CHAPTER II

LITERATURE REVIEW

2.1 Introduction

In this chapter, the writer would like to explain the variables of the research which are attitude towards green behavior, overall image, and behavioral intentions. Additionally, the hypothesis and conceptual framework that are used in this research also would be explained as well.

2.2.1 Attitude towards green behavior.

The deteriorating condition of the environment has become a prominent variable that affects the process of product being produced, marketed and recycled (Wee et al., 2014). Consumers nowadays are fiercely engaged to implement an environmentally friendly lifestyle to positively contribute to the well-being of the environment. Therefore, the majority of the consumers seek a lodge that implements environmentally friendly policies (Lee et al., 2010). In the hospitality industry itself, the green attitude of the consumers is determined by the eco-friendly policies that are being implemented by the hotels (Manaktola and Jauhari, 2007).

The attitude of the consumers toward a specific behavior is defined as the degree of assessment of an individual in relation to their behavior (Tonglet et al., 2004; Han et al., 2009). The attitude is the result of psychological stimulation when an individual draws an evaluation (Chen & Thung, 2014). In the perspective

of green marketing, the attitude has an implication as the cognitive evaluation of each person in regards to the value of environmentally friendly policies (Lee, 2008). Therefore, the attitude towards green behavior focused on the perception of the consumers in regards to the degree of convenience, importance of the awareness towards environmental issues and the level of consciousness of companies in regards to the implementation of eco-friendly policies (Laroche et al., 2001).

2.2.2 Overall Image

The image that is built by the hotel is important to create a good first impression from the consumers or the potential consumer of the hotel. Refining the image of the hotel is a strong policy for the hotel to gain a competitive edge over their competitors (Bowen & Chen, 2001). Additionally, the green perception that the consumers have toward a hotel improves the trust of the consumers towards the environmental performance of the hotel (Martinez, 2015) as well as positively contribute to the intention of the consumers to spread the word-of-mouth and stimulate the revisit intention of the consumers (Lee et al., 2010).

Based on the previous study, the overall image itself can be defined as shaped by an individual through the data that is obtained and processed in a certain timeline. (Bigne et al., 2001). The overall image shapes a perception in regards to the qualities, attributes and benefits that the tourists perceive in regards to the destination, in this context, it is the green hotel (Chiu et al., 2014). In the process

of shaping the overall image, the elements of cognitive and affective are involved in the evaluation (San Martin & del Bosque, 2008).

2.2.3 Behavioral Intentions

The behavioral intentions in this research are defined as three sub-variables which are visit intention, word-of-mouth and the willingness to pay. Based on previous study itself, the behavioral intentions implies the willingness of the consumers to spread word-of-mouth and stay at a hotel that implements environmentally friendly policies (Lee et al., 2010). The desire from the consumers to stay at a green hotel and share their experiences gives the company a profit and possibility of revisit intention or even visit intention from potential consumers (Schofield & Katics, 2000).

2.2.3.1 Visit Intention

The consumers' visit intention is heavily influenced by their attitude, it is also reflecting the moral importance of the consumers (Verma & Chandra, 2017). The visit intention itself can be defined as the tourist's desire to go to a specific place for the future travel, based on previous studies it is the indicator of customer loyalty (Kim & Kwon, 2018).

2.2.3.2 Word-of-Mouth Intention

In a broad definition, word-of-mouth intention can be defined as the desire to spread positive evaluation about a community through distinctive assessments (Royo-Vela & Casamassima, 2011) as an affirmation by the consumers in regards to their process of involvement in buying a product or service from a certain company through various media (Hennig-Thurau et al., 2004). From the perspective of the hospitality industry, word-of-mouth is one of the most important forms of communication (Kim et al., 2001).

2.2.3.3 Willingness to Pay More

Various previous studies that investigate this topic fail to reach a consensus in relation to whether the consumers are willing to pay more to stay at a green hotel or not. Based on previous surveys, it is revealed that the majority of the American consumers are willing to pay a greater amount of money to stay at a green hotel (Guadalupe-Fajardo, 2002), while in India, the majority of the consumers are not willing to pay more to stay at a green hotel (Manaktola & Jauhari, 2007). However, it is proven that the degree of environmental consciousness from the consumers affects their willingness to pay more, therefore, consumers with a decent knowledge of environmental issues would likely be willing to pay more to stay at a green hotel (Kang et al., 2012; Khan, 2003).

2.4 Previous Studies

Table 2.1
Previous Studies

Author	The Title of The Article	Variable	Analysis Tool	Conclusion
1. Heesup Han, Li-Tzang (Jane) Hsu, Jin-Soo Lee (2008)	Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process	1.Attitude Towards Green Behavior 2.Overall Image 3.Visit Intention 4.Word-of-Mouth Intention 5. Willingness to Pay More	Structural equation modeling (SEM)	The finding of the study showed that the people who emphasize the attitude towards green behavior would likely stay at a hotel that is environmentally friendly, have the intention to recommend it and are willing to pay more to stay at the hotel that is environmentally friendly.
2. Yixing (Lisa) Gao, Anna S. Mattila, Seoki Lee (2016)	A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research	1. Internalized Perceptions 1.1 Attitudes 1.2 Personal Values 1.3 Environmental Knowledge Awareness 1.4 Perceived Benefits 2.Perceptions of The Firm 2.1 Firm	Analysis of pairwise relationships	The study concluded that the higher attitudes, personal values, perceived benefits that the consumers recognize from green initiatives, the possibility of the consumers to do the green consumptions such as staying at a green hotel, eating at a green restaurant etc.

		Image 2.2 Perceived Quality 2.3 Satisfaction 3.Behavioral Intention 3.1 Visit Intention 3.2 Intention to Spread Word-of-Mouth 3.3 Willingness to Pay 3.4 Willingness to Pay a Premium		
3. Ratni Prima Lita, Sari Surya, M. Ma'ruf, Laura Syahrul. (2014)	Green Attitude and Behavior of Local Tourists towards Hotels and Restaurants in West Sumatra, Indonesia	1. Attitude 2.Overall Image 3.Visit Intention 4.Word-of-Mouth 5.Willingness to Pay	1.Measurement Model (Outer Model) 2. Structural Model Test (Inner Model)	The study reveals that the attitude has a positive effect towards overall image and the overall image has the same effect towards visit intention, word-of-mouth and willingness to pay.
4. Jin-Soo Lee, Li-Tzang (Jane) Hsu,	Understanding how consumers view green	1. Value 2. Quality Attributes 3. Affective	Exploratory Factor Analysis	The study manifests that the affective image has an effect towards the overall image. The implication is

		Image 4. Overall Image 5. Word-of-Mouth 6. Willingness to Pay a Premium 7. Revisit Intention	(EFA)	that the feeling and emotion of the consumers in a green hotel is as much as the cognition in building the perceivement towards green hotel image. Moreover, a green's hotel image also positively affects the behavioral intentions such as willingness to pay a premium, word-of-mouth and revisit intention.
Heesup Han, Yunhi Kim. (2010)	hotels: how a hotel's green image can influence behavioural intentions			
5. Eunha Jeong, Sooncheong (Shawn) Jang (2010)	Effects of Restaurant Green Practices: which practices are important and effective?	1. Perception of Green Practices. 2. Perception of Ecological Image. 3. Ecological Behavioral Intention.	Structural Equation Model (SEM).	The implication of this study explains that the perception of the consumers in regards to the green practices is majority affected by the advertisements rather than from the consumers themselves. Therefore, companies should get their scope to implementing green practices to generate the behavioral intention of the consumers
6. Marketa Kubickova, Khaldoon Nusair, H.G. Parsa, Hsin-Hui Hu. (2014)	Does Green Hotel Image Influence Guests' Behavior: The Case of Generation Y	1. Image 2. Word-of-Mouth 3. Pay More 4. Return Intentions	Structured Equation Modeling (SEM)	The study reveals that the image has an integral role in regards to the decision making process of the consumers before deciding their behavioral intentions.

2.3   Hypothesis Development

The previous studies that are done in regards to the effect of the green attitude towards the behavior of the consumers in the hospitality industry convey the relationship between these two variables. As the environment's health is starting to deteriorate, concerned consumers have the tendency to use or reserve a property that practices sustainability over a property that did not practice sustainability (Han H et al., 2009). However, there is an indeterminate conclusion from various researches that were investigating in regards to the willingness of the consumers to pay more for hotels that practices environmentally friendly operation. Regardless of the positive behavior that is conveyed by the consumers, the majority of the consumers are not willing to pay more for staying at green hotels (Manaktola & Jauhari, 2007). Another study reveals that the increasing level of awareness regarding environmental health implies a higher willingness to pay for a hotel that implements green practices (Kang et al., 2012). The overall image or the perception of the consumers toward the hotels proved to drive the behavioral intentions such as the visit intention, word-of-mouth and the willingness to pay from the consumers (Lita, et al., 2014; Lee et al., 2010). Additionally, a study supports the finding by stating that the overall image is imperative on the decision making process of the consumers that would lead into behavioral intention (Kubickova et al., 2014). Moreover, previous study found that the higher the attitudes towards green practices could be translated as the

higher likelihood to draw the behavioral intentions of the consumers (Gao et al., 2016). Consumers that have the green behavior attitudes have a good perception towards the overall image of the hotels that implement green practices and it is also proven that it has a positive impact towards the behavioral intentions (Lita, et al., 2014). Albeit that finding, a study shows that the consumers' perceptions towards green practices are heavily affluent by the advertisement rather than emerging from their own consciousness (Jeong & Jang, 2010).

The hypotheses development is described as follows:

- H1: There is an effect of attitude towards green behavior towards behavior

- H2: There is an effect of attitude towards green behavior towards the overall image.

- H3: There is an effect of the overall image towards the behavioral intentions.

- H4: There is an effect of green behavior attitude towards the behavioral intentions mediated by overall image.

2.5   Conceptual Framework

The conceptual framework that is proposed by the author consists of three independent variables which is attitude, one mediating variable which is overall image and one dependent variable which is the behavioral intentions.

Figures 2.1 Research Model
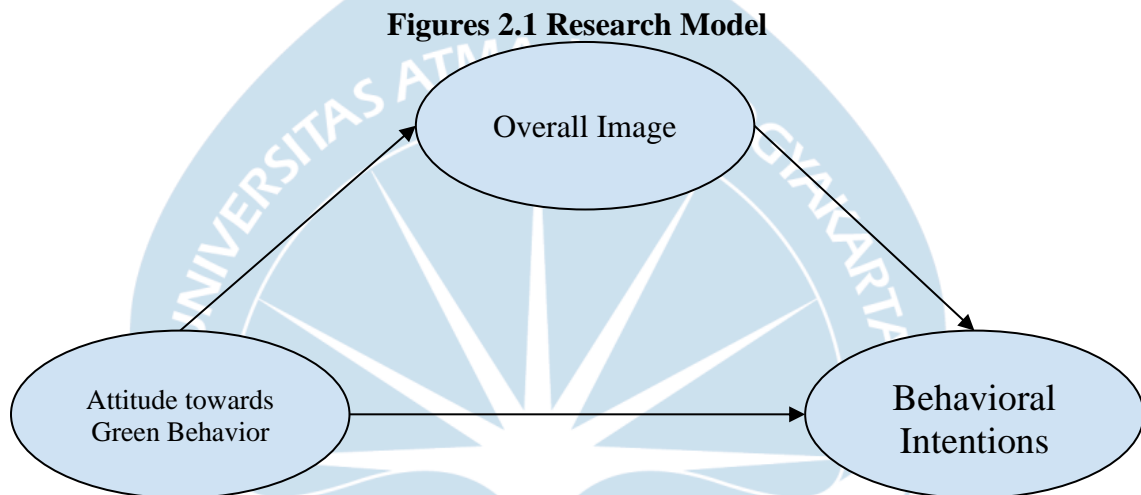
Adopted from: (Han H et al., 2009), (Gao et al, 2016)