CHAPTER VI

6.1 Conclusion

The term “Green” has become the buzzword for the consumers as well as the hoteliers. Various studies have been conducted on green marketing, consumer awareness, perception and their behaviour. To the best of the knowledge of the researcher, this is the first attempt of an exploratory study which links these variables like ecoliteracy, consumer perception, consumers’ preferences, willingness to pay and consumer green acceptance behaviour in India. Previous researchers have focused mainly on partial aspects of consumer awareness and their perception in general and have linked some factors or combination of two or more factors affecting consumer behaviour but the linkage between the ecoliteracy of Indian consumer, perception, consumer preferences, their willingness to pay and consumer behaviour altogether is yet to be identified for the hotel Industry. The present research has examined the relationship among the ecolitreacy, consumer perception, preferences, their willingness to pay and consumer behaviour, also the factors affecting consumer green acceptance behaviour with reference to green attributes in hotel industry. The key learning of the study has been:

- Both males and females have same views, preferences, willingness to pay and their behavior towards green attributes of hotels. As 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.

- The 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. Due to increase in the usage of social media nowadays, the people would definitely be aware about the environmental issue. It was also found out that consumers having age group of 29 years or younger and 40-49 years would have difference in their willingness to pay.
• The Education of consumers did not influence awareness, consumer perception towards green attributes, and consumer preference for green attributes, willingness to pay and consumer green acceptance behavior.

• There was no difference between family income and ecoliteracy, consumer perception, consumer preference, willingness to pay and consumer green acceptance behavior towards green attributes of hotels. 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.

• 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. Business and leisure travelers were very alike in their behavior when assess the importance of particular green attributes.

• 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. The 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.

• It was seen from the current results 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.

• It was also seen 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.
• But it is not necessary that perception and consumers’ preference will have positive correlation with willingness to pay. The result has shown that there was negative correlation of perception and consumers’ preference with willingness to pay. Due to lack of information, poor quality products, lack of comforts, high price and lack of availability were the major reasons for Indian consumers of not taking action towards buying of green products and services.

• The increasing ecoliteracy of consumers have led to favorable perception and this led to positive preference of consumers towards green attributes of hotels but they were not willing to pay for the green products and services. On the other hand it was also 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. This means that despite of higher willingness to pay for green services, consumers still have doubt towards hotel management for execution of green services. Because comforts and convinience are the prominent factor for indian consumers, also they have misconception that hotels do not provide quality green services even after charging higher amount.

• Indian consumers feel happy while making environment friendly decision, they also influence their family and friends about various environmentally friendly products or activities, they pay attention to advertisements featuring products which are safe for the environment, and they feel obligated to buy environmentally friendly products for their home. 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.

• Also, 26.3% variability on consumer green acceptance behavior has been seen due to the factors like ecoliteracy, consumer perception, consumer preferences and willingness to pay. Among these variables, consumer preferences have major impact on consumer green acceptance behavior due to changing tastes and preferences of consumer. Indian consumers will like to take action according to their preferences towards various green attributes.

• The current study has tried to identify the consumer behavior and their outlook towards green practices followed by the hotel industry, where study found that most of the Indian
consumers are aware and perceiving it positively, also showing their preferences for green services in a hotel but there are only few consumers who are actually willing to pay good amount for their green services.

- Consumers have their negative mindset 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. So marketers need to study the mindset of consumers by providing quality information about the usage of green products and services so that consumers can show interest towards the purchase of green products and services.

- Hence, the time is not far where Indian people come together to save their earth, no matter how many barriers they would face. The day will come soon, when Indian consumers will accept green products and services completely and would also show their willingness to pay. It’s only a few efforts has to be taken by the hoteliers, the government and the consumers itself to bring pollution free environment.

6.2 Limitation of the Study

Although precautions have been taken to formulate a broad guidelines to know the consumer green acceptance behavior yet the study has several limitations. The cross sectional nature of the study and the nature of the data achieved through mail questionnaire can be regarded as a limitation. The relative influence of social desirability factor could not be determined from our results and may have influenced the respondents of the study. The sample size was limited only to those consumers who were Indian tourists. The objective of the study was to evaluate the consumer behavior towards eco friendly practices where only the few green practices followed in a hotel were taken for the evaluation in order to be particular in nature. There were also many other green attributes that may be related to a hotel property, room décor and hotel restaurants that might be of importance to some hotel guests. The only selected green attributes were being included was another limitation of the study. Since the study was based on self reporting, the researcher cannot be sure that the answers given by consumers truly
reflect their attitudes and behavior. Finally the study was not longitudinal as the researcher cannot reach conclusions about the changes in consumers’ perception and behavior over time. The strong points of the study are the real life character of the data and the pan India were covered in the study. This led to validate the behavior of consumers towards green products and services. The main strength of the study was the participation of both business and leisure travelers. The present study satisfactorily achieved the aim of the study and provides significant views for future research in this paramount area.

6.3 Future Scope

The “Green marketing” in hotel industry is emerging in India and there lies enormous scope in this field. The researcher has established some of the areas which were not referred in the current study would further improve the results of the present study. The study of expectations of hotel consumers towards service quality and green services can give a new insight about this untapped market to the hotel managers. The survey on different demographic variables of the guest would be an interesting area of study that can be included for the extensive survey. Such attempt would give more clarity in knowing the views towards eco friendly attitudes and behavior of the consumers. Further studies can also be included that how new changing role of females and youths can affect green behavior. The hoteliers should examine the best strategies to transform consumers’ environmental knowledge into more positive attitude toward the environment so that consumers can convert their concern into buying decisions. The future scope also extends to green restaurants, organic food, and employees perception and behavior towards green attributes of hotels.