studies that consumers were more involved in the environmental issues in west or in developed countries. But developing country like Egypt, the consumers were not much concerned about the green purchase.

A study on “Consumer attitude towards green marketing: an exploratory study” by Saxena & Khandelwal (2008), where the major findings were to identify the awareness of Indian consumers towards the eco friendly products and their preferences towards green products. By using the personal survey method, the data were collected from 400 consumers out of which 321 responded. The survey was done in the cities of Ghaziabad, Delhi, Bangalore, Chennai and Jaipur. The significant results of this study found that 90% of the consumers were aware for the protection of environment and 76.63% of the consumers have their preference towards products which are environment friendly. It was also found that 81% of the consumers conformed that companies having green image would have unique edge in the market.

A comparative study done by Dutta et al., (2008), conducted between India and US on consumers' green practice orientation identified that consumer of developing and developed countries have contrasting opinion about environment. This study investigated the consumers' attitudes, behavioral intentions, and involvement in relation to green practices in the restaurant industry. “The results showed that there was a clear difference in consumers' attitudes, behavioral intentions, and involvement in terms of green practices and the relationship of these factors to the consumers' willingness to pay.” The findings of this study showed that US consumers had a higher degree of involvement in eco friendly practices in the restaurant industry which have a major impact on consumers' willingness to pay up to 10% or higher on menu prices for green practices. In contrast, for Indian consumers the health and visibility were the major driver of their willingness to pay more than 10% or higher on menu prices for green practices.

Tsai & Tsai (2008), study conducted on “Impacts of consumer Environmental Ethics on Consumer Behaviors in Green Hotels” in Taiwan where they identified that the Taiwanese
consumers were pleased to support protection towards environment and ready to encourage recycling policies of resource of green hotels but few of them only convert their thoughts into action towards green buying. For Taiwanese people, the gap between the support of consumer and firm action is still a major and first issue to be considered in terms of sustainable green consumption. Also Taiwanese consumers are not willing to show sufficient proactive green consumption behavior in terms of hotel expenditures.

A study by Graci & Dodds (2008), has identified the Business case for environmental commitment in the Canadian hotel industry. Several hotels have identified that there were various importance of greening their hotel operations, but, there was still a gap between attitude and action in this hotel industry. It was identified that there are various factors that are beneficial to a hotel like “Cost savings, improved competitive advantage, employee loyalty, regulatory compliance, being leaders in the industry, managing risk and social responsibility.” currently many of the environmental initiatives were taking place in the hospitality industry in Canada like sheet and towel change programs which are basic in nature. “Canada is unique in the context of environmental commitment in the hotel industry but some countries have a top down approach for environmental legislation.”

According to Yesawich (2008), examined that out of 10 Americans 8 American consumers insisted to be green by turning off lights and composting. “This study also stated that 4 out of 10 leisure travelers would pick an environmentally friendly hotel over one that was not. However, it seemed that only half were willing to pay more to the environmentally friendly hotel as compared to its non-green competitors. This reluctance to pay more showed that the consumers only followed through with green practices because they felt it was more of an obligation besides being important for the environment”.

Millar & Baloglu (2008), have conducted survey on the preferences of hotel guests for green hotel attributes where they have identified the lists of green attributes which hotel guests would prefer in their room. “Data was collected from attendees of a hotel developer’s conference that took place in Las Vegas, Nevada in March 2008. Approximately 165 data were collected from the attendees.” The results have shown that the majority of respondents do perform
environmental activities at home. “Recycling cans and bottles and recycling paper were the most popular, followed closely by re-using plastic bags and use of energy saving light bulbs. Using low flow water fixtures were the least popular among the respondents followed by using cloth bags for shopping.” The following environmentally friendly attributes used in hotels like “energy saving light bulbs throughout the room, low flow toilets and faucets, towel re-use, sheets change upon request, recycling bins, occupancy sensors, and key cards were all very well received by the respondents which implied that these green attributes were being accepted by the guests in a positive way.”

Bergin Seers & Mair(2009), conducted study in Australia on emerging green tourists and identified the profile of green consumers or green tourists, also how industry may harness this market. They also assessed environment behavior and attitude of consumers. Through green consumer’s scorecard, they aimed to identify the consumers who were more involved and knowledgeable about the products which are eco friendly were more suitable to make their environment friendly purchase decision. It was seen that consumers who are informed are more likely to make their green buying decisions. They found that 60.8% were active consumers who were aware about the environment.

Tantawi et.al.,(2009), conducted study on “Green consciousness of consumers in a developing country, a study on Egyptian consumers” have investigated the Egyptian consumers’ attitude towards the environment where the results found was that the Egyptian consumers have favorable attitude towards the environment but they rank first economic concerns prior to the environment concerns. They do not consider “going green” a priority. Egyptian consumers were pressured by governmental rules. They wanted to do something for the sake of environment but could not get support from the government. Egyptian consumers agreed that saving environment was responsibility for every business but the larger responsibility stays in the hands of government.

Study on “Sustainable Consumption: Green Consumer Behavior when Purchasing Products” by W.Young et.al.,(2009). This study has been conducted by taking interviews to 81 green consumers to investigate actual purchasing behavior of consumers and cause for this action. The
findings of this study reported that there was the ‘attitude–behavior gap’ or ‘values–action gap’, where 30% of consumers were concerned about ecological issues but they were not able to interpret this into purchases. The consumers who were interviewed have shown that they were ready to buy the green products which are eco friendly like product made up of recycled material, energy efficiency, durability etc but there were various barriers that was found like high prices, lack of information, non availability etc. these barriers stopped them to buy green products which also created a value- action gap.

“A Green Room Experience: A Comparison Of Business & Leisure Travelers” by Millar& Baloglu(2009), where the main objective was to “assess the environmental attitudes of both types of travelers, their green behavior at home, and the importance they gave to different green attributes in a hotel.” A sample of 521 respondents where 284 responses received from the business travelers and 56% of the leisure traveler respondents. Results of an online survey indicated that business and leisure travelers were very alike in their behavior when assessed the importance of particular green attributes. Business traveler performed the most popular green activity at home i.e. recycling cans and bottles, using energy efficient light bulbs and re-using plastic bags whereas leisure traveler indicated that they performed re-use plastic bags, recycle cans and bottles. From the analysis it was found out that Business travelers were more willing to conduct eco friendly activities at home than were leisure travelers. When it comes to preference of green attributes in a hotel the travelers preferred to have a ‘recycling bin in the hotel lobby but not in the guest room, they preferred occupancy sensors to key cards to help control lighting in the room,’ and they felt towel and linen policies to very important except refillable soap dispenser.

Lee, Kim et.al, (2010), “investigated that by using concept of cognitive, affective and overall image of the hotel how to develop image and branding of green hotels.” The major findings showed that consumers evaluate green hotel’s image more on quality basis than on the basis of value. Furthermore, green hotel’s overall image favorably enhances behavioral intentions including ready to pay, word of mouth and intention to revisit. It was also found out that guests of green hotels were ready to disseminate positive advice and word of mouth and also revisit the
green hotel but they showed lower willingness to pay extra for green hotels. The study concluded that image of green hotel gave favorable growth to behavioral intentions.

Kim & Han (2010), have conducted study on “Intention to pay conventional hotel prices at green hotel— a modification of the theory of planned behavior.” By integrating eco friendly consumption context the objective of the study was to extend the original theory of planned behavior. The results of their analysis found out that extension or modification in TPB found to be important factors to understand intention formation to spend standard hotel prices for a green hotel. The results have also shown that consumers have favorable attitude towards paying prices of traditional hotel for a green hotel as consumers were ready to pay prices similar to those at a comparable non-green hotel. The pressure from society, attitude and perceived ease of engaging in the behavior results in strengthen of intention to pay price for green hotels similar as the non green hotel.

Han et al., (2010), study proposed and tested Ajzen’s Theory of Planned Behavior (TPB) model to explain the formation of hotel customers’ intentions to visit a green hotel. “Consistent with the theory, the results of a structural equation analysis revealed that attitude, subjective norm, and perceived behavioral control positively affected intention to stay at a green hotel. Web-based questionnaires were sent to 3000 randomly selected U.S. hotel customers where 428 usable responses were received from participants.” “The results showed that subjective norm positively affected visit intention through attitude. This result suggested that attitude has a mediating role in the relationship between subjective norm and visit intention. It stated that marketers in the hotel industry have become proactive in recommending green practices and developing environmental programs and initiatives.”

Levy & Duverger (2010), examined consumer perceptions of CSR from a more comprehensive perspective of sustainability by utilizing the Global Sustainable Tourism Criteria. A survey was conducted on 250 students attending a tourism program at a private university in the northeast United States. The findings suggested that consumers gave most value to the efforts done by the corporate sector which considered to be tangible to their destination experience. Therefore, “consumers considered hotel environmental practices most important to their evaluations and behavioral intentions.” The study examined that “consumer awareness of hotel CSR initiatives,
acquired during the tangible experience with hotel green initiatives such as recycling and reusing is most powerful in predicting consumer attitudes and behavior such as satisfaction, positive word of mouth, intent to return, and willingness to pay.”

Study on “Green marketing in India: future opportunity for business” by Mishra & Sharma (2011), have discussed about the green consumers and the challenges & opportunities that business were facing with green marketing. It also identified the present trends of green marketing in India and reason of adopting green products and services. This research explored that Standardization, New Concept, Patience and Perseverance are the major challenges faced by the companies in term of green marketing. There were certain recommendations that were given to companies like know your Customer, educating consumers, transparency, genuine products and advertisement which could help companies to retain in the market. It was also seen that Consumer Value Positioning, Consumer Knowledge, Credibility of Product Claim are three major principles that could avoid green marketing myopia. This study has shown various aspects of green marketing where companies still needs to work upon to cater Indian consumers.

The research conducted by Datta (2011), where two major objectives were taken. “First objective was to identify the consumer preference and willingness to pay for eco friendly products and second objective was to identify whether knowledge, awareness and pro-environmental concerns affect Indian consumer buying behavior or not.” Sample of 200 highly educated respondents were taken for analysis. “The results of these findings have concluded that 98% of the respondents were aware about the eco friendly products and 95% were aware of the fact that the eco friendly products will contribute in saving the environment.” The results also indicated that consumers’ green buying behavior would be affected if educated consumers tend to show their awareness towards eco friendly products and also be knowledgeable about the environmental issues. This is also a fact that concern towards environment is still not a strong reason for majority of the consumers as respondents have shown low level of willingness to pay premium price for eco friendly products.

Study conducted by Sinnappan and Rahman (2011), on “Antecedents of green purchasing behavior among Malaysian consumers”. The aim of this study was to examine those factors that have an impact on green buying behavior of Malaysian consumers and also tried to identify that
if the factors affecting green buying behavior vary by demographic profile. The results has shown that the “best predictor for green purchasing behavior is environmental attitude followed by perceived environmental responsibility, environmental concern, perceived environmental problems and governmental role whereas in case of demographic factor, age group is significant in explaining environmental factors. It was also identified that the Malaysian consumers are aware of their responsibility in protecting the environment for healthy living.” Their results also showed that if an individual perceive the environmental problem as a serious problem then he would be highly engaged in the purchasing green products.

Han et.al.,(2011), answered four major research questions. “Firstly do personal attitudes affect eco-friendly intentions to visit, to engage in word-of-mouth behaviors, and to pay more for a green hotel? Secondly, if so, which component of attitudes has the greatest impact? Thirdly, how do hotel customers’ eco-friendly intentions differ across gender, age, education, and household income? And fourthly, how do such expressed intentions differ based on the existence of previous experience staying at a green hotel?” An online survey on 422 US patrons were analyzed and the results shown that “importance of being environmentally friendly best explained hotel customer’s intentions to visit a green hotel and to spread their experience. It was also found that the respondents who have stayed in green hotels and who have not stayed in green hotels were shown significant difference in their opinion and showed that former had higher intention to visit and to pay more. The intention to visit to spread word of mouth and to pay more appeared to be higher in experienced group.”

Kim et.al.,(2011), studied on “Exploring Gender Differences on Generation Y’s Attitudes towards Green Practices in a Hotel” where study examined the attitudes of Gen Yers towards green practices and identified green attributes that Gen Y males and females prefer. Survey was based in Western New York and Northern Florida where 143 samples were collected from people over 18 years of age. “The findings of the study were that, females in generation Y seem to be more concerned about environmental consequences than males are. It was also seen that female members of Generation Y who preferred to stay at a green hotel were more likely to take advantage of a linen reuse option than their male counterparts were.” “It was also seen that, if hotels does business with environmentally friendly service providers, advertises its environmentally friendly practices, provides environmentally friendly foods (i.e., low toxicity,
organic or locally grown/made), and has a recycling program then Generation Y guests will be willing to pay more for a green hotel.”

A study conducted by Boztepe(2012) on 540 consumers of Istanbul where main aim of this study was to analyze the impact of environmental awareness, green product features, green product prices, green product advertisement and demographical features of consumers on purchasing behaviors of consumers”. “The findings showed that, as environment consciousness, green product features, green promotion and green price increases, the green purchasing behavior will also going to increases as these factors would affect green purchasing behaviors of the consumers in a positive way.

A study by Ogbeide(2012), on “perception of green hotels in the 21st century had two major objectives i.e. to identify consumer perception towards green hotels and to examine consumers’ willingness to endure to patronize green hotels.” Consumers were targeted in the mid western part of US and used convenience sampling. “The study revealed that there was a positive perception of consumers towards green hotels as 88% of respondents felt that the green practices which were being used by the hotels were very important. In regard to the cost, 46% of the consumers believed that hotels should pay the initial cost of going green and about 75% of the consumers were willing to pay less or same amount as compared to conventional hotels.”

Lisa Cometa(2012), studied consumer beliefs about green hotels which focused on the perceptions of hotel consumers in the United States. “The results showed that people with more favourable beliefs about environmentally friendly initiatives used by hotels were more likely to value green hotels and were more willing to stay at a green hotel than people with less favourable beliefs.” The consumers were more likely to involve in green activities if they have more positive beliefs about the value provided by green hotels during their stay than those respondents with less positive beliefs about the value provided by green hotels. It implied that, consumers will value green hotels more with their favourable beliefs about eco friendly initiatives used by hotels than respondents with less favourable beliefs.

Millar & Baloglu(2012), “analyzed the environmental attitudes of business and leisure travelers and the importance of green hotel attributes to business and leisure travelers. A sample of 571
business and leisure travelers completed an online survey where findings suggested that business travelers placed higher level of importance on most of green attributes than leisure travelers.” Also it has been seen that business travellers were more willing to perform eco friendly activities at home than leisure travellers. This study found that the major green attributes like energy saving bulbs, low flow toilets, key cards were accepted by majority of the guests. Green hotel certification followed by towel and linen reuse policy were the most influential attribute preferred in a hotel room.

Study conducted on green behaviour of Indian consumers at Uttarakhand by V Nath et al., (2012). The major findings were to investigate green behavior of the Indian consumers using a qualitative approach by interviewing respondents and identified consumer awareness, knowledge, their perception towards the environmental promotional tools and the barriers faced by the Indian consumers in adopting the green products. The results showed that the consumer in tier III cities were aware about the environment problems but they lacked in knowledge related to some specific environment issues. It was also found out that Indian consumers have seen environmental message like advertisement on eco labels and recycled products from both government and private organizations which directly have an impact on consumer buying behavior. The major barriers which were faced by the consumers were lack of availability of products and high prices which is to be further considered by the companies.

“Kang et al., (2012), in their research on consumers’ willingness to pay for green initiatives of the hotel industry surveyed that, only 30% of the American respondents expressed willingness to pay more to stay at a green hotel”. European Commission (2013) study revealed that 77% of European Union people were ready to pay more for environmental products, but only 55% of European Union citizens were informed about the environmental impact of the products they use and buy. This showed that consumers were willing to pay more for the green products and they used it but there were still few consumers who did not have information about the usage and impact of green products.

A study by Jhawar.A et.al., (2012), has examined the consumer awareness and response towards the eco labels in hotels. From the results, it was found that people were unfamiliar with various eco-labels like green seal, green key and California green lodging program. “Eco-certified hotels
are usually more expensive, but higher cost was not the main reason of not choosing eco certified hotel, in fact the lack of information about a hotel’s eco-certification was the most influential reason for not using eco certified hotel.” Consumers would not spend extra money for higher cost as consumers were not aware of the impact of hotels on environment. The major factors that influence the hotel selection among the respondents were price, location, and quality of service. Of all of the factors the “Sustainable Certification” was ranked less significant and lack of knowledge of consumers were treated as the most significant factor that influence consumer most in choosing hotel.

Rahman et.al.,(2012) surveyed on 1000 hotels where the purpose of this study was to examine “the extent to which hotels in the United States have embraced eco-friendly, or green, operational and marketing strategies.” It analyzed the differences among properties based on hotel size, chain affiliation, and geographic location, and identified which segments lead the way in green practices. “The five major green practices have been focused in this study i.e. energy management, waste reduction, recycling practices, staff education, and green business. The results showed that Chain-affiliated hotels were stronger adopters of green practices under the energy category than the independent hotels. Other green practices in which chain hotels were more involved than independent hotels includes “donating used old furniture and appliances, using e-mail when possible to conserve paper, evaluating the safety of chemicals and cleaners, buying in bulk, and reusing linen.”

Millar & Mayer (2012), conducted survey where major objectives were to describe behavioral characteristics of travelers and environmental attitudes of travelers who are willing to stay in an environmentally friendly hotel. The major findings of behavioral profile of 571 travelers were identified and examined that “the most popular activities were recycling cans and bottles (84%), using energy efficient light bulbs (82%) and re-using plastic bags (84%). The activities with the fewest responses were using cloth grocery bags and buying organic groceries i.e. 36% and 22% respectively. When it comes to willingness to pay the respondents were willing to pay either less, the same, or more for an environmentally friendly hotel room. It can be seen that 80% of the respondents indicated that they were willing to pay the same. Almost 14% said they would be willing to
pay more, while 5% indicated that they would want to pay less for an environmentally friendly hotel room.”

Ham and Choi (2012) conducted a survey on “Effect of cause related marketing for green practices in the hotel industry”. The main finding of this study was to identify whether marketing efforts using advertisement related to hotels highlighting green practices is effective or not. The findings indicated that consumers who were more exposed to advertisement related to green practices of hotels showed more favorable attitudes and intention to visit towards the hotels than those who received an advertisement without a cause related message. Further, it also suggested that this cause related marketing also improves the brand image and financial performance of hotels.

Study by Bhatia & Jain (2013), explored the “level of awareness and preferences of Indian consumers about the green products, also investigated the factors influencing consumers to buy green products.” A study was conducted on 106 consumers where “the results were shown that respondents who were surveyed were aware about the green products and practices, but most of the respondents were not aware about the green initiatives taken by central/state government, NGOs and business houses in India.” The most important green marketing practice considered by consumer was “Manufacturing Eco-Friendly Product”. Results of this study revealed that the “overall green values, awareness about green products and practices and the perception towards green marketing had positive impact on consumer which persuaded them to buy and prefer eco friendly products over conventional products”.

Study conducted by Zabkar & Hosta (2013), found that the concerns towards the environment were the integral part of the people and this would form their attitude and beliefs or willingness to act. The European consumers were concern towards the environment but it ranked second in their list of concern. This study then also found out concern for the environment is positive i.e if the European consumers have proper information or knowledge towards the green products or environment then “Consumers could make choices and would show their willingness to behave towards the environment. It was shown in this study that ‘concern for the environment’ was positively related to ‘willingness to behave in environmentally conscious way’ and that ‘willingness’ and ‘information about environmental impact’ were positively related to ‘environmentally conscious behavior’.”
Han & Chan (2013), have investigated perceptions of environmental practices at hotels among tourists. “A sample of fifteen mainland Chinese and fifteen English-speaking overseas tourists visiting Hong Kong were recruited for an interview. The results showed that saving energy, use of environmentally-friendly materials, and not using single-use consumables were most frequently perceived green hotel practices by consumers.” The tourists were ready to accept the green practices in hotel and saving resources and energy were found to be the most frequently known perception of consumers for which they were more concerned. Respondents perceived “planting trees and setting up smoke-free areas to be their favorite green practices.” Tourists were showing concern for the environment but lacking environmental knowledge. They want environmental publicity in green hotels so that they could enrich their understanding of environmental issues. “A majority of the tourists were willing to pay higher rates for green hotel rooms. Some of the consumers did not understand why green hotels cost more, but still they would like to pay a premium to support environmental protection.”

Baker et.al.,(2013), have focussed on major objectives to identify “the importance of being environmentally friendly has the greatest effect on their intention to stay in a green hotel and also identified that the certain barriers which significantly affect consumers’ intention to stay at a green hotel or pay more for a room in such a hotel.” The results showed that the consumers who concern about luxury have influence on intention to stay at a green hotel. The barriers were lack of participation, inconvenience, perceptions of cost cutting, and decreased luxury were the other known barriers faced by the consumers. “Consumers were less likely to willing to pay more for their stay as customers view green practices as cost-cutting measures for a hotel.”

A study on “Green marketing and its impact on consumer buying behaviour” by Saini (2013), explored the “relationship between attitude and perception of consumers towards green marketing and also identified the willingness to pay towards green products.” The survey was conducted in Rohini district of Delhi where randomly questionnaire was distributed to 100 respondents. “The major findings have shown that 70% of respondents were aware of green products and 30% can pay more for eco friendly products. It was also identified that 60% have agreed that there is enough information about the products while 40% were not.”
It was seen that 60% of the customers’ buying decision were not affected by green marketing whereas only 40% were affected by the green marketing which ultimately affects the green buying behaviour.

A study on “Exploring Visitors’ Attitude towards Green Practices and Revisit Intentions of a Tourist Destination” by Hashim et.al., (2013). The main purpose of the study was to identify the “association between attitude towards green practices and the revisit intentions among visitors in a tourist destination in Malaysia.” The findings were shown that the respondent were agreed and moderately agreed with various green practices. The attitude towards various green practices such as majority of the visitors i.e. 63.5% agreed that quality initiatives to be taken by the tourist destination, and other green practices like uses clean or renewable energies, visible communication about green practices and destination should use sensors or timers to save electricity were “moderately agreed” by the respondents. The findings also suggested that 42% of the visitors indicated they were willing to visit green destination when travelling, 37% plan to visit a green destination when travelling and 34% will make an effort to visit green destination when travelling in the future. This study concluded that there was no significant relationship between attitude towards green practices and the revisit intentions.

Mensah & Mensah (2013), studied to assess the environmental attitude of international tourists towards hotels in Accra. At major tourist attraction sites in Accra a sample of 343 international tourists was surveyed. “The results of the study indicated that a majority of respondents felt that hotels do not destroy the environment but contribute to the global environmental problems. This implied that 72.2% did not believe that hotels impact negatively on the environment and 83% of the respondents were therefore willing to pay more to stay in a hotel with a responsible environmental attitude”. It was also seen that tourists preferred “good sanitation practices” and “location” in clean and green environment which strongly influenced choice of hotel among the tourists.

Rezai et.al.,(2013), have interviewed 1355 Malaysian respondents by using a structured questionnaire to identify the perception and their intentions towards going green. The results were found out that majority of the respondents were aware about the green concept in Malaysia
but only a minority of them has purchased green products in the past. The result also showed that in the socio-demographic characteristics such as education level and age had a strong relationship with the respondents’ intention to go green. “Consumers in Malaysia believed that going green is costly but they also understand the green process could save the planet.”

A Study conducted by Eirini (2014), who focused on the examination of beliefs’ impact on intentions. The survey was conducted on 450 households in the urban area of Thessaloniki, Greece. The findings concluded that “future lodging customers were found to believe that staying at a Green Hotel makes them more environmentally conscious and socially responsible.” With regards to the environmental, social and health benefits of a green hotel, the beliefs of respondents were found positive. However, the location of a green hotel was one of the most strong concerns for people and they believed that green hotels were difficult to find and more expensive than the conventional hotels. With respect to demographic variable, educated people had showed highest intention to visit green hotels.

Study conducted by Lita et.al,(2014), where data were collected from 200 local tourists in West Sumatra. “This study investigated the relationship between attitude, image, intention to visit and willingness to pay more for environmentally friendly services.” The results found out that the there was a favorable relationship between attitude, image, intention to visit and willingness to pay for eco friendly services. “It implied that the attitude towards green behavior has significant impact on overall image of hotels and restaurants. The consumers are even willing to pay more for hotels that are environmental-friendly. Local tourists who lived in West Sumatra and participated in this study were found to have positive environmental concern which influences their behavior. Their concerns in environmental degradations caused by human were reflected in awareness of environmental issues and also showing willingness to contribute personally to environmental solutions.”

Noor & Kumar (2014), have conducted survey in Malaysia and found out the “influence of eco friendly attitudes and environmentally friendly activities on tourists’ intention to choose green hotels”. Data was collected from tourists at the international airport of Malaysia. “The results were found out that tourists with high environmental attitudes were more willing to stay at green
hotel. The tourists who have more interest towards green hotels were more likely to know about those hotels which are involved in green practices. This implied that environment friendly behaviour like recycling or buying green products as everyday habits are associated with the intention to stay at a green hotel.”

Study conducted by Noor et.al.,(2014), focussed on “influence of environmental attitudes and hotel attributes on tourist intention to choose the green hotel.” This survey was based on Malaysian consumers and “the results was that there was a positive relationship between green hotel attributes and intention to stay in a green hotel i.e. tourist with high environmental attitudes was willing to stay in a green hotel”. The result of the study suggested the greater interest of tourists towards green hotels, greater would be the eagerness to identify the hotels’ green practices.

Chen (2014), has conducted research on consumers of Taiwan and China to found out the relationships among environmental attitudes, behaviour and the willingness to stay at environmentally friendly hotels. The data was collected from 600 hotel guests in Taiwan and 656 in China. The results have shown that there was a relationship between attitude and behaviour of consumers but it differs between Chinese and Taiwanese people. “It was determined that environmental attitudes affected the environmental responsive behaviour and willingness to stay at environmentally friendly hotels and that environmental responsive behaviour only affected Taiwanese consumers’ willingness to stay at environmentally friendly hotels.” It implied that Taiwanese consumers were found to have more favourable environmental attitudes, more environmentally conscious behaviours and a higher willingness to stay at environmentally friendly hotels as compared to Chinese consumers.

A quantitative study by Yusof & Amalina(2014), where the study focused on the customer perception towards green marketing activities and strategies .The two major objectives were to identify hotel consumers’ perception regarding green marketing strategies and also explored customer expectation towards environmentally practices within the green hotels. The results showed that for consumers of hotels, green practices were not special to them. They generally accept those green practices in which they could participate like recycling. Use of linen clothes,
towel reuse programs and other like activities involved at home or in which they felt convenient while staying in a hotel. The customers generally preferred the tangible aspects in hotels which can be seen or feel like recycling activities.

Study conducted by Green Purchasing Network of India on consumer perception of green products in India guided by Modak & Roy (2014). “The major focus of this research was to investigate the consumer attitude and perception towards the green products & services and also to know the types of green products that consumers are buying and will buy in future.” Online interview were taken among general population and maximum population were catered from Mumbai. “The results showed that 90% of the respondents were aware about the term ‘green or eco friendly products and the term ‘recycled and biodegradable’ were found most popular green attribute among the people who are aware.” The results showed that on Indian consumers’ buying decision, cost of the green products have partly effect but it was not the sole or important factor which discourages them to buy green products. It was also noted that gender difference and different income group has little influence on the cost consciousness towards buying of green products. It concluded that “the most important factor that influence the buying decision of Indian consumers was not cost as generally perceived but was the lack of knowledge about the green products.”

A study by Nayak & Rao (2014), examined the awareness of customers about the various practices followed in the hotels in India. In this study 133 questionnaires were collected out of 200 where the major findings were that 52.28% were aware about the green hotels and they were also willing to spend more to stay at a green hotel. This showed that there is progress in the perception of customer towards green hotels. Consumers have shown their awareness about the various green practices followed by the hotels i.e. “energy efficient lighting, Water levels adjusted for short loads of laundry, using refillable amenities dispensers for shampoo and soap, replacing individual creamer and sugar package with containers and Solid waste and water programme in guest room”.

A Research by Delafrooz et.al.,(2014), on “Effect of green marketing on consumer purchase behavior”. The Study was conducted in Tehran city and distributed questionnaire to 384 people.
“Research was based on the impact of green marketing tools namely the eco-label, eco-brand and environmental advertisement on consumer purchase behavior.” It was found from the study that on buying behavior of consumers, the ‘environmental advertising’ had the largest impact as compared to eco-brand. As eco brand is a newer concept so there is scope to explore more about it. After advertisement tool, eco labeling is the second most influential tool for consumers.

A study on "Sustainability in the global hotel industry" by Jones et.al., (2014), where the purpose of the study was “to provide an exploratory review of how the global hotel industry publicly communicates its approach to sustainability”. This study collected most recent information about sustainability of hospitality sector from corporate websites of world’s leading hotel chains. “The findings revealed that there is an important variation in the information that the leading hotel chains are providing publicly on their sustainability commitments and achievement. It was seen that four of the selected companies, namely Marriott, Ramada (Wyndham Worldwide), Holiday Inn (IHG) and Jumeirah published formal sustainability reports, while the other six companies provided varied but more limited information concerning their approach to sustainability.”

A study by Rajyalakshmi(2014) identified the factors having impact on the willingness of university teachers to purchase green products. A total of 160 teachers participated out of 375 university teachers, Andhra. The findings showed that the quality was the first factor, and price was second among the consumer decisions. Two-thirds of the respondents were ready to buy green products, but 34% of the respondents buy only those products that have lowest price irrespective of the impact on the environment. “It was identified that factors like comfort, lack of information, recycle, and eco-labeling have likely impact on willingness to buy.” It was seen that concern towards environment was not significantly related with willingness to purchase eco friendly products. The findings showed that university teachers had positive influence on “product recycling and comfort, whereas eco-labeling and lack of information has a negative influence on the willingness to purchase green products.”

A secondary based research on Green Marketing in Hospitality Industry by Ashrafi(2014), was examined and evaluated various aspects of green marketing in lodging industry. Various
important environmental and green practices of hotels have been included in this paper like the part of environmental management system (EMS) was described. Furthermore, green washing was explained and eco-hotels, as a new trend in green marketing, were introduced. From the information of past reviews it was analyzed that various hospitality firms have introduces many green practices that improve environmental performance. It was also identified that green washing is a kind of activities that firms are doing today. Consumers are being cheated by showing green practices to compete with competitors but actually firms do not use green practices. Green washing should be avoided in order to bring trust among the consumers.

Almossawi, M. (2014), conducted study on “Promoting Green Purchase Behavior to the Youth (Case of Bahrain).” The major findings of this study was to found out the relationship between the green purchasing behavior of the young consumers and three factors like environmental knowledge, attitudes, and concern. The results showed a strong positive relationship between the respondents’ green behavior and the three determinent factors (knowledge, attitudes, and concern). It was revealed that strong positive relationship has been seen between environmental knowledge and green purchase behavior. “Among the three independent variables, knowledge was the most important determining factor that influenced the green behavior of the youth in Bahrain followed by concern then attitudes.”

Lu et.al.,(2014), examined the variables on the purchase of green products that have an impact on consumers’ behavior. The objective of the study was to identify those factors that contributed the most to the intention to buy green products. From Kuala Lumpur as well as a few suburban areas, analysis of 458 respondents has been conducted. The results showed that the factors like “social influence, environmental concern, environmental responsibility, perceived seriousness of environmental responsibility and role of government were by the strongest and positive factors which influence the consumers towards intention of green purchase but the factors like perceived effectiveness of behavior and the environmental attitude were however negatively not significant with intention to purchase green product.”
A study conducted on “The Impact of Environmental Certification on Hotel Guest Ratings” by Peiró-Signes et al. (2014). The first and foremost objective of the study was to analyze the impact of the ISO 14001 environmental certification system on hotels from the customer point of view. Ratings of customer on 6,850 hotels in Spain with and without ISO 14001 certification where based on a comparison, overall guests rate the hotels with ISO 14001 certification higher than those without the certification. That is, “the findings suggested that there were significant differences between certified and noncertified four-star hotels among the various respondent groups, but no significant differences in certified and noncertified five-star hotels.” The results also suggested that, the satisfaction impact is stronger in hotel services and comfort in all the five or four star hotels for the guest segments.

Hays & Došen (2014), aim to inform about hotel services that are eco friendly and tried to enrich the hotel guest experiences. Based on three business cases, green hotels vary in size, category, segmentation and targeted market, were analyzed. The major findings were shown that “American hotel has significant financial resources, a strong management and brand, while French one is a small family-run hotel which insisted on protecting the environment. Australian hotel is a city hotel where environmental programs were efficiently taking place.” Despite the mutual differences, all three hotels managed to convey their environmental information & philosophy to customers and their local community. They were executing the green approach to enhance value to their services; and the green image has a favorable influence on their tourist destination. Despite of differences among these hotels in location, size, category, segmentation and targeted market, all three analyzed that hotels have many homogeneity when it comes to bringing green values into their services.

A study on the “Role of centrality of green attributes in evaluation of the greenness of products” by Gershoff & Frels (2015). The major findings were on the basis of how consumers form perceptions of the greenness of products and the results have shown that a centrality of a green attribute can influence the degree to which the entire product is evaluated as green. They also found that if a central attribute offers a green benefit, the product is viewed as more eco friendly compared with when a peripheral attribute provides an identical environmental benefit. Furthermore, the centrality contributes to perceptions of environmental benefits beyond the importance of an attribute to an individual decision maker.
According to Bhatt & Kaur (2015), “Green management in Hotel Industry – A Case Study of Chandigarh Hotels” have majorly examined the significance of green management in hospitality sector and to evaluate the initiatives taken by the hotels to go green. This study was based on the Case Study of Chandigarh Hotels and in-depth interviews were taken from senior managers of hotels. In Chandigarh, which have successfully fulfilled the parameters to achieve the coveted ‘Green Hotel’ brand i.e.the Lemon Tree Hotel, Chandigarh and the Fern Residency, Chandigarh. It was found that both the hotels are following the green practices at their best level. There are various green practices like water and energy conservation, waste management, noise pollution management and use of Green Fuels & Green material which are being implemented effectively. The management of these green practices, management of people and implementation of knowledge were the important efforts that a hotel was taking.

Study on “Green Marketing Practices and Customer Satisfaction: A Study of Hotels Industry in Wennappuwa Divisional Secretariat” by Perera & Pushpanathan (2015). The motive of this study were to analyze the association between green marketing practices and customer satisfaction. Here, green marketing practices includes Environmental Product Strategy and Environmental Place Strategy. Data were collected by using structured questionnaire where three hotels in Wennappuwa area were selected and 100 customers were selected as sample for study. According to the correlation analysis, the finding of the study indicated that in Wennappuwa, the positive connection was identified among product related to environment and place strategies and customer satisfaction of the Hotel Industry. It was also seen that there was very strong positive relationship between “environment product strategy & customer satisfaction was observed in Ranweli Hotel. The satisfaction level of environment place strategy in Ranweli hotel was higher than Club Hotel Dolphin and Hotel heaven Inn.”

A study by Varghese & Santhosh (2015), on consumer perception on eco friendly products with reference to Kollam district in Kerala where main objectives were to identify the consumer awareness towards eco friendly products and also the impact of eco friendly products on consumer behavior. The 80 respondents were interviewed by using convenience sampling. The results that were found out that ratio of females consumers are more towards the consumption of
green products. The main attraction of green products was quality and 100% of the consumers were aware about the green products. Despite of awareness, 63.75% of the respondents had the opinion that eco friendly products were overpriced. The problems faced by the consumers were lack of availability, high price, low promotion etc while buying the green products. This implied that the consumers were aware but due to certain problems they were not able to consume the green products.

A qualitative study by Aggarwal N.(2015), on “Green practices in the hospitality industry: case study of Dehradun and Mussoorie.” The major findings were that the most of the consumers were aware about the environment problems in general but less aware about the problems specifically in hospitality sectors with respect to environment problems. In this research study it was found that the persons in the hotels in this area were aware about the environment problems but in order to deal with these problems they were taking only basic measures such as installing energy efficient lights, single point room lights, using dimmers. It was observed in the research study that suitable measures are not taken by the hotels in Dehradun and Mussoorie region in order to control the environment related problems. Environment problems are to be considered very seriously by these hotels and there should be proper guidelines issued by the government to control them. It is recommended that the government should make more strict norms to deal with various environment problems.

Study conducted by Dimara E. et.al.(2015), on “Consumers’ willingness to pay premium for green hotels: Fact or Fad?”. By using face-to-face interview 973 questionnaires were collected in Greece. The collected sample of Greek consumers were not familiar with green attribute i.e. towel reuse program, as yet, not a very widely used practice in the Greek lodging industry because of lack of water in summers. So this study is basically examined the willingness to accept the green practice in lodging industry and their willingness to pay extra for the green hotels. The results have shown that “almost two thirds of the consumers respond positively in choosing towel replacement every other day instead of daily towel replacement. However, of these consumers, only 43.7% were willing to contribute a positive amount of money to support the action at an average of 2.4 euro per night. The study concluded that education is related to
the willingness to adopt a towel reuse programme but not to the willingness to contribute a price premium for this.”

An empirical investigation on Evaluating green hotels in Taiwan from the consumer's perspective by Tang(2015). The main finding of this study was to investigate the effects of the green hotel certification on individual behavioral intention in the context of green hotels. This study investigated consumers' perspectives with regard to green hotel initiatives in Taiwan. “It also explored the relationships between revisit intention and three important groups of factors: purchase decision factors, attitudes towards green certification, and satisfaction.” The result showed that green initiatives exert an effect on the willingness of consumers to revisit a green hotel. Also purchase decision factors and green hotel certification are important attribute where both related to revisit intention. Among green hotel initiatives, results suggested that recycling was the most influential initiatives by the hotels. In Taiwan, “recycling has the highest level of recognition among green hotel practices as the government proactively promotes recycling.”

Study conducted by Washington State University (2015), on “Hotel 'greenwashing' dirties eco-friendly reputation” where the researchers conducted survey over 3,000 consumers to see whether recognizing a hotel's hidden motive of profit caused them to be skeptical about the hotel's environmental claims and if it influenced their intention to engage in a linen reuse program or to revisit the hotel.” Researchers found that consumers felt morally committed to engage in the hotel's green initiative, if they were more concern towards the environment, despite knowing the greenwashing tendencies of hotels. The results also showed that when conscious consumers towards environment know that hotel is not actually green, they would still use the linen reuse program but they would not visit the hotel again. It was suggested by the researchers that by being certified by independent and credible agencies such as “Green Seal and Leadership in Energy & Environmental Design (LEED)”, hoteliers could develop a positive image of their hotel and reduce consumer skepticism.

Dagher et.al., (2015), have examined the “moderating effect of gender on the relationship between environmental concern and attitude towards green purchasing behavior from a Lebanese consumer perspective.” A total of 326 Lebanese consumers were analyzed in this study. The
result was that the moderating effect of gender was found to be important and influence both concern towards environment and attitude towards eco friendly purchase behavior. The results indicated that females were initiating more green actions than the males. The connection between attitude towards environment and green buying behavior was encouraged more by females rather than by males. It implied that “at higher levels of environmental attitude and concern towards environment, males and females were more likely to share similar levels of behavior towards green purchasing, however, at lower levels, green purchasing behavior differs significantly."

Study on “Green marketing and pro-environment behavior in hotels” by Dharmesti(2015), have major aim to explain the “pro-environment customer satisfaction and loyalty in the hospitality context, its impact on the company image, and the potential moderating role of pro-environment behavior in determining the hotels choice.” The finding suggested on the basis of secondary data that if consumers were satisfied then they would show their satisfaction into their action. Satisfied customers tend to be loyal and would purchase again and again with affirmative word-of-mouth. Loyalty behaviors include low intention of switching brand, routine purchase, ready to spend extra and positive word-of-mouth communications. Pro-environment behavior, quality of service, and company image may affect in choosing hotels. Staff service quality, room qualities, and value were the most influential factors in determining customer satisfaction and loyalty behaviors in hotels.

A study on “Exploring customer perceptions of eco-sensitive practices in the Indian lodging industry” by Sudhagar(2015), where the motive of this study was to identify customer perceptions of environment-sensitive practices implemented by hotels in the guest rooms and to understand the guest preference to pay additional rates for these services. By using convenience sampling, 500 respondents were chosen for collection of data. The study found by using the mean method that the most important practices were found to be “environmentally friendly food, natural guest amenities placed in the room, eco-harvest placed in the room as a give-away, water glass and the flask in the room filled only on the request, fresh fruits served only on the request, newspaper delivered only on request with reusable cloth bags and the linen reuse options” which was mostly preferred by the customers in a hotel. The study also showed that 50% of the respondents preferred to pay 12 percent extra for the eco services provided in the hotel, 45% preferred to pay 15 percent extra and only 5% of the respondents preferred to pay 25
percent extra for the service. The study concluded that customers had positive impressions about the eco practices followed in the hotel and they were ready to pay for the green practices.

Punitha et al., (2015), explored on “Consumers’ Perceptions of Green Marketing in the Hotel Industry” where major objective was to understand local and international tourists on green marketing and also examined the level of awareness of tourists relating to green practices adopted by hotels. The local tourists were from Malaysia and the international tourists were chosen from different world continents in which two were Asians, two from North America and another one from Australia. The study found out that both local and international tourists have different perspectives towards green marketing as Malaysian consumers believed that terms such as “recyclable”, “biodegradable”, “eco-friendly” and “organic” were very much related to green marketing and were getting themselves more involved seriously with the recycling campaigns which had been carried out extensively in the country whereas international tourists felt that objective of green marketing was to achieve minimal detrimental impact on the environment. They also mentioned that many businesses were using this to face limited natural resources and as a way to perform CSR. It was also seen that local tourists were aware about the signs & notifications, quality service, reduce wastage and international tourists were aware about the preferred hotels that surrounded by tropical greenery and energy saving technologies.

According to Karavasilis et al., (2015), examined in their study about the “customers’ perceptions of what a green hotel should do or should be and exploring intentions to choose a green hotel”. The findings showed that participants are highly conscious about the environment and they have positive attitudes regarding eco-friendly activities. It was also seen that knowledge of consumers about green practices is confined only at macro level and they were not aware about the micro level green practices in a hotel. Results also suggested that “customers are highly environmentally conscious but they were not totally aware about green hotels and did not always intent to visit a green hotel, or are willing to pay more.”

Kasliwal & Agarwal (2015), explored a study on women’s perception and choice of preference towards the green attributes of hotel industry. “The results were found out that there was a difference in the perception and choice of preference among the women consumers towards the
green attributes of the hotel industry.” “Also the favorable perception of women consumers would affect their preference of green attributes while choosing a hotel. Women consumers had their different perception and preferences except linen reuse and towel reuse program respectively towards the green attributes of the hotel industry. It has also been seen that if there is favourable perception of the women consumers then there will be high preference of green attributes while choosing a hotel.”

Hosseinpour et.al.,(2015), explored on effect of go green campaigns on Malaysian consumers’ intention towards green behavior. The aim of the study was to determine influence of the socio demographic characteristics on consumer behavior. Based on the results there was a positive attitude and reaction towards the go green campaigns among the respondents. On the basis of socio demographic variables, the results showed that married people were more intended to go green. In terms of gender, women were more influenced by the go green campaigns as compared to men. With respect to income level of consumers, higher income level people have higher intention to perform green behavior because of the high costs of the green products.

Kasliwal &Agarwal(2015) examined the Indian consumers’ attitude and choice of preferences for green attributes of hotel industry. The results found out that the majority of the consumers were aware about the term “green”. The green attributes like training employees, use sensors for save electricity; establishing recycling program and saving light bulbs were perceived as very important attributes for the consumers. It was also seen that the using key cards used for saving energy was the most preferred green attributes for the consumers.

Verma&Chandra(2016), have examined that what factors have an impact on the hotel guest to stay at green hotels and occupied in green programs while staying at the hotel. By using judgmental sampling, data was collected from 168 respondents staying in selected Indian hotels. It was found out that there are various green practices implemented by hotels and few of them like energy efficient light bulbs in guest rooms, recycle bins in the room as well as hotel lobby, and green certification were viewed positive by the consumers. However, some of them like towel reuse program, refillable shampoo dispensers and sheets changed upon request raises some doubt in the consumers mind, which were not viewed favorably. In India the major concern
for the hotel consumers was energy conservation followed by water saving features and recycling. It was seen that “the perception of Indian consumers towards hotels pertaining to inconvenience such as high cost and lost in luxury have a significant impact on their willingness to pay for the green practices, as only 29.8 % guest were willing to pay for the green practices incorporated by the hotels.” This study also found that the most educated people would more lean towards green practices in hotels.

Biswas (2016), studied on consumers’ willingness to pay for green products. This survey tried to “explore the association and interaction of consumers’ perceptual or behavioral factors, external contextual factors and responsiveness to corporate environmental performance on willingness to pay price-premium for both nominal and extended purchase involvement green products.” The results of regression suggested “that products price, availability, performance and quality have the highest impetus on consumers’ intention to pay the green price premium.” “Thus price and quality concern could be the major factors for the market improvement of green products. Willingness to pay of consumers would increase with their trust on the offered value of green products. However corporate environmental performance or practices doesn’t influence WTP thus highlighting consumers’ lack of awareness or interest on companies’ environmental disclosures or other sustainability practices.”

Zaiton et.al.,( 2016), identified the financial and non-financial benefits among hotels in Malaysia towards sustainable tourism practices. It was identified that for the financial benefit, the hotels need to make their public image in the market by using sustainable practices. Malaysian hotels are aware that after portraying good image to the public, it was expected that guests would be more attracted to the hotel. “Thus, the end result is increased patronage leading to revenue generation. Therefore, hotels in the country should continue to implement sustainable tourism practices in their hotels in order to gain return in their investment.” In terms of non-financial benefit, the study found that improving the hotels’ image to the guests and the local communities have the highest mean. This was followed with the benefit of providing a safe and healthy environment. This indicated that, the majority of these hotels have to achieve non-financial benefits from sustainable tourism practices.