In general, it was seen that hotels as well as consumers are giving significant advantage to the green products and services for saving environment. Various researchers have analyzed different perspective of consumers towards acceptance of green attributes and also identified the green services which were implemented by the hotels. As the prime concern of this study was to identify the relationship among the ecoliteracy, consumer perception towards green attributes, consumer preferences for green attributes while choosing hotel, willingness to pay and consumer green acceptance behavior. Further demographic attributes like Gender, Age, Education, Family Income, Types of travelers and Number of nights spent in a hotel were being linked with the variables like ecoliteracy, consumer perception towards green attributes, consumer preferences for green attributes while choosing hotel, willingness to pay and consumer green acceptance behavior. The following result of the demographic variables was discussed along with the correlation among the variables.

5.1 Gender with Ecoliteracy, Consumer Perception, Consumer Preference, WTP and CGAB

The results found that there was no difference in the ecoliteracy, consumer perception, consumer preference, willingness to pay and consumer green acceptance behavior of males and females. Both males and females have same views, preferences, willingness to pay and their behavior towards green attributes of hotels. The result of the study was also tuned with Gupta & Abbas (2012) that Indian males and females analyzed no significant difference in attitude towards eco friendly products i.e. males and females have consistency in their beliefs, feelings, and behavioral intention towards green products.

Some studies have found no relationship between gender and environmental behavior (Blankenau, Snowden & Langan, 2008; Berenger, Corraliza & Martin, 2005). “It was claimed by the previous studies that it was still unclear whether females or males were more environmental motivated (Mobley & Kilbourne, 2013; Xiao & Hong, 2010).”
There were past studies where it has been identified that females were more concerned towards the environment than males. Zelezny et al. (2000) reported that “women have greater environmental attitudes than men across different countries.” Environmentally friendly purchase behaviors was more in females than males (Kalafatis et al., 1999; Manakotla & Jauhari, 2007; Laroche et al., 2001). Varghese & Santhosh (2015), identified that female consumers were more towards the consumption of green products in Kollam district. “It has been argued that women were more likely to present pro-environmental behavior” (Laroche, Bergeron, & Barbaro-Forleo, 2001; Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997). “Laroche et al. (2001) found that women were more environmentally concerned and willing to pay for environmentally friendly products than men.” According to Dagher et al., (2015), females were taking more green actions than the males. The relationship between environmental attitude and green purchasing behavior was strengthened more by females rather than by males. In the study of Dagher et al., (2015), it has also been identified 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”.

On the other hand, Mostafa, (2007), argued that women appeared to be less aware about environmental issues as compared to men in Egypt. It implied that men had greater levels of perceived environmental knowledge, concern and attitudes towards green purchase than women in Egypt. “Ling-yee (1997) found that men in Hong Kong are more likely to search information for green product whereas, Eisler et al. (2003) found that males had higher environmental knowledge levels as compared to females.” “Furthermore, Aoyogi-Usui et al. (2003) found that females are less likely to participate in environmental behavior than males.” In the previous studies, every author has their own findings about behavior of males and females towards green products and services. In some findings, females were more concerned about the environment; in other findings males were more concerned about the environment. However, the current study identified that the awareness level, consumer perception towards green attributes, their preferences for green attributes while choosing hotel, willingness to pay and their behavior towards acceptance of green services were similar and there was no difference in the behavior of males and females while showing acceptance of green services. With the changing time, the social role of women is also changing and becoming more similar to that of males. Dagher
et.al., (2015), in case of Lebanese females, they are now more likely to be independent and competitive, even with males. A developing country like India who used to be a male dominated country has shown a drastic change in the perception and preferences of men and women. The changing role of women and men at their workplace as well as at home, has brought similar thoughts, preferences, perception and behavior in their purchase decision making towards green products and services.

5.2 Age with Ecoliteracy, Consumer Perception, Consumer Preference, WTP and CGAB

From the analysis of current study, it was seen that there was no difference among age and ecoliteracy, consumer perception towards green attributes of hotel, consumer preference towards green attributes while choosing hotel and consumer green acceptance behavior towards green attributes of the hotel industry. But with respect to willingness to pay, study analysed that there was a difference between age and willingness to pay towards green attributes. It implied that age of consumers did not have any impact on ecoliteracy, consumer perception, consumer preference and consumer green acceptance behavior towards green attributes of the hotel industry which contradicts from the study by Rezai et.al., (2013), who concluded that, consumers above 31 years old have a more positive perception towards the green movement. The level of intention to go green for older consumers who is above 35 is more than younger consumers. A study by Sahu(2013), who determined that the age have an impact on the attitude, behavior and their perception about adoption green lifestyle. “Sahu(2013) also revealed that behavior of consumer changes with age i.e. the younger generation was more into saving the environment then their older counterparts.” We could see that due to increase in the usage of social media nowadays, the people would definitely be aware about the environmental issue. It was also revealed from the study by Almossawi. M (2014) that the environmental behavior of the youth can be boosted through increasing their environmental knowledge, attitudes, and concern” and this knowledge and concern could be enhanced by using various campaigns, advertisements, by using media etc. The current study has identified different perspective of Indian consumers which showed that changing time has brought a big moderation in the mentality of Indian consumers towards the environmental issues. It has been seen that youths in the present study were aware and also the population between 40-49 yrs and 50 or older were aware with the fact that changing
environment is sending message to everyone to save earth by using eco friendly products and services. In India, this is the perception that the older people are more inclined to save the things rather than wasting it unnecessarily which can help to prove that along with the youths, older people are not behind the scenes and their perception, preference and their behavior are not different from the youths. According to *The Times of India* (Jan 2016), half the population in India is in the 20-59 age group while 9 percent is above the age of 60. With the growing youths in India, they will have more awareness, will have their own perception and preferences and behavior towards the environmental issues, green products and services, due to increasingly use of social media, internet and advanced technology. It has been seen that increasing consumers in India are youths and this could be said that they would be more educated and aware about the ecological issues due to extensively usage of social media. This is a fact that increasing social media, television, advertisements also forced every segment of consumers irrespective of their age. In the current study, consumer’s age influenced the willingness to pay towards the green attributes of hotel. It was seen that different age group of consumers had different willingness to pay towards green attributes of hotels. The current study found out that consumers having age group of 29 years or younger and 40-49 years would have difference in their willingness to pay as compared to other age group of consumers. The result showed that 59% of the age group belonging to 29 or younger was more willing to pay than the age group of 40-49 years where only 10% of them were willing to pay. The results of this study are in tuned with Dimara(2015) where younger people of less than 30 years of age were more willing to contribute than older people. Also Levy & Duverger (2010), analyzed that Generation Y found to have strong concerns and more willing about sustainability than other age groups. According to (Chan, 2013; Shang, Basil,&Wymer, 2010), the younger consumers were more concerned about environmental issues and had a higher probability to reuse their towels in hotels whereas Chan (2013) also found that the customers aged between 20 and 29 years old were more concerned about green hotel pricing.

But this result contradicts the previous studies where a trend was observed in terms of age and willingness to pay. From the study Mensah&Mensah(2013), it was seen that there were more people under 20 years who were not willing to pay more. However, a larger number of those consumers with age group of 50 years and above were willing to pay more compared to those who were not willing to pay. It was also determined that the older a person, the greater the
willingness to pay more for an eco-friendly hotel, this finding was also consistent with that of Han et al. (2009) who concluded that older consumers had a stronger willingness to pay more for a green hotel. The result of the current study contradicts the above results and found that younger people were more willing to pay than the older people because the youths were frequent visitors in a hotel and were good travelers where travelling can be their hobby. The youths, are more updated towards the several environmental issues due to increase in the usage of internet and social media. The youths are more aware and concerned about the environment as the higher concern about the environment, more they were willing to pay premium for green hotel practices (Chan, 2013; Kang et al., 2011) or pay conventional hotel prices for green hotels (Kim & Han, 2010). Hultman, Kazeminia, and Ghasemi (2015).

According to Nielsen’s survey (2014), Millennials belonging from the age 21-34 year old appeared more responsive to sustainability actions as 51 percent of Millennials who would pay extra for sustainable products and 51 percent of those who check the packaging for sustainable labeling. The developing regions like Asia-Pacific and Middle East/Africa regions the Millennial respondents were three times more agreeable in favor of sustainability actions than Generation X (age 35-49) respondents and 12 times more agreeable, than Baby Boomer (age 50-64) respondents. Hence, the younger generation were more inclined towards taking action for the sustainability issues.

5.3 Education with Ecoliteracy, Consumer Perception, Consumer Preference, WTP and CGAB

With reference to education, respondents were divided into four groups i.e. higher secondary, post graduate, undergraduate, and professional. It was seen from the current analysis that education of consumers did not influence awareness, consumer perception towards green attributes, consumer preference for green attributes, willingness to pay and consumer green acceptance behavior. Interestingly, this was consistent with the result of (Han et al., 2011) where education was not an important predictor of consumers’ willingness to actively support green initiatives. This implied that education of consumers does not affect consumers’ willingness to take action towards green initiatives. In addition, literacy rate in India by Census (2011), was 74.04% which showed that today Indian people were getting more educated irrespective of their gender. In the current study 37.8% of the respondents are post graduate, 27.2% of them are
professionals and 28.3% of them are undergraduate. The result of the current study is in tuned with the study of Han, Hsu, Lee, and Sheu (2011), where no education differences were found with respect to green consumers’ attitude and intentions to visit a green hotel, engage in positive WOM and pay more for it. Gupta & Abbas (2012), concluded that there was no significant difference among various educational levels with consumer attitude towards green products. But on the other hand past studies also concluded that many researchers in consumer behavior found that education have a significant role in explaining customer post-purchase behaviors (e.g., Evanschitzky and Wunderlich, 2006; Im et al., 2003).

On the contrary, researchers identified that individuals who are highly educated tend to be more ecologically conscious and engage themselves more actively in forming eco-friendly intentions and purchasing green products (Henion, 1972; Roberts, 1996). “Education is related to the willingness to adopt a towel reuse programme but not to the willingness to contribute a price premium for this” Dimara E. et.al., (2015). Study by Rezai et.al., (2013), identified that socio-demographic variables such as education level have a significant effect on consumers’ perceptions as well as their attitude towards going green and becoming environmentally friendly. But the current study examined that education is not a barrier for the Indian consumers to make purchase decisions for the green products and services. The major concern factor for the Indian consumers is awareness which was found to be the highest among the youth due to extensively use of social media. It might be possible that consumers who are visiting to the green hotels, spreading word of mouth about it and paying for the green products & services are not necessarily related to their education level of the consumers. Also the consumers whether they are undergraduate or post graduate, or higher secondary, all must be interactive towards the external environment due to the new concept of Digital India. It can also be said that individuals’ moral and ethical obligation, knowledge, trust, habits and emotions were the major factors that influences an individual to take action towards green products and services (Joshi & Rahman 2015). So irrespective of the consumers’ education, their other factors which plays a major role towards the acceptance of green products and services.

5.4 Family Income with Ecoliteracy, Consumer Perception, Consumer Preference, WTP and CGAB
The family income of consumers was also linked with ecoliteracy, consumer perception, consumer preference, willingness to pay and consumer green acceptance behavior. The respondents were divided into four groups, Upto Rs5,00000, Rs5,00001-Rs7,50000, Rs7,50001-Rs10,00000, Rs10,00001 and above. The analysis showed that there was no significant difference between family income and ecoliteracy, consumer perception, consumer preference, willingness to pay and consumer green acceptance behavior towards green attributes of hotels. This implied that consumers with different family income would not have any influence on awareness, consumer perception, consumer preference, willingness to pay and consumer green acceptance behavior. In addition, by Rezai et. al., (2013), concluded that who have higher income agreed that the green movement and green campaigns could help them to gain more information on the topic and make them more aware about the green concept which contradicts the current study. It was also seen in the study of “Gupta & Abbas (2012) that richer consumers have less favorable attitude towards green products. More the income of consumers, the less would be favorable attitude of consumers towards green product. Sahu(2013) explained that Income level has positive relation with the eco concern which means that concern for the environment increases with the increase in income of the consumers. So the past studies showed the favorable impact of income on consumer attitude and behavior but the result of the current study identified that family income did not influence these variables.

In the past two to three years, in the supervision of honorable Prime Minister Shri Narendra Modi, have brought drastic change in the Indian economy towards the sustainable issues. The government has proposed various models, campaigns and advertisement like ‘Incredible India campaign’, ‘Atithi Devo Bhavah’ to bring awareness about sustainable tourism. A drastic change has been seen in the awareness level of consumers and perception, their preferences and their behavior are also changing irrespective of their income. A report from IBEF(2014), strong growth in per capita income in the country is driving the domestic tourism market. A report in IBEF(2016) where a recent study by the Boston Consulting Group (BCG) and the Confederation of Indian Industry (CII), India’s robust economic growth and rising household incomes would increase consumer spending to US$ 3.6 trillion by 2020.” This showed that households’ income of the consumers is accelerating fast and by near future the drastic change can be seen. With respect to hotel industry, today many of 4-5 star hotels are implementing green initiatives to attract more consumers. Hoteliers are trying to attract more consumers by initiating new green initiatives.
services. So they would put efforts by giving more offers to attract their consumers to sustain in the market. Today income is not a big issue for consumers as report from KPMG (2013), that showed that increased adoption of credit culture and availability of holidays on Equated Monthly Instalments (EMI) is another growth driver for hotels. So in today’s scenario, the increased income of consumers, increased awareness among consumers towards environmental issues, attractive offers for consumers by the hotels, increased programs by government have led every consumers to perceive, prefer, behave and willing to pay in a same manner.

5.5 Types of travellers with Ecoliteracy, Consumer Perception, Consumer Preference, WTP and CGAB
With the types of travelers, the results stated that whether the consumers were business travelers or leisure travelers, there was no difference in the awareness level, perception, consumer preference, willingness to pay and consumer green acceptance behavior. This study was similar to earlier findings by Millar & Baloglu (2009) and Millar (2010), also indicated that business and leisure travelers were very alike in their behavior when assess the importance of particular green attributes. The overall preference for the hotel room attributes was the same for both travelers. Even for willingness to pay towards green hotel, both business and leisure travelers had same opinion that hotel should not differentiate in pricing between green hotels and conventional hotels. In Millar (2010) and Millar & Baloglu (2009), it was also proved that 51% of the business travelers were willing to pay 10% more for a green room and the results were similar for leisure travelers. Both business and leisure travelers have same opinion, perception and preference towards the green attributes of hotels. This means that no matter what type of travelers, it was important to note that the preference, perception, willingness to pay, behavior of consumers did not have any impact on their choice of green attributes in a hotel.

5.6 Number of Nights Spent with Ecoliteracy, Consumer Perception, Consumer Preference, WTP and CGAB
The demographic profile corresponding to number of nights spent in a hotel showed that there was no difference between number of night spent in a hotel and ecoliteracy, willingness to pay and consumer green acceptance behavior towards green attributes of hotels. It was also seen that number of nights spent in a hotel have an impact on consumer perception and their preferences. The result of current study identified that there was a significant difference in the perception of
those consumers who stayed in hotels 5-8 nights, 9-12 nights and 13 and above nights. Similarly, with reference to consumer preference, it was determined that there was a significant difference in the preference of those consumers who stayed in 1-4 nights and 13 and above nights in a hotel. The current study identified that those consumers who were staying 1-4 nights, 5-8 nights, 9-12 nights and 13 and above had difference in their perception and preferences. This goes in line with Millar & Baloglu (2008), which concluded that “respondents that had stayed in hotels for 6-10 nights believed hotels rooms wanted both low flow faucets and showers, more so than those participants that had stayed in hotels more than 15 nights.” The result of the current study identified that the green attributes like train employees for better environmental performance, inform you about environmental practices followed by hotel, participate in environmental partnership or certification, establish active recycling program for materials, utilise environmentally responsible cleaners throughout the property, encourage business with environmentally friendly service providers, cultivating a physical environment with plants or green decorations, environmental publicity and set up smoke free rooms or smoke free floors were highly important green attributes perceived by the those consumers who stayed 13 and above nights, whereas green attributes like use sensors or timers to save electricity, utilize environmentally responsible cleaners throughout the property and having energy saving light bulbs in all rooms were highly important green attributes perceived by those consumers who stayed 9-12 nights in a hotel. Those consumers who stayed 5-8 nights, they perceive establish system for prompt disposal of packaging materials was most important green attribute.

Similarly the green attributes like energy efficient light bulbs in the guest room, key cards used to turn power to the room on and off and using one big bottle of consumables rather than individually packed consumables were the most preffered green attributes by the consumers who stayed 1-4 nights whereas green attributes like refillable shampoo dispensers, recycling bins in the hotel lobby, towel reuse program, sheets changed upon request only for stays upto 3 nights and hotel is certified as a green hotel were most preferred green attributes by those consumers who stayed 13 and above nights in a hotel. Hence it can be concluded that the consumer perception and preferences varies with the number of nights spend in a hotel by the consumers. every consumers would have different perception and preferences according to the number of nights they were spending in hotel. it could be seen that, no matter how many nights consumer spend in a hotel, their awareness level, willingness to pay and their behavior towards acceptance
of green attributes would be same but number of nights influenced perception and preference of consumers because those consumers who were staying in a green hotel, it might happen that consumers had to compromise with their comforts and due to this they might change their perception. Similarly consumer’s preferences might also change due to number of nights spend in a hotel as consumers could demand some more green services which could give them better comforts, so their preferences might change. Hence it was concluded that number of nights spent in a hotel influenced consumers’ perception and preferences.

5.7 Correlation and Regression Analysis

As the consumer behavior and their lifestyle are changing with the changing time, understanding the shifts in their behavior towards green attributes and practices implemented by hotel industry has become more important to both academics and practitioners. Despite some mixed results regarding relationship among ecoliteracy, consumer perception, consumer preference, willingness to pay and consumer green acceptance behavior, from the current correlation analysis, the present study showed, that there was a degree of positive relationship between ecoliteracy of consumers and perception, consumers’ preference, willingness to pay and consumer green acceptance behavior towards green attributes of hotels. This implied that if consumers were more ecoliterate or aware about the environmental issues and green practices followed by the hotels then consumers would have more favorable perception towards the environmental issues, more preference towards the green attributes of hotels which can save the environment, more willingness to pay for eco friendly products and services and would act positive towards acceptance of green services in hotels. From the various past studies the same results had been achieved that “environmental knowledge was linked to positive environmental behavior” (Tanner and Kast, 2003). The more knowledgeable people about green behavior practices the more they would act positively (Roberts, 1996). This implied that consumers who were more aware or ecoliterate about green practices then they would also behave positively towards showing their preference while choosing green attributes and their willingness to pay. “Environmental awareness has been ranked as one of the most important predictors of suitable environmental behavior” (Grob, 1995; Gatersleben et al., 2002). “Environmental awareness was also considered as knowledge about the facts and general concepts relating to the environment and ecosystems (Mostafa, 2007).” The awareness or knowledge of consumers was the most crucial part for taking any decision towards green products and services. The abstract knowledge
was considered to be vital in environmentally concerned behavior which influenced all the different phases of the decision making process (Laroche et al., 2001). “Grob (1995) explained two main components of awareness which were factual knowledge and recognition of environmental problems for testing more appropriate eco-friendly behavior.” It was accordance with the fact that increasing awareness of consumers towards the environmental issues among consumers when they were making purchase decisions (Young et al., 2010) and becoming more knowledgeable about the environment made consumers to perceive favorably about the green practices of the hotels, also their preferences has become more inclined towards green attributes while choosing hotel and willingness to pay has seen to be increased in recent years and their behavior has become positive if they are aware. “According to Manaktola and Jauhari (2007), in study of India, out of 66 respondents, 55% pay attention to environmental initiatives, 23% does not bother about such information.” This implied that majority of the consumers are favorably choosing the green practices adopted by the lodging industry. Manaktola and Jauhari (2007) also concluded that “customers who were aware of a hotel’s eco-friendly practices showed preference to patronize a green lodging property.” Kim and Choi (2005) claimed that “environmentally concerned consumers were more likely to buy green products than were those with less concern”. “The more environmental concerns one has, the more such concerns lead to an increase in environmentally friendly purchase behaviors (Kalafatis et al., 1999; Laroche et al., 2001; Manakotla & Jauhari, 2007).”

“It was also seen that, in terms of green consumption, more awareness would improve consumption choices favoring green purchase behavior (Bloch et al., 1986).” Basically a “positive attitude strengthens the intention and willingness to perform a specific behavior (Han et al., 2010).” From the above discussion of past studies, the result of current study has proved that ecoliteracy was linked with other variables which showed that ecoliteracy and every other variable were being linked together. If awareness was more among consumers then other variables like perception, consumer preference and willing to pay and consumer green acceptance behavior would be more favorable and positive.

For other variables also correlation analysis has been used to identify the relationship among the other variables. From the correlation analysis there was a degree of relationship between consumer perception with consumer preference, willingness to pay and consumer green...
acceptance behavior. It was seen from the result of current study that consumer perception has positive correlation with consumer preference and consumer green acceptance behavior but consumer perception has negative willingness to pay towards green attributes of hotels. In a same way consumer preference have positive correlation with the consumer green acceptance behavior. This result has been seen from various past studies that consumers’ thoughts and feelings which were being linked with their perception influenced behavior (Baker and Ozaki, 2008). Hoyer and MacInnis (2004) argued that attitudes need to be changed to turn behavior toward environmental practices.

It was seen from the current study that if perception of consumers were favorable then they would have positive preferences while choosing their green products and services along with their positive behavior towards acceptance of green attributes. From this study it was examined that the perception of consumers are positive and favorable towards the green attributes of the hotels. Many hotels around the world started implementing their environmentally sensitive practices in their overall hotel operations so as achieve competitive advantage in the market (Claver-Cortes et al., 2007; Chan and Wong, 2006; Manaktola and Jauhari, 2007; Wolfe and Shanklin, 2001). As a result, there were various green attributes which have been identified which were most widely used in the hotels. In the current study, it was analyzed that the green attributes like use sensors or timers to save electricity, train employees for better environmental performance, having energy saving light bulbs in all rooms and recycling (cardboards, papers, cans, plastic, bottles etc) were perceived as most important attributes in a hotel with the mean score of 4.51, 4.53, 4.64, and 4.62 respectively in a scale of 5. The other rest of the green attributes like inform you about environmental practices followed by hotel, participate in environmental partnership or certification, establish active recycling program for materials, establish system for prompt disposal of packaging materials, set up smoke free rooms or smoke free floors, adopting a comfortable and humanistic design and purchase ethical environment friendly products were treated as important green attributes followed in a hotel except offer a linen reuse option which was the least perceived green attributes by the consumers with the mean score of 3.64. So we could see here the increasing awareness of consumers have shown favourable and positive perception among the consumers towards the green attributes followed by a hotel.
Similarly, the increase positive perception among the consumers towards green attributes leads to positive correlation with the consumer preference which means that the consumers were showing their positive preferences towards the green attributes while choosing their hotels with respect to the positive perception. From the current analysis, it was seen that energy efficient light bulbs in the guest room, installing water saving devices, reducing wastes & pollutions, key cards used to turn power to the room on and off, reclaiming water for reuse (irrigation) and serves proper portion of food to reduce food wastages were the most preferred green attributes by the consumers while choosing a hotel with a mean score of 4.22, 4.26, 4.42, 4.32, 4.24, and 4.29 respectively. This showed that the consumers are getting more inclined towards the green attributes while choosing their hotels and also willing to prefer those green attributes which could save the environment. This would ultimately show the positive consumer green acceptance behavior.

The positive perception of consumers and consumers’ preference have positive correlation with the consumer green acceptance behaviour. The above discussion has showed that the positive perception of consumers have preferred mostly green attributes while making their green buying decision towards hotels. This positive perception and preference towards green attributes has led to the positive behavior of consumers towards acceptance of green practices in hotels. In this current study, the results has shown that 62.9% of the consumers have said that “they feel happy while making environment friendly decision”. It means that perception and preference of consumers would compel consumers to take action towards their buying decision for green attributes. Behavior of consumer means that how consumers were going to act or take action. Consumers were taking action towards buying environmentally friendly products they influence their family and friends about various environmentally friendly products or activities (M=4.26), they pay attention to advertisements featuring products which are safe for the environment (M=4.24), they feel obligated to buy environmentally friendly products for their home (M=4.22). This showed that Indian consumers have started taking action towards environmental issues and also willing to take action towards saving the environment by taking environment friendly decisions. Hence it has been proved that both perception and consumers’ preference were positively related with consumer green acceptance behavior. This results were in accordance with the previous studies where it was concluded that “interest towards protecting the environment has led to significant variations in the purchasing behavior of the customers and
their attitudes have turned towards the eco-friendly products and services (Manaktola and Jauhari, 2007; D'Souza and Taghian, 2005).” “Research conducted by (Kalafatis et al., 1999; Laroche et al., 2001), indicated that customers are becoming more ecologically conscious and are seeking to purchase eco-friendly products and services, preferring those firms that are involved in environmental practices.” Sinnappan and Rahman (2011), examined that if an individual perceive the environmental problem as a serious problem then they would be highly engaged in the purchasing green products. Consumers who were more involved and informed about the green products were more likely to make their environment friendly purchase decision Berginseers & Mair (2009). Hence positive perception of consumers towards green attributes of hotels will led to behave in a positive way.

But it was not necessary that consumer perception would have positive correlation with willingness to pay. The result has shown that there was negative correlation of consumer perception with willingness to pay. It means that the increasing ecoliteracy of consumers have led to favorable perception and this led to positive preference of consumers towards green attributes of hotels but consumers were less willing to pay. This implied that whether Indian consumers perceive green attributes as an important part of hotels and prefer green attributes while choosing hotels but they were still not willing to pay more for the green attributes in hotels. This result was in accordance with Manaktola and Jauhari (2007), only 15 per cent of respondents were willing to pay extra for environmental initiatives despite having positive attitude or behavior towards green practices, while the remaining consumers felt that costs should either be paid by the hotel or shared.

From the current study it was analyzed that 72.6% of Indian consumers were willing to pay extra amount for green practices followed in a hotel and 53.8% of the respondents were paying less than 5% more price for green services. Despite of higher willingness to pay for green services, consumers still have doubt towards hotel management towards execution of green services. Consumers agreed with the statements that they will be happy in staying a conventional hotel without paying extra charges (M=3.63), consumers also agreed that hotels charges extra amount only for their profits(M=3.53), hotel charge extra amount for the environment friendly services without providing quality services(M=3.38), and for them convinience and comforts matters more than the green efforts taken by the hotels(3.38). This showed that for indian consumers,
comforts and convenience are more important, also they have misconception that hotels do not provide quality services even after charging higher amount. Consumers might be willing to pay but their perception towards implementation of green services in hotels stops them to take action towards payment. As consumers know that Green management costs higher, so prices for the green services will be high (M=3.52) that is why they are willing to pay and that is only less than 5% of amount which does not have any effect on overall payment. It might be the reason that Consumers were less likely to willing to pay more for their stay as customers view green practices as cost-cutting measures for a hotel Baker, M. A et.al.,(2013). Millar & Mayer(2012), showed that 80% of the respondents indicated that they were willing to pay the same amount for an environmentally friendly hotel room. The major factors that influence the hotel selection among the respondents were price, location, and quality of service Jhawar,A et.al.,(2012). Consumers’ willingness to pay were dependent upon the comforts, quality and price. Indian consumers are more skeptical towards green products and services as they think that they are being cheated by offering green products and services with higher prices. “Singh & Pandey (2012) concluded that pricing was a critical factor in green marketing as compared to conventional marketing. It is very true that green products and services costs higher than the non green products which generally consumers resist to buy it. Concerns about the overpricing have made consumers skeptical about certain green claims. Most customers will only be prepared to pay a premium if they perceive additional value such as improved performance, function, design, visual appeal, or taste. Environmental benefits alone may not be a justification for higher prices.” There is evidence that consumers were willing to pay premium for green hotel practices (Masau and Prideaux, 2003; Kelly et al., 2007; Han et al., 2009) and at the same time consumers seem reluctant to pay more (Manaktola and Jauhari, 2007, Han and Chan, 2013) or even state that green hotels should charge less money (Millar and Baloglu, 2011). But instead of strong positive behavior and attitude customer would not pay much for this. Hotel industry should invest itself in the eco-friendly practices (Manaktola & Jauhari, 2007). Sheikh et.al., (2014), identified that there was a segment in market that will pay premium price for green product after having proper information of being product environment friendly. It showed that customers were price sensitive but if they got full information about the green product they will surely buy it at high price or will sacrifice for the quality, these all things make a customer’s final decision. The majority of consumers claimed
that there should be no price difference between green and traditional hotels, whereas some stated that they should pay less for a green hotel Millar and Baloglu (2011).

Consumers have their negative view towards the green products and services. The most important factor that stops consumers to buy green products is quality, lack of comforts and convenience. Consumers do not want to sacrifice quality even after paying higher amount, because Consumers focus on the credibility of a hotel’s green promotions (Chan 2013) and Consumers consider premium pricing, lower comfort level and inconvenience the most important negative green hotel attributes (Han and Chan 2013). Consumers will not always sacrifice their comforts and convenience Kim & Han(2010).

“Baker, Davis, and Weaver (2014) also found that inconvenience, decreased luxury and perceptions of corporate cost cutting as the most significant barriers for consumers' intention to book or pay premium for a green hotel.” So marketers need to study the mindset of consumers. “D’Souza et al., (2006) contrary reported that generally, perception of green products was negatively associated with customer’s intention to purchase them if they were of higher prices and low quality in comparison to traditional products.” Consumers are skeptical because it is a newer concept and they have no full information about the usage of green products and services, that is why consumers do not want to buy green products and services. So marketers need to minimize the pricing of the products which can be offered to the consumers without compromising in their comforts. “If the green product is properly marketed then customer will buy the green products. Proper information should be provided to customer about the product (D’Souza, Mehdi Taghian, & Peter Lamb,2006).” “Lee, Kim et.al, (2010), 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.”

It is consistent with the results that consumers are price sensitive when it comes to going green (D’Souza et al., 2007). Young et al. (2010) identified price as a barrier to green purchase behaviour by stating that it reduces the influence of green values and attitude in making purchase decisions. But consumers who were most involved with the environment were willing to pay a green premium in comparison to those who were less involved and not willing to pay more (Vlosky, Ozanne & Fontenot, 1999). In case of willingness to pay, U.S. consumers are more willing to pay for Green practices than are Indian consumers. This difference is deeply rooted in the Indian psyche that government, not the consumer, is responsible for initiating and
maintaining Green practices. This belief arises from the fact that most of the major projects in India are undertaken by the government, central or state, not by the private enterprises (Dutta et.al., 2008)

But when it comes to Indian consumers, hoteliers need to educate their consumers, try to be genuine, identify the need of consumers, and be transparent. Hence the current study proved that, even after consumers were aware, and preferring green attributes in hotel but their positive perception towards green attributes still did not make any impact towards consumers’ willingness to pay for green services.

It was seen from the result of regression analysis that there was a significant impact of ecoliteracy, consumer perception, consumer preference and willingness to pay on consumer green acceptance behavior. It was found 26.3% of the variation in consumer green acceptance behavior or CGAB due to the factors ecoliteracy, consumer perception, consumer preference and willingness to pay. This implied that behavior of consumers was being affected by these predictors but a minimum variation was seen. This can be noticed that there were other factors too which could affect the consumer green acceptance behavior. It was also seen that consumer preference was the major moderating factor among the variables that had a greater impact on consumer green acceptance behavior. Hence it can be said that consumers’ tastes and preferences acts as an important factor which compel consumers to take action towards acceptance of green services. So the study concluded that ecoliteracy, consumer perception, preferences and willingness to pay had an impact on consumer green acceptance behavior but there were other factors that were affecting. This result can be used for the further studies.
Fig. 5.1 Summary of Results

PC- Positively Correlated

NC- Negatively Correlated

NS- Not Significant
5.8 Managerial implications

This study has a wider scope in every fields of management. This study is not only limited to consumers rather it can be further studied for the employees and employer perception towards green practices of hotels. This study has its relevance to the hotel industry, to the academicians, to the policy makers or Government.

The current study will have significant impact on hotel industry. Hotel industry would get to know the green practices which could be incorporated in their hotels. It will be a great help to hotels to know their consumers’ needs and preferences and also their behaviour towards the particular green practices. Hoteliers need to explore more about the green attributes and practices which would help the hotels to retain in the competitive market. The likes and dislikes of business and leisure travellers were to be identified as their preferences might be different from the other consumers. Generally consumers prefer to stay in those green hotels where they could get best services without sacrificing their comforts. Hence, the hotel industry needs to work hard to position their green services in such a way so that they could attract more travellers. There are still certain barriers faced by consumers which prevent them to buy green products and services, so it is important to remove those barriers and provide assurance to the consumers about the quality, cost and information for green products and services.

This study would be beneficial for the academicians, researchers and students. This study would help to understand the consumer mindset and their preferences towards the green attributes of the hotel industry. Researchers could get a deep insight about the major green practices followed by the hotels. The researcher could identify the solution for the problem of consumers’ skeptical mindset.

Government and other policy makers are also initiating awareness campaigns to make consumers aware about the environmental problems. For tourism industry, India is a growing and a developing nation where the intention of tourists is important to be identified. So this study has specially focused on the consumers’ awareness, perception and their preferences where government can easily identify the tourist’s mindset in choosing their hotels. It will also help to know the preferences of green practices which a green hotel should incorporate. Government could communicate and promote more for green products and services to the Indian consumers.
that would help in better consumer engagement increase in accessibility and availability of green products and services easily.

The mass media coverage should be increased, so that awareness campaigns and many initiatives by the government and NGOs on environmental issues could be reached to the consumers. Now, it is crucial to promote green marketing, so the policy makers should be alert about the eco labels and green certification programs where every category of green hotels should be fulfilled and should also restrict the green washing. The study could be useful to the various advertisers, environmentalists and various industries who are working for the promotion of green products. Because of increasing awareness of consumers, the usage of green products and services has increased drastically. This gives a good response to the environmentalist as rising demand of green products would help in saving the environment. The advertisers would be getting more opportunities to bring awareness and provide full information about the green products and services so that a country like India could also bring revolution towards green marketing. Although Indian consumers are aware but they are not showing any action towards buying green products and services. This can be a better opportunities for the industrialist, hoteliers, government and mass media to take a step in making consumers more aware about the usage of green products and services by removing all barriers so that Indian consumers could make their buying decisions that can save our environment.